



Subject: Blade Sign Design Approval in the Downtown Business Improvement Area

Department: Corporate Services

Division: Clerks

Report #: CPS-2020-011

Meeting Date: 2020-11-09

Recommendations

That Report CPS-2020-011 Blade Sign Design Approval in the Downtown Business Improvement Area be received; and

That Council approve the Modular Wall Mount Sign design, as submitted by the BIA, as an additional design to be included in the streamlined permit approval process with respect to projection signs within the Downtown BIA per Sign By-law 2013-028, as amended.

Background and Analysis

At its March 9, 2020 meeting, Council received correspondence from the Orangeville BIA (OBIA) regarding a proposed blade/projection sign program and a request for relief from certain provisions of Sign By-law 28-2013. Council subsequently requested that the Heritage Orangeville Committee and staff review the request and offer recommendations.

At its meeting on August 10, 2020 Council received report CPS-CL-2020-022 titled Blade/Projection Signs in the Downtown Business Improvement Area which contained recommendations from the Heritage Orangeville Committee and staff with respect to the OBIA's request.

In keeping with the recommendations received, Council approved a variance to Sign By-law 2013-028, as amended, to permit a streamlined permit approval process with respect to blade/projection signs in the Downtown Business Improvement Area, to allow for:

- relief from certain regulations governing signage in the Heritage Sign Special Policy District within the Downtown BIA. As per the Town of Orangeville Sign By-law 28-2013, as amended, with respect to:
 - waiving the requirement for a sway chain as per Section 6.4.3(f)(ii); and
 - staff completing the review of such applications based on the Council approved criteria;
- the use of the Milano and Bel Forte sign designs, as submitted by the BIA;
- the introduction of a \$50.00 fee for each sign per address;
- that exterior lighting would not result in uplighting;

Consequently, at its September 14, 2020 meeting, Council passed By-law 2020-050, a by-law to amend Sign by-law 28-2013 to allow for a streamlined permit approval process with respect to projection signs in the Heritage Sign Special Policy District within the Downtown BIA.

Following this decision, the BIA submitted a further request on October 7, 2020 to the Town for two (2) additional blade sign designs to be approved by Council and that they be included in the streamlined permit approval process with respect to projection signs in the Heritage Sign Special Policy District within the Downtown BIA (see Attachment 1).

The BIA submitted this additional request because it seeks to offer lower-cost alternative(s) as part of the blade sign program.

The request was submitted to the Heritage Orangeville Committee and to By-law staff for review. The following comments and/or recommendations have been provided for Council's consideration:

Heritage Orangeville

At its October 21, 2020 meeting, the Heritage Orangeville Committee considered the request from the Orangeville BIA to endorse additional Blade/Projection sign designs.

The Committee recommends that the Modular Wall Mount Sign design, as submitted by the BIA, be approved as an additional design to be included in the streamlined permit approval process with respect to projection signs in the Heritage Sign Special Policy District within the Downtown BIA.

By-Law

The proposal for the additional blade signage meets the definition of a "Projecting Sign", as per the Town of Orangeville Sign By-law 28-2013, as amended.

By-law Division staff sought clarification from the OBIA in regard to the total sign area and the sign arm/mast and received confirmation that the proposed sign face area would not exceed 28" wide by 20" high. The proposed dimensions meet the requirements of the Sign By-law.

Strategic Alignment

Orangeville Forward – Strategic Plan

Priority Area: Strong Governance

Objective: Transparent and fair decision-making processes

Priority Area: Municipal Services

Objective: Delivered with a Focus on Customer Service

Sustainable Neighbourhood Action Plan

Theme: Economic Development and Culture

Strategy: Further establish Orangeville's identity through the reservation and expansion of tourism, culture, and heritage

Notice Provisions

Not applicable

Financial Impact

None

Respectfully submitted

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Attachment(s): 1. Orangeville BIA, Blade Sign Approval, dated October 7, 2020.