



STAFF REPORT

FUNCTION: Sign Variance Committee
DATE: February 6, 2019
REPORT NO.: PL-2019-10
Sign Variance Application C.1/2019
9292 County Road 93 (Theodore & Pringle Optical)

RECOMMENDATION:

That the Planning and Building Services Department supports the approval of Sign Variance Application C.1/2019 with respect to 9292 County Road 93 for the following:

- A Variance to increase the Maximum Sign Area for one (1) Fascia Signs from 4.0 square metres to 9.48 square metres on the East elevation of the commercial building for “Theodore & Pringle Optical”

Subject to the following Conditions:

1. That the Sign Permit be obtained within one (1) year of approval.
2. That the Applicant obtains necessary approvals from the County of Simcoe.
3. That approval of the Variance is granted and fixed to the size, extent and design of the proposed signage shown on the Building Elevation attached to Staff Report PL-2019-10 dated February 6, 2019 and shown on Attachment #2.

BACKGROUND:

The Town received a Sign Variance Application on January 7, 2019, submitted by Shauna Findlay, on behalf of the business known as “Theodore & Pringle Optical” and as the authorized agent for the property owner of 9292 County Road 93.

The application is for a Variance to the Sign By-law 2011-79, as amended, for the building known municipally as 9292 County Road 93 and legally described as Part Lot 107, CON 1 OS (Tiny) and more particularly described as Part of Part 1, and Parts 2 and 3, Reference Plan 51R-30637 located in the Town of Midland. The application relates to the “Theodore & Pringle Optical” commercial tenant on the subject property (See Attachment #1 – Location Map). The lands have approximately 151 metres of frontage along County Road 93 and a lot area of approximately 4.28 hectares.

The surrounding land uses are:

North: Commercial
South: Commercial

East: Commercial
West: Commercial

Proposal and Application Request

The purpose of the Application is for a Variance to increase the Maximum Sign Area for one (1) Fascia Sign from 4.0 square metres to 9.48 square metres on the East elevation of the commercial building for “Theodore & Pringle Optical”. See Figure 1 on the right for the general location of the proposed sign in relation to the plaza. Attachment #2 shows the proposed sign.

ANALYSIS:

Official Plan

The property is designated **EMPLOYMENT AREAS** in the Town of Midland’s Official Plan. The development policies under Section 3.1.5 a) state that building design, location and treatment should be complementary to surrounding uses.



Figure 1

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.

Zoning

The property is zoned **HIGHWAY COMMERCIAL – HC ZONE** which permits a number of uses, including Retail Stores and Medical Practitioners.

Sign By-law 2011-79, as amended

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 following are the regulations pertaining to Fascia Signs in the Highway Commercial – HC Zone:

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 square feet) 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.*

Departmental and Agency Comments

February 6, 2019 – Director of Operations, Parks and Facilities

- No issues

February 6, 2019 – Director of Engineering, Water and Wastewater Services

- No comments

ANALYSIS:

The purpose of the Application is for a Variance to increase the Maximum Sign Area for one (1) Fascia Sign from 4.0 square metres to 9.48 square metres on the East elevation of the commercial building for the tenant “Theodore & Pringle Optical”. As expressed in the Town’s Official Plan, signage is meant to contribute to the overall commercial visual quality of the development and surrounding area. The proposed sign represents approximately only 0.8% of the building façade. The proposed signage is appropriate for the scale of the commercial development. The surrounding neighbourhood is characterized by larger format commercial

development and the proposed signage complements the existing commercial character of the area. The commercial building is set back approximately 180 metres from the County Road. A larger sign would help to enable effective communication to visitors. In addition, there are no sensitive land uses in the surrounding neighbourhood that could be negatively impacted by the proposed larger commercial fascia sign. The proposed signs are appropriate in scale for the type of business, provide appropriate communication to the public and will not adversely impact public or private lands.

CONCLUSIONS:

The proposed sign is appropriate in scale for the type of business, provide appropriate communication to the public and will not adversely impact public or private lands. Therefore, Staff supports the requested Sign Variance subject to the following Conditions:

- That the Sign Permit be obtained within one (1) year of approval.
- That Applicant obtain necessary approvals from the County of Simcoe.
- That approval of the Variance is granted and fixed to the size, extent and design of the proposed signage shown on the Building Elevation attached to Staff Report PL-2019-10 dated February 6, 2019 and shown on Attachment #2.

FINANCIAL IMPACT:

There is no financial impact to the Town of Midland.

Prepared by: Angela Zhao, Planner

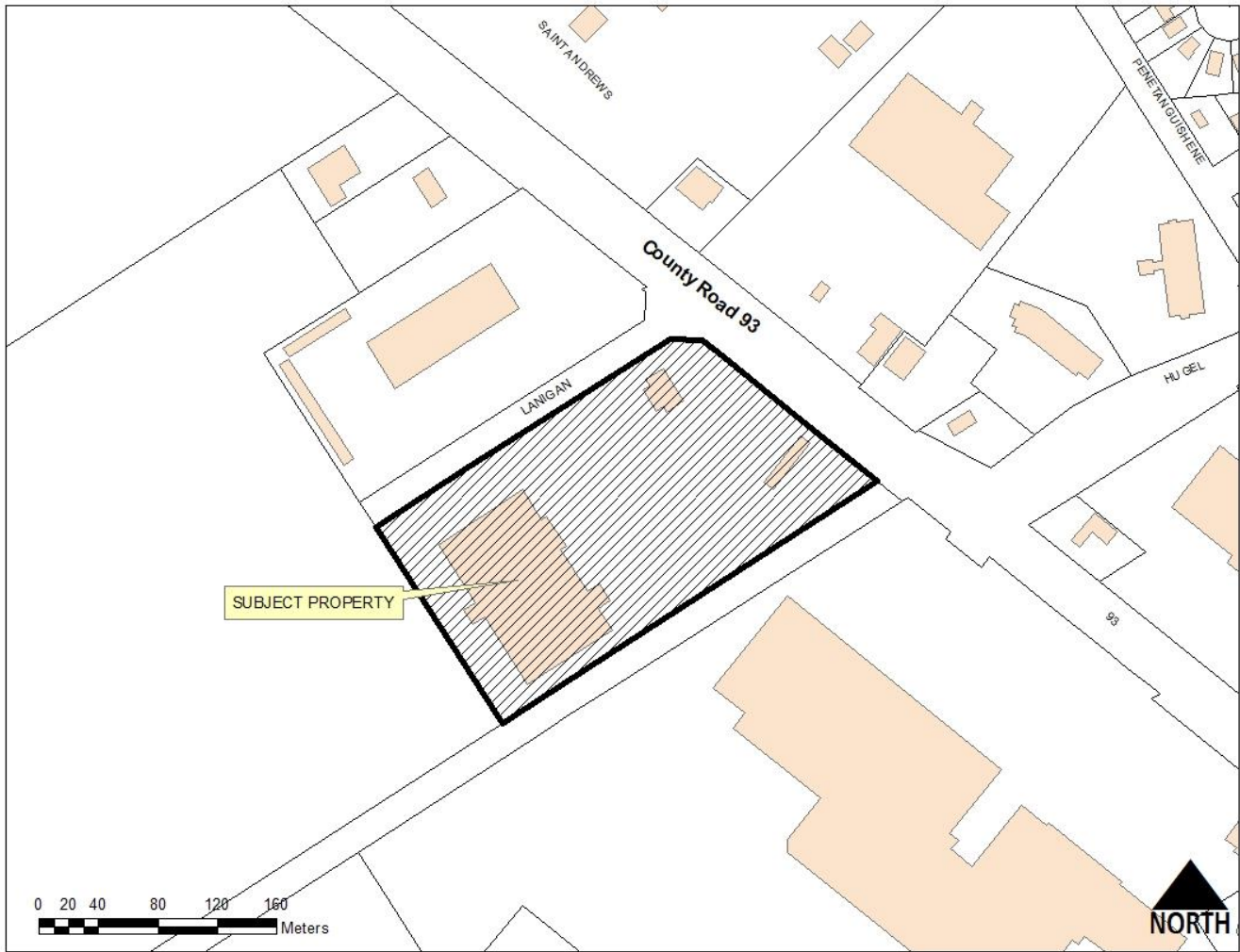
Approved by: Wes Crown, Director of Planning and Building Services

Attachments

#1: Location Map

#2: Proposed Signage

Attachment #1: Location Map



Attachment #2: Proposed Signage

