

Subject: Sign Variance Application – Dufferin Wildlife Supplies – 287A Broadway

Department: Corporate Services

Division: By-law/Property Standards

Report #: CPS-2024-040

Meeting Date: 2024-07-08

Recommendations

That report 2024-06-24, Sign Variance Application – Dufferin Wildlife Supplies – 287A Broadway, be received; and

That Council grant a variance to Sign By-law 28-2013, as amended, to permit the placement of a ground sign at 287A Broadway measuring 1.8 m x 1.8 m, having a sign area of 3.24 m², which exceeds the maximum permitted sign area of 1.5 m².

Overview

A Sign Variance application was submitted by Brett Lagerquist, Dufferin Wildlife Supplies, requesting relief from Sign By-law 28-2013, as amended, to permit the placement of a ground sign at 287A Broadway, exceeding the maximum permitted sign area of 1.5 m². The proposed ground sign measures 1.8 m x 1.8 m, having a sign area of 3.24 m².

Details of the sign variance application were submitted to staff of Infrastructure Services, Community Services and Heritage Orangeville for review and comment with no major concerns noted.

By-law staff have conducted a review of the Sign By-law in relation to the variance request, have taken into consideration the comments provided by Town staff and Heritage Orangeville, and are in support of the variance request as indicated in the proposed recommendation.

Background

In 2013, Council passed Sign By-law 28-2013 to regulate the quantity and quality of signs throughout the Town.

On May 21, 2024, staff received a Sign Variance application from Brett Lagerquist, Dufferin Wildlife Supplies, requesting relief from the Sign By-law to permit the placement of a ground sign at 287A Broadway, measuring 1.8 m x 1.8 m, having a sign area of 3.24 m², which exceeds the maximum permitted sign area of 1.5 m².

The proposed sign will:

- be one sided and face Broadway;
- have no illumination; and
- be located 3.048 m from the front lot line, which meets the By-law's setback requirement.

The applicant's request for a larger sign will provide the business with increased visibility and will provide customers and delivery drivers with the ability to easily locate the store without impeding traffic.

Analysis/Current Situation

287A Broadway is zoned C5-Restricted Commercial Residential and is on the north side of Broadway, between Ada Street/Dawson Road and Clara Street/Centre Street. The neighbouring properties to the west and to the east are also zoned C5, while other properties in this area of Broadway containing retail plazas are zoned C2. 287A Broadway is not on the Town's Municipal Register of Non-Designated Properties of Cultural Heritage Value or Interest, however, many of the neighbouring properties are.

The Sign By-law sets out regulations for permitted ground signs in a C5 zone. The table below summarizes the applicable provisions for ground signs in the C5 zone and highlights the relief that Dufferin Wildlife Supplies is seeking from the By-law provisions to permit the display of a larger ground sign to advertise the business:

Section	Requirement/Regulation	Requested Relief
6.3	<p>C5</p> <p>Internally illuminated, flashing signs and electronic message displays shall not be permitted in the C5 Zone with the exception of illuminated, non-flashing "open" window signs subject to the provisions of Section 4.8(i). Only the following signs shall be permitted in the C5 Zone:</p>	<p>Applicant is seeking relief from:</p> <p>Section 6.3(a)(i) to permit a ground sign with a sign area of 3.24 m², which exceeds the maximum sign area of 1.5 m².</p>
(a)	<p>Ground Signs</p> <p>(i) one (1) ground sign per lot having a maximum sign area of</p>	

	<p>1.5m² and a maximum height of 2m shall be permitted;</p> <p>(ii) ground signs shall be set back not less than 3m from the front lot line and 1m from any side lot line; (proposed setbacks are being met)</p> <p>(iii) sign materials for ground signs shall be of a heritage appearance that is appropriate to the age of the building; and</p> <p>the street number of the lot shall be prominently displayed on a ground sign such that it is visible from the highway.</p>	
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By-law staff have circulated the sign variance application details to Infrastructure Services, Community Services and Heritage Orangeville for their review and comment, and have summarized the feedback below:

Division/Committee	Comment
Building	The Building Department has no objections. Please note that a permit will be required.
Planning	Zoning: C5 Meets the 3.0 m setback to the front property line, however a variance is required to increase the sign area. No further planning concerns.
Transportation & Development	No concerns.
Economic Development and Culture	No concerns.
Heritage Orangeville	No concerns.

Staff support the proposed variance, and have taken into consideration the following:

- the request is minor in nature;

- the design is consistent with heritage aspects as set out in the Town’s guidelines for signs on heritage properties;
- the signage does not appear to impact traffic operations and motorist sight lines;
- there is no proposed illumination for this signage.

Corporate Implications

The sign variance fee in the amount of \$200.00 has been received. Additional revenue for a sign permit fee would be applicable should Council grant the variance request.

Conclusion

Staff support the sign variance request submitted by Dufferin Wildlife Supplies to erect a ground sign at 287A Broadway measuring 1.8 m x 1.8 m, having a sign area of 3.24 m², provided that the applicant obtains a sign permit.

Strategic Alignment

Strategic Plan

Strategic Goal: Economic Resilience

Objective: Ecosystem

Notice Provisions

Not Applicable

Respectfully submitted

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Attachment(s): 1. Proposed Ground Sign – 287A Broadway