



**SUBJECT: Sign Variance Application for 4460 Fairview Street/666-686
Appleby Line**

TO: Planning and Development Committee

FROM: Department of City Building

Report Number: PB-06-18

Wards Affected: 4

File Numbers: 530-06/17

Date to Committee: February 13, 2018

Date to Council: February 20, 2018

Recommendation:

Approve the application for variances to Sign By-law 34-2007, made by JONES NEON DISPLAYS LIMITED, to permit the replacement of the existing awning signage on buildings 'B', 'C', and 'E' with new fascia signs, which require the following variances:

1. Sign 1 (Building C): To permit a sign area of 16.6 m² instead of the maximum permitted 11.76 m²
2. Sign 2 (Building C): To permit a sign area of 10.5 m² instead of the maximum permitted 7.38 m²
3. Sign 3 (Building C): To permit a sign area of 22.5 m² instead of the maximum permitted 12.27 m²
4. Sign 4 (Building C): To permit a sign area of 12.7 m² instead of the maximum permitted 8.98 m²
5. Sign 5 (Building C): To permit a sign area of 13.8 m² instead of the maximum permitted 9.75 m²
6. Sign 9 (Building E): To permit a sign area of 9.2 m² instead of the maximum permitted 4.56 m²
7. Sign 10 (Building E): To permit a sign area of 9.4 m² instead of the maximum permitted 4.62 m²
8. Sign 11 (Building E): To permit a sign area of 14.3 m² instead of the maximum permitted 7.08 m²
9. Sign 12 (Building E): To permit a sign area of 9.9 m² instead of the maximum permitted 4.91 m²

10. Sign 13 (Building E): To permit a sign area of 13.5 m² instead of the maximum permitted 6.66 m²
11. Sign 14 (Building E): To permit a sign area of 27.2 m² instead of the maximum permitted 13.38 m²
12. Sign 15 (Building E): To permit a sign area of 13.2 m² instead of the maximum permitted 6.51 m²
13. Sign 16 (Building E): To permit a sign area of 12.8 m² instead of the maximum permitted 6.33 m²
14. Sign 17 (Building E): To permit a sign area of 12.5 m² instead of the maximum permitted 6.16 m²
15. Sign 18 (Building E): To permit a sign area of 14.78 m² instead of the maximum permitted 7.29 m²
16. Sign 19 (Building E): To permit a sign area of 28.3 m² instead of the maximum permitted 13.95 m²
17. Sign 20 (Building B): To permit a sign area of 22.8 m² instead of the maximum permitted 16.03 m²
18. Sign 21 (Building B): To permit a sign area of 10.7 m² instead of the maximum permitted 7.52 m²
19. Sign 22 (Building B): To permit a sign area of 11.1 m² instead of the maximum permitted 7.84 m²
20. Sign 23 (Building B): To permit a sign area of 33.6 m² instead of the maximum permitted 23.65 m²

Subject to the following condition:

1. The variances apply to the proposed fascia signs only and are valid only for the duration of the existing uses on site.

Purpose:

To recommend approval of the request for variances to allow the replacement of the existing awning signage on buildings 'B', 'C', and 'E' (see Appendix B – Detail Sketch) with new fascia signage at 4460 Fairview Street/666-686 Appleby Line.

Background and Discussion:

The subject property has the following characteristics:

- Located in the southwest corner of Fairview Street and Appleby Line (see Appendix A – Location/Zoning Sketch). Surrounding uses consist of:
 - North: Industrial/Institutional
 - East: Commercial

- South: Residential
- West: Residential
- Currently supports 4 multi-tenant buildings containing mainly commercial uses, as well as a stand-alone McDonald's restaurant. The subject property is approximately 3.8 ha in size and is accessible via driveway entrances from Fairview Street and Appleby Line.
- Zoned "MXC-415 – Mixed-Use Corridor (Commercial Corridor)-415" under Zoning By-law 2020 (see Appendix A – Location/Zoning Sketch)

Existing Signage

There is currently an abundance of signage on the subject property, as it is occupied primarily by commercial uses. Existing fascia signage for individual tenants is found on all of the buildings occupying the site. On buildings 'B', 'C', and 'E' (see Appendix B – Detail Sketch), the signs are incorporated into awnings located above each unit entrance. There are also small ground signs throughout the site which direct traffic utilizing the drive-thru lane associated with the McDonald's restaurant.

There are also two larger ground signs present on the property; one sign is located near the intersection of Fairview Street and Appleby Line and one is located in the southeast corner of the property abutting Appleby Line. These signs advertise the various tenants of the site to passing vehicle traffic.

Discussion

The subject application contemplates the replacement of the awnings containing the existing fascia signage on buildings 'B', 'C', and 'E' with new fascia signage that would be mounted directly to these buildings above each unit (see Appendix B – Detail Sketch and Appendix C – Elevation Plans).

Materials submitted to staff indicate that a new sign for each of the 23 tenants occupying the 3 buildings is proposed, 20 of which require variances from the Sign By-law in accordance with the above recommendation to permit additional sign area.

The proposed signs for tenants 6-8 on the east end of building 'E' do not require variances.

Sign By-law 34-2007

The City's Sign By-law contains various regulations pertaining to signage, including general prohibitions listed under Section 5, and specific regulations for fascia signs under Subsection 6.2. The following regulation is pertinent to the subject application:

- 6.2.2 On a multi-tenant building or buildings, the total sign area of all individual fascia signs of the tenants shall not exceed 0.75 times the linear metres of the exterior façade of the tenant units on which the fascia signs are

erected. On a building located 15 m or less from a street any individual fascia sign shall not exceed 13 m².

Intent of Sign By-law Regulations

The Sign By-law regulations are intended to provide businesses with sufficient means of identification from adjacent public areas while ensuring that signage does not pose a negative visual impact on the existing streetscape and nearby land uses, and that it does not impact public safety. Regulating the type and design of signage ensures that each property maintains an acceptable mix of signage, and that new signs are compatible with surrounding development.

The Sign By-law regulates signage in terms of a number of aspects. Size, amount, location, clarity, compatibility, aesthetics, visual character, safety, and consistency with City objectives are all considered under the By-law and balanced with the public's right to expression.

Specifically, the maximum total sign area regulation for multi-tenant buildings is intended to achieve an appropriately proportionate and aesthetically-pleasing balance between signage and building façade materials.

Comments from Other Departments

Staff from the Department of City Building (By-law Enforcement) and Transportation Services Department were circulated on the subject application. The Region of Halton was also circulated. No objections were received.

Staff Considerations

The existing awning signage is installed continuously across the entire facades of the affected buildings, with no gaps between individual signs. The subject application contemplates the removal of the awnings and the installation of more robust, illuminated fascia signs for each building tenant. The proposed signage would maintain the continuous horizontal nature of the existing signage across each building, but would be affixed directly to each façade (See Appendix C – Elevation Plans).

Staff notes that the proposed variances would not increase the number of signs on the subject buildings and would maintain roughly the same amount of signage area for each unit. Furthermore, staff opines that the proposed signage, being more streamlined and modern in appearance, would constitute a significant aesthetic and functional upgrade from the existing signage. Staff is of the opinion that the proposed signage would not appear out of proportion on the facades of the associated building units, and notes that a minimal vertical sign dimension would be maintained, allowing for an appropriate

balance between signage and other building façade elements such as windows, doors, and cladding, as intended by the By-law.

The requested relief would be compatible with the site and surrounding uses, and would pose no negative impacts in comparison to the existing signage. In the opinion of staff, the requested variances meet the intent and purpose of Sign By-law 34-2007.

Financial Matters:

The application has been processed under the standard fee for sign variances in accordance with the Development Application Fee schedule.

Environmental Matters:

There are no environmental matters arising from the recommendation of this report.

Conclusion:

Staff, having had regard for Sections 9.9.1, 9.9.2, and 9.9.3 of the City's Sign By-law 34-2007, is of the opinion that the proposed sign variances are minor, desirable, and within the general intent of Sign By-law 34-2007 and recommends that the application be approved subject to the proposed condition of the Recommendation.

Respectfully submitted,

Paul Klassen

Planner I

905-335-7600 ext. 7559

Appendices:

- A. Sketch No. 1 – Location/Zoning Sketch
- B. Sketch No. 2 – Detail Sketch
- C. Sketch No. 3 – Elevation Plans

Notifications:

JONES NEON DISPLAYS LIMITED

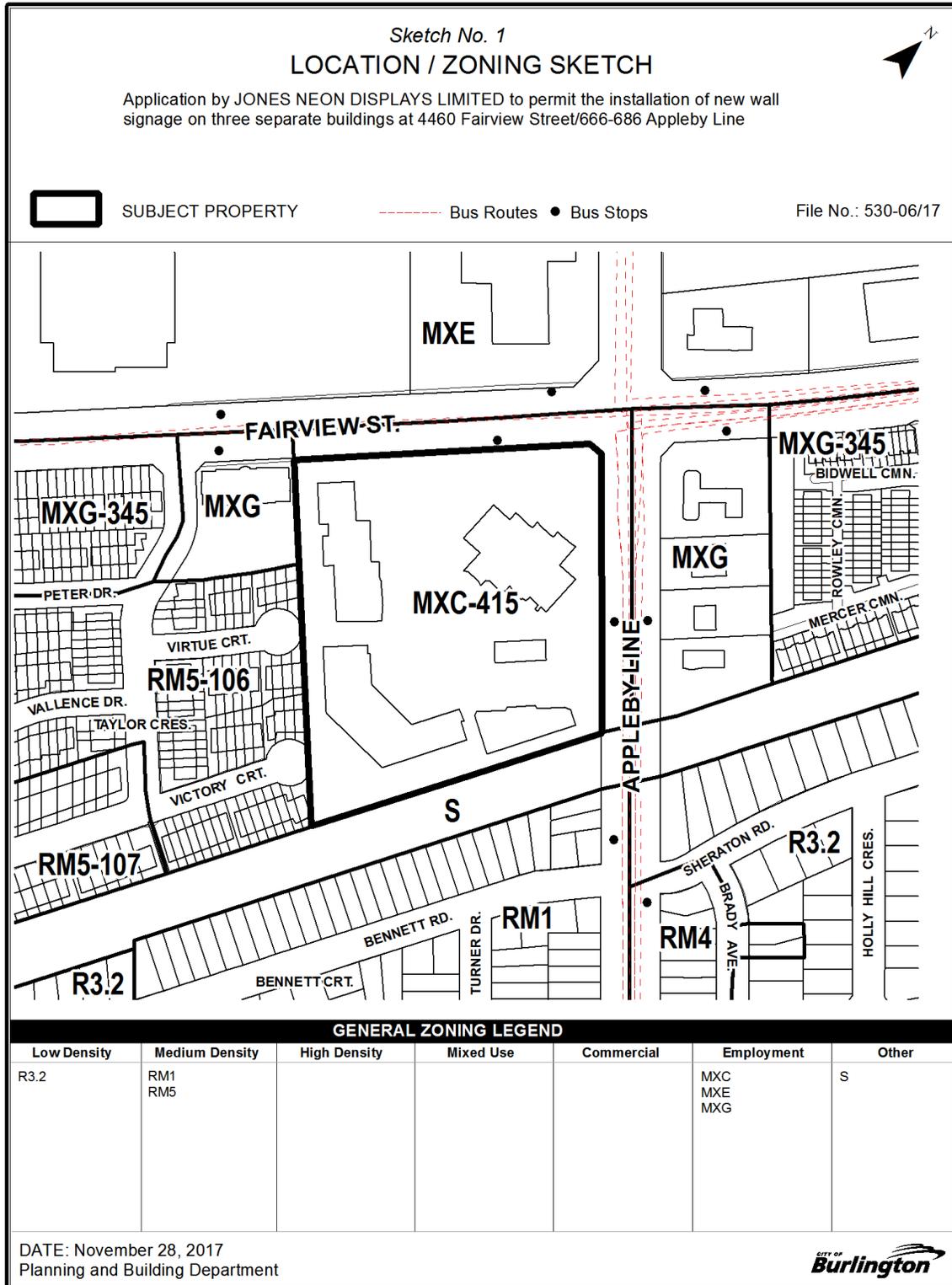
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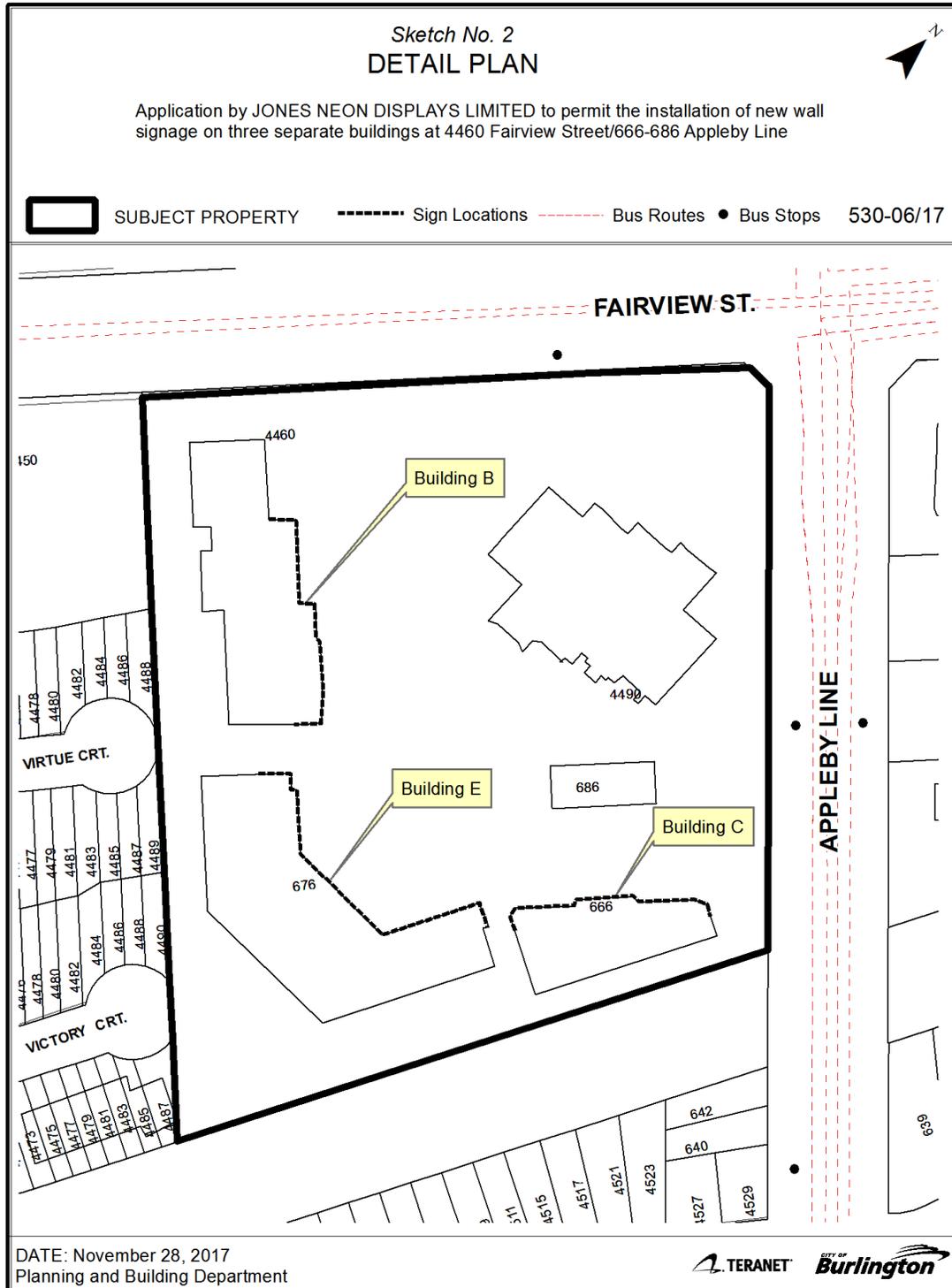
Report Approval:

All reports are reviewed and/or approved by Department Director, Director of Finance and Director of Legal. Final approval is by the City Manager.

Appendix A – Location/Zoning Sketch



Appendix B – Detail Sketch



Appendix C – Elevation Plans

Sketch No. 3 ELEVATION PLANS



Application by JONES NEON DISPLAYS LIMITED to permit the installation of new wall signage on three separate buildings at 4460 Fairview Street/666-686 Appleby Line

530-06/17

BUILDING C



BUILDING E



BUILDING B

