

# **The Corporation of the Town of Lakeshore**

## **Report to Council**

### **Community & Development Services**

### **Building Services**



**To:** Mayor & Members of Council  
**From:** Morris Harding, Manager of Building Services  
**Date:** March 6, 2020  
**Subject:** Relief from Sign By-Law for 19 Amy Croft Drive

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### **Recommendation**

Approve the request for the increased height and area of the proposed pylon sign at 19 Amy Croft Drive.

### **Background**

Rock Developments has requested relief to erect a Pylon Sign that does not comply with By-Law 107-2007 a "By-Law to Regulate the Erection of Signs and other Advertising Devices." (Attachments 1 and 3). As per Section 19 of the By-law, a person may apply for relief of the Sign By-law provisions.

- 19.(a) A person may apply and Council may refuse to grant relief from the regulations contained in this by-law or may grant such relief as it considers appropriate, either absolutely or subject to conditions, provided that , in the opinion of Council, the relief is minor and the general intent and purpose of this by-law are maintained.

### **Comments**

The proposed sign is:

- 12.19m (40 ft.) height,
- 3.95 (12.11 ft.) wide
- 33.44 m. sq. (360 sq. ft.) area

Current language in the By-Law permits a pylon sign to be:

- a) Not greater than 8.0m (26.25') in height from grade

- b) Have a clearance of 4.5m (14.76 ft.) from grade if erected in a visibility triangle;
- c) Have a sign area not greater than 27m. sq. (291 sq. ft.);
- d) Not be closer than 3.0m (9.8 ft.) to any property line;
- e) Not closer than 30 cm (1.0 ft.) provided that a pylon sign having a minimum clear height of 2.5m (8.2 ft.) and which is supported by supports having a maximum width of 38 cm (15 in.) and which does not have a base or ornamental features which create a visual obstruction for motorists; and
- f) Only One (1) Pylon Sign permitted per property at any one time except where properties with a frontage exceeding 50.0m (164.0 ft.) or part thereof are permitted an additional Pylon Sign provided that no Pylon Sign may be located closer than 30.0m (98.44ft.) from any other Pylon Sign.

The proposed sign meets the provisions above, with the exception of the height and area.

Sign By-law provisions	Requested Size	Variance
8.0 m (26.25 ft.) height	10.67m (35 ft.) height	4.19 m. (13.75 ft.)
27 m. sq. (291 sq. ft.)	33.44 m. sq. (360 sq. ft.) area	6.44 m. sq. (69 sq. ft.)

The intent of the Sign By-Law restrictions are to keep the height of the signs consistent with building heights in the area and to not be a distraction to motorists.

Development in the Amy Croft commercial area has seen a significant increase in building height. Two nearby buildings are under construction. When completed, both structures will be six storeys in height. There is also an existing pylon sign approximately 40'0" in height on the adjoining lands, east of the proposed new sign (Attachment 2).

The proposed signage will be comprehensively designed to be integrated with the design of the buildings in the commercial plaza and is of high quality and appropriate in scale to the development in the area. It will not pose a safety hazard and assists in promoting a positive image to this commercial area.

Administration is of the opinion that the relief is minor and the general intent and purpose of the by-law is maintained; and, is therefore recommending approval.

## Others Consulted

County of Essex, who are satisfied with the revised drawing (Attachment 3).

### **Financial Impacts**

There will not be any financial impact as a result of the proposed sign.

**Attachment 1:** Letter of request, Site plan, Sign Dimensions

**Attachment 2:** Existing pylon sign in the commercial plaza

**Attachment 3:** Amended request for relief

### **Report Approval Details**

Document Title:	Sign By- Law relief 19 Amy Croft.docx
Attachments:	- Rock Development Sign By-Law letter of request for relief 2.pdf - Amy Croft existing pylon sign.jpg - Lakeshore Amended Pylon Proposal (35').pdf
Final Approval Date:	Apr 20, 2020

This report and all of its attachments were approved and signed as outlined below:

Tammie Ryall

Rosanna Pellerito

Kristen Newman

Truper McBride