



CITY OF
ST. CATHARINES

Corporate Report

Report from Planning & Development Services, Building & Development

Date of Report: October 12, 2012

Date of Meeting: October 29, 2012

Report Number: PDS-618-2012

File: 56.2.5

Subject: Request to Vary Sign By-law – 188 Linwell Road (Grantham Optimist Club)

Recommendation

That Council approve the Staff Recommendation for the request to vary the Sign By-Law to allow an electronic ground sign located within 20 metres (65 ft. 7in.) of lands zoned for residential use.

Staff Recommendation

That the request to vary the Sign By-Law to allow an electronic ground sign located within 20 metres (65 ft. 7 in.) of lands zoned for residential use be approved with the following conditions:

1. That the sign be located approximately 1.5 metres (4 ft. 11 in.) from the easterly property line, and approximately 17.5 metres (57 ft. 5 in.) from the westerly property line of the subject property; and
2. That the digital portion of the sign shall be illuminated only between 7 am and 11 pm each day; and
3. That the brightness of the digital portion of the sign must be dimmed by 25% of the normal daytime brightness at dusk of each day and remain dimmed until the sign is turned off as per Section 1, above.

For the purpose of this sign variance, dusk will be as follows:

6:00 pm – September 21 thru December 20
5:00 pm – December 21 thru March 20
7:00 pm – March 21 thru June 20
8:00 pm – June 21 thru September 20; and

That the Grantham Optimist Club be so advised; and

That the Office of the Clerk be directed to make the necessary notifications.
FORTHWITH

Background

The Grantham Optimist Club wishes to replace its existing reader board sign with a new modern style sign that can more conveniently advertise its various programs and events. The new sign has a lighted upper sign advertising the club, and a lower digital electronic sign (see Appendix “A”).

The proposed location of the sign is less than 20.0 metres (65 ft. 7 in.) from residential-zoned properties both to the east and west of the subject property. This distance is less than the minimum distance required under the City of St. Catharines By-Law 2012-154 (the By-Law), as amended. It appears that only the residents of the property to the west may be affected by the digital sign.

The presence of a Fire Hall on the property to the east represents a non-residential use: thus staff are satisfied with the proposed sign setback of 1.5 metres (4 ft. 11 in.). The property to the west contains a 2-storey apartment building, also zoned residential. The proposed location of the sign would be approximately 34 metres (111 ft. 6 in.) from the corner of the apartment building itself. This is a distance that staff believes is an acceptable buffer to the digital sign subject to the requirements to dim the digital portion of the sign each evening, and to turn off the digital portion of the sign each night.

Report

Existing Sign

The existing lighted reader board sign is a legally existing ground sign located immediately adjacent to the front and side property lines, not in compliance with the requirements of the current Sign By-Law. It is proposed that this sign will be removed in favour of the new sign.

Proposed Sign

The proposed sign is shown in the application (see Appendix “A”) to be 2.08 metres (6 ft. 10 in.) in height with an area of 2.4 sq. m. (25.9 sq. ft.). The top portion is a two-sided lighted sign box advertising the “Grantham Optimist Club” including its logo. The lower portion contains a two-sided digital electronic reader board.

Affected Parties

The property to the east contains a Fire Hall which is zoned ‘H’ (treated as residential – single detached dwellings permitted only). As a result, the zoning requires that this property be considered a residential use for the purposes of the Sign By-Law. Since the Fire Hall is a non-residential use, it is not adversely affected by the proposed sign.

The property to the west contains a two-storey apartment building. The Sign By-Law requires a 20.0 metre (65 ft. 7 in.) setback to residential properties, whereas the property line is approximately 17.5 metres (57 ft. 5 in.) from the proposed sign (see Appendix “B”). The distance to the actual building is approximately 34 metres (111 ft. 6 in.). Staff believe that this distance serves to adequately buffer the residents from the digital sign and meets the intent of the By-Law. The driveway serving the

apartment building runs alongside the east side of the building serving to further buffer the property from the sign.

Financial Implications

Not Applicable.

Conclusion

Staff support the proposed variance to the Sign By-Law with the conditions that the digital portion of the sign be operated as described in the Recommendation above.

Notification

That the Grantham Optimist Club, c/o PO Box 28023, RPO Lakeport, St. Catharines, ON L2N 7P8, be so advised.

Submitted by:

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Layout for Approval



