



A People Place, A Change of Pace
SHELBURNE
ONTARIO, CANADA

Meeting Date: Monday, February 28, 2022

To: Mayor Mills and Members of Council

From: **Steve Wever, Town Planner**

Report: P2022-05

Subject: **Sign Variance**
171 Main Street West
DRDesigns. Architectural Services and Consulting

Recommendation

Be it Resolved that Council receive Report P2022-05 for information;

Be it Resolved that Council approves the request for a variance from the Sign By-law 30-1999 to grant relief from paragraphs (2)(d) of section 4.03 to permit one (1) fascia sign with a maximum sign height of 1.34 metres located at 171 Main Street West, subject to the following:

1. That a maximum of one (1) fascia sign shall be permitted for the subject property and the proposed fascia sign shall comply with all other requirements of the Sign By-law and a sign permit shall be obtained from the Town of Shelburne; and
2. That the owner shall obtain a building permit and satisfy the requirements of the County of Dufferin for the proposed sign.

Background

The subject property is municipally known as 171 Main Street West and is legally described as Block 1, Part of the West Half of Lot 12, Plan 7A, Town of Shelburne. The property is owned by Pas Developments Inc. (c/o Paolo Pambianchi). The owner applied for and obtained Municipal Approval in 2020

for the conversion of the existing second floor apartment into two (2) apartments and in 2021 the Town received applications for a business licence and sign permit for the proposed use of the main floor commercial suite for a cannabis retail store (Cannabis Stop Inc.).

Analysis

The property is designated 'Commercial' and located in the Downtown Core in the Official Plan and is zoned as Downtown Commercial (C1) in the Zoning By-law. As a Retail Store is permitted in the C1 Zone, and the property is not located within 150 metres of a school, a cannabis retail store is permitted within the existing commercial suite in the existing building at 171 Main Street West.

The applicant is requesting relief from Section 4.03.2(d) of the Sign By-law to permit a fascia sign with a maximum sign height of 1.34 metres, which is greater than the maximum permitted height of 0.75 metres. The applicant's rationale for the increase in sign height is to provide consistent signage for all Cannabis Stop Inc. stores, which would then lead to achieving brand recognition for the business. Stores in other municipalities have received signage approval, so this variance would help keep all stores consistent with their exterior image.

The intent of the Sign By-law regulations for fascia signs is to balance the need for businesses to advertise their presence in a manner that can be seen and is legible in a visible location from the street while avoiding or minimizing potential negative impacts to the aesthetics of the streetscape and area, and to ensure signs are sized appropriate to the location and type businesses or other land uses in the area.

Based on the proposed location of the sign the use of channel letters rather than a backer, the proposed variance will not significantly impact the aesthetics of the building or the downtown area and does not result in a sign that is out of scale for the area and the front façade of the building. The proposed sign is within the maximum sign area permitted by the Sign By-law, but due to the configuration of the company logo and letters in a vertical layout rather than horizontally, the height of the sign exceeds the maximum permitted by the by-law.

The owner/applicant will also be required to contact the County Building Department to determine if a building permit is required and to obtain a building permit if required by the County, prior to installing the sign.

Policies & Implications (if any) Affecting Proposal

Town of Shelburne Sign By-law 30-1999

Council Strategic Priorities

Council's Strategic Priorities has three Goals - Sustainable, Engaged and Livable. There are a total of 12 targets with the three Goals.

This report aligns with the Sustainable Goals within the Targets:

Target T4 Promote balanced growth

Supporting Documentation

Site Plan with sign location

Elevation drawing of the proposed sign

DRDesigns - Architectural Services and Consulting's Variance Rationale

Prepared by:

Jenna Daum, Planning Coordinator

Reviewed by:

Steve Weber, Town Planner

Reviewed by:

Denyse Morrissey, CAO

DRDesigns. Architectural Services & Consulting
206 Howard Crescent
Orangeville Ontario
L9W 4W5 – 519.943.3159

ATTN: Jenna Daum
Planning Coordinator
Town of Shelburne
203 Main Street East,
Shelburne, Ontario
L9V 3K7

RE: SIGN VARIANCE APPLICATION
171 Main Street West
Shelburne, Ontario
L0N 1S3

January 28, 2022

To Ms. Jenna Daum,

Thank you for your time on this project. I am writing this letter in behalf of my clients Cannabis Stop Inc. We have adjusted our current application for building permit to remove the sign portion as we will be required to apply for relief from the current by-laws to accommodate our signage that we are proposing for the retail store located at 171 Main Street West.

The request for relief comes because of the branding that is being sought after. There are multiple locations in multiple municipalities, and we are attempting to keep the signage for all of the locations the same, which cannot be done with the current by-law requirements, specifically the height. Other locations have signage already and we are simply trying to follow suit here in our Shelburne location for the sake of branding and recognition of the chain of stores.

The proposed sign location and dimensions are as per the attached.

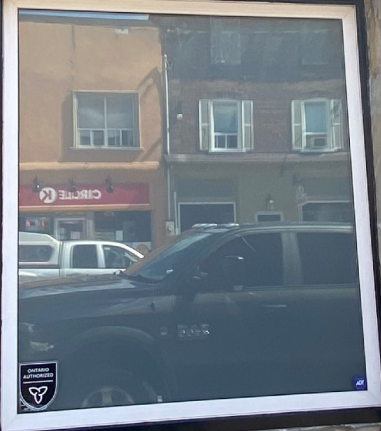
Thank you for your attention and consideration for this sign variance application.

Sincerely,

Darryl Regimbal
DRDesigns. Architectural Services & Consulting
Principal Consultant

Grand Valley Store


Cannabis
— STOP —
INC.



25

1896
R.E. Hamilton Black
Real Estate

NO PARKING
ANY STREET
NOV 15 - APR 15

THE UNDERSIGNED HAS REVIEWED/TAKES RESPONSIBILITY FOR THIS DESIGN, AND HAS THE QUALIFICATIONS AND MEETS THE REQUIREMENTS SET OUT IN THE ONTARIO BUILDING CODE TO BE A DESIGNER.

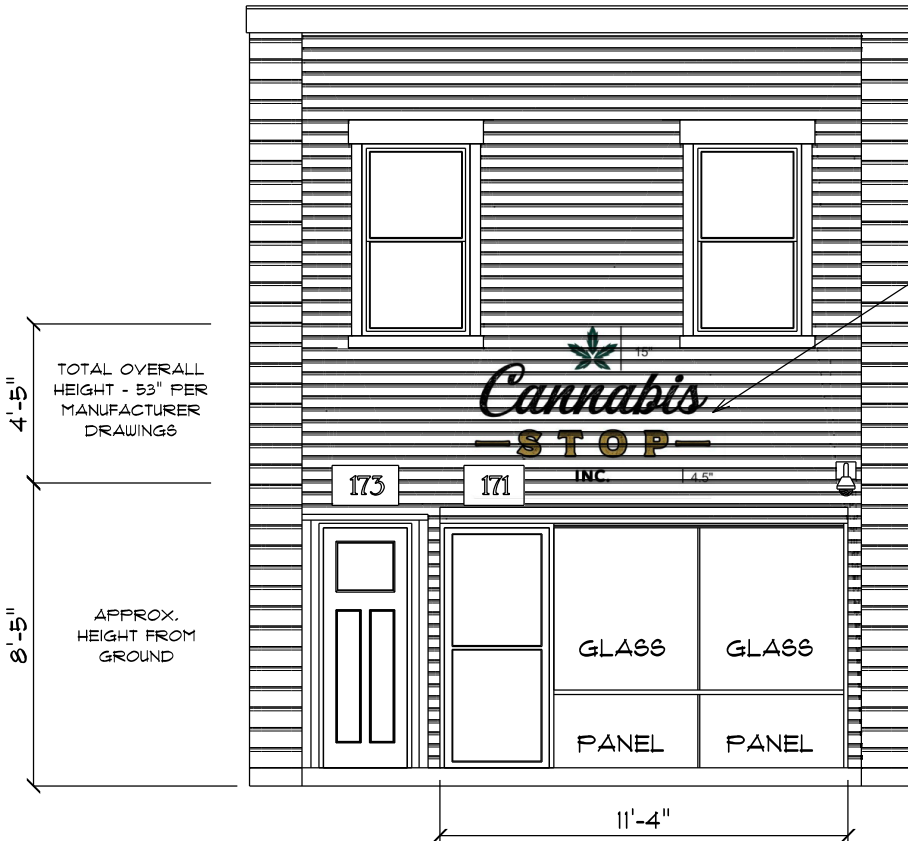
D. Regimbal
DARRYL REGIMBAL 36920

DESIGNER INFORMATION

D. B.: D. REGIMBAL - B.C.I.N.: 36920
QUALIFICATION: SMALL BUILDINGS
DRDESIGNS. ARCHITECTURAL SERVICES
& CONSULTING - FIRM B.C.I.N.: 38816

DRDESIGNS.
architectural services & consulting

6'-6"
TOTAL OVERALL
WIDTH - 18" PER
MANUFACTURER
DRAWINGS



INSTALL PROPOSED
SIGNAGE (LETTERS) ABOVE PER DETAILS
REVIEWED BY ENGINEER
(ATTACHED TO FACE OF
WALL PER SPECIFICATIONS
PROVIDED)

TOTAL OVERALL
HEIGHT - 53" PER
MANUFACTURER
DRAWINGS

3 1/2" - MAX
PROJECTION
(" 2" ALUMINUM 10-24
STUDS STANDARD ")
PER DETAIL DW II

INTERIOR
OF RETAIL
STORE/
CANNABIS
STOP INC.

4'-1 1/2"
6'-9 1/2"
2'-2"

FACE OF WALL

PROPOSED FRONT
ELEVATION

PROPOSED
PROJECTION

CANNABIS STOP INC.

PROJECT TYPE:
CUSTOM PLAN - RETAIL SPACE
PROJECT ADDRESS:
171 MAIN ST. W. SHELburne, ONTARIO L9V 3K3

DRAWING TITLE:
AS NOTED

DRAWING DATE:
JANUARY 15, 2021

REVISIONS

DATE

BUILDING INFORMATION

APPROX. SURFACE AREA OF
RETAIL SPACE FRONT WALL
FOR REFACING WORK TO BE
COMPLETED: 386 SQ. FT.

DRAWING SCALE:

3/16" = 1'-0"

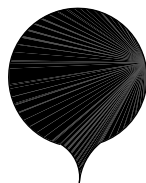
DRAWING SCALE:

A.1

MAIN STREET W

SIDEWALK

LOCATION OF
PROPOSED
SIGN/FRONT
OF BUILDING
CENTERED
BETWEEN TWO
WINDOWS AT
SECOND FLOOR



171 MAIN STREET W,
SHELBURNE, ONTARIO

THE UNDERSIGNED HAS REVIEWED/TAKES
RESPONSIBILITY FOR THIS DESIGN, AND
HAS THE QUALIFICATIONS AND MEETS THE
REQUIREMENTS SET OUT IN THE ONTARIO
BUILDING CODE TO BE A DESIGNER.

D. Regimbal

DARRYL REGIMBAL

36920

DESIGNER INFORMATION

D. B.: D. REGIMBAL - B.C.I.N.: 36920
QUALIFICATION: SMALL BUILDINGS

DRDESIGNS, ARCHITECTURAL SERVICES
& CONSULTING - FIRM B.C.I.N.: 38816

DRDESIGNS.
architectural services & consulting

CANNABIS STOP INC.

PROJECT TYPE:
CUSTOM PLAN - RETAIL SPACE
PROJECT ADDRESS:
171 MAIN ST. W, SHELBURNE, ONTARIO L9V 3K3

DRAWING TITLE:
SITE PLAN

DRAWING DATE:
JANUARY 15, 2021

REVISIONS

DATE

BUILDING INFORMATION

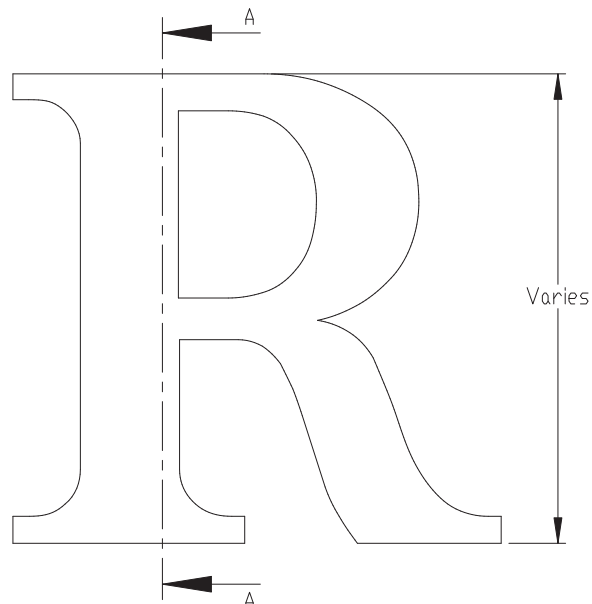
APPROX. SURFACE AREA OF
RETAIL SPACE FRONT WALL
FOR REFACING WORK TO BE
COMPLETED: 386 SQ. FT.

DRAWING SCALE:

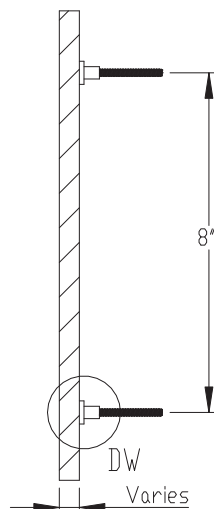
1/8" = 1'-0"

DRAWING SCALE:

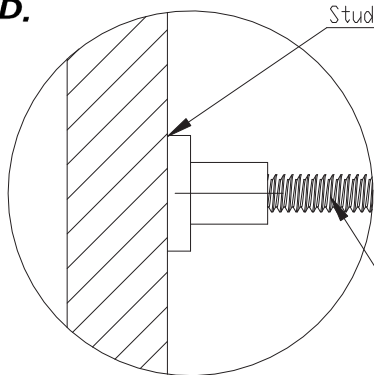
S.1



FRONT VIEW II SCALE 1 : 5



SECTION A-A II SCALE 1 : 5



DETAIL DW II SCALE 1 : 1

Stud boss solvent bonded to letter backs

2" aluminum 10-24 studs standard
(Stainless steel optional)

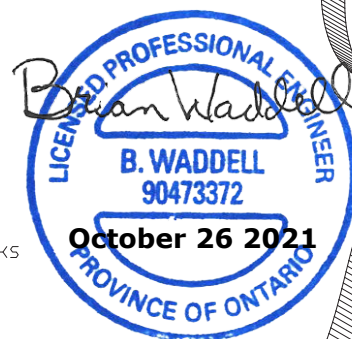
Pigmented or painted
face & returns

Inside radius (0.015" - 0.135"
based on part size)

Threaded studs

1/8"-1 1/2" thick

ISOMETRIC BACK VIEW II SCALE 1 : 3



WADDELL
ENGINEERING LTD.

C - 119 PINEBUSH RD
CAMBRIDGE ON
N1R 7J8

PH. 519-267-6789
FAX. 1-866-388-9659
INFO@WADDELLENG.COM

PROJECT #: WE 21-10-193
171 Main St W Shelburne

Structural notes:

1. Anchors to use Hilti HY 270 adhesive anchors into solid brick. Anchors are not to be installed into the grout line. Fill the hole 2/3 full. Use HDE 500-A22 cordless adhesive dispenser.
2. $q(1/50) = 0.38 \text{ kPa}$ Wind loads
3. Sign is designed for exterior use, contractor to confirm

TITLE:

LASER CUT ACRYLIC - STUD FOR BLOCK MOUNT

MATERIAL:

ACRYLIC

PRODUCT TYPE:

PLASTIC LETTERS

DWG NO. LASR90

SCALE: AS INDICATED

SHEET 1 OF 1

53"



15"

Cannabis
—STOP—

18"

INC.

| 4.5"

9.5"

78"



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ENGINEERING LTD.
C - 119 PINEBUSH RD
CAMBRIDGE ON
N1R 7J8

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PROJECT #: WE 21-10-193
171 Main St W Shelburne

Cannabis
—STOP—
INC.

Cannabis
—STOP—
INC.

REQUIRED ANCHOR LOCATION: OFFSET
AS REQUIRE TO MISS GROUT LINES.



WADDELL
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PROJECT #: WE 21-10-193
171 Main St W Shelburne

Cannabis

- STOP -

INC.