

Staff Report



To	City Council
Service Area	Infrastructure, Development and Enterprise Services
Date	Monday, March 21, 2022
Subject	Sign By-law Variance request 9 Woodlawn Road East

Recommendation

1. That the request for variance from Table 1, Row 1 of Sign By-law Number (2021)-20621, as amended, to permit a non-illuminated building sign with an area of 7.1 m² attached to the mechanical penthouse of the building at 9 Woodlawn Road East, be refused.
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Executive Summary

Purpose of Report

This report is to advise of a Sign By-law variance request for 9 Woodlawn Road East.

Key Findings

This property is located in a Service Commercial Zone (SC. 1-36). Table 2, Row 1 of Sign By-law Number (2021)-20621, as amended, restricts building signs to the first storey of a building in a Service Commercial Zone. There is an additional permission for Service Commercial zones that allows building signage on the face of the top storey with certain conditions.

Pride Signs has submitted a sign by-law variance application on behalf of 2824937 Ontario Inc. to permit:

- A non-illuminated building sign with an area of 7.1 m² to be attached to the mechanical penthouse of the building

The request for a variance for this sign is recommended for refusal for the following reasons:

- The Official Plan in section 8.14.4. requires that Commercial signage should be displayed at a consistent height on building facades such as at the top of the ground floor. Signage shall generally not be permitted on the top of buildings or poles;
- The new Sign By-law in regulation 9.1 f) expressly prohibits roof top signage. "Roof Sign" means any of the following:
 - i) Any Sign that is attached to or is located more than one (1) metre above the roof line of a building or structure;
 - ii) Any Sign Installed on or located wholly above the roof of a building;

iii) Any Sign Installed, constructed, attached to or located wholly or partially above the Parapet of a building.

- The actual building is regulated as a 4-storey building. Committee of Adjustment Decision A 101/11 was approved in 2011 permitting a 4-storey building in lieu of the required 3 storeys. Site plan approval was granted in 2014 for a 4-storey building. The mechanical penthouse is not considered as a storey for the building and forms part of the roof. If considered another storey and not the roof, then there is a zoning infraction for height.
- The proposed roof top sign is not in character with the nearby commercial areas.

Financial Implications

Not applicable.

Report

This property is located in a Specialized Service Commercial Zone (SC.1-36). Table 2, Row 1 of Sign By-law Number (2021)- 20621, as amended, restricts building signs to the first storey of a building in a Service Commercial Zone. Additionally, there is an exemption for Service Commercial zones: M) SC ZONES ONLY - For buildings in an SC Zone of 3 or more Storeys one (1) non-illuminated Fascia Sign per premises may be located on the top Storey of the building if no Signs are located on any other Storey of the building. If this Section is utilized, then no other Signs are permitted to be located on any other Storey of the side of the building to which there is a sign on the top storey. There is an address sign facing Woodlawn Road East that is not considered to be signage on this side of the building. This option was provided to the applicant, however the applicant did not accept this option and instead pursued a variance for the sign as requested.

The applicant has approval for a freestanding sign (please see Attachment #4) that is proposed on Woodlawn Road East. This sign was approved by Council through variance report [2021-204](#).

Pride Signs has submitted a sign by-law variance application on behalf of 2824937 Ontario Inc. to permit:

- A non-illuminated building sign with an area of 7.1 m² to be attached to the mechanical penthouse of the building

See Attachment 1 – Location Map for the location of the property and surrounding area.

Table 1 – Requested Variances

	By-law Requirements	Request
Location of building signs	1 st Storey	Sign attached to mechanical penthouse (above 4 th storey)
	Top Storey of the building if no Signs are located on any other Storey of the building	Sign attached to mechanical penthouse (above 4 th storey)

Please see Attachment 2 – Sign Variance Drawings.

The following is a summary in support of the proposed variance **by the Applicant**:

- New development signage plays a key role in helping to inform both the pedestrian and vehicular traffic of the location and the tenants located in the building;
- The proposed sign will provide identification and allow passing vehicular and pedestrian traffic travelling east of Woodlawn Road and north on Woolwich Street, to identify the services which are available and unique to this location;
- The signage proposal will not alter the existing character of the site or surrounding area and as the sign is non-illuminated it will not pose a visual hindrance or a distraction and as the sign will have been Engineered stamped, they will not create a public safety concern as a result.

Please see Attachment-3 for the complete rationale and images provided by the applicant.

Staff notes that the applicant has provided examples of other top storey and roof signage in the City. Two of the examples (Cooperators) are signs that were originally installed in the 1970's under an older Sign By-law. The other downtown example was not erected on the top of the whole building and was a variance approved in order to protect the stone façade of the original heritage building. This was done under the 1996 Sign By-law.

The request for a variance for the proposed sign is recommended for refusal for the following reasons:

- The Official Plan in section 8.14.4. requires that Commercial signage should be displayed at a consistent height on building facades such as at the top of the ground floor. Signage shall generally not be permitted on the top of buildings or poles;
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- The proposed roof top sign is not in character with the nearby commercial areas.

This variance application is before Council as the sign permit was refused by staff as it is a prohibited sign. Since it is prohibited, it is not within the scope of the Delegation of Authority.

Financial Implications

Not applicable

Consultations

Internal consultation with Planning Services (Urban Design).

External communication with the Applicant. A public notice will also be circulated to inform the public.

Strategic Plan Alignment

Powering our Future – to help businesses succeed and add value to our community.

Attachments

Attachment-1 Location Map

Attachment-2 Sign Variance Drawings

Attachment-3 Applicant Rationale

Attachment-4 Approved Freestanding Sign

Departmental Approval

Jeremy Laur, Chief Building Official

Report Author

Patrick Sheehy- Program Manager-Zoning

This report was approved by:

Krista Walkey, MCIP, RPP

General Manager, Planning and Building Services

Infrastructure, Development and Enterprise Services

519-822-1260 extension 2395

krista.walkey@guelph.ca

This report was recommended by:

Jayne Holmes, P.Eng., PMP

Deputy Chief Administrative Officer

Infrastructure, Development and Enterprise Services

519-822-1260 extension 2248

jayne.holmes@guelph.ca