SUBJECT: Application for a Variance to Stoney Creek Sign By-law No. 3042-89, 75 Centennial Parkway North (Hamilton) (PED05139) (Wards 5 & 9)

RECOMMENDATION:

That approval be given to Sign By-law Variance Application SV-05-03, by Queenston Road Investments Incorporated, to permit a pylon sign, with a total sign area of 69m$^2$, to permit a reduced setback of 0.9m to the leading edge of the sign from the property line, and to permit the sign to have a maximum height of 10.7 metres for the lands located at 75 Centennial Parkway North (Hamilton), as shown on Appendix “A” to Report DEP05139.

Lee Ann Coveyduck  
General Manager  
Planning and Economic Development Department

EXECUTIVE SUMMARY:

The purpose of the application is to amend the Stoney Creek Sign By-law to allow a proposed pylon sign to have an increased sign area of 69m$^2$ instead of 50m$^2$, a reduced setback of 0.9m instead of 1.5m, and a height to 10.7m instead of 10.5m for the property located at 75 Centennial Parkway North. The effect of the proposal would be to permit an existing shopping centre identification ground sign to be replaced by a proposed combined shopping centre/tenant identification pylon sign for the existing shopping centre (Eastgate Square). The review of the requested variances has not generated any planning concerns or issues.
BACKGROUND:

Proposal

The purpose of the application is for variances to the Stoney Creek Sign By-law to permit a proposed pylon sign to have a total sign area of 69m$^2$ instead of 50m$^2$, a minimum setback from a property line of 0.9m instead of 1.5m, and a maximum height of 10.7m instead of 10.5m, for the property located at 75 Centennial Parkway North (see Appendix "A"). Plans showing the location of the proposed pylon sign are included in Appendix "B", and the elevation plan for the proposed pylon sign is attached as Appendix “C”.

The Eastgate Square property, most of which is located in the former City of Hamilton, has 4 street frontages, namely Centennial Parkway to the east, Queenston Road to the south, Kenora Avenue to the west, and Delawana Avenue to the north. The proposed pylon sign will be located in the southeast corner of the property at the intersection of Centennial Parkway North and Queenston Road within the former City of Stoney Creek and, as such, is regulated by the Stoney Creek Sign By-law. The property is zoned “G1” – (Designed Shopping Centre) District, Modified (Hamilton) and “GC” – General Commercial (Stoney Creek). Centennial Parkway North is an area characterized by general commercial and highway commercial uses, such as Gulliver’s Square, Petro Canada and a number of automobile dealerships.

Details of Submitted Application

Owner: Queenston Investments Incorporated (Eastgate Square Shopping Centre)

Applicant/Agent: Provincial Signs Systems

Property Size:

<table>
<thead>
<tr>
<th>Frontage</th>
<th>Depth</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>112.71m</td>
<td>92.90m</td>
<td>10,470.76m$^2$</td>
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<table>
<thead>
<tr>
<th>Subject Land:</th>
<th>Existing Land Use</th>
<th>Existing Zoning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub-Regional Shopping Centre (Eastgate Square)</td>
<td>“G1” – (Designed Shopping Centre) District, Modified (Hamilton)</td>
<td></td>
</tr>
<tr>
<td>“GC” – General Commercial (Stoney Creek)</td>
<td></td>
<td></td>
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<tr>
<td>North</td>
<td>Church</td>
<td>“C” – (Urban Protected Residential, etc.) District, Modified (Hamilton)</td>
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</tbody>
</table>
FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Financial:  No financial implications.

Staffing:  No staffing implications.

Legal:  Council’s authority to grant variances to the Sign By-law is provided for under the Municipal Act and there is no requirement for a Public Meeting.

POLICIES AFFECTING PROPOSAL:

By-law No. 3042-89 (former City of Stoney Creek Sign By-law)

Section 5 of the by-law regulates the size, type and location of signs. Subsection 5(b)(iii) regulates individual ground signs to have a maximum area of 50m$^2$. Subsection 5(b)(vii) requires a minimum setback from a street line (property line) of 1.5m and a maximum height of 10.5m for ground signs greater than 15m$^2$ in area.

CONSULTATION WITH RELEVANT DEPARTMENTS/AGENCIES:

The following Departments and Agencies had no comments or objections:

- Public Works Department (Traffic Engineering and Operations Section)
PUBLIC CONSULTATION:

The authority for Council to grant variances to this Sign By-law is provided for under the Municipal Act and there is no requirement for a Public Meeting or other public consultation.

CITY STRATEGIC COMMITMENT:

The proposal would not have any negative environmental, social, or economic impacts, meeting the Strategic Goals of the City of Hamilton.

COMMENTS:

The review of the requested amendments has not generated any planning concerns or issues.

The proposed pylon sign will replace an existing 8m high ground sign identifying the existing shopping centre (Eastgate Square). The increase in area for the proposed pylon sign from 50m² to 69m² is minor. The proposed increase in height of 10.7m from 10.5m is also considered minor. Due to a recently dedicated daylight visibility triangle at this corner, the proposed pylon sign must be located within the parking lot. However, the proposed sign will not eliminate or interfere with any existing parking spaces. The intent of the 1.5m setback requirement is to ensure that adequate visibility for vehicles and pedestrians is maintained for safety purposes, and to ensure an attractive streetscape. In this regard, the proposed sign will be located approximately 10m from the existing sidewalk and street line. As a result, adequate vehicular and pedestrian visibility is maintained and the existing streetscape will not be adversely affected.

CONCLUSION:

Based on the foregoing, the intent of Stoney Creek Sign By-law No. 3042-89 will be maintained and the application can be supported.

:JG
Attachs. (3)
Appendix “A” to Report PED05139

Location Map

File Name/Number: SV-05-03
Date: September 14, 2005
Appendix “A”
Scale: N.T.S
Planner/Technician: JG/NB

Subject Property
75 Centennial Parkway North (Hamilton)

Ward 5
Site of Application

Keymap N.T.S
Appendix "C" to Report PED05139

Diagram showing the layout of Eastgate mall, including the names of various stores such as Wal-Mart, Fortinos, Home Sense, etc. The diagram also indicates future tenant spaces and provides dimensions for each section.