# STAFF REPORT

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|---|---|
| TO | Planning & Building, Engineering and Environment Committee |
| SERVICE AREA | Planning, Building, Engineering and Environment |
| DATE | December 9, 2013 |
| **SUBJECT** | **SIGN BY-LAW VARIANCES 72-78 Macdonell Street** |
| REPORT NUMBER | |

## EXECUTIVE SUMMARY

### PURPOSE OF REPORT

To advise Council of two (2) Sign By-law variances for 72-78 Macdonell Street, requesting building signage on the second storey to project 0.71m and be internally lit.

### KEY FINDINGS

Table 1, Row 7 of Sign By-law No. (1996)-15245, as amended, restricts the projection of a building sign located on a second storey in the Central Business District to 0.15m and does not permit a sign on a second storey to be internally lit. 536357 Ontario Limited has submitted a sign variance application for the property located at 72-78 Macdonell Street to allow for one building sign to be located on the second storey elevation with a projection of 0.71m and be internally lit. The requested variances from the Sign By-law are recommended for refusal for the following reasons:

- The existing sign could be relocated to the first storey elevation as approved by the sign permit issued April 24, 2013;
- The lighting of a sign on the second storey of a building does not comply with the Sign By-law;
- Other businesses may be motivated to request the same signage variances to permit the lighting of a sign on the second storey of a building;
- There is additional signage advertising the Western Hotel already installed on the building;
- Alternative locations on the building are available for signage that could comply with the Sign By-law and heritage planning staff are available for assistance.

### FINANCIAL IMPLICATIONS

N/A

### ACTION REQUIRED

To refuse the request for sign variances from the Sign By-law for 72-78 Macdonell Street.

# STAFF REPORT

## RECOMMENDATION

1. That the report from Planning, Building, Engineering and Environment dated December 9, 2013, regarding sign by-law variances for 72-78 Macdonell Street, be received.
2. That the request for variances from the Sign By-law for 72-78 Macdonell Street to permit building signage for the Western Hotel on the second storey elevation, to project 0.71m and to be internally lit, be refused.

## BACKGROUND

On April 24, 2013, the City issued a sign permit for a sign to advertise the Western Hotel. The sign permit was issued based on a permit application that indicated the sign would be located on the first storey of 72-78 Macdonell Street (see Schedule B – Illustration Submitted for Sign Permit).

On September 25, 2013, it was observed that the sign advertising the Western Hotel was installed on the second storey of 72-78 Macdonell Street in contravention of Sign By-law No. (1996)-15245, as amended, and not in accordance with the sign permit issued on April 24, 2013.

536357 Ontario Limited has submitted a sign variance application for the property located at 72-78 Macdonell Street to allow for one building sign to be located on the second storey elevation with a projection of 0.71m and be internally lit (see Schedule A- Location Map). The property is zoned Central Business District, CBD 1 in Zoning By-law No. (1995)-14864, as amended. Table 1, Row 7 of Sign By-law No. (1996)-15245, as amended, restricts the projection of a building sign on a second storey to 0.15m and does not permit a sign on a second storey to be internally lit.

## REPORT

536357 Ontario Limited has applied for two (2) Sign By-law variances for 72-78 Macdonell Street, (see Schedule C- Signage for Variances). Staff identified that the signage does not comply with the Sign By-law in that the projection of signage on the second storey of a building in the Central Business District is restricted to 0.15m and that such signage is not permitted to be lit.

Given that 72-78 Macdonell Street is listed as a non-designated property in the City of Guelph's *Municipal Register of Cultural Heritage Properties* under Section 27 of the Ontario Heritage Act, Heritage staff were consulted for comments relating to this variance application. It was indicated that the requested variances are acceptable from a heritage conservation perspective, however the lighting was noted as a concern. It was also indicated that there are other potential locations that a sign could be placed with minimal impact to the heritage attributes of the property and in compliance with the Sign By-law.

The following reasons have been supplied by the applicant in support of this application:

- The intent is to maintain the heritage of the original Western Hotel with the installation of the sign on the east corner of the second floor – the same location as a previous sign (staff have no records of a previous sign at this location);
- The location will help ensure that the hotel operation is correctly perceived as separate from the bar operation of the first storey;
- Visibility of the sign on the second storey prevents the need for additional signage on the front of the building, thereby further preserving the heritage look of the building.

The requested variances are as follows:

| **Building Sign** (Central Business District) | **By-law Requirements** | **Request** |
|---|---|---|
| Maximum Projection From Building Face Permitted | 0.15m | 0.71m |
| Lighting | In the CBD on 2nd and 3rd storey, no lighting permitted | Permit the sign to be LED back lit |

The requested variances from the Sign By-law are recommended for refusal for the following reasons:

- The existing sign could be relocated to the first storey elevation as approved by the sign permit issued April 24, 2013;
- The lighting of a sign on the second storey of a building does not comply with the Sign By-law;
- Other businesses may be motivated to request the same signage variances to permit the lighting of a sign on the second storey of a building;
- There is additional signage advertising the Western Hotel already installed on the building;
- Alternative locations on the building are available for signage that could comply with the Sign By-law and heritage planning staff are available for assistance.

## CORPORATE STRATEGIC PLAN:

Urban Design and Sustainable Growth:
Goal #1: An attractive, well functioning and sustainable city

## FINANCIAL IMPLICATIONS:

N/A

# STAFF REPORT

**DEPARTMENTAL CONSULTATION:**
Heritage Planner

**COMMUNICATIONS:**
N/A

**ATTACHMENTS**

| | |
|---|---|
| Schedule A | Location Map |
| Schedule B | Illustration Submitted for Sign Permit |
| Schedule C | Signage for Variances |

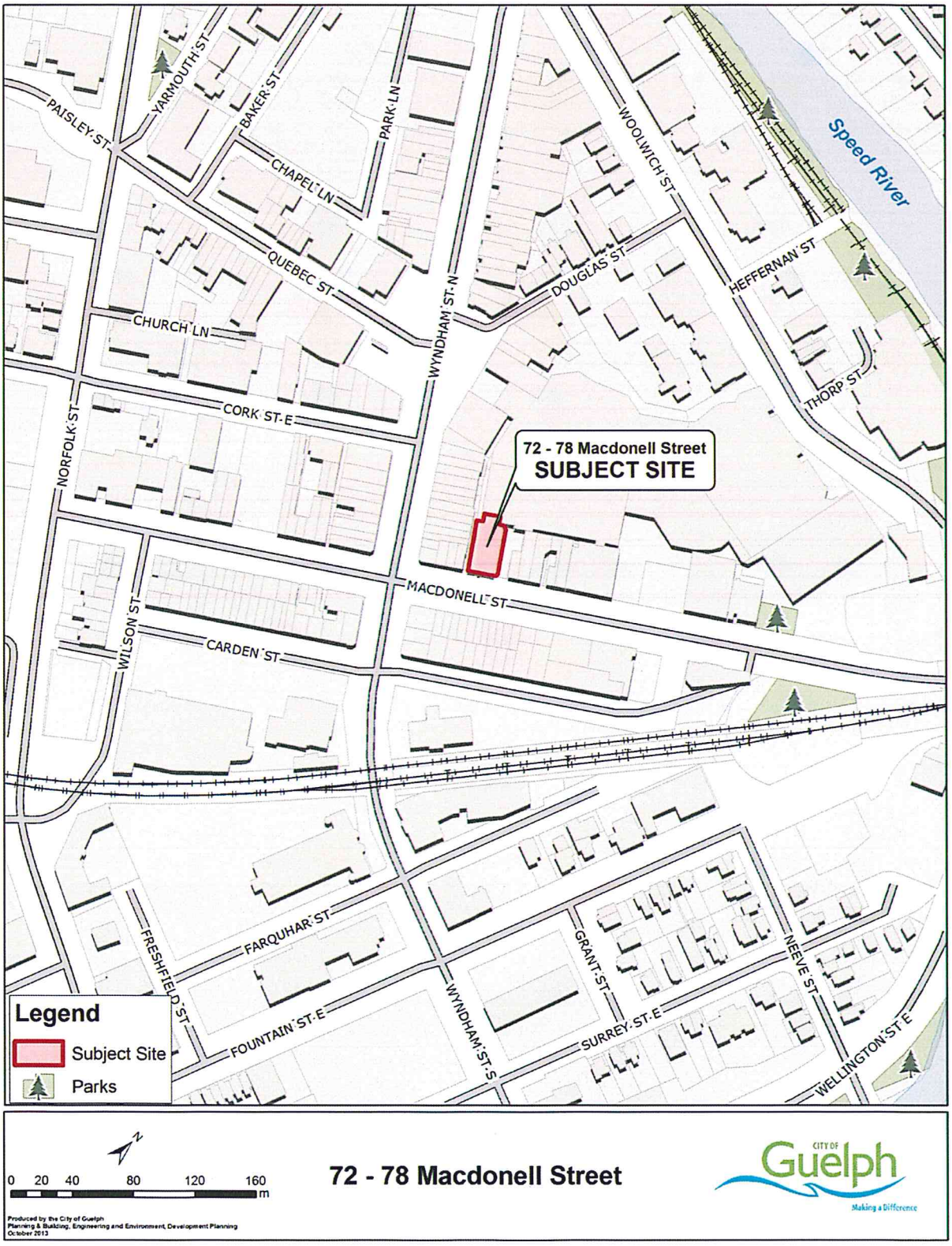

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## SCHEDULE A- LOCATION MAP



## SCHEDULE B- Illustration Submitted for Sign Permit

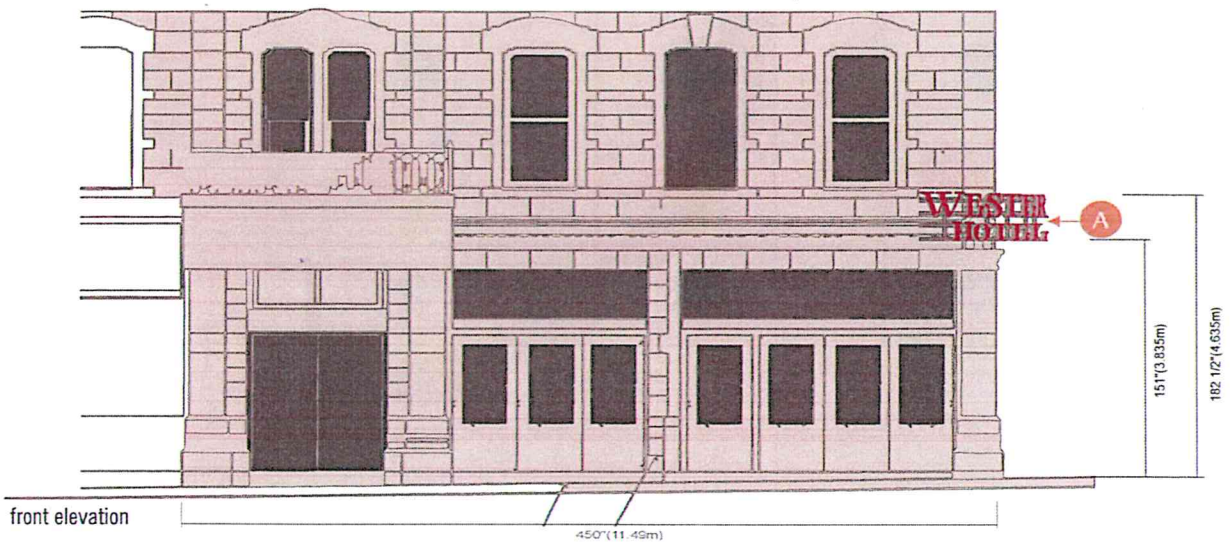
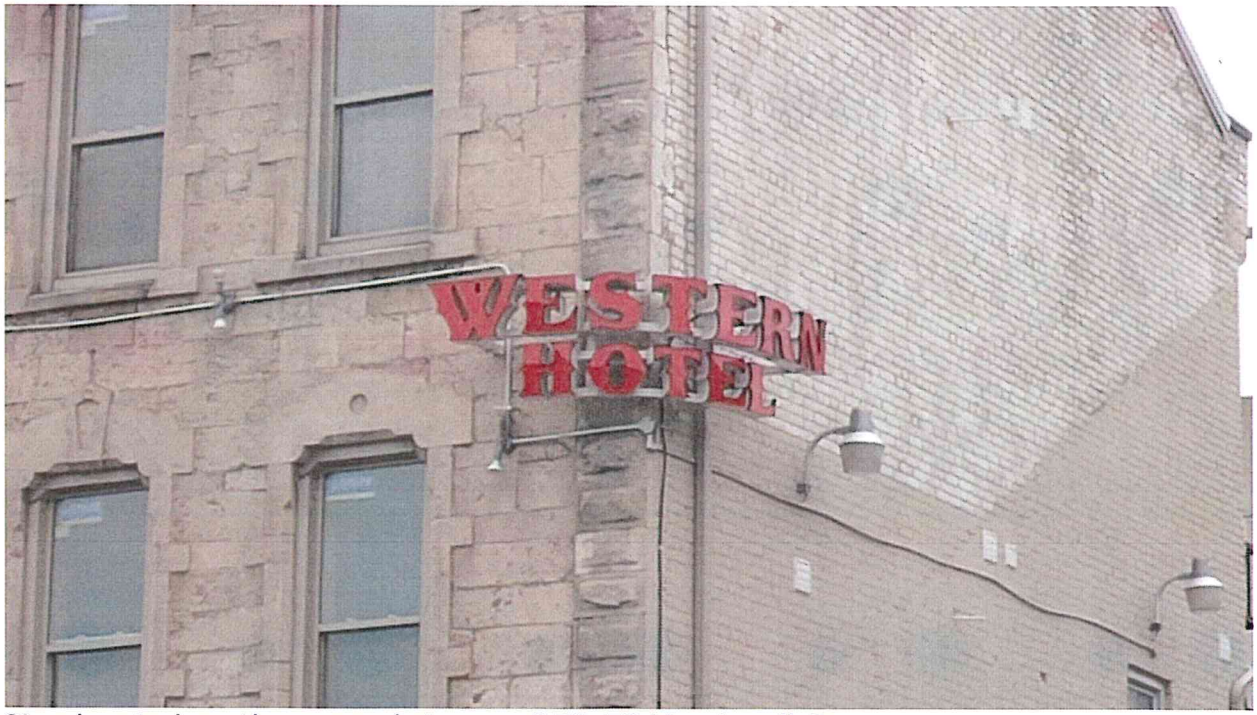



Illustration from the permit application which identified the sign location as being on the first storey of 72-78 Macdonell Street.

## SCHEDULE C- SIGNAGE FOR VARIANCES




72-78 Macdonell Street




Sign located on the second storey of 72-78 Macdonell Street