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## MINUTES: Sign By-law Review Committee Meeting



**MEETING DATE:** August 8, 2016  
**MEETING TIME:** 9:00 a.m.  
**LOCATION:** Town Hall, Council Chambers  
**PREPARED BY:** Sharon Long, Secretary

### A. Call to Order

Chair R B Waind called the meeting to order at 9:00 a.m. with all members present, except for Gary Nordeman & Julia Hinds.

Also present was Michael Benner, Director Planning & Development Services, Nichole Craig, Applicant, Vivian Alper, Rosemary Gosselin & Sharon Long, Secretary.

#### ▪ Approval of Agenda

**Moved by:** Michael Seguin                      **Seconded by:** Joe Halos

THAT the Agenda of August 8, 2016 be approved as circulated, including any items added to the Agenda, CARRIED

#### ▪ Declaration of Pecuniary Interest and general nature thereof

#### ▪ Previous Minutes

**Moved by:** Michael Seguin                      **Seconded by:** Joe Halos

THAT the Sign By-law Review Committee minutes of June 2, 2016, be adopted as circulated, including any revisions to be made, CARRIED

### B. Staff Reports, Deputations, Correspondence

#### B.1 PDS.16.102 – Cherchaz la Femme Sign Variance Application – 31 Bruce Street South

Michael Benner, Director Planning & Development Services reviewed the application with the Committee for the sign variance. Michael confirmed this new business is located between the existing SiSi Restaurant & Marion's Hair Studio who also have projecting signs. Michael confirmed there currently is a mix of sign types and sizes on Bruce Street. Michael suggested that the sign as proposed would have minimal impact on the street scape.

Nicole Craig, Applicant advised that Shane Durnford was aware of the sign by-law but thought that the sign by-law for projecting signs had changed. Nicole advised the size of sign was equal to Cheese Gallery sign. Shane designed the sign this size to ensure that it is fastened properly to this building location. If the

sign is decreased in size, you will lose the look therefore suggesting we keep the sign the way it is.

Joe Halos asked Michael Benner what the dimensions were for this type of sign in the new by-law.

Michael Benner advised that the new sign by-law has the same dimensions. Michael advised that projecting signs has previously been amended to allow them but the dimensions did not change.

RB Waind advised that he thinks the design looks fine. RB questioned if we should expand the sign by-law as we move forward if it is difficult to deal with. RB advised there is a liability issue built in. Nicole confirmed that the liability insurance is in place.

Michael advised that the projection from the wall is due to the cornice. Michael advised that the one metre projection is consistent already, except for the Cheese Gallery sign. Michael suggests we move forward with the dimensions as proposed.

RB agreed this sign was unique due to the brick work.

Michael Seguin agrees with Michael Benner's comments.

Rosemary Gosselin forward an e-mail to Council and Committee with respect to this variance request. Rosemary feels that by allowing this variance does set precedents and does not agree with allowing this variance. Rosemary agreed that most of the awnings are beyond the 1 metre as well and agreed that safety is a concern. Rosemary suggested that we explore this.

Michael Seguin agrees with Rosemary's comments about dealing with variances all the time.

RB suggested that the Committee recommend this sign move forward as a variance and recommend that staff look at something greater than is proposed. Agrees with the reason for this variance and thinks we should approve it.

Michael Benner suggested that we could go out and measure current signs and take the average for projections. Michael suggested that we then have this the average in the by-law.

Joe Halos advised that three years we did not have overhanging signs. Joe confirmed that Shane does a great job designing signs and advised that we want business people to look at our by-law before they design signs. Joe suggested there is no lighting which will affect residential community and suggests we move forward with this variance.

RB advised that the Committee was impressed with what has been done in Creemore. Creemore is a historic type village and the Committee liked the feel

of the signs along the main street. RB suggests we look at changing the by-law to expand the parameters.

Joe asked Nicole if they had their engineering completed for this sign.

Nichole advised that everything is ready to go for Shane to install this sign. Joe asked Michael Benner if we change these parameters in the new by-law, would this require further public meeting.

Michael advised that we have the new sign by-law posted on our website for review & comment. Michael indicated he can make those changes and issue another version for comment and bring back to the Committee in September before it goes to Committee of The Whole.

RB agrees that Michael fine tune and tweak the new by-law based on comments that have come forward today. RB agrees this is the second time for a variance request for overhanging signs. RB does not think it is sufficient to warrant starting over with the sign by-law if only fine tuning is required.

Michael Seguin advised that the Creemore by-law varies for projecting signs depending on how high the sign is.

Vivienne Alper asked if their sidewalks were larger.

RB does not think so and advised there are a lot of very nice signs in Creemore. RB thought that the Committee had given the consultant direction to incorporate the Creemore version for projecting signs into our new draft.

**Moved by: Joe Halos                      Second by: Michael Seguin**

THAT Council receive Staff Report PDS.16.102 “Cherchez la Femme Sign Variance Application – 31 Bruce Street South”; and

“AND THAT Council approve the Cherchez la Femme Sign Bylaw variance request as follows:

To permit one (1) projecting sign with an area of 0.93 square metres and projecting 1.24 metres from the adjacent wall face whereas Section 4.04(2)(b)(2) and (3) of Sign By-law No. 2001-57, as amended, permits a maximum sign area of 0.75 metres and a maximum projection of 1.0 metres. CARRIED

The Committee discussed the Creemore by-law and agreed that Michael Benner make the changes to the new sign by-law to incorporate the numbers from the Creemore by-law and forward same to Council.

Rosemary Gosselin advised that if this portion of the by-law is included in the new by-law, they would be happy with it. Rosemary does not agree with the Committee always dealing with variances for the same requests.

Michael Seguin asked if Nicole could proceed with the sign installation prior to it going to Council.

Michael Benner advised that it would have to be approved by Council prior to the sign being installed. Michael advised the Committee Report for this variance is going to a Special Meeting of Council on August 22<sup>nd</sup>, 2016 for their approval.

### **C. Public Meetings**

N/A

Under the authority of the *Municipal Act, 2001* and in accordance with Ontario's *Municipal Freedom of Information and Protection of 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.

### **D. New and Unfinished Business**

N/A

### **E. Adjournment**

**Moved by: Joe Halos                      Second by: Michael Sequin**

THAT this Sign By-law Review Committee meeting does now adjourn at 9:30 a.m. to meet again at the call of the Chair.