



## THE CORPORATION OF THE TOWN OF AMHERSTBURG

### OFFICE OF DEVELOPMENT SERVICES

**MISSION STATEMENT:** *Committed to delivering cost-effective and efficient services for the residents of the Town of Amherstburg with a view to improve and enhance their quality of life.*

<b>Author's Name:</b> Janine Mastronardi and Bill Tetler	<b>Report Date:</b> December 2, 2022
<b>Author's Phone:</b> 519 736-5408 ext. 2134	<b>Date to Council:</b> December 12, 2022
<b>Author's E-mail:</b> jmastronardi@amherstburg.ca	<b>Resolution #:</b>

**To:** Mayor and Members of Town Council

**Subject:** Request for Variance from Sign By-law 2006-26 at 61 Richmond St.

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#### 1. **RECOMMENDATION:**

It is recommended that:

1. Council approve the requested variance from Section 9.4(2) of Sign By-law 2006-26 to allow for a variance of 0.84 m to permit a maximum projection of any sign no greater than 2.06 m from the face of the wall at 61 Richmond Street; and
2. Council approve the requested variance from Section 9.4(3) of Sign By-law 2006-26 to allow for a variance of grant 5.16 sq m to permit a maximum area of a projecting sign to be 6.27 sq m at 61 Richmond Street.

#### 2. **BACKGROUND:**

Sign By-law 2006-26 was approved by Council on March 27, 2006. The By-law prohibits and regulates the erection of signs. The owner of 61 Richmond Street is proposing to remove and replace the projecting sign on the subject property. The existing sign was erected prior to the current sign by-law being in effect and is not compliance with By-law 2006-026. The new sign being proposed is similar in size to the existing sign but does not meet the requirements of the current Sign By-law and therefore requires approval for a variance to be granted from said by-law.

#### 3. **DISCUSSION:**

The property at 61 Richmond Street is zoned Special Provision Commercial General (CG-4). Projecting signs are permitted in any Commercial Zone subject to conformance to the conditions in Section 9.4 of the Sign By-law.

The property owner of 61 Richmond Street is proposing the installation of a new projecting sign on the subject property. The new sign will be smaller in area than the current sign. The new sign is proposed to project 2.06 m from the wall of the building and have an area of 6.27 sq m. A rendering of the proposed sign on the building along with a sketch of the sign details are attached for review.

The property owner is requesting relief from Sign By-law 2006-26, Section 9.4(2) which permits a maximum projection of any sign no greater than 1.22 m from the face of the wall. The property owner is also requesting relief from Section 9.4(3) which permits a maximum area of a sign to be 1.11 sq m.

Therefore, the amount of relief requested is 0.84 m in projection of a sign from the face of the building wall and 5.16 sq m in sign area.

The requested variances are site specific to 61 Richmond Street and will not apply to any other property within the Town. Any further requests for relief from the sign by-law would have to be made for that specific property. The requested variance does not create a precedent.

After review of By-law 2006-26 and relevant planning information, staff are recommending Council support the requested variances to permit the larger sign area with the greater projection than allowed through the By-law.

#### **4. RISK ANALYSIS:**

The recommendation presents little to no risk to the municipality.

#### **5. FINANCIAL MATTERS:**

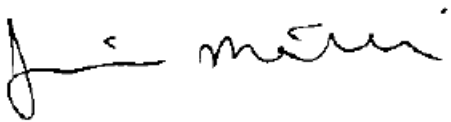
Although the risk is low, should the decision be appealed to the Ontario Land Tribunal then the Town will incur costs.

#### **6. CONSULTATIONS:**

Chris Aspila, Manager, Planning Services

#### **7. CONCLUSION:**

Administration recommends that the requested variances from Sign By-law 2006-26 be approved by Council.



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Janine Mastronardi  
**Planner**



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Bill Tetler  
**Manager, Licensing and Enforcement**

## Report Approval Details

Document Title:	Request for Variance from Sign By-law 2006-26 for 61 Richmond St.docx
Attachments:	- 61 Richmond Proposed Sign Variance Sketches.pdf
Final Approval Date:	Dec 5, 2022

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



Melissa Osborne



Tracy Prince



Valerie Critchley



Kevin Fox