SUBJECT: Application to Amend the Dundas Sign By-law, 40 Cootes Drive (Dundas) (PED05110) (Ward 13)

COMMENDATION:

That approval be given to Sign Variance Application SV-05-02, Enterprise Rent-A-Car Inc., Applicant, for lands located at 40 Cootes Drive, (former Town of Dundas) to permit a ground sign, with the height of the sign to exceed the main facade of the building to a maximum height of 4.57 metres, to permit a reduced setback of 0.15 metres to the leading edge of the sign from the front property line, and to permit a reduced setback of 0.76 metres to the base of the sign from the side property line (as set out in Report PED05110).

Lee Ann Coveyduck
General Manager
Planning and Economic Development Department

EXECUTIVE SUMMARY:

An application was received from Pattison Signs to amend the Dundas Sign By-law to allow a proposed ground sign for Enterprise Rent-A-Car Inc. for 40 Cootes Drive to be higher than the facade of the main building, at a height of 4.57 metres, to permit a setback of 0.15 metres from the front property line, rather than 1.5 metres; and to permit a setback of 0.76 metres from the side property line, rather than 1.5 metres. The proposed variances are minor and would result in signage, which is consistent with existing commercial signage along Cootes Drive.
BACKGROUND:

Proposal

The proposed ground sign with a single pole mount would be located near the north-westerly corner of the property and is required for Enterprise Rent-A-Car Inc., a car rental agency (see Appendix “B”). The applicant is applying to amend the Sign By-law of the former Town of Dundas to permit the height of the proposed sign to exceed the height of the main facade, and to permit the sign to have reduced setbacks of 0.15 metres (6 inches) to the leading edge of the sign from the front property line and 0.76 metres (2.5 feet) to the base of the sign mount from the side property line, whereas 1.5 metres is required in both cases (see Appendix “C”). The property is located in an area characterized by highway commercial uses, such as Sunoco and Canadian Tire, and is zoned Highway Commercial Floodplain “CH-FP”.

Details of Submitted Application

Owner: Joe Pecaric

Applicant: Enterprise Rent-A-Car Inc.

Agent: Pattison Signs

Property Size: Frontage: 22.08 metres
Depth: 34.95 metres
Area: 684.4 square metres

Existing Land Use and Zoning (refer to Appendix “A”):

<table>
<thead>
<tr>
<th>Subject Lands</th>
<th>Existing Land Use</th>
<th>Existing Zoning</th>
</tr>
</thead>
<tbody>
<tr>
<td>South</td>
<td>6 unit Apartment Building</td>
<td>Residential Multiple “RM2-FP/S-103” Zone</td>
</tr>
<tr>
<td>West</td>
<td>Sunoco Service Station and Gas Bar</td>
<td>Highway Commercial Floodplain “CH-FP” Zone</td>
</tr>
<tr>
<td>North</td>
<td>Gas Bar</td>
<td>Highway Commercial Floodplain “CH-FP” Zone</td>
</tr>
<tr>
<td>East</td>
<td>Single Detached Dwelling</td>
<td>Residential “R2” Zone</td>
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ANALYSIS OF ALTERNATIVES:

Should this application not be approved, the applicant would need to provide a smaller and more compact sign.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Financial: No implications on financial resulting.

Staffing: No implications on staffing resulting.

Legal: The proposed amendment is under the Municipal Act and there are no requirements for a Public Meeting.

POLICIES AFFECTING PROPOSAL:

Dundas Official Plan

The subject property is designated “Residential Commercial Mixed Use” by the Dundas Official Plan, which permits as the primary permitted uses: retail, offices, personal and business services, entertainment and restaurant uses, institutions, public and government operations, hotels and motels, limited auto service establishments and residential dwellings. The current rental car agency is a type of business service and is permitted under this designation.

Zoning By-law No. 3581-86 (former Town of Dundas)

The subject property is zoned Highway Commercial Floodplain “CH-FP” Zone. The permitted uses are noted in Section 20 of the Dundas Zoning By-law and include automobile and truck rental and leasing services.

By-law #3094-79 (former Town of Dundas Sign By-law)

The erection of signs in the former municipality of Dundas is regulated by Dundas Sign By-law (By-law No. 3094-79).

Maximum Height

Section 5.3.1(a) of By-law No. 3094-79 requires that the height of a ground sign shall not exceed the height of the main facade of the building to which it relates. A variance is required because the total height of the proposed ground sign would be 4.57 metres (15 feet), whereas the facade of the building is 2.89 metres (9 feet, 6 inches) in height.
Setback from Property Lines

Section 5.3.3 of By-law No. 3094-79 requires that all ground signs will have a 1.5 metre minimum setback from the property line. Variances are required because the leading edge of the proposed sign would be 0.15 metres (6 inches) from the front property line and the base of the proposed sign would be 0.76 metres (2.5 feet) from the side property line (see Appendix “B”).

The proposed ground sign would meet the maximum sign area requirement of 6.5m² per side under Section 5.3.1(b) and would conform to Section 4.4, which requires that no part of a sign shall be permitted on or over, or partly on or partly over, municipal property.

CONSULTATION WITH RELEVANT DEPARTMENTS/AGENCIES:

Agencies/Departments Having No Comment or Objections

- Traffic Planning, Operations and Maintenance, Public Works Department
- Hamilton Conservation Authority

CITY STRATEGIC COMMITMENT:

No adverse impacts with respect to economic, social, health and environmental matters have been identified.

COMMENTS:

1. The proposed variances to the Dundas Sign By-law with respect to the height, and front and side yard setbacks for the proposed sign for Enterprise Rent-A-Car Inc. have not generated any planning concerns or issues.

2. The requested height variance to permit the proposed sign to exceed the height of the facade of the building by 1.68 metres can be supported. The proposed 4.57 metre high sign would be lower than the height of most of the existing signs for commercial uses along this section of Cootes Drive, which are generally in the 6 metre range. It has also been noted that many of the existing businesses in this area have ground signs which exceed the height of their respective facades. The proposed sign height would enable the business to benefit from increased visibility and exposure along Cootes Drive because it would allow the sign to be oriented above the roofline without encroaching onto the road allowance (see Appendix “C”). Conformity to the existing height requirements would result in a
lower and smaller sign, which would not provide sufficient exposure for the travelling public. As the proposed sign height is considered to be reasonable for this location, and the area (size) of the sign is within the Dundas Sign By-law requirements (maximum 6.5m² per side), the proposed sign variance would not cause concerns from an aesthetic or urban design perspective.

3. The requested variance to permit a reduced setback of 0.15 metres to the leading edge of the sign from the front property line can be supported. The requested variance is necessary to permit a reasonable degree of exposure for the ground sign from the street, which would otherwise be difficult to achieve due to the reduced setback and facade height of the existing building and because of the wide boulevard within the Cootes Drive road allowance, which is between 6 and 7 metres in width. The proposed setback would appear to be consistent with existing ground signs for other commercial uses along Cootes Drive.

4. The requested variance to permit a reduced setback of 0.76 metres to the base of the sign from the side property line can be supported. The proposed sign location would not interfere with sight lines at the adjacent driveway entrance or pedestrian activities at the street level.

5. It has been noted that vehicles for the car rental agency are being parked in front of the building, which are encroaching onto the City road allowance. A Commercial Boulevard Parking Agreement would be required in order to permit cars to park in the City’s road allowance, or alternatively, the vehicles would have to be relocated so as to not encroach onto City property.

CONCLUSION:

On the basis of the foregoing, the application is considered to be appropriate and can be supported.

:CT
Attachs. (4)
Appendix “A” to Report PED05110

Location Map

File Name/Number: SV-05-02
Date: August 12, 2005
Scale: N.T.S
Planner/Technician: CT/MC

Subject Property
40 Cootes Drive
Lands subject to proposed sign variances

Ward 13
Keymap
N.T.S