



**SUBJECT: Sign Variance Application for 1220 Brant Street**  
**TO: Planning and Development Committee**  
**FROM: Department of City Building - Planning Building and Culture**

Report Number: PB-57-18

Wards Affected: 1

File Numbers: 530-003/18

Date to Committee: July 10, 2018

Date to Council: July 16, 2018

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**Recommendation:**

Approve the application for a variance to Sign By-law 34-2007, made by Pride Signs Limited, to permit a new fascia sign on building 'A' at 1220 Brant Street, which requires the following variance:

1. To permit a sign area of 21.21 m<sup>2</sup> instead of the maximum permitted 13 m<sup>2</sup>

Subject to the following condition:

1. The variance applies to the proposed fascia sign only and is valid only for the duration of the existing uses on site.

**Purpose:**

To recommend approval of the request for a variance to allow the installation of a new fascia sign on building 'A' (see Appendix B – Detail Sketch) at 1220 Brant Street.

The subject property has the following characteristics:

- Located on the southwest corner of North Service Road and Brant Street (see Appendix A – Location/Zoning Sketch). Surrounding uses consist of:
  - North: Commercial
  - East: Commercial
  - South: Commercial and Queen Elizabeth Way (QEW)
  - West: Commercial and Highway 407

- The property currently supports four (4) commercial buildings that comprise of restaurant and retail uses. The subject property is approximately 2.1 ha in size and is accessible via driveway entrances from North Service Road and Brant Street.
- Zoned “CR – Regional Commercial” under Zoning By-law 2020 (see Appendix A – Location/Zoning Sketch)

## **Existing Signage**

There are currently a number of existing signs on the subject property that support the existing commercial uses. Existing fascia signs for individual tenants are found on buildings ‘B’, ‘C’, and ‘D’ that are also located on the subject site (see Appendix A – Location/Zoning sketch for building locations). In addition, there are small directional signs throughout the east side of the site, which guide traffic utilizing the drive-thru lanes for the restaurant uses in buildings ‘B’ and ‘C’ that consist of a Swiss Chalet restaurant, and a combined Tim Horton’s and Burger King restaurant respectively.

On the northeast corner of the property at the North Service Road and Brant Street intersection a large ground sign was approved by Council on November 2, 2016 (PB-72-16; File No. 530-003/16), which will advertise the tenants of the subject site to passing traffic. This proposed sign when constructed will replace an existing ground sign that is located adjacent to building ‘C’ that currently advertises the existing uses on the site and that is proposed to be removed. A second ground sign is located beside the drive aisle on the west side of the aisle between buildings ‘A’ and ‘D’, to advertise the tenant located in building ‘D’.

## **Discussion**

The applicant proposes to install two (2) new fascia signs on the south and east elevations of building ‘A’ to advertise the new future tenant that will be occupying the easterly unit of the building.

The proposed fascia sign on the south elevation requires a variance from Sign By-law 34-2007 as the proposed sign exceeds the maximum permitted sign size (see Appendix B & C for sign location and details). The proposed fascia sign on the east elevation complies with the Sign By-law and does not require a variance.

## **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 m<sup>2</sup>.

### **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 negatively impact 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 aesthetically-pleasing streetscape that appropriately balances signage and building façades. Particularly with multi-tenant buildings it is important to ensure facades do not become overwhelmed by multiple large signs.

### **Comments from Other Departments**

Staff from the Department of City Building (By-law Enforcement), Transportation Department, and Capital Works Department, and the Ministry of Transportation were circulated on the subject application. No objections were received.

### **Staff Considerations**

Building 'A' is a multi-tenant building that contains two units. The façade of the building has recently been altered to accommodate new commercial tenants in both units, and fascia signage for previous tenants has been removed from the building facades. The applicant requests relief to permit a larger sign than the total maximum permitted sign area for a fascia sign on a multi-tenant building located 15 m or less from a street. In staff's consideration, the overall impact of the proposed sign on the subject and adjacent properties must be considered.

The subject property is a commercial site that supports a number of large stand-alone and multi-tenant commercial buildings. To the north, east, and south of the subject site are additional commercial sites that also support large-scale stand alone and multi-

tenant buildings. These commercial sites are typically located adjacent to roads that experience a large volume of traffic, which include highways and multi-arterial roadways. Commercial uses on these sites generally utilize large signs that are highly visible from far distances on high-traffic streets for way finding and advertising purposes.

Sign By-law 34-2007 restricts the size of fascia signs on buildings located within 15 m of a street to provide an appropriate relationship and balance between the size of signage, quantity of signage, and the façades of buildings to establish an aesthetically pleasing streetscape. The intent of the proposed fascia sign is to advertise and display the name of the commercial occupant. As outlined in the Sign By-law, an individual fascia sign on a multi-tenant building located 15 m or less from the street shall not exceed 13 sq.m in size. Staff note that the south elevation of building 'A', which the proposed sign will be located on, is approximately 41 m from North Service Road and is not visible from North Service Road. As such, the proposed sign will not impact the streetscape of North Service Road. The façade that faces North Service Road will not contain any fascia signs. Additionally, if the building was located more than 15m from street, a sign of 26 sq.m would be permitted.

Staff is of the opinion that the proposed sign is appropriate for the subject property and building with regards to the commercial context of the area as large signs are commonly associated with large stand-alone commercial buildings found in large commercial centres. The proposed sign will be located within a parapet feature at the entrance of the building, which would not appear out of proportion in relation to the overall south elevation or other commercial buildings on site and in the surrounding area.

A single larger sign is preferred by staff rather than multiple small signs that would detract from the design of the building and façade in a negative manner, particularly as there are only two tenants in a large building.

Staff is of the opinion that the proposed sign would not appear out of proportion to the south façade, and would not detract from the streetscape. The requested relief would be compatible with the site and surrounding uses, and would pose no negative impacts to surrounding development. Staff is satisfied that the requested variance meets the intent and purpose of Sign By-law 34-2007.

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### **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.

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### **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 variance is 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.

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Respectfully submitted,

Robyn Stebner

Planner I

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### **Appendices:**

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

### **Notifications:**

PRIDE SIGNS LIMITED

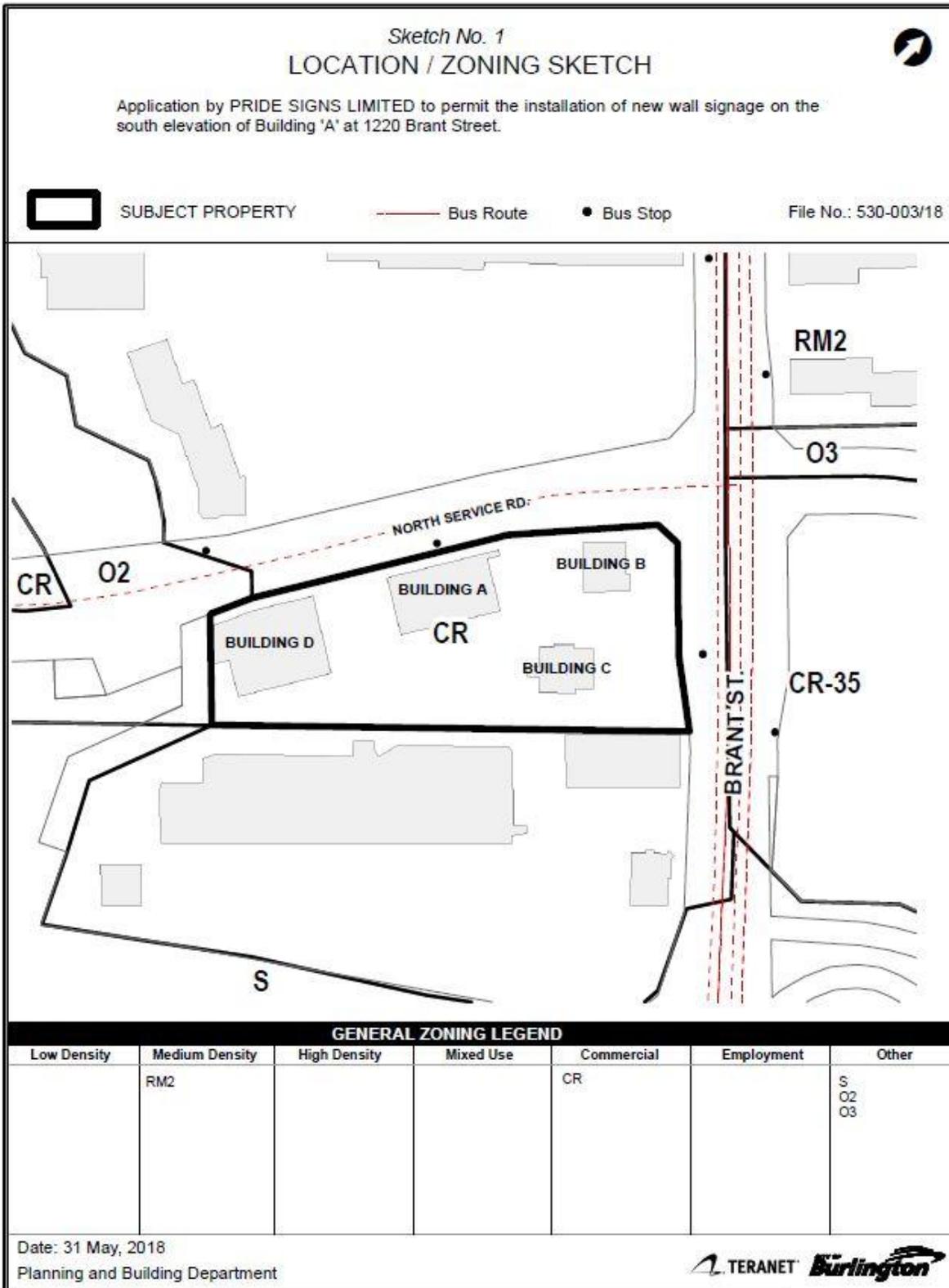
255 Pinebush Road, Cambridge, ON N1T 1B9

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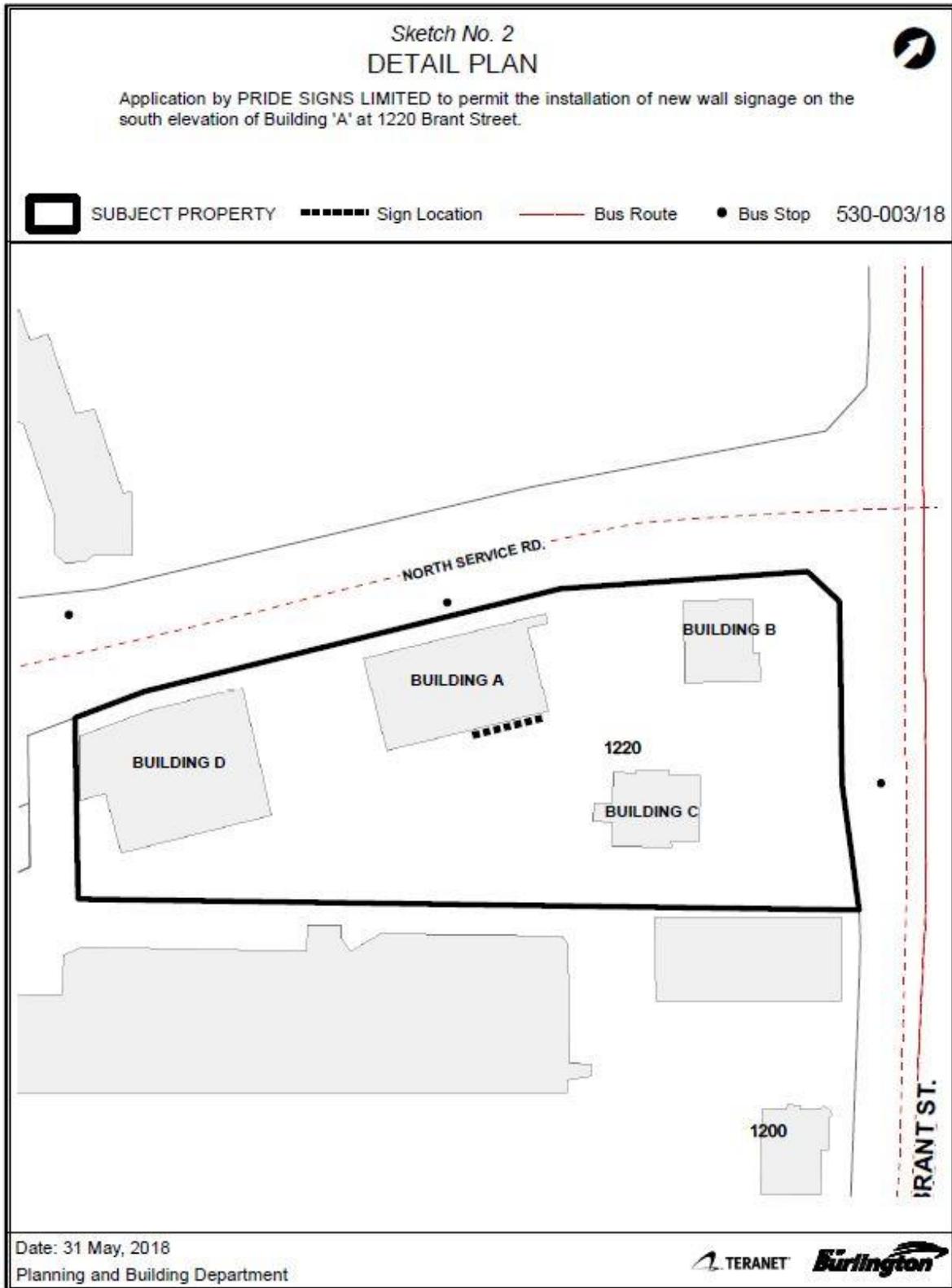
### **Report Approval:**

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 PRIDE SIGNS LIMITED to permit the installation of new wall signage on the south elevation of Building 'A' at 1220 Brant Street.

530-003/18

**BUILDING A - South Elevation**



Date: 31 May, 2018  
Planning and Building Department

