

Staff Report



To	City Council
Service Area	Infrastructure, Development and Enterprise Services
Date	Monday, January 27, 2020
Subject	Sign By-law Variance - 10 Woodlawn Road East
Report Number	IDE-2020-05

Recommendation

That the request for variance from Table 1, Row 1 of Sign By-law Number (1996)-15245, as amended, to permit one (1) non-illuminated building sign with an area of 1.76m² to be located 2.08m above the ground surface at the property of 10 Woodlawn Road East, be approved. (Sign B)

Executive Summary

Purpose of Report

This report is to advise Council of sign by-law variance request for 10 Woodlawn Road East.

Key Findings

The City of Guelph Sign By-law Number (1996)-15245, as amended, requires a building sign more than 1m² to be located a minimum height of 2.4m above the ground surface in a Community Shopping Centre Zone (CC.-2).

Steel Art Signs has submitted a sign by-law variance application on behalf of Canadian Tire Real Estate Ltd. to permit one (1) non-illuminated building sign with an area of 1.76m² to be located 2.08m above the ground surface at the property of 10 Woodlawn Road East (Sign B).

The requested variances from the Sign By-law are recommended for approval for the following reasons:

- The request is minor;
- The proposed sign is replacing and legalizing a similar sign that was in the same location;
- The proposed sign will have a minimal projection from the building (0.05m) and therefore will not pose a hazard to any persons entering or exiting the building;
- The proposed location of the sign will not detract from the appearance of the building; and
- The proposed sign will not have a negative impact on the streetscape or surrounding area.

Financial Implications

Not applicable.

Report

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Steel Art Signs has submitted a sign by-law variance application on behalf of Canadian Tire Real Estate Ltd. to permit one (1) non-illuminated building sign with an area of 1.76m² to be located 2.08m above the ground surface at the property of 10 Woodlawn Road East. (See "Attachment 1 – Location Map").

Table 1 - the requested variance is as follows:

	By-law Requirements	Request
Minimum height above the ground surface	2.4m	2.08m

Please see "Sign B on Attachment 2 – Sign Variance Drawings"

The following is a summary of what the applicant has provided to support the application:

- The sign is part of Canadian Tire's corporate signage standard;
- There is a minimal difference between what is proposed and what is permitted;
- The proposed sign is the appropriate size for the store elevation; and
- The proposed sign will not alter the essential character of the area, will not adversely affect adjacent properties and will not adversely affect the public interest.

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- The proposed location of the sign will not detract from the appearance of the building; and
- The proposed sign will not have a negative impact on the streetscape or surrounding area.

Financial Implications

Not applicable.

Consultations

At the time of the writing of this report, Staff have not received communications from any stakeholders. A notice about this application will be online and in City News two weeks prior to the meeting date.

Staff will inform the Applicant of Council's decision in writing.

Strategic Plan Alignment

Powering our future – helping businesses succeed.

Attachments

Attachment-1 Location Map

Attachment-2 Sign Variance Drawings

Departmental Approval

Not applicable.

Report Author

Bill Bond, Zoning Inspector III/Senior By-law Administrator

Approved By

Patrick Sheehy, Program Manager – Zoning

Jeremy Laur, Chief Building Official



Approved By

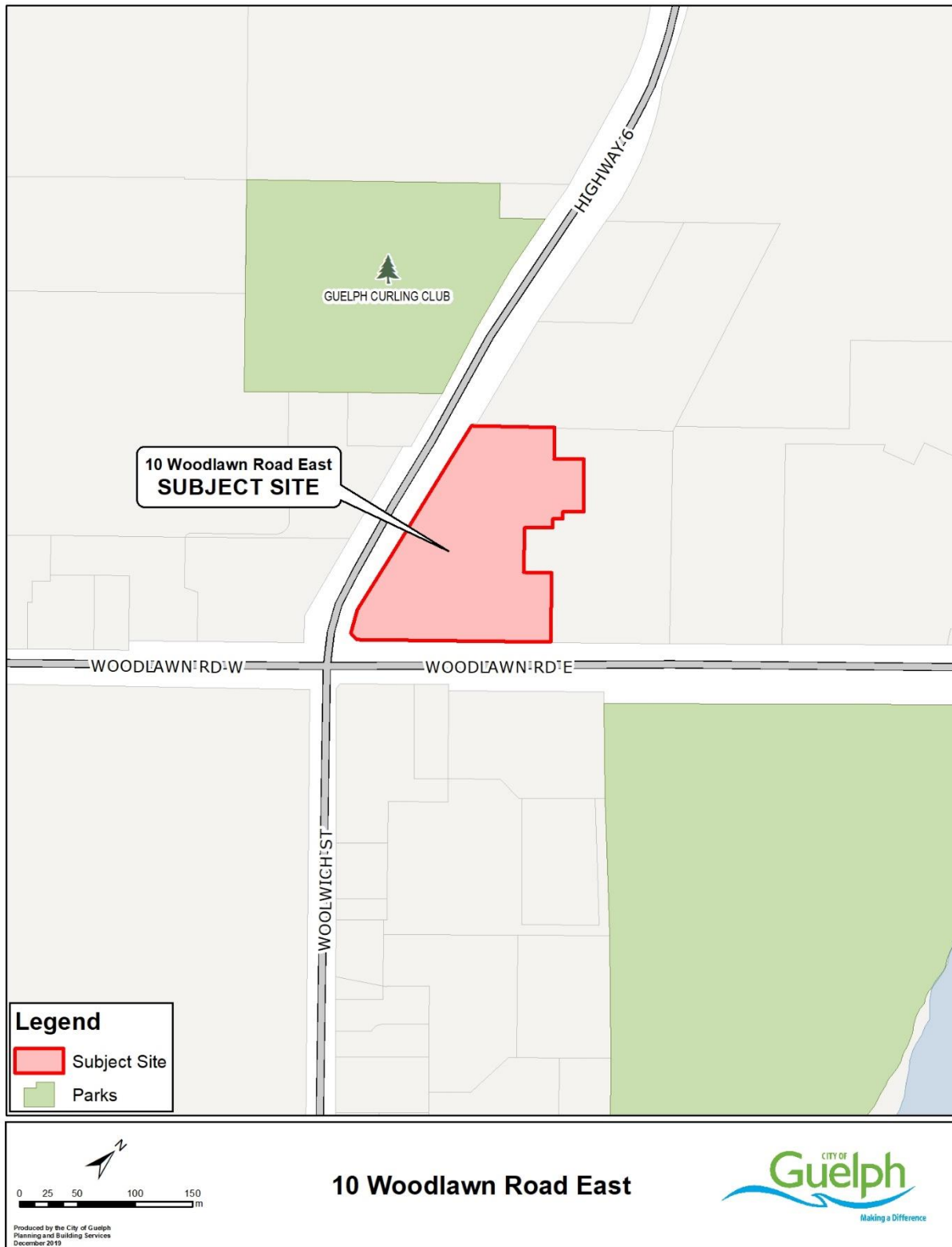
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Recommended By

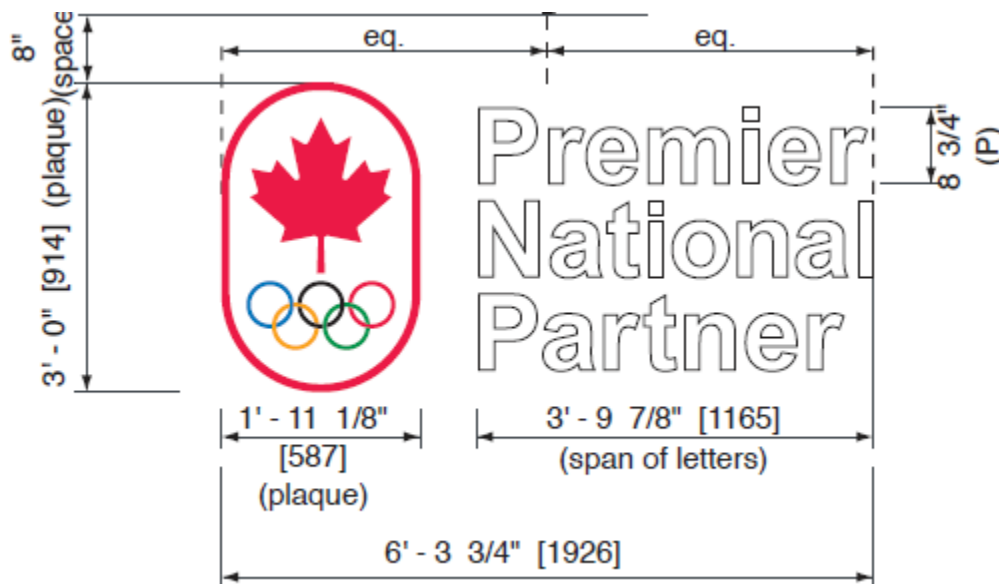
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Attachment-1 Location Map

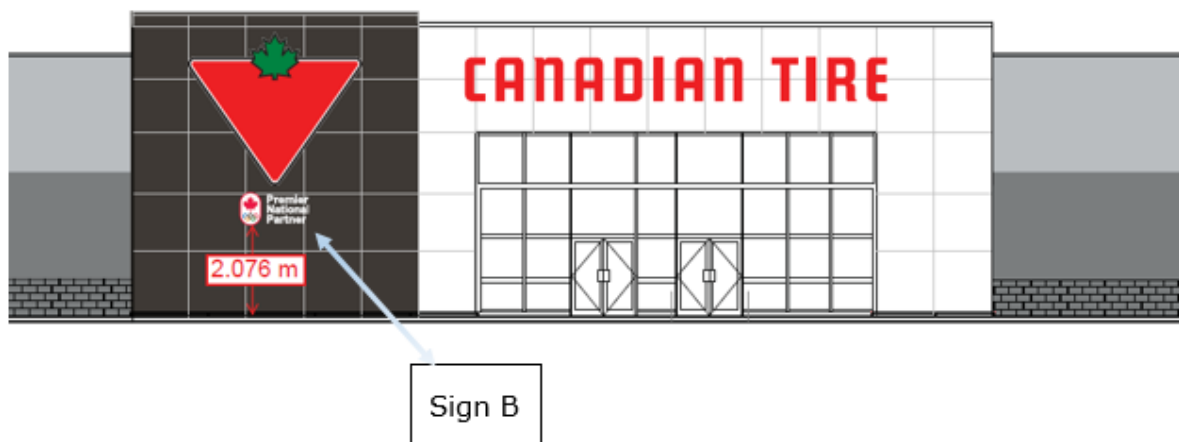


Attachment- 2 Sign Variance Drawings (provided by the Applicant)

Proposed one (1) non-illuminated building sign with an area of 1.76m² (Sign B).



Proposed sign location of Sign B 2.08m above the ground surface. The other signs are existing and are to remain.



Attachment- 2 Sign Variance Drawings (provided by the Applicant)

Proposed sign labelled below as "SIGN B". All other signs identified are existing signs and are to remain.

