

Attachment-3 Applicant Letter of Justification



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December 20, 2022

Kelly Patzer
Senior By-law Administrator/Zoning Inspector III
Planning and Building Services
City of Guelph
1 Carden St
Guelph, ON N1H 3A1

**Re: Sign Variance Application – Digital Pylon
3 Woodlawn Rd W, Guelph, ON N1H 1G8 (The “Property”)
Calloway REIT (SW Ontario) Inc.**

On behalf of **Calloway REIT (SW Ontario) Inc.** (the “Owner”), please accept this letter of justification as part of a sign variance application for 3 Woodlawn Rd West.

Submission Materials

Please find enclosed the following materials:

- Sign by-law variance application form
- Letter of justification
- Rendering of the proposed sign with dimensions
- Site Plan with proposed location of sign
- SmartCenters digital signage presentation
- Fee in the amount of \$1,100.00

Variances from Bylaw Requested:

The Property is zoned CC-19 – specialized community shopping centre zone. It is subject to section 18 and 24 of the City of Guelph sign by-law regulations for electronic message boards. The proposed sign complies with all provisions in Sections 18 and 24 except:

City of Guelph Zoning Bylaw

Section 18.1.3 G)

- A Ground Sign set back a minimum 1m from a Street Line is permitted a maximum height of 6m above the adjacent Roadway and a maximum Sign Face area of 0.3m² for every 1m of frontage to a maximum of 8m². A Ground Sign set back 6m from the Street Line is permitted a maximum height of 7m above an adjacent Roadway (6m when adjacent to a residential zone) and a maximum Sign Face of area of 0.3m² for every 1m of frontage to a maximum of 17m². All Ground Signs must be located a minimum distance of 3m from an adjacent property.

Attachment-3 Applicant Letter of Justification (continued)

- We are requesting a 0m setback from the street line/property line.
- We are requesting a maximum sign height variance to a height of 12.20 meters.
- We are requesting a maximum sign face area variance to a face of 66.05 square meters. *(Includes all support structures and graphics).*
- J) Maximum Sign face area for Changeable Copy is 60% of the Sign area to a maximum of 3m²
- "Changeable Copy" means an area on which messages can be changed either manually or automatically and includes, but is not limited to, an Electronic Message Centre;
 - We are requesting a variance to permit an 18.6 sq. m. changeable copy that comprises 100% of the sign face.

Section 24 – Regulations for Electronic Message Centres

- Table 24.1) Electronic Message Centres shall be located a minimum of distance of 30m away from any residentially zoned property and any intersection.
 - We are requesting a distance of 22.02M away from the intersection of Woodlawn Road W.

Justification

We are requesting a variance for a digital ground sign to promote the centre which has a very limited street vista. The sign will exceed the sign bylaw max digital sign face area which is 3sqm. This sign will be aesthetically pleasing to the eye and will help advertise existing tenants and assist with attracting new tenants to the property.

Should you have any questions regarding this application, please do not hesitate to contact me at [REDACTED]

Sincerely,

[REDACTED]
Daniel Zhang
Development Associate
[REDACTED]

cc. Allan Scully, SmartCentres
Heather Jenkins, SmartCentres