

**Subject: Sign Variance Application – 215 Centennial Road -
Dollarama**

Department: Corporate Services

Division: By-law/Property Standards

Report #: CPS-2021-046

Meeting Date: 2021-05-31

Recommendations

That Report CPS-CL-2021-46, regarding Sign Variance Application – Dollarama – 215 Centennial Rd be received; and

That Council grant a variance to Sign By-law 28-2013, as amended to permit five (5) window signs at 215 Centennial Rd covering 100% of the storefront windows which exceeds the 25% coverage permitted in the by-law; and

That the variance approval be conditional on the applicant obtaining a Sign Permit.

Background and Analysis

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

In early March 2021, By-law Division staff received correspondence from Louis-Charles Guy, Ad Display, on behalf of Dollarama at 215 Centennial Road, requesting the placement of five (5) window signs on the premise.

The proposal submitted by Ad Display, showed five (5) vinyl window graphic signs “lifestyle images” measuring 9.25m² (99.5 sq. ft) per window in total sign area (1.78 metres by 5.35 metres). The construction and design of the signs are of a lightweight vinyl material with the purpose of resolving an interior heating problem within the store. A drawing of the proposed signage has been attached as **Attachment #1** for reference.

By-law Division staff conducted a review of the proposal in conjunction with the regulations of Sign By-law 28-2013, as amended. As per section 4.8. titled “Signs for Which a Permit is not Necessary” provides a comprehensive listing of sign types for which permits are not required. However, section 4.8 does provide regulations for these various signs. Section 4.8 subsection (J) allows for the placement of window signs provided the sign(s) do not exceed 25% of the total window area.

Attachment #2 titled “store front elevation” shows the exterior windows facing the parking lot of 215 Centennial Rd. The building shows five (5) blackened windows, which have been fully painted from the interior of the store which is 100% coverage of the window area, as shown as **Attachment #3**. The applicant has indicated that these window coverings tend to crack and break due to sun exposure.

The address in question is a high traffic mixed commercial/retail plaza with food services, medical and retail businesses. Dollarama, being an anchor tenant, provides regular traffic to and from the plaza. The additional window signs add a more attractive and appealing look in contrast to the existing window coverings, and By-law Division staff support the proposed variance.

Strategic Alignment

Orangeville Forward – Strategic Plan

Priority Area: Strong Governance

Objective: Transparent and fair decision making processes

Sustainable Neighbourhood Action Plan

Theme: Not applicable

Strategy: Not applicable

Notice Provisions

Not applicable.

Financial Impact

Revenues have been collected for the sign variance fee of \$200.00. Additional revenue for the sign permit fee of \$1000.00 will be submitted by the applicant upon approval of the variance.

Respectfully submitted

Reviewed by

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General Manager, Corporate Services

Karen Landry
Town Clerk, Corporate Services

Prepared by

Chris Johnston,
By-law and Property Standards Officer, Corporate Services

Attachment(s):

1. Proposed Signage
2. Store Front Elevation
3. Existing Window Coverings