



Staff Report

Planning & Development Services – By-law

Report To: Sign By-law Review Committee
Meeting Date: October 12, 2016
Report Number: PDS.16.121
Subject: Thornbury Cidery, 90 King Street 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.16.121 “Thornbury Cidery, 90 King Street Sign By-law Variance.

AND THAT Council approve the Thornbury Cidery Sign Bylaw variance request as follows:

To permit two (2) projecting signs extending 1.397 metres from the Arthur Street wall face whereas Section 4.05(3) and Section 4.05(3)(a)(3) of Sign By-law No. 2001-57, as amended, permit a maximum of one sign per building frontage and a maximum projection of 1.0 metre for projecting signs.

B. Overview

The purpose of this report is to provide the Sign Bylaw Committee with information regarding a request for a variance to the Sign Bylaw to permit 2 projecting signs where only one is permitted.

C. Background

The Thornbury Cidery Company, located at 90 King Street East in Thornbury, has submitted a request to permit the construction of a ground sign and 2 projecting signs displaying the company’s logo and associated information. The graphics of the signs are included as attachment “1” to this report.

The subject lands are zoned Industrial M1 and Commercial C2-h within the Town of Thornbury Zoning By-law and are located outside of the Commercial Core area of Thornbury. Accordingly, Section 4.05 of Sign By-law 2001-57 would apply. This section details regulations pertaining to signage permitted in other zones. Namely those zones not already covered in the residential, rural and commercial core zones sections of the Bylaw.

D. Analysis

Section 4.05 (2) permits ground signs provided they comply with the regulations contained in the by-law. The Thornbury Cidery application includes the construction of a ground sign (as detailed in attachment "1") that complies with all of the provisions of the Sign bylaw. As such a variance is not required for the ground sign.

Section 4.05 (3) of the By-law permits one (1) of following types of signs for each business frontage:

- Projecting sign,
- Awning sign,
- Canopy sign,
- Fascia sign

The Cidery fronts both Arthur Street and Elgin Street and is considered to have 2 business frontages. A fascia sign is already located on the building frontage facing Elgin Street.

Two (2) projecting signs are proposed for the Arthur Street frontage whereas Section 4.05(3) of the By-law only permits one sign per frontage. Therefore, a variance will be required for the two (2) projecting signs. Additionally, the projecting signs are proposed to extend 1.397 metres (55 inches) from the building face whereas Section 4.05 (3)(a)(3) of the bylaw permits a maximum extension of 1.0 metres (39.37 inches)

None of the signs are 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

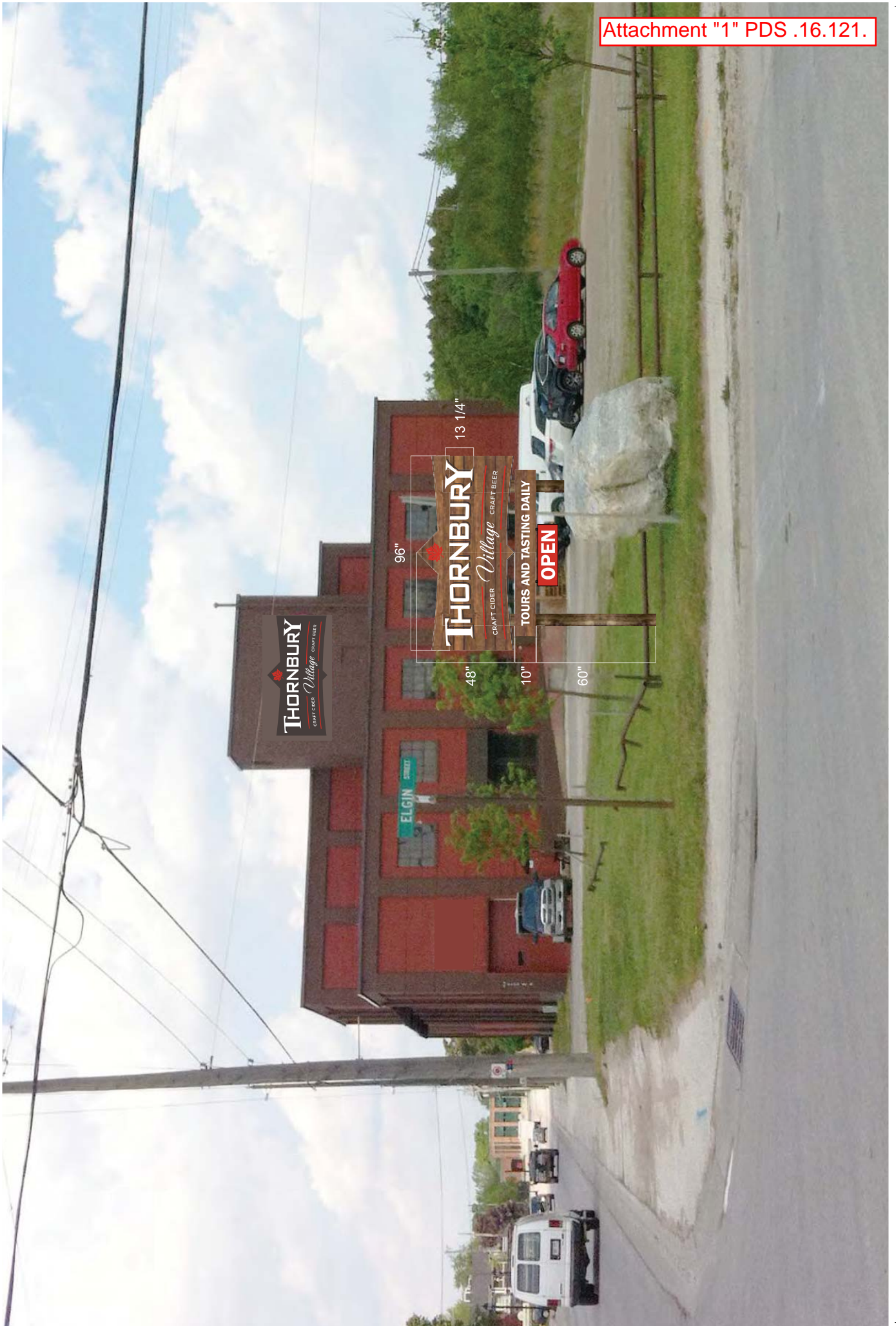
I. Attached

1. Thornbury Cidery sign graphics and dimensions

Respectfully submitted,

Michael Benner
Director of Planning and Development Services

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THORNBURY
CRAFT CIDER Village CRAFT BEER

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CRAFT CIDER Village CRAFT BEER

TOURS AND TASTING DAILY
OPEN

96"

13 1/4"

48"

10"

60"

ELGIN STREET

