CITY OF HAMILTON

PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Development and Real Estate Division

SUBJECT: Application for a Variance to Ancaster Sign By-law, 211 Stonehenge Drive (Ancaster) (PED06364) (Ward 12)

RECOMMENDATION:

That approval be given to Sign Variance Application SV-06-05, Fellowship (Ancaster) Christian Reformed Church, Owner, to permit an electronic animated ground sign with changeable messages on lands located in an Institutional “I” Zone which are used exclusively for a place of worship, at 211 Stonehenge Drive (former Town of Ancaster), as shown on Appendix “A” to Report PED06364, on the following basis.

(a) That the existing ground sign in the front yard be removed prior to the erection of the new electronic animated ground sign, to the satisfaction of the Director of Building and Licensing.

(b) That the electronic animated ground sign be permitted with an electronic message display at a maximum 2.79 square metres per sign face, and that no message be displayed for less than three seconds, during which time there shall be no movement or change in colour or intensity of illumination.

(c) That the electronic animated ground sign display the municipal address in numerals that are a minimum height of 15.0 centimetres.

Lee Ann Coveyduck
General Manager
Planning and Economic Development Department
EXECUTIVE SUMMARY:

An application was received from Derk Meyer, on behalf of the Fellowship (Ancaster) Christian Reformed Church, to amend the Ancaster Sign By-law to permit a 2.59 metre x 3.45 metre double-sided electronic animated ground sign with changeable messages on the subject lands for the purpose of advertising a place of worship, as shown on Appendix “B”. The sign will be located 16 metres from the northerly and westerly property lines, as shown on Appendix “C”.

The size and location of the sign complies with the Ancaster Sign By-law’s provisions for ground signs; however, the General Provisions of the By-law do not permit electrically animated signs or signs having moving parts or changing messages.

The application has merit and can be supported because the proposed electronic animated ground sign would be compatible with the streetscape and the surrounding area. As such, the general intent and purpose of the By-law would be maintained. The proposal with the conditions recommended would comply with the City’s new Sign By-law 06-243, to become effective February 1, 2007.

BACKGROUND:

Proposal

The applicant is requesting the establishment of a 2.59 metre x 3.45 metre double-sided electronic animated ground sign with changeable messages to be located in the front yard at the north-westerly corner of the property, as shown on Appendix “C”.

The applicant is requesting a variance to the former Town of Ancaster Sign By-law 95-50. As per Section 14.0 of the By-law, where the person responsible for an existing or proposed sign, for any reason, is unable to comply with the requirements of the By-law, such person may apply to Council for a variance to the By-law. Council shall hear all applications for a variance to the Sign By-law and may authorize minor variances to the By-law provided that, in the opinion of Council, the general intent and purpose of the By-law is maintained.

The proposed sign complies with the requirements of Section 9.1 (Ground Signs) of the By-law with respect to height, sign area, number of signs permitted on a property, and setbacks from the street and property lines. However, the proposed sign does not conform to the General Provisions of the By-law, specifically Section 4.4 (Illuminated Signs and Electronically Animated Signs). The By-law does not permit electrically animated signs or signs having moving parts or changing messages.

The property is located in an area characterized by institutional and townhouse uses, and is zoned Institutional “I” Zone.
Details of Submitted Application

Owner/Applicant: Fellowship (Ancaster) Christian Reformed Church

Agent: Derk Meyer

Property Size: Frontage: 87.49 m (287.04 ft)
Depth: 185.41 m (608.30 ft) average
Area: 1.62 hectares (4 acres)

EXISTING LAND USE AND ZONING

<table>
<thead>
<tr>
<th>Subject Lands:</th>
<th>Existing Land Use</th>
<th>Existing Zoning</th>
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<tr>
<td>Place of Worship</td>
<td>Place of Worship</td>
<td>Institutional “I” Zone</td>
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<th>Surrounding Lands:</th>
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<tbody>
<tr>
<td>West</td>
<td>Redeemer University College</td>
<td>Institutional “I” Zone</td>
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<tr>
<td>East</td>
<td>Agriculture, Wooded Area</td>
<td>Agricultural “A” Zone, Agricultural “A-348” Zone</td>
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<td>North</td>
<td>Single-Detached Residential, Street Townhouses, Block Townhouses</td>
<td>Residential “R3-349” Zone, Residential Multiple “RM2-350” Zone, Residential Multiple “RM4-373” Zone</td>
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<tr>
<td>South</td>
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<td>Institutional “I” Zone</td>
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ANALYSIS/RATIONALE:

1. Former Town of Ancaster Sign By-law 95-50

   Illuminated Signs and Electronically Animated Signs

   Section 4.4.4 of the By-law specifically states that electrically animated signs or signs having moving parts or changeable messages are not permitted. A variance is required to permit the proposed type of sign. This variance is considered to be minor in nature, as the proposed sign would be adequately setback from all adjacent properties and land uses, and would not negatively impact streetscape character, traffic, or visibility. Compatibility is further ensured with restrictions/conditions being recommended in accordance with the City’s new Sign By-law (see Comment 2).
Maximum Number of Ground Signs

Section 9.1.1 of the By-law states that one ground sign is permitted for every 76.0 metres of lot frontage, with a maximum of two signs per property.

The subject property has a lot frontage of 87.49 metres on Stonehenge Drive, and the applicant is proposing one new electronic animated ground sign. Currently, there is an existing ground sign in the front yard of the existing church. The owner’s agent has indicated that this sign is to be removed prior to the erection of the new sign. This complies with the regulations of Section 9.1.1 of the Sign By-law. Staff recommends approval of the application conditional on removal of the existing sign.

Maximum Sign Area

Section 9.1.2 of the Sign By-law states that 0.38 square metres of sign area (total of all faces) will be permitted for each metre of lot frontage. Therefore, as the lot frontage on Stonehenge Drive is 87.49 metres, the maximum permitted sign area for this location is 33.25 square metres. The proposed sign area of 17.88 square metres (8.94 square metres per side) would comply with the provisions of this Section.

Minimum Distance Between Ground Signs

Section 9.1.3 of the By-law states that there must be a minimum distance of 50.0 metres between ground signs located on the same property.

Currently, there is one existing ground sign on the subject property, which the owner’s agent has indicated is to be removed prior to erection of the new sign. This is recommended as a condition of approval. As such, the erection of the proposed ground sign would comply with the provisions of Section 9.1.3 of the Sign By-law.

Height and Setback

Section 9.1.4 of the Sign By-law states that for a sign with an area of between 7.0 and less than 14.0 square metres, a maximum height of 7.6 metres will be permitted, along with minimum setbacks of 3.0 metres from a streetline, 15.0 metres from a Residential Zone, and 4.5 metres from any other lot line. The proposed sign would have a height of 2.59 metres and front and westerly side yard setbacks of 16.0 metres, which conforms with the regulations of Section 9.1.4.

2. Staff has reviewed the proposal within the context of the City’s new Sign By-law 06-243, to become effective on February 1, 2007, and notes that the proposed electronic animated ground sign with changeable messages is in accordance with the type of signs permitted by the new By-law. The proposed sign would be regulated by Section 5.2, “Ground Signs”, of the new By-law.
Section 5.2.7 of the new By-law states that a ground sign may allocate up to a maximum of 50% of the sign face to a readograph or electronic message display. The proposed sign would have an electronic message display area of 2.79 square metres, or 31% of the sign face. As such, the proposed sign would conform to the provisions for message display size and a 2.79 square metre display area is recommended as a condition. Further, Section 5.2.8 of the new By-law requires that an electronic message be displayed for a minimum of three seconds without movement or change in colour or intensity of illumination. This has been included as a condition of approval.

Section 5.2.5 of the new By-law requires that a ground sign shall be located a minimum of 1.5 metres from any property line or a distance equal to 75% of the height of the ground sign, whichever is greater. As the proposed sign has a height of 2.59 metres, 75% of this value is 1.94 metres. Therefore, under the new By-law, the sign would be required to be located at least 1.94 metres from the property line. As such, the proposed 16.0 metre setback would be in conformity with the By-law.

Section 5.2.10 states that where more than one ground sign is located parallel to a street frontage, no ground sign shall be located within 200 metres of another ground sign on the same property. Currently, there is one existing ground sign on the subject property, which the owner’s agent has indicated is to be removed prior to erection of the new sign. As such, the erection of the proposed sign would comply with the provisions of this Section.

Under Schedule “C” of the new By-law, the maximum permitted sign area for a ground sign is equal to 0.3 times the property frontage on which the sign is located, to a maximum area of 18 square metres for each sign face. Therefore, as the lot frontage on Stonehenge Drive is 87.49 metres, multiplying this number by 0.3 produces 26.25 square metres, which is larger than the maximum allowed of 18 square metres per sign face. As such, the maximum permitted sign area for this location is 18 square metres. The proposed sign area of 8.94 square metres per face would comply with the sign area provisions of the By-law.

The maximum height for a ground sign is established in Schedule “C” of By-law 06-243, and for a sign with an area over 6.0 square metres is 7.5 metres. As the proposed sign would have a height of 2.59 metres, it would be in conformity with the new By-law regulations.

In order to reflect the regulations of the new By-law and maintain the intent of the existing By-law, staff has recommended that the existing ground sign be removed by the applicant, that the electronic animated ground sign be permitted with an electronic message display area of a maximum 2.79 square metres per sign face, and that a message displayed shall be for a minimum of 3 seconds without movement or change in colour or intensity of illumination. Staff also recommends that the municipal address as proposed by the applicant be displayed on the sign in numerals with a minimum height of 15.0 centimetres.
ALTERNATIVES FOR CONSIDERATION:

Should the application not be approved, the applicant could provide a non-electronic ground sign that conforms with the provisions of Section 9.1 of the former Town of Ancaster Sign By-law, rather than the proposed electronic animated ground sign. The applicant could also wait until the effective date of the new By-law in February 2007 and be issued a sign permit without the need for variances.

FINANCIAL/STAFFING/LEGAL IMPLICATIONS:

Financial: N/A.
Staffing: N/A.
Legal: N/A.

POLICIES AFFECTING PROPOSAL:

Provincial Policy Statement
The proposal is consistent with the principles and policies of the PPS.

Region of Hamilton-Wentworth Official Plan
The proposal complies with the policies of the Regional Official Plan.

Ancaster Official Plan
The subject property is designated “Institutional” by the Ancaster Official Plan, which permits public and private uses serving the religious needs of the community. As the proposed sign is for the existing place of worship, the application conforms to the policies of the Official Plan.

Zoning By-law 87-57
The subject property is zoned Institutional “I” Zone by the former Town of Ancaster Zoning By-law No. 87-57. The permitted uses include a place of worship. The application would permit a sign for a permitted use.

RELEVANT CONSULTATION:

The following internal department was circulated and stated no concerns with the proposed application:

- Traffic Engineering and Operations Section, Public Works Department.
**CITY STRATEGIC COMMITMENT:**

By evaluating the "Triple Bottom Line", (community, environment, economic implications) we can make choices that create value across all three bottom lines, moving us closer to our vision for a sustainable community, and Provincial interests.

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<tr>
<th>Category</th>
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<tr>
<td>Community Well-Being is enhanced.</td>
<td>☑</td>
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<td>Diversity and peace are supported.</td>
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<tr>
<td>Environmental Well-Being is enhanced.</td>
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<td>Human health and safety are protected.</td>
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<td>Economic Well-Being is enhanced.</td>
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<tr>
<td>Cultural industries are enhanced.</td>
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Does the option you are recommending create value across all three bottom lines?  
☑ Yes ☐ No

Do the options you are recommending make Hamilton a City of choice for high performance public servants?  
☐ Yes ☑ No

:DH

Attachs. (3)
Appendix "B" to Report PED06364

Sign 1

Supply 1 new 4ft illuminated pylon display

Graphics / Substrate
Graphics cut out of face, backed with White 7363 plexi with Intense Blue 3630-127, Lime Green 3630-136 & Tangerine 3630-84 vinyl on 1st surface
“Christian Reformed Church” copy cut from Intense Blue 3630-127 vinyl, backed with Opaque White vinyl
Address number cut from Black vinyl, positioned on street side of filter
2 - Na-Media 2550-160/35 Amber 4 line full matrix LED message centres
150 aluminum upper faces & returns
Illumination
6 - 64” H/O fluorescent lamps @ 10” c/c
1 - 672 ballast
Construction
.125 aluminum faces & skirt
.090 aluminum fillers secured with counter sunk screws
.150” interior aluminum angle frame
6” sq HSS poles - 2 required
1” x 14” x 14” steel base plate - 2 req’d
1” x 48” rod anchor bolts - 8 required
2 - 35° x 5’ re-inforced augured concrete bases

Client: Meadowlands Fellowship
Address:
Sales: Fred Carling
Designer: Drago Rasuldu

Date: Oct 14, 27, 28, 31, 2005
Rev: December 19, 2005 FB
Rev: Jun 5, 2006

Scale: 1” = 1’-0” Page: 1 of 4

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