

Staff Report



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| To | Committee of the Whole |
| Service Area | Infrastructure, Development and Enterprise Services |
| Date | Monday, October 5, 2020 |
| Subject | Sign By-law Variance for 292 Speedvale Avenue West |

Recommendation

1. That the request for variance from Table 2, Row 1 of Sign By-law Number (1996)-154245, as amended, to permit one (1) internally illuminated freestanding sign with a sign area of 3.83m² and a height 1.5m above an adjacent roadway, to be 80 metres from another freestanding sign on the property of 292 Speedvale Avenue West, be approved.
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Executive Summary

Purpose of Report

The purpose of this report is to put forward the staff recommendation that the request for variance from Table 2, Row 1 of Sign By-law Number (1996)-154245, as amended, to permit one (1) internally illuminated freestanding sign with a sign area of 3.83m² and a height 1.5m above an adjacent roadway, to be 80 metres from another freestanding sign on the property of 292 Speedvale Avenue West, be approved.

Key Findings

Table 2, Row 1 of Sign By-law Number (1996)-154245, as amended requires freestanding signs to have a minimum separation distance of 120m in a Community Commercial (CC) Zone.

Imperial Signs has submitted a sign by-law variance application on behalf of Armel Corporation to permit one (1) internally illuminated freestanding sign with a sign area of 3.83m² and a height 1.5m above an adjacent roadway, to be 80 metres from another freestanding sign on the property of 292 Speedvale Avenue West.

The request for variance is recommended for approval for the following reasons:

- The request is reasonable given the size of the proposed sign the proposed location;
- The proposed location is a suitable landscaped area outside of the sightline visibility triangle;
- The applicant will remove the existing address sign and incorporate it into the proposed sign;
- The proposed sign complies with all other regulations; 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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Imperial Signs has submitted a sign by-law variance application on behalf of Armel Corporation to permit one (1) internally illuminated freestanding sign with a sign area of 3.83m² and a height 1.5m above an adjacent roadway to be 80 metres from another freestanding sign on the property of 292 Speedvale Avenue West (see "Attachment 1 – Location Map").

Table 1 - Requested variance

| | By-law Requirements | Request |
|---|----------------------------|----------------|
| Minimum setback between freestanding signs on the same property | 120m | 80m |

Please see "Attachment 2 – Sign Variance Drawings"

The request for variance is recommended for approval for the following reasons:

- The request is reasonable given the size of the proposed sign the proposed location;
- The proposed location is a suitable landscaped area outside of the sightline visibility triangle;
- The applicant will remove the existing address sign and incorporate it into the proposed sign;
- The proposed sign complies with all other regulations; and
- The proposed sign will not have a negative impact on the streetscape or surrounding area.

Financial Implications

Not Applicable.

Consultations

Internal consultations were held with Planning Services.

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

Strategic Plan Alignment

Powering our future – Helping businesses to succeed and add value to the community.

Attachments

Attachment-1 Location Map

Attachment-2 Sign Variance Drawings

Departmental Approval

Patrick Sheehy, Program Manager, Zoning, Building Services

Jeremy Laur, Chief Building Official, Building Services

Report Author

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This report was approved by:

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