



STAFF REPORT

FUNCTION: Sign Variance Committee

CHAIR: Cindy Tremblay

DATE: June 25, 2019

REPORT NO.: **PL-2019-54**
Sign Variance Application C.5/2019

RECOMMENDATION:

That the Planning and Building Services Department supports the approval of Sign Variance Application C.5/2019 with respect to 760 Prospect Boulevard for the following:

- 1. To increase the number of permitted Fascia Signs from one (1) sign to two (2) signs, a Variance of one (1).**

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-2019-54 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 on June 20, 2019, submitted by Mitchell Blanchard, the authorized agent for the property owner of 760 Prospect Boulevard. The application is for a Variance to Sign By-law 2011-79, as amended, for the property known municipally as 760 Prospect Boulevard, known as "Midland Nissan", legally described as North Part of LOT 100, in the Geographic Township of Tay, more particularly described as Parts 1 to 4 and 11, Reference Plan 51R-39590 in the Town of Midland (See Attachment #1: Location Map). The lands are irregular in shape and have the following general dimensions: a frontage of approximately 41.64 metres along Highway 12, a frontage of approximately 128.81 metres along Prospect Boulevard, a frontage of approximately 63.13 metres along Beamish Road, a depth of approximately 189.33 metres, and an area of 1.41 hectares.

The surrounding land uses are:

North: Industrial

East: Industrial

Proposal and Application Request

The purpose of the Application is for a Variance to increase the number of permitted Fascia Signs on a building face from one (1) sign to two (2) signs, a Variance of one (1), as the current Sign By-law only permits one (1) Fascia Sign per business per Building Frontage. The proposed sign will be on the North elevation of the building which faces Highway 12 (see Figure 1 below).

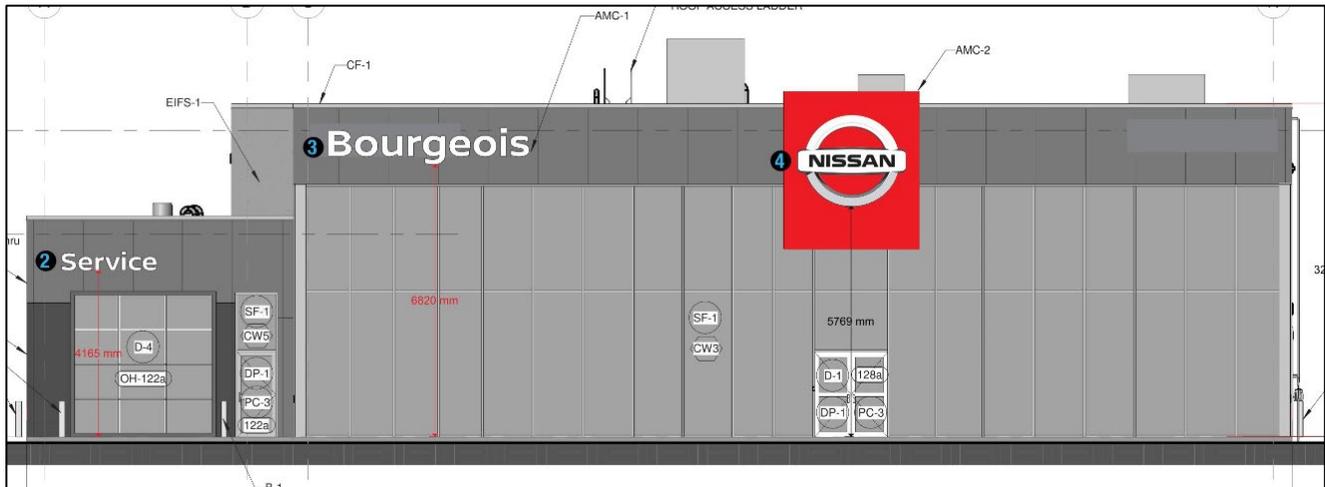


Figure 1 North Elevation

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 Highway 12, 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 **INDUSTRIAL – M1-2** which permits a number of industrial and 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 **Industrial – M1 Zone** under the Sign By-law:

8.3.3 Fascia Signs

- a) *One (1) **Fascia Sign** shall be permitted per business per **building frontage**.*
- b) *The maximum **sign area** of a **Fascia Sign** shall not exceed ten percent (10%) of the area of the **building face** upon which the sign is mounted, to a maximum of 4.0 square metres (43 sq.ft.) per business.*
- 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.*

The proposed signage complies with all other respects of Midland’s Sign By-law with the exception of Section 8.3.3 a).

Departmental and Agency Comments

June 28, 2019, Director of Operations

- No issues.

ANALYSIS:

The purpose of the Application is for a Variance to increase the number of permitted Fascia Signs on a building face from one (1) sign to two (2) signs, a Variance of one (1), as the current Sign By-law only permits one (1) Fascia Sign per business per Building Frontage. The request for an additional Fascia Sign is to be able to conform to branding strategies for the business

“Bourgeois Nissan”. The sign’s purpose is to inform individuals of the public of the name and location of the Nissan dealership. As the North elevation fronts onto Highway 12, the placement of the Fascia Sign on this elevation will allow for customers and those utilizing the Highway to easily identify the business. Many dealerships, such as already existing “Bourgeois Motors”, brands their building in a similar fashion.

As conveyed in the Town’s Official Plan, signage is meant to enhance the appeal of developments and business establishments. The proposed signage conforms to the Maximum Area of a Fascia Sign in the Town’s Sign By-law and is appropriate in scale with the existing signage of the business and surrounding businesses. The combined areas of the two (2) signs is 6.68 square metres, only covering approximately 2% of the building face, further proving that the scale of the proposed is appropriate. As the location of the dealership is surrounded by Industrial land uses, the additional Fascia Sign will not have any negative impacts on its surroundings.

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.5/2019 and detailed in Staff Report PL-2019-54 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, if necessary.
3. That Sign Permits be obtained within one (1) year of approval.

FINANCIAL IMPACT:

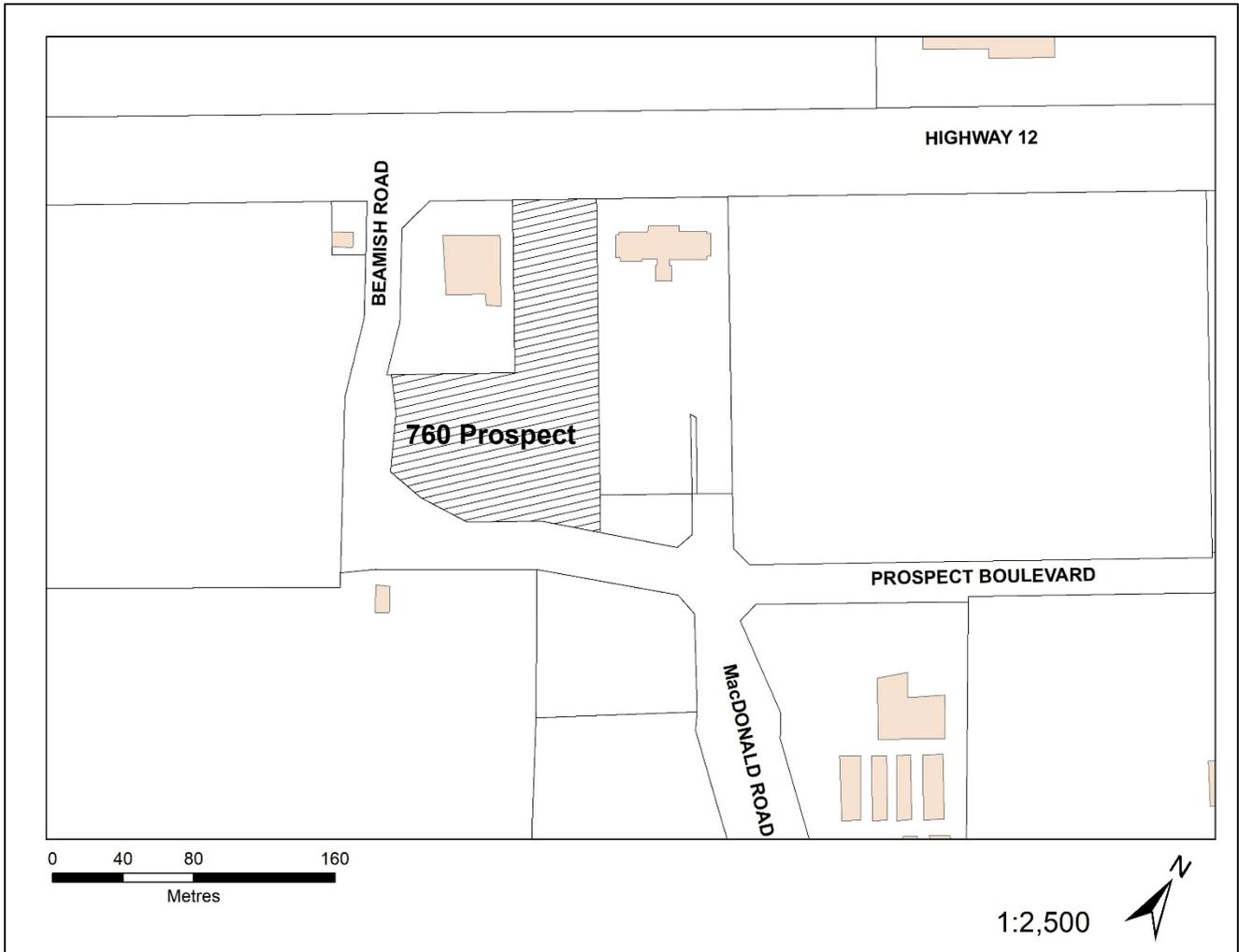
There is no financial impact to the Town of Midland.

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.5/2019

Attachment #1: Location Map



Attachment #2: Proposed Signage

