



Committee Report

Sign By-law Committee

Meeting Date: November 7, 2016
Meeting Time: 9:00 a.m.
Location: Council Chambers, Town Hall
Prepared by Sharon Long, Administrative Assistant Planning & Development Services

A. Staff Reports, Deputations, Correspondence

A.1 PDS.16.136 – Niche Living, 45 Bruce Street South, Sign By-law Variance

The Sign By-law Review Committee recommend the following:

THAT the Sign By-law Review Committee receive Staff Report PDS.16.136, Niche Living, 45 Bruce Street South, Sign By-law Variance; and

THAT Council approve the Niche Living Sign By-law variance request as follows:

To permit one (1) ground within the 3 metre setback from the property line whereas Section 4.04(3a) of Sign By-law No. 2001-57, as amended, requires a minimum 3 metre setback from the property line for ground signs;

To permit a maximum sign area of 2.2 square metres whereas Section 4.04(2a) of Sign By-law No 2001-57, as amended, requires a maximum sign area of 2.0 metres.

B. Public Meetings

N/A

Under the authority of the *Municipal Act, 2001* and in accordance with Ontario's *Municipal Freedom of Information and Protection or Privacy Act* (MFIPPA), The Corporation of the Town of The Blue Mountains wishes to inform the public that all information including opinions, presentations, reports and documentation provided for or at a Public Meeting, Public Consultation, or other Public Process are considered part of the public record. This information may be posted on the Town's website and/or made available to the public upon request.

C. New and Unfinished Business

N/A



Staff Report

Planning & Development Services – By-law

Report To: Sign By-law Review Committee
Meeting Date: November 7, 2016
Report Number: PDS.16.136
Subject: Niche Living, 45 Bruce Street South, Sign By-law Variance
Prepared by: Michael Benner, Director Planning & Development Services

A. Recommendations

THAT the Sign By-law Review Committee receive Staff Report PDS.16.136, Niche Living, 45 Bruce Street South, Sign By-law Variance; and

THAT Council approve the Niche Living Sign By-law variance request as follows:

To permit one (1) ground within the 3 metre setback from the property line whereas Section 4.04(3a) of Sign By-law No. 2001-57, as amended, requires a minimum 3 metre setback from the property line for ground signs;

To permit a maximum sign area of 2.2 square metres whereas Section 4.04(2a) of Sign By-law No 2001-57, as amended, requires a maximum sign area of 2.0 metres.

B. Overview

The purpose of this report is to provide the Sign By-law Committee with information regarding a request for a variance to the Sign By-law to permit a ground sign for Niche Living at 45 Bruce Street South in the village of Thornbury.

C. Background

The Niche Living store, a new business locating at 45 Bruce Street South in Thornbury on the southeast corner of Bruce and Louisa Streets, has submitted a request to permit the placement of a ground displaying the company's logo. The graphics of the signs are included as attachment "1" to this report.

The subject lands are zoned Commercial C2 within the Town of Thornbury Zoning By-law and are located within the Commercial Core area of Thornbury. Accordingly, Section 4.04 of Sign By-law 2001-57 would apply. This section details regulations pertaining to signage permitted in the Commercial Core Area.

D. Analysis

Section 4.04 (2) permits ground signs provided they comply with the regulations contained in the by-law. The Niche Living application includes the placement of a ground sign (as detailed in attachment "1"). The building located on the subject property was constructed some time ago and has been built to within 3 metres of the Bruce Street and Louisa Street Road allowances as noted in Attachment "2". It is therefore impossible to place a ground sign on the property that would comply with the 3 metre setback required in the by-law. As such, a variance to Section 4.04 (2)(a) will be required to permit the reduced setback.

Section 4.04 (2)(a) of the By-law also requires ground signs to be a maximum of 2.0 metres in area per side. This sign, as constructed, has an overall area of 2.2 square metres when the frame is included. As such, a variance to Section 4.04 (2)(a) will also be required to recognize the sign area.

It appears that the sign is not proposed to be backlit and will comply with the lighting criteria contained in the By-law.

E. The Blue Mountains Strategic Plan

Goal #1: Create Opportunities for Sustainability

Goal #2: Engage Our Communities & Partners

F. Environmental Impacts

Nil

G. Financial Impact

Nil

H. In consultation with

PDS staff

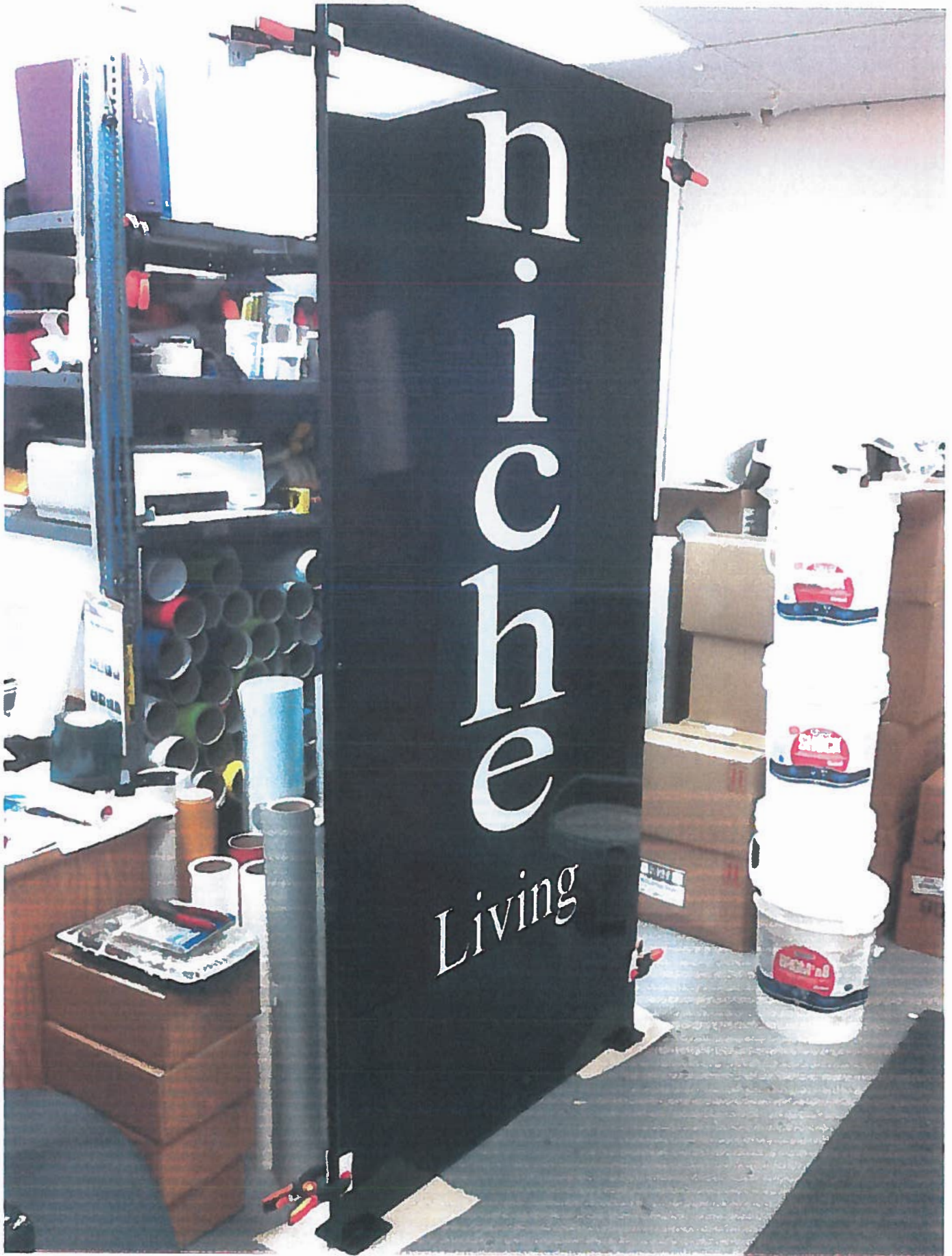
I. Attached

1. Niche Living sign graphics and dimensions
2. Property photo

Respectfully submitted,

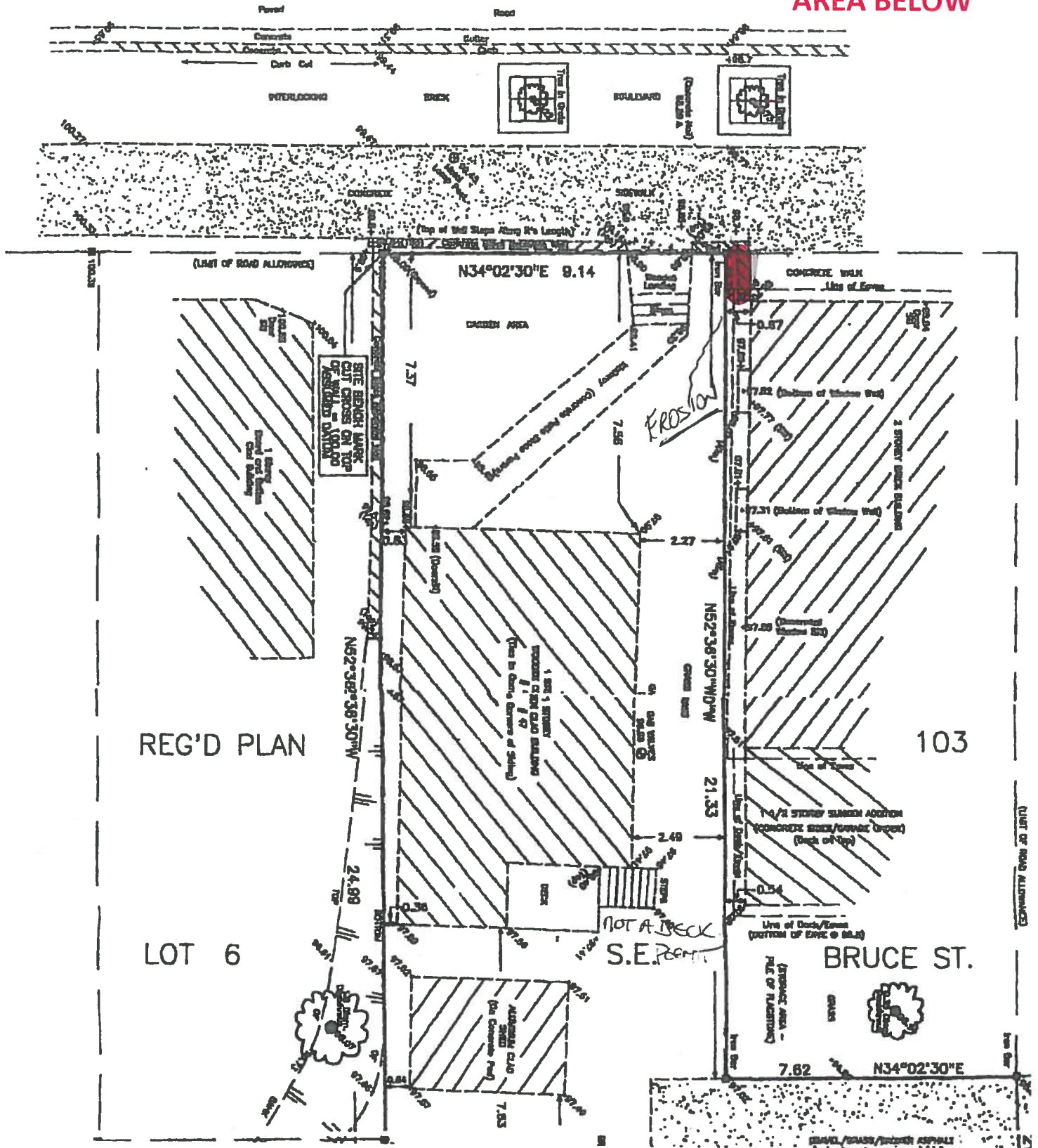
Michael Benner
Director Planning & Development Services

For more information, please contact:
Michael Benner
Director Planning & Development Services
mbenner@thebluemountains.ca
519-599-3131 extension 246



BRUCE STREET
 (20.12 WIDE BY THE TOWNPLOT OF THORNBURY)

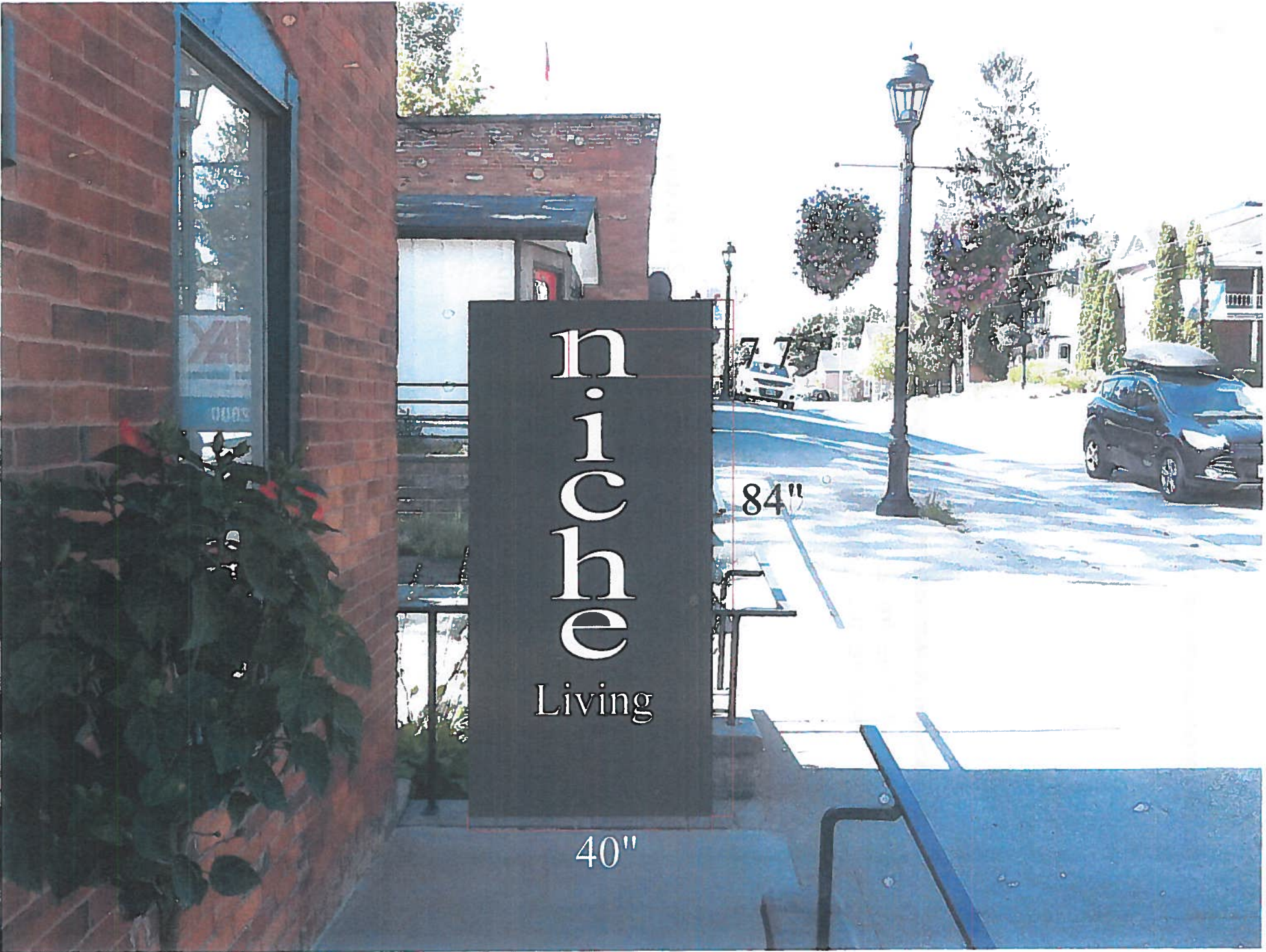
**SIGN LOCATED
 IN RED
 HIGHLIGHTED
 AREA BELOW**



n
i
c
h
e
Living

84"

40"



Sign Location

