

Attachment 3- Applicant Rationale



City of Guelph
1 Carden Street
Guelph, ON
N1H 3A1

January 24th, 2022

RE: Woodlawn Speciality Dental - 9 Woodlawn Road East, Guelph, ON - Sign Variance

To whom it may concern,

Please accept and consider the following in addition to the provided drawings in support of the proposed Sign Variance Application for Woodlawn Specialty Dental located at 9 Woodlawn Road East. The client wishes to install a Fascia Sign located above the top floor of the building. Regulations regarding Building Signs Table 1 restricts signage to be installed above the first storey unless located within the Central Business District for a building that is at least 3 storeys, and in an Industrial zone in a building that has at least 2500 m² of 1st storey floor area.

Summary of Variances and Relief Requested

To permit one fascia sign to be installed above the top floor of the building where Section 8.1 (M) of the bylaw states:

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.

Sign #1 – Drawing Reference: DPDP-RCN1H1G5.000A1– proposed location is to be install on the top floor of the building attached to the Mechanical Penthouse wall. The total sign area 7.10m² and 20% of the elevation.



SITE LOCATION

The subject lands are located on the south side on Woodlawn Road East. This site is surrounded by commercial uses to the north and west, and residential uses to the south and east and falls within the Specialized Service Commercial zone. The site is currently developed with a new 1345 square metre building.



SUMMARY OF RELIEF REQUESTED

As with any new development signage plays a key vital and important role and helps to inform both pedestrian and vehicular traffic of the location and tenants that are located within. The proposed non illuminated wall sign is for identification purposes and will represent current the tenant that will occupy the units within 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.



Rendering of proposed signage location

This development will provide employment opportunities in the Guelph community and will also increase income of any existing and future business. By approving the proposed sign, it will provide the adequate signage for the tenant and help to raise awareness to potential new clients and help ensure the future success of the premises and the businesses located within.

Below are attached photos of illuminated signage permitted to be installed to a Mechanical Penthouse. Woodlawn Kids Dental is seeking the same leniency from the bylaw to permit their proposed non-illuminated sign



Co-Operators – MacDonnell Street (South elevation)



West Elevation (illuminated sign)



Google image from 2009



Image from 2013 to permit roof sign

Pride Signs Ltd formally requests your support and approval of this application. The proposal will not have a detrimental impact on the to the subject lands or surrounding neighbourhood and will enhance the streetscape over current conditions. The signage proposed is minimal for this site and helps provide identification to unique services available at this location. We thank the City of Guelph's Sign Variance Committee for your consideration of this proposal, and should you have any questions, please contact the undersigned.

Regards,

Donna Thomson

Donna Thomson
Permit Co-ordinator
(519) 622-4040 X213
dthomson@pridesigns.com