



STAFF REPORT

FUNCTION: Sign Variance Committee

CHAIR: Cindy Tremblay

DATE: June 25, 2019

REPORT NO.: PL-2019-52
Sign Variance Application C.4/2019

RECOMMENDATION:

That the Planning and Building Services Department supports the approval of Sign Variance Application C.4/2019 with respect to 9303 County Road 93 for the following:

1. To permit three (3) Fascia Signs on the East elevation of the building.
2. To increase the number of permitted Fascia Signs from one (1) sign to eight (8) signs
3. To increase the Maximum Sign Area of one (1) Fascia Sign from 4.0 square metres to 9.99 square metres

Subject to the following Conditions:

1. That approval of the Variance is granted and fixed to the size, extent and design of the proposed signage shown on the Elevations attached to Staff Report PL-2019-52 dated June 25, 2019 and shown on Attachment #2.
2. That necessary permits be obtained within one (1) year of approval from the County of Simcoe, if necessary.
3. That Sign Permits be obtained within one (1) year of approval.

BACKGROUND:

The Town received a Sign Variance Application submitted by Veronik Manolova, the authorized agent for the property owner of 9303 County Road 93. The application is for a Variance to Sign By-law 2011-79, as amended, for the property known municipally as 9303 County Road 93, known locally as "Canadian Tire", legally described as Part LOT 107, CON 1 OS (Tiny), and more particularly described as Parts 1 to 4, Reference Plan 51R-38534 in the Town of Midland (See Attachment #1: Location Map). The lands have the following general dimensions: a frontage of 139.94 metres on County Road 93 and an area of 3.41 hectares. The building currently has thirteen (13) Fascia Signs on the South elevation (See Figure 1).

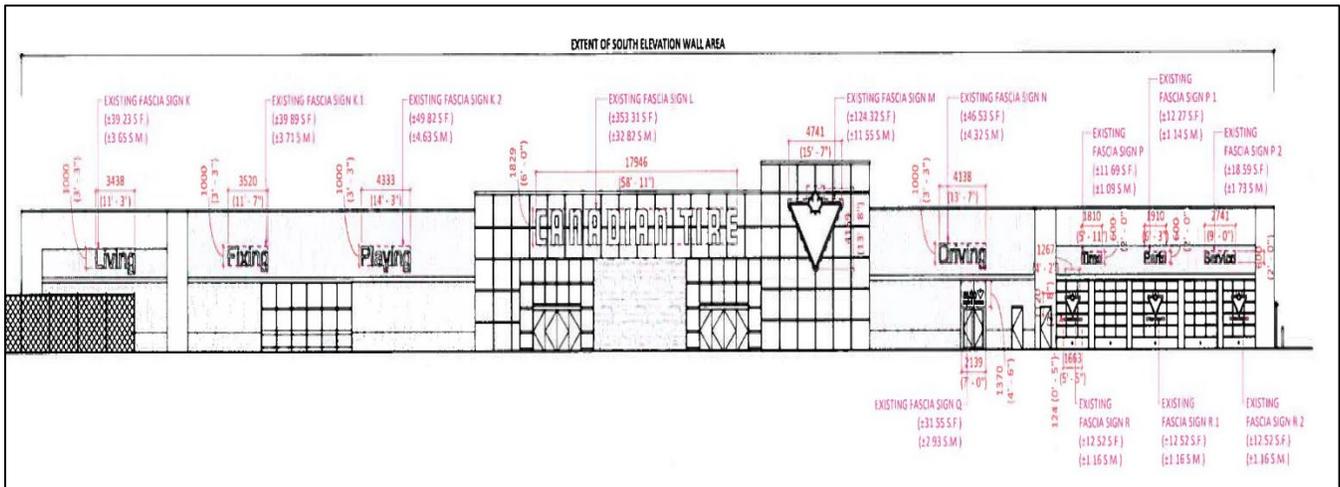


Figure 1 Existing Signs on South Elevation

The surrounding land uses are:

North: Residential
South: Commercial

East: Industrial
West: Commercial

Proposal and Application Request

The purpose of the Application is to permit three (3) Fascia Signs on the East Elevation, to increase the number of permitted Fascia Signs on the South Elevation from one (1) to eight (8), a Variance of seven (7), and to increase the Maximum Sign Area of one (1) Fascia Sign from 4.0 square metres to 9.99 square metres, a Variance of 5.99 square metres (See Attachment #2).

Official Plan

The property is designated **EMPLOYMENT AREAS** in the Town of Midland's Official Plan. In the Official Plan, Section 3.1.5 Development Policies for Employment Areas state: *a) building design, location and treatment should be complementary to surrounding uses.* Buildings located adjacent to major transportation routes, such as County Road 93, are expected to have high quality designs to heighten the aesthetic appeal of the location and surrounding area.

Section 4.7 of the Official Plan provides specific policies respecting signage:

4.7.1 *Good community design requires attention to signage. Signs for all types of uses should contribute to the visual attractiveness of both the development and the surrounding area. The Town shall:*

4.7.1.1 *Encourage the design of signs to be used to add colour and enhance the appeal of developments and business establishments in order to contribute to the overall visual quality of the built environment.*

4.7.1.2 *Encourage the use of an appropriate variety of signage types such as fascia signs, canopies and awnings, ground signs and directory signs, which compliment building designs rather than dominate them.*

4.7.1.3 *Discourage the use of portable signs.*

4.7.1.4 Comply with Town, County and Provincial Sign By-laws where applicable.

Town of Midland Zoning By-law 2004-90

The property is zoned **HIGHWAY COMMERCIAL – HC** which permits a number of commercial uses.

Sign By-law 2011-79

The purpose of the Sign By-law is to “...regulate signs in the Town of Midland that:

- a) *Are appropriate in the type, placement, and scale to the type of business or use to which they pertain;*
- b) *Minimize adverse impacts on nearby public and private property;*
- c) *Do not create a distraction or safety hazard for pedestrians or motorists;*
- d) *Provide appropriate communication to the public in order to identify facilities, businesses, and services without difficulty or confusion;*
- e) *Protect and enhance the aesthetic qualities and character of the Town of Midland.”*

The Sign By-law defines a Fascia Sign as “...a sign which is attached to, erected or placed approximately parallel to and flat against a wall forming part of a building, including a sign comprised of, but not limited to, self-contained letters that are mounted directly to a building face, buttress wall, parapet wall, or gasoline pump island.”

The following are the regulations pertaining to Fascia Signs in the **Highway Commercial Zone – HC** under the Sign By-law:

8.2.3 Fascia Signs

- a) *One (1) **Fascia Sign** shall be permitted per business per **building face**. In the case of a corner lot, a **Fascia Sign** shall be permitted on each **building face** facing a **street**, except in the case of a corner lot where the building faces a **Residential Zone**.*
- b) *The maximum **sign area** of a **Fascia Sign** is 4.0 square metres (43 sq.ft.) per business. The combined **sign area** of all **Fascia Signs** shall not exceed ten percent (10%) of the **building face**.*
- c) *The maximum **sign height** of a **Fascia Sign** shall not exceed the first storey of the building.*
- d) *The **Fascia Sign** shall not extend more than 0.5 metres (1.6 ft.) past the limits of the **building face** upon which the sign is mounted.*

ANALYSIS:

The purpose of the Application is for a Variance to permit three (3) Fascia Signs on the East Elevation, to increase the number of permitted Fascia Signs on the South elevation from one (1) to eight (8), a Variance of seven (7), and to increase the Maximum Sign Area of one (1) Fascia Sign from 4.0 square metres to 9.99 square metres, a Variance of 5.99 square metres. As conveyed in the Town’s Official Plan, signage is meant to enhance visual attractiveness for the development and be complementary to the surrounding uses. The new signage being proposed will result in the removal of older signs to be replaced by new ones, as well as the

modification of existing signs that are to remain, enhancing the visual appeal of the development and contributing to the overall visual quality of the built environment. The proposed signage is appropriate for the scale of the commercial development and is not visually more intrusive than existing signage of the development.

As the South elevation currently has thirteen (13) Fascia signs, the proposal involves the removal of seven (7) existing Fascia signs which will declutter the elevation and compliment the building's design. The building is set back approximately 141 metres from the road and has a large façade and parking lot. The larger sizing of the proposed signage will enable effective communication regarding the development to the public. The proposed signage also provides direction and clearly labels specific access points to the goods and services offered by the business.

CONCLUSIONS:

The proposed sign is appropriate in scale for the type of business, provides appropriate communication to members of the public, and will not adversely impact surrounding land uses. Therefore, Staff supports the requested Sign Variance as it is in keeping with the Town's Official Plan and the purpose of the Sign By-law subject to the following conditions:

1. That approval of the Variance is granted and fixed to the size, extent and design of the proposed signage shown on the Elevation attached to Application No. C.4/2019 and detailed in Staff Report PL-2019-52 dated June 25, 2019 and shown on Attachment #2.
2. That necessary approvals be obtained within one (1) year of approval from the County of Simcoe.
3. That Sign Permits be obtained within one (1) year of approval.

FINANCIAL IMPACT:

There is no financial impact to the Town of Midland.

Prepared by: Riley Anderson, Student Planner

Reviewed by: Angela Zhao, Planner

Approved by: Wes Crown, Director of Planning and Building Services

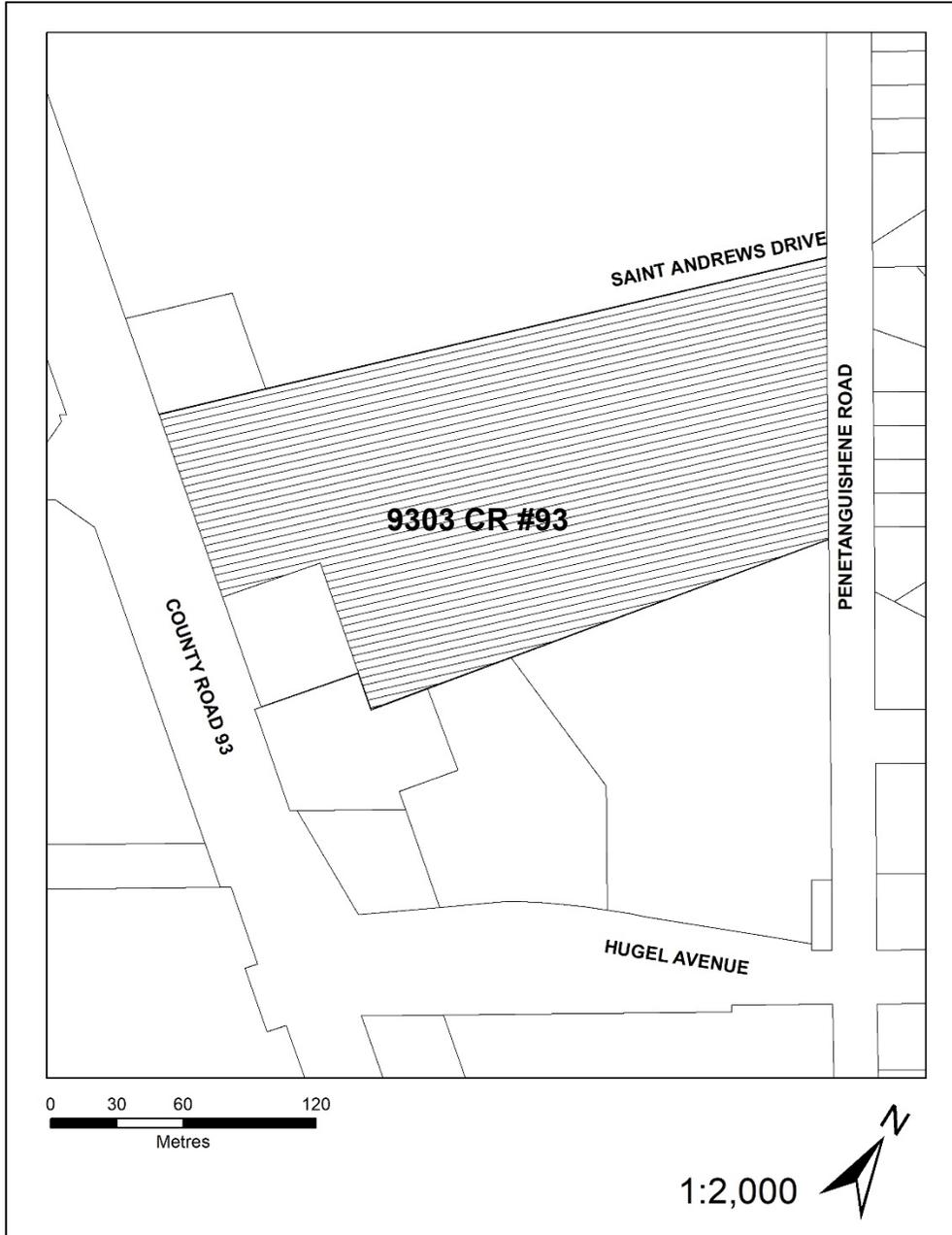
Attachments

#1: Location Map

#2: Proposed Signage

Sign Variance Application C.4/2019

Attachment #1: Location Map



Sign Variance Application C.4/2019

Attachment #2: Proposed Signage

