



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

Meeting Date: Monday, July 11, 2022

To: Mayor Mills and Members of Council

From: **Steve Wever, Town Planner**

Report: P2022-21

Subject: **Sign By-law Variance Request**
800-824 Ojibway Road
Fieldgate Commercial

Recommendation

Be it Resolved that Council receives Report P2022-21 for information;

Be it Resolved that, subject to comments and questions at the Council meeting, Council approves the request for a variance from the Sign By-law 30-1999 to grant relief from paragraph (3)(d) of section 4.04 to permit additional building fascia signs on the new commercial buildings at 804 Ojibway Road (Units 2, 3 and 5), 816 Ojibway Road (Unit 1) and 820 Ojibway Road, subject to all of the following requirements:

1. That, notwithstanding the requirements of the Sign By-law restricting the number of fascia signs per business frontage, secondary fascia signs shall be permitted on the north façade of the buildings at 804 Ojibway Road (Unit 5 – Mary Browns), 816 Ojibway Road (Unit 1 – Pet Valu) and 820 Ojibway Road (Dollarama), and the west façade of the building at 804 Ojibway Road (Unit 2 – BarBurrito, Unit 3 – One Plant, and Unit 5 – Mary Browns) provided that the total fascia sign area on these building facades shall not exceed the lesser of 5% of the area of the architectural elevation of the building or unit or part thereof occupied by the business or 10 square metres of total sign area of secondary fascia sign area per business;

2. That the proposed fascia sign for the east façade of the building at 804 Ojibway Road (Unit 2 – BarBurrito, and Unit 5 – Mary Browns) shall not exceed the lesser of 10% of the area of the architectural elevation of the building or unit or part thereof occupied by the business or 20 square metres as per the Sign By-law;
3. That the owner shall obtain a MTO, if required, and a building permit from the County of Dufferin for the proposed sign(s); and,
4. That the proposed signs shall comply with all other requirements of the Sign By-law and a sign permit shall be obtained from the Town of Shelburne.

Background

The subject property is municipally known as 800-824 Ojibway Road and is legally described as Part of the West Half of Lot 1, Concession 1, Plan 7M-79 Block 216 in the Town of Shelburne. The property is owned by Shelburne Commercial Developments Ltd. and is currently under construction for a commercial plaza.

Analysis

The property is designated 'Mixed Use Centre' in the Official Plan and is zoned Mixed Use Commercial Exception Six (C2-6) in the Zoning By-law. A Site Plan (SPA 20/01) has been approved for commercial development on the property.

A previous variance to the Sign By-law was requested and approved in Fall 2021 for a ground sign, providing relief from the maximum sign area of 8.5 square metres per side and 17 square metres total to permit one (1) ground sign with up to 18 square metres in a single sign face and 36 square metres for all faces combined, and to provide relief from the maximum sign height of 8 metres to permit a sign height of 8.31 metres. The variance was supported as the request was considered generally in keeping with the intent of the by-law, as the by-law would otherwise allow up to 2 ground signs on the property with a similar combined total sign area. The size of the commercial property and the number of businesses to be located on the property were also considered.

The applicant is requesting further relief from the Sign By-law to allow greater flexibility in the number, size and location of fascia signs for specific commercial units and businesses in the new plaza. Specifically, the current application seeks relief from Section 4.04(3)(d) of the Sign By-law to permit additional fascia signs on the north façade of Buildings B, C and D and the west façade of Building D on the Site Plan.

The civic addresses and tenants for which variances to the Sign By-law are requested are summarized in the table below:

Building	Address & Tenant	Number of Fascia Signs		Size of Fascia Signs	
		By-law Maximum ¹	Proposed	By-law Maximum ²	Proposed
D	804 Ojibway Road (Unit 2) – BarBurrito (restaurant)	1	East (front): 1 West (rear): 1 Total: 2	10% of façade	East: 13.5% West: 13.5%
	804 Ojibway Road (Unit 3) – One Plant (cannabis retail)	1	East (front): 1 West (rear): 1 Total: 2	10% of façade	East: 3.4% West: 3.4%
	804 Ojibway Road (Unit 5) – Mary Browns (restaurant)	1	East (front): 1 West (rear): 1 North (side): 1 Total: 3	10% of façade	East: 9.7% West: 4.4% North: 4.4%
C	816 Ojibway Road (Unit 1) – Pet Valu (retail store)	1	South (front): 1 North (rear): 1 Total: 2	10% of façade	South: 3.3% North: 1.7%
B	820 Ojibway Road – Dollarama (retail store)	1	South (front): 1 North (rear): 1 Total: 2	10% of façade	South: 12.6% North: 6.5%

¹ The Sign By-law permits a maximum of one fascia sign per business frontage (see below).

² The Sign By-law requires a maximum sign area of the lesser of 10% of the area of the architectural elevation of the building or 20 square metres.

As per the sign by-law, a business frontage is defined as:

“Frontage – business - The length of an outside building wall of a business on a public street or right of way. Where a building or a combination of building structures are located on two intersecting public streets, each business located on the property shall have a business frontage on one street. However, only that business which is closest to the second street shall be entitled to a second business frontage on the second street and therefore shall be entitled to a second sign.”

Based on this definition and the location of the plaza along three (3) streets (Highway 89 / Main Street East to the south, Ojibway Road to the east and Potawatomi Crescent to the north), a maximum of two (2) fascia signs are permitted only for Building A (Foodland), C (Unit 2 – LCBO) and E (McDonalds) as these businesses are closest to a second street. As such, the other units in the plaza are limited to one fascia sign each in accordance with the by-law.

The by-law also requires that a fascia sign shall not exceed a maximum area of the lesser of 10% of the architectural elevation of the building or 20 square metres.

The applicant’s proposal/request is summarized as follows:

- Increase the maximum number of fascia signs permitted from 1 fascia sign to 2 fascia signs for 4 businesses (BarBurrito, OnePlant, Pet Valu and Dollarama);
- Increase the maximum number of fascia signs permitted from 1 fascia sign to 3 fascia signs for 1 business (Mary Browns);
- Increase the maximum size of fascia signs from 10% to 20% of the applicable façade area of the building.

The proposed additional fascia signs at the rear of Buildings B, C (Unit 1) and D (Units 2, 3 and 5) and on the north side of Building D (Unit 5) are intended to be “directional signage” advising those travelling along Potawatomi Crescent (north of the plaza) and easterly along Highway 89 (Main Street East) to the south of the plaza that the businesses are located in the plaza. The applicant has noted that this will assist drivers in navigating the new plaza, help each business bring in more customers, and ease the traffic flow of the area. The applicant has also noted that the additional sign area proposed will strongly benefit the plaza, customers and businesses, that all signs will have basic LED illumination and will not flash or move and will not be a distraction to the adjacent areas, and that the proposed variances will make it easier for all tenants of the plaza to advertise and avoid the need for future variances with the added flexibility proposed.

Comments:

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. Application of the Sign By-law also promotes consistency and fairness in exterior commercial advertising among businesses in similar commercial areas.

Based on the location and orientation of the buildings in the plaza relative to the adjoining streets, and as the majority of the fascia signage proposed will be well within the maximum size permitted by the Sign By-law, it is reasonable to allow for fascia signs on the north façade of Buildings B and C as well as the north and west facades of Building D. This will ensure that visitors to the plaza are able to easily locate the businesses therein. It is not uncommon for buildings to have additional fascia signs in this type of commercial plaza where more than one side of a building is visible from the adjoining streets.

However, in our opinion, doubling the maximum size of the fascia signs from 10% to 20% of the building façade area has not been adequately justified based on the following considerations:

- An enlarged, freestanding ground sign located at the corner of Ojibway Road and Highway 89 provides space for all businesses in the plaza to advertise in a visible location;
- There are 10 businesses in the plaza for which a total of 19 fascia signs are proposed, and all but 3 business signs (1 for Dollarama and 2 for BarBurrito) are within the 10% maximum sign area;
- At least 6 fascia signs in the plaza are less than 5% of the façade area, indicating that it is not necessary to exceed the 10% maximum in order to establish visible/legible signage from the area roadways; and,
- Doubling the size of permitted fascia signs within this plaza could be viewed as an unfair advantage or precedent for future variance requests.

In our opinion, the primary (front) fascia signs should maintain the maximum sign area of 10% and any additional fascia signs should be secondary and limited in area to the lesser of 5% of the building elevation or a combined total of 10 square metres of secondary fascia signs per business. This approach would allow for additional fascia signs visible from the adjoining streets to assist with direction/navigation, without the signs overwhelming the building elevations, the plaza and the area generally. This approach is also consistent with past variances whereby additional fascia signs are secondary and limited in scale relative to the fascia sign on the main business frontage.

If this recommendation is supported, the applicant will be required to submit revised plans for the following signs:

- The proposed fascia signs on the front (south) elevation for Dollarama and the front (east) elevation of BarBurrito would be capped at the maximum permitted under the Sign By-law, being 10% of the architectural elevation of the building, and therefore would have to be reduced in size from 12.6% and 13.5%, respectively, to 10% of the front building façade area;
- The proposed fascia signs on the rear (north) elevation of Dollarama and the rear (west) elevation of BarBurrito would have to be reduced from 6.5% and 13.5%, respectively, to 5% of the rear building façade area.

The business frontage of BarBurrito is comparable to Mary Browns and One Plant at Building D, and these other businesses were able to provide a sign that is within the 10% maximum permitted sign area. In our view, a consistent standard should be applied to the maximum sign areas for these businesses which are located in the same overall building and have similar façade areas.

Dollarama has a significantly larger business frontage than the other businesses included in this variance request. The Sign By-law maximum of 10% of the business frontage allows for a front fascia sign of up to 14.2 square metres in area, whereas the proposed business sign is 22.3 square metres in area. Reducing the front fascia sign to 10% of the front building facade and the secondary rear fascia sign to 5% of the rear building facade area will still allow customers to clearly see the signs on both sides of the building and to be directed to the store entrance at the front of the building. Further, the store design and sign area have a distinct and recognizable colour scheme (green and yellow).

The owner/applicant will also be required to contact the MTO to determine if MTO sign permits are required for the proposed fascia signs and also to contact the County Building Department to confirm requirements to obtain a building permit, prior to installing the signs.

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 locations
Elevation drawing of the proposed signs
LovettSigns Variance Rationale

Prepared by:

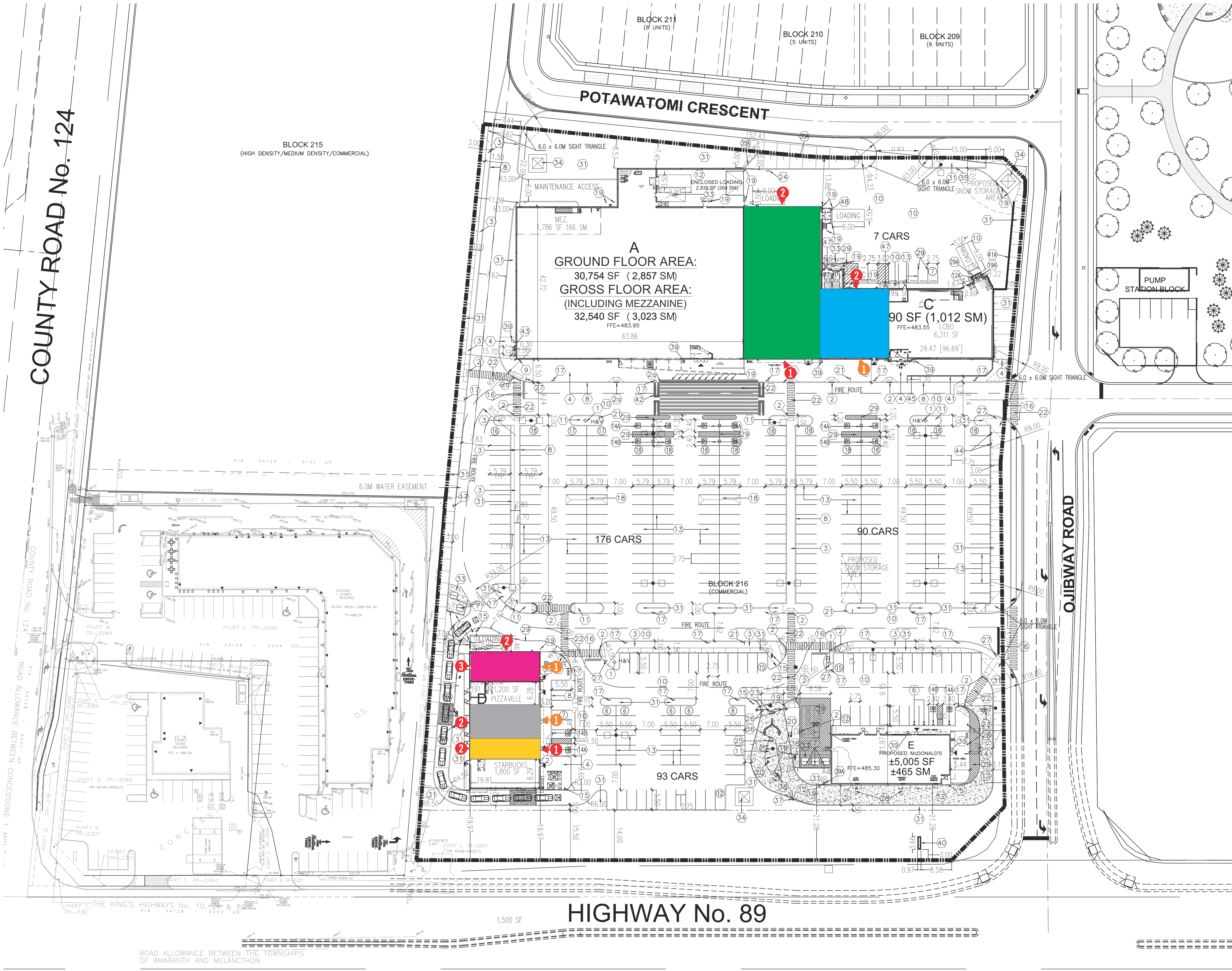
Jenna Daum, Planning Coordinator

Reviewed by:

Steve Wever, Town Planner

Reviewed by:

Denyse Morrissey, CAO



- Bar Burrito
- Dollarama
- Mary Browns
- One Plant
- Pet Valu

- [THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]
- [NOT INCLUDED - SIGN PERMIT ONLY REQUIRED]

SITE AREA :	31,212.6 SM = 7.71 ACRES
BUILDING A GROUND FLOOR AREA :	30,754 SF / 2,857 SM
BUILDING A MEZZ AREA :	1,786 SF / 166 SM
BUILDING A GFA AREA :	32,540 SF / 3,023 SM
BUILDING B GFA AREA :	10,021 SF / 931 SM
BUILDING C GFA AREA :	10,890 SF / 1,012 SM
BUILDING D GFA AREA :	8,200 SF / 762 SM
BUILDING E GFA AREA :	±5,005 SF / 465 SM
TOTAL BUILDING GFA AREA :	66,656 SF / 6,193 SM

MAXIMUM FLOOR AREA FOR A FOOD STORE :	4,200 SM
PROPOSED FLOOR AREA FOR A FOOD STORE :	3,023 SM
AVAILABLE FOR THE OTHER C2-6 AND R5-8 BLOCKS IN THE SUBDIVISION :	1,177 SM

TOTAL MAXIMUM LEASABLE AREA OF THE C2-6 ZONE :	12,000 SM
TOTAL PROPOSED FLOOR AREA :	6,193 SM
AVAILABLE FOR THE OTHER C2-6 AND R5-8 BLOCKS IN THE SUBDIVISION :	5,807 SM

TOTAL PARKING REQUIRED:	364 CARS (5.51/1000 SF)(1/17 SM OF GFA)
TOTAL REGULAR PARKING PROVIDED:	350 CARS
TOTAL DESIGNATED SPACES PROVIDED:	16 CARS
TOTAL PARKING PROVIDED:	366 CARS (5.49/1000 SF)(1/16.92 SM OF GFA)
LOT COVERGE :	6,027 SM / 31,212.6 SM = 19.31 %
MIN. PARKING SIZE :	2.75M x 5.50M
PROPOSED PARKING SIZE :	2.75M x 5.50M / 2.75M x 5.79M
TOTAL DESIGNATED PARKING REQUIRED:	10 SPACES (FOR 201-1000 SPACES (2+2%))
TOTAL DESIGNATED PARKING PROVIDED:	8 TYPE A SPACES AND 8 TYPE B SPACES
MIN. DESIGNATED PARKING SIZE :	TYPE A 3.4 x 5.5, TYPE B 2.4M x 5.5M
PROPOSED DESIGNATED PARKING SIZE :	TYPE A 3.4 x 5.5, TYPE B 2.4M x 5.5M
REQUIRED LANDSCAPED AREA :	15.0 %
14M MTO SETBACK LANDSCAPED AREA :	23,535.97 SF (2,186.49 SM) 7.0 %
PROPOSED LANDSCAPED AREA :	58,888 SF (5,470.57 SM) 17.52 %

GENERAL NOTES :

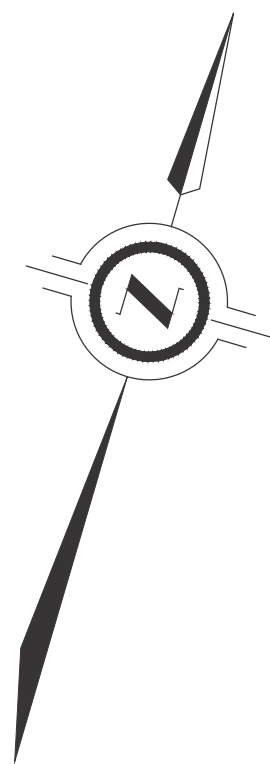
- FIRE HYDRANT
- DEPRESSED CONCRETE CURB AND RAMP MAX.1 to 10 SLOPE WITH MIN 0.61M METAL TACTILE WARNING SURFACE
- DEPRESSED CONCRETE CURB AND RAMP MAX.1 to 10 SLOPE WITH MIN 0.61M GREY PRECAST TACTILE WARNING SURFACE PLATES
- CONCRETE SIDEWALK AT BUILDING SHALL BE CONSTRUCTED BY BUILDING CONTRACTOR REFER TO ARCH. DWGS. FOR EXTENT
- RAILING
- MOBILE ORDER STALL AND SIGNAGES (X2). SEE PATTISON SIGN GROUP FOR DETAILS. SIGNAGE BY McDONALD'S GC
- EARTH BINS
- CONCRETE CURB
- SIAMESE CONNECTION
- HEAVY DUTY ASPHALT
- CONCRETE ISLAND
- CONCRETE PAVING AT LOADING/DRIVE THRU
- CONCRETE SLAB TO BE PAINTED SAFETY YELLOW AS PER LBBR/SRRS
- 90' PARKING STRIPING (TYP.)
- TYPE A ACCESSIBLE PARKING SIGN
- TYPE B ACCESSIBLE PARKING SIGN
- DRIVE THRU DIRECTIONAL SIGN
- STOP BAR
- FIRE LANE MARKING
- CART CORAL
- BOLLARD
- CONCRETE FILLED BOLLARD TO BE PAINTED SAFETY YELLOW AS PER LBBR/SRRS
- DIGITAL PRE-SELL BOARD
- DIGITAL ORDER SCREEN WITH CANOPY
- PEDESTRIAN CROSSING SIGN
- CROSS WALK PAINTED ASPHALT REFER TO LANDSCAPE DWG
- DRIVE-THRU STRIPING. SEE "McDONALD'S TYPICAL DRIVE-THRU STRIPING PACKAGE" FOR DETAILS.
- NO PARKING LOADING ONLY SIGN
- "ANY LANE ANY TIME" SIGNAGE.
- CLEARANCE HEIGHT RESTRICTOR BAR C/W "ANY LANE ANY TIME SIGNAGE GC TO ADJUST BAR HEIGHT FOR CANOPY CLEARANCE. STOP SIGN
- PULL FORWARD SPACE c/w SIGNAGE (X2). BY McDONALD'S GC
- PAINTED ISLAND
- YELLOW PAINT HATCHING AT END OF CONCRETE SLAB
- ONE WAY DIRECTIONAL SIGN
- LANDSCAPED ISLAND (TYP.)
- NO LEFT TURN SIGN
- CONCRETE PAD FOR GARBAGE BIN/ COMPACTOR
- TRANSFORMER PAD
- 4.0m HIGH,15m LONG SOUND BARRIER REFER TO LANDSCAPE DWGS
- 3.5m HIGH, 33m LONG SOUND BARRIER REFER TO LANDSCAPE DWGS
- REDUCED HEIGHT BOLLARD WITH SUREGUARD COVER SO THAT "ANY LANE ANY TIME" IS NOT IMPEADED
- NP6 CAMERAS MOUNTED TO POLE. BY McDONALD'S G
- DIGITAL MENU BOARD WITH COD AND DETECTOR LOOP
- DIGITAL MENU BOARD
- TRASH RECEPTACLE
- 4x12'x12' CONC. PATIO PAVERS WITH GARBAGE BIN
- PROPOSED PYLON SIGN
- CONC. RETAINING WALL W/ ARCH. BLK. VENEER, REFER TO STRUCT. DWGS.
- TOE WALL WITH GALVANIZED PICKET FENCE REFER TO GRADING/LANDSCAPE DWGS.
- SPEED BUMP
- COMMUNITY MAIL BOX PAD
- PROP. EV CHARGING STATION SPACE/SIGN
- TEMPERED GLASS & STAINLESS STEEL RAILING SYSTEM, REFER TO ARCH. DET.
- BLOCK BARRIER
- CONCRETE RAMP REFER TO GRADING DWGS
- GALV. STEEL PLATFORM, STAIR, GATES AND REMOVABLE CHAINS



KEY PLAN

N.T.S.

PLAN OF SUBDIVISION OF
THE WEST HALF OF LOT 1
CONCESSION 1, OLD SURVEY
NOW IN THE
TOWN OF SHELBURNE
COUNTY OF DUFFERIN



NOTES

ARCHITECTS PREPARING WORKING DRAWINGS FOR
THE BUILDINGS SHOWN, COORDINATE AND ENSURE
ALL EXPOSED FACES AND LIMITING DISTANCE
ISSUES ARE ADDRESSED.

LEGEND

- PROPERTY LINE
- CONCRETE CURB
- PAINTED ISLAND
- LANDSCAPED ISLAND (CONCRETE CURB)
- MAIN PRINCIPAL ENTRANCE
- EXIT /SERVICE DOOR
- HYDRANT AND VALVE
- BLOCK BARRIER
- BIKE RACK

14	BLDG E EARTHINGS/CURBS SHIFED	MAR. 31, 2022	DR
13	REVISED LGSD LOADING	JAN. 25, 2022	DR
12	REVISED ISLAND/SIDEWALK WIDTH	NOV. 24, 2021	DR
11	McDONALD'S DRIVE THRU SIGN RELOCATED	NOV. 16, 2021	DR
10	REVISED STARBUCKS DRIVE THRU SIGNS	OCT. 08, 2021	DR
9	REVISED FOR SITE PLAN APPROVAL	JUNE 08, 2021	DR
8	REVISED AS PER CITY'S COMMENTS	MAY 12, 2021	DR
7	PYLON SIGN RELOCATED	AL. 28, 2021	DR
6	PYLON SIGN RELOCATED	AL. 22, 2021	DR
5	REVISED AS PER TRAFFIC CONSULTANTS COMMENTS	AL. 21, 2021	DR
4	REVISED SIDEWALK PAINTED CROSSING ON ONEWAY RD	AL. 09, 2021	DR
3	UPDATED BLDG B, C AND D	MAR. 16, 2021	DR
2	REVISED FOR SITE PLAN APPROVAL	JAN. 15, 2021	DR
1	REVISED AS PER CITY'S COMMENTS	SEP. 16, 2020	DR
0	ISSUED FOR SITE PLAN APPROVAL	JUNE 30, 2020	DR

Contractor must check and verify all dimensions on the job and report any discrepancies to the Architect before proceeding with the work.

Do not scale the drawing.
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This drawing was developed for a specific purpose; use for any other purpose is not permitted.
This drawing shall not be reproduced in whole or in part without the written approval of the Architect.
This drawing must be read in the context of all the other drawings which constitute the document.

SITE PLAN

FILE No SPA20/01

SCALE: 1:500

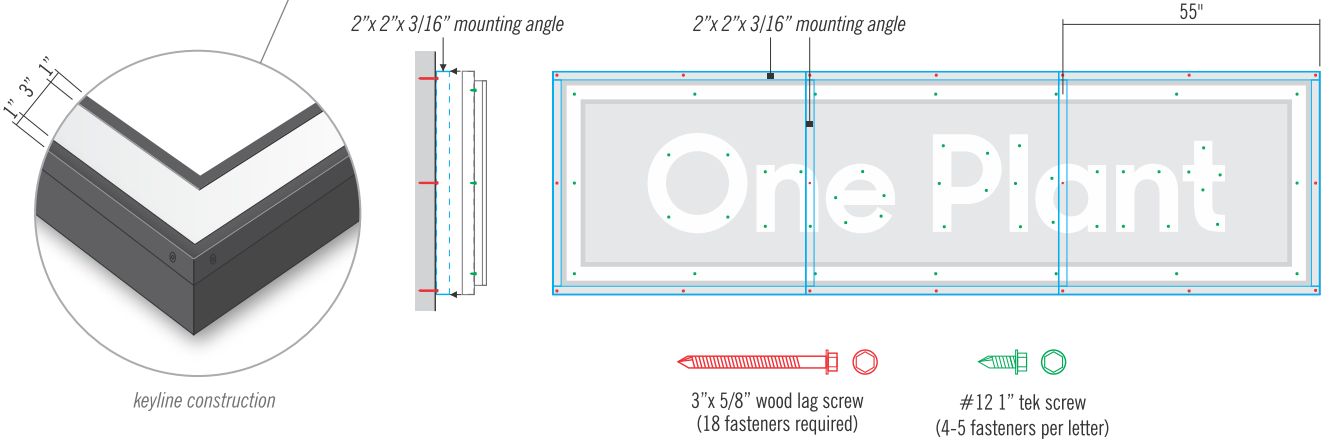
EMERALD CROSSING PLAZA
HWY. NO. 10/89 + COUNTY RD. 124
SHELBURNE, ONTARIO
FIELDGATE

PETROFF PARTNERSHIP ARCHITECTS
PETROFF
260 TOWN CENTRE BLVD., SUITE 300
MARKHAM, ONTARIO, CANADA L3R 9H8
TEL: 905.470.7000 FAX: 905.470.2500

ONARIO ASSOCIATION
ARCHITECTS
ALY HANDY
LICENSE
6796

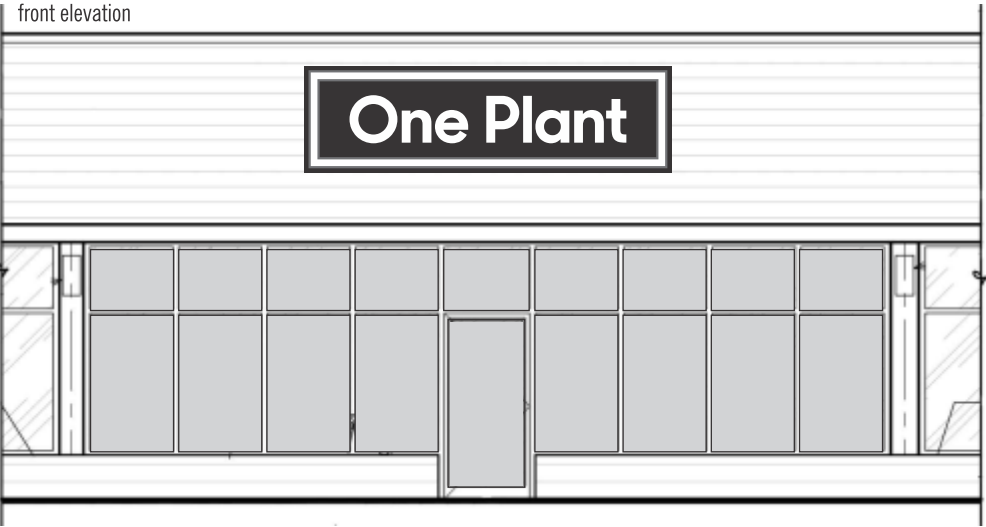
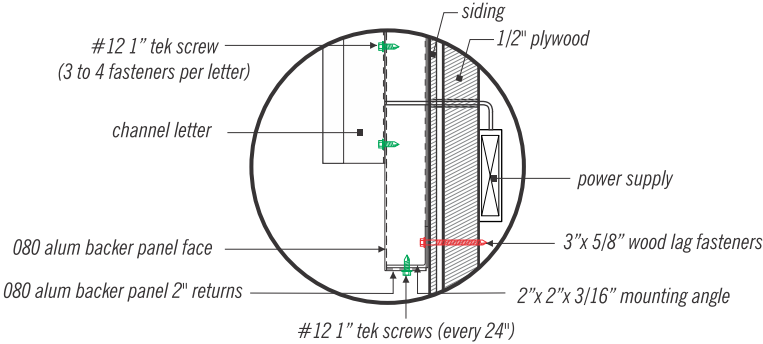
DRAWN BY	DR	PROJECT NO.	15155.01
CHECKED BY	AH	DWG. No.	SA-001
DATE	DECEMBER 11, 2015		
ISSUED	MARCH 31, 2022		

Client: Smok
Location: Shelburne ON ON
Signage Type: Signage Proposal
VERSION: V2



- New Illuminated Channel Letters** | One Plant letters
- Router cut 080 aluminum letter backers with 3" black returns
 - Router cut 3/16" white acrylic faces
 - 1" black trim cap
 - White LED illumination
 - Letters to be mounted flush to backer panel
 - Aluminum constructed backer panel with 2" returns to be painted black

- New Illuminated Formed Keyline** | Keyline
- 080 aluminum constructed formed 3" channel to be painted black
 - 1" aluminum retainer to be painted black
 - 3/16" white acrylic face
 - White LED illumination
 - Keyline to be mounted flush to backer panel



[NOT INCLUDED - SIGN PERMIT ONLY REQUIRED]

client signature

Client Approval

Approval Date

www.lovettsigns.ca

525 Southgate Dr. Guelph ON
T_519 822 9558
F_519 822 2075
E_sales@lovettsigns.ca

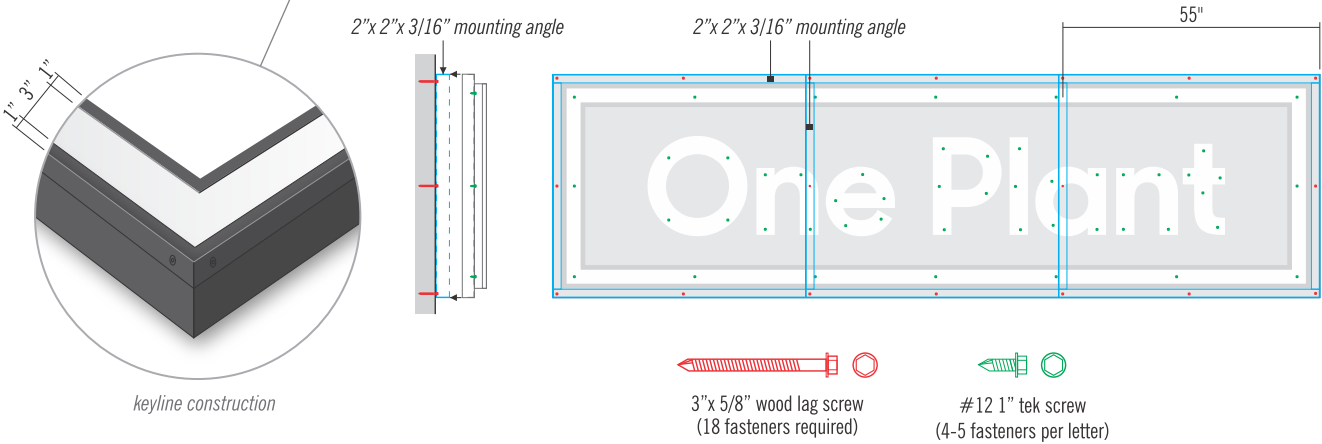
LovettSigns

83

Client	One Plant	Drawing #	OnePlant_ShelburneON_D_V2.cdr
Address	804 Ojibway Rd Building D, Unit 3 Shelburne ON	Illumination	yes <input checked="" type="checkbox"/> no <input type="checkbox"/>
Saleperson	Alice Trans	Designer	JE
Start Date	03•04•22	Revision Date	05•23•22

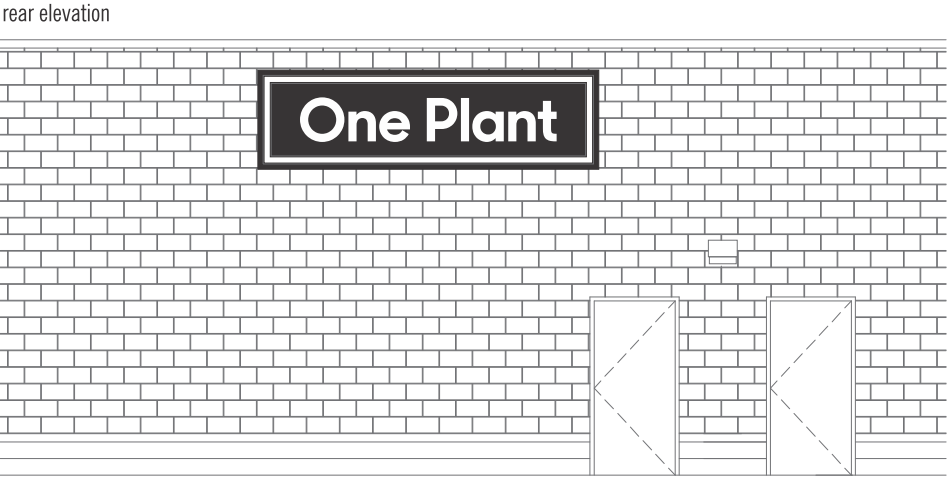
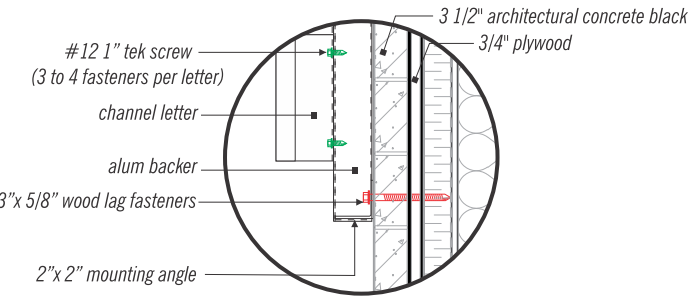
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001

Client: Smok
Location: Shelburne ON ON
Signage Type: Signage Proposal
VERSION: V2



- New Illuminated Channel Letters** | One Plant letters
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 - Keyline to be mounted flush to backer panel



[THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]

client signature

Client Approval

Approval Date

www.lovettsgns.ca

525 Southgate Dr. Guelph ON
T_519 822 9558
F_519 822 2075
E_sales@lovettsgns.ca

LovettSigns

83

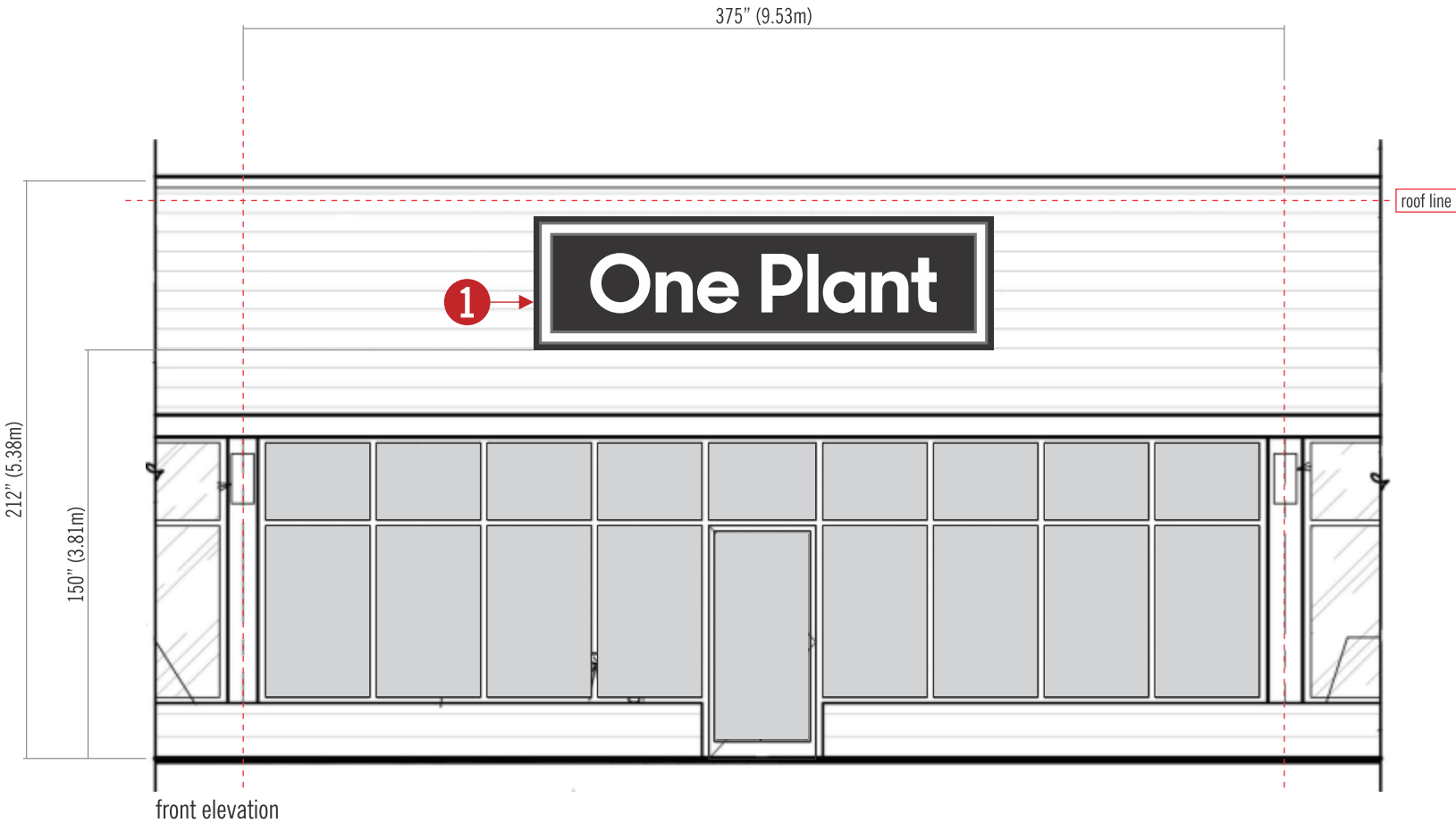
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Saleperson	Alice Trans	Designer	JE
Start Date	03•04•22	Revision Date	05•23•22

B
001



- 1 Signage Sq Footage: 55.00 sq ft / 5.11 sq m
Building Elevation Sq Footage: 552.08 sq ft / 51.29 sq m
Signage % to Elevation: 9.96%
Weight: 175 lbs.

[NOT INCLUDED - SIGN PERMIT ONLY REQUIRED]



client signature

Client Approval

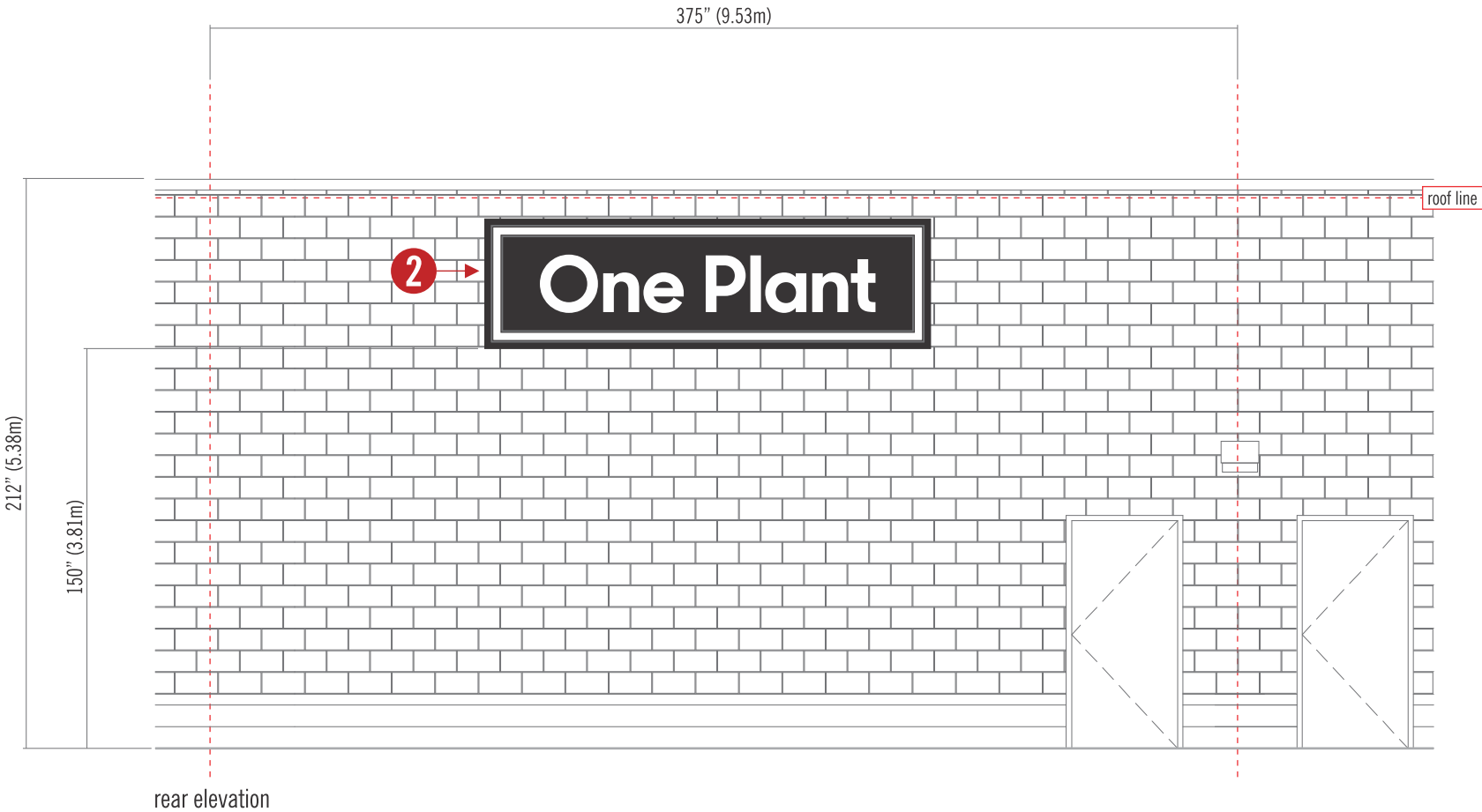
Approval Date

Client	One Plant	Drawing #	OnePlant_ShelburneON_D_V2.cdr
Address	804 Ojibway Rd Building D, Unit 3 Shelburne ON	Illumination	yes <input checked="" type="checkbox"/> no <input type="checkbox"/>
Saleperson	Alice Trans	Designer	JE
Start Date	02 • 17 • 22	Revision Date	05 • 23 • 22



- 2 Signage Sq Footage: 55.00 sq ft / 5.11 sq m
Building Elevation Sq Footage: 552.08 sq ft / 51.29 sq m
Signage % to Elevation: 9.96%
Weight: 175 lbs.

[THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]



client signature

Client Approval

Approval Date

Client	One Plant	Drawing #	OnePlant_ShelburneON_D_V2.cdr		
Address	804 Ojibway Rd Building D, Unit 3 Shelburne ON	Illumination	yes <input checked="" type="checkbox"/> no <input type="checkbox"/>	Site checked	yes <input checked="" type="checkbox"/>
Saleperson	Alice Trans	Designer	JE	Start Date	02•17•22
		Revision Date	05•23•22	V2	

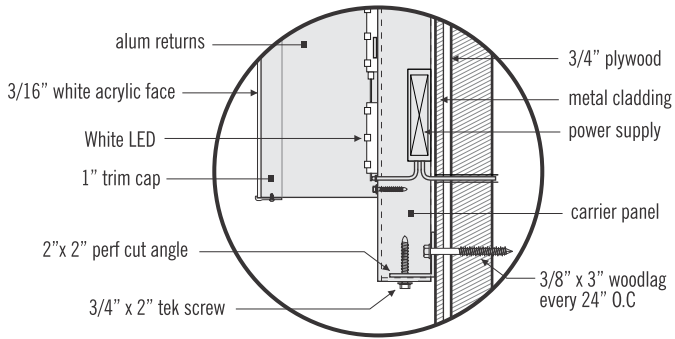
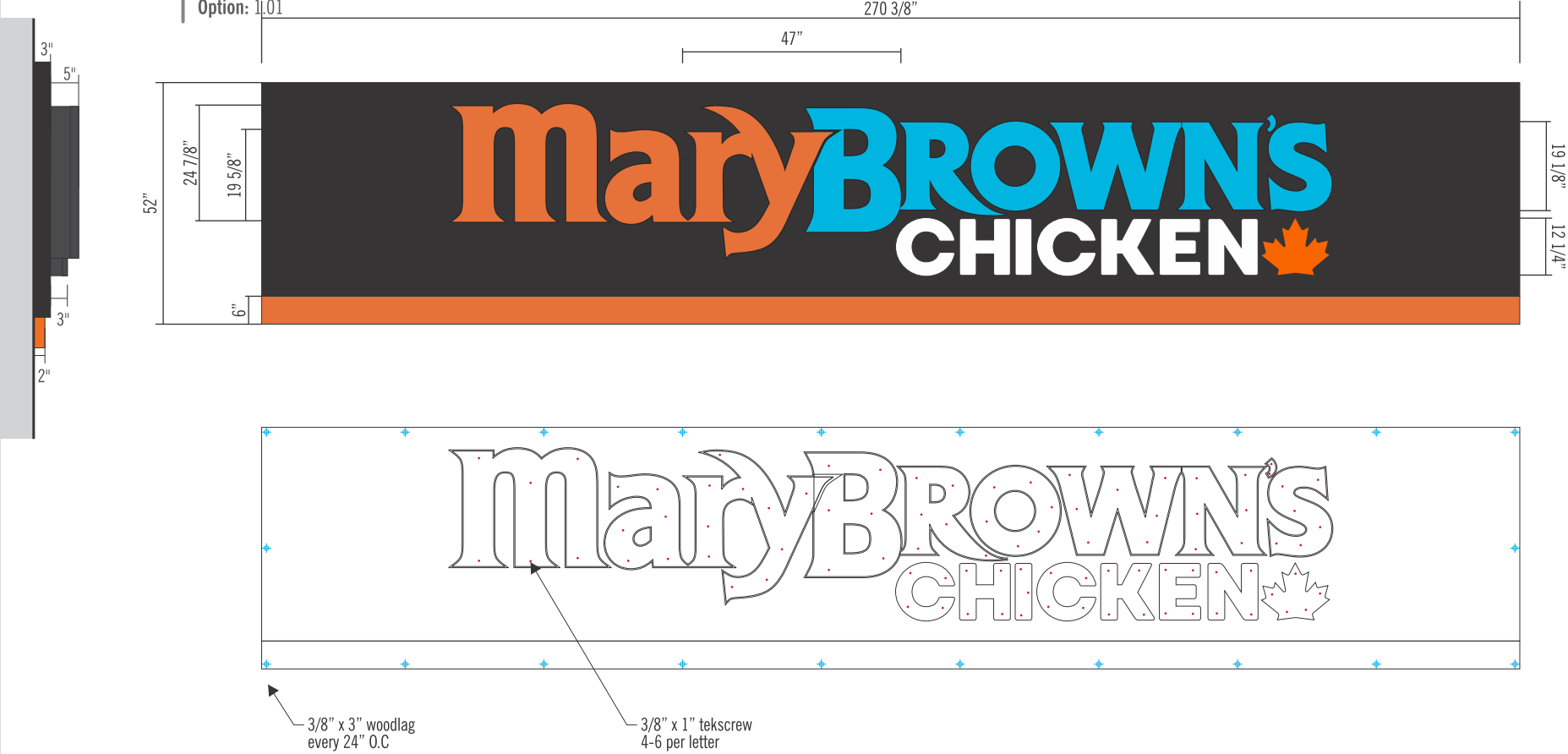
EAST ELEVATION

1 [NOT INCLUDED - SIGN PERMIT ONLY REQUIRED]

Preliminary Artwork
site check required
prior to manufacturing



Client: Mary Brown's Chicken
Location: Shelburne, ON
Signage Type: Signage Proposal
Option: 1101



New Illuminated Channel Letters

- Router cut aluminum backer with black returns
- Router cut 3/16" white acrylic with translucent vinyls applied to 1st surface
- 1" black trim cap
- White LED illumination
- Letters to be mounted flush

Panel

- Aluminum panel with 3" returns painted Benjamin Moore 2120-30
- Aluminum band painted orange
- Power supplies to be self contained
- Panel mounted flush to exterior wall

Colour Specifications:

- VINYL - 3M 3630-147 Light European Blue
- VINYL - 3M 3635-22 Black
- VINYL - 3M 3635-74 Kumquat Orange
- PAINT - Benjamin Moore 2015-10 (Electric Orange)
- PAINT - Benjamin Moore 2120-30 (Witching Hour)
- COIL - black
- TRIM CAP - black



client signature

Client Approval

Approval Date

LovettSigns

EST. 1936

515 Hanlon Creek Blvd. Guelph ON
T: 519 822 9558
F: 519 822 2075
welcome@lovettsgns.ca

The representation of the signage depicted on this page is for illustrative purposes only and may not accurately reflect the actual size, location, specifications, or other attributes of the signage. Lovett Signs shall not be responsible or liable for any discrepancy whatsoever between any aspects of the signage as represented herein and the actual signage itself.

Client	Mary Brown's Chicken
Address	800-824 Ojibway Rd Shelburne ON
Saleperson	Nikhil Jacob
Designer	MG

Drawing #	MaryBrowns_Shelburne_Hwy10_PERMIT	120V	unless otherwise specified
Illumination	yes <input checked="" type="checkbox"/> no <input type="checkbox"/>	Site Check	required <input checked="" type="checkbox"/> complete <input type="checkbox"/>
Start Date	Jan 31, 2022	Revision Date	May 31, 2022

A
layout

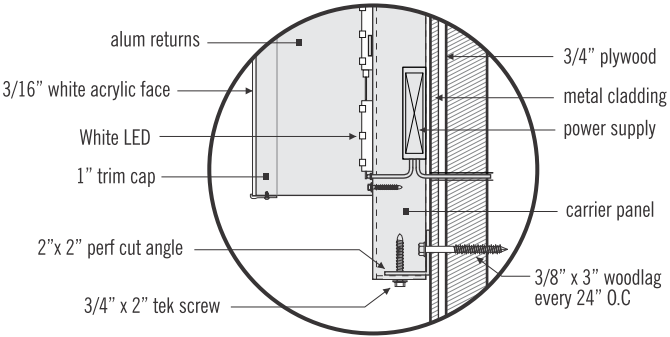
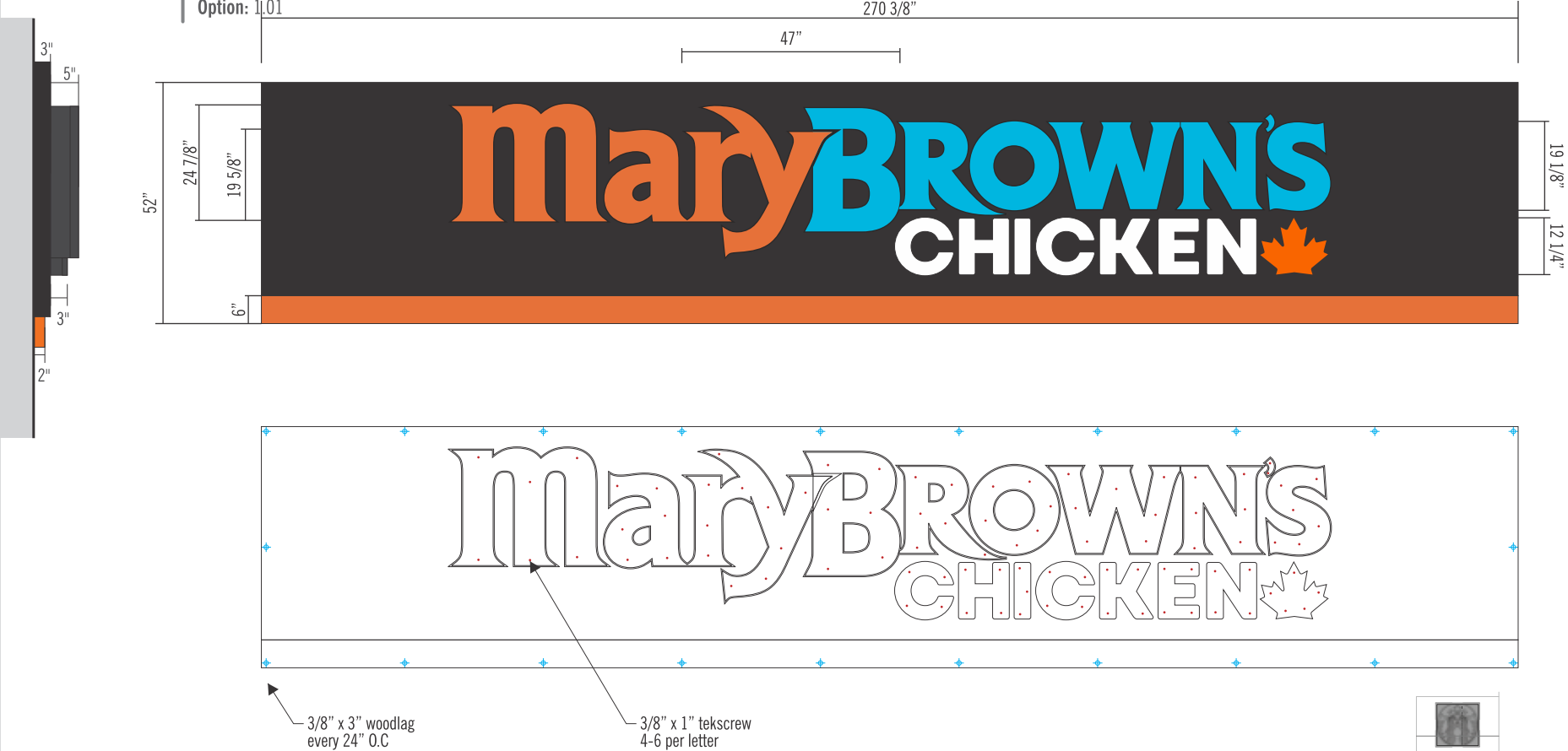
NORTH ELEVATION

2 [THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]

Preliminary Artwork
site check required
prior to manufacturing



Client: Mary Brown's Chicken
Location: Shelburne, ON
Signage Type: Signage Proposal
Option: 1.01



New Illuminated Channel Letters

- Router cut aluminum backer with black returns
- Router cut 3/16" white acrylic with translucent vinyls applied to 1st surface
- 1" black trim cap
- White LED illumination
- Letters to be mounted flush

Panel

- Aluminum panel with 3" returns painted Benjamin Moore 2120-30
- Aluminum band painted orange
- Power supplies to be self contained
- Panel mounted flush to exterior wall

Colour Specifications:

- VINYL - 3M 3630-147 Light European Blue
- VINYL - 3M 3635-22 Black
- VINYL - 3M 3635-74 Kumquat Orange
- PAINT - Benjamin Moore 2015-10 (Electric Orange)
- PAINT - Benjamin Moore 2120-30 (Witching Hour)
- COIL - black
- TRIM CAP - black



client signature

Client Approval

Approval Date

515 Hanlon Creek Blvd. Guelph ON
T: 519 822 9558
F: 519 822 2075
welcome@lovettsigns.ca

LovettSigns

EST. 1936

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Client	Mary Brown's Chicken	Drawing #	MaryBrowns_Shelburne_Hwy10_PERMIT	120V
Address	800-824 Ojibway Rd Shelburne ON	Illumination	yes <input checked="" type="checkbox"/> no <input type="checkbox"/>	unless otherwise specified
Saleperson	Nikhil Jacob	Site Check	required <input checked="" type="checkbox"/> complete <input type="checkbox"/>	
Designer	MG	Start Date	Jan 31, 2022	Revision Date May 31, 2022

B
layout

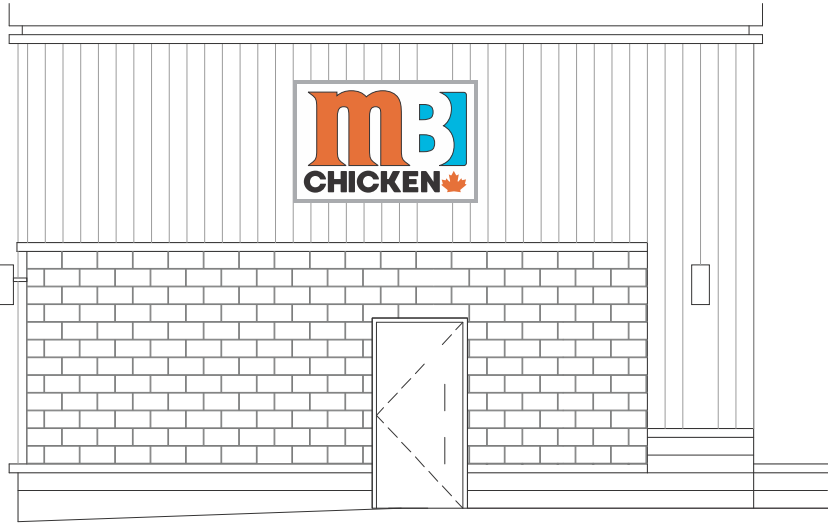
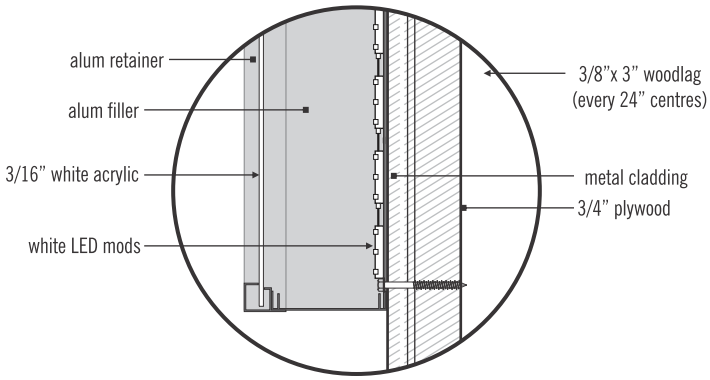
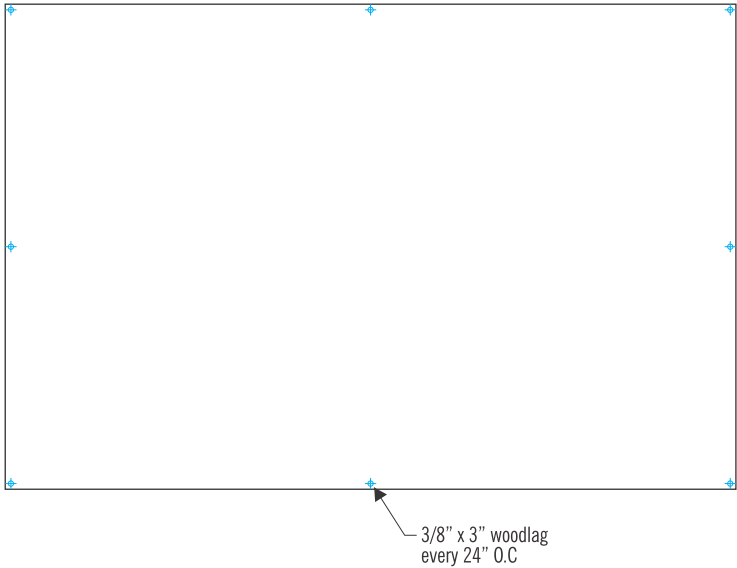
WEST ELEVATION

3 [THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]

Preliminary Artwork
site check required
prior to manufacturing



Client: Mary Brown's Chicken
Location: Shelburne, ON
Signage Type: Signage Proposal
Option: 1.01



New Illuminated Sign Box

- Aluminum constructed with 5" returns
- Ex7 frames
- 3/16" white acrylic faces with translucent vinyl applied to 1st surface
- Mounted flush to exterior

Colour Specifications:

- VINYL - 3M 3630-147 Light European Blue
- VINYL - White
- VINYL - 3M 3635-74 Kumquat Orange

client signature

Client Approval

Approval Date

LovettSigns

EST. 1936

515 Hanlon Creek Blvd. Guelph ON
T: 519 822 9558
F: 519 822 2075
welcome@lovettsigns.ca

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Client	Mary Brown's Chicken	Drawing #	MaryBrowns_Shelburne_Hwy10_PERMIT	120V
Address	800-824 Ojibway Rd Shelburne ON	Illumination	yes <input checked="" type="checkbox"/> no <input type="checkbox"/>	unless otherwise specified
Saleperson	Nikhil Jacob	Site Check	required <input checked="" type="checkbox"/> complete <input type="checkbox"/>	
Designer	MG	Start Date	Jan 31, 2022	Revision Date May 31, 2022



EAST ELEVATION

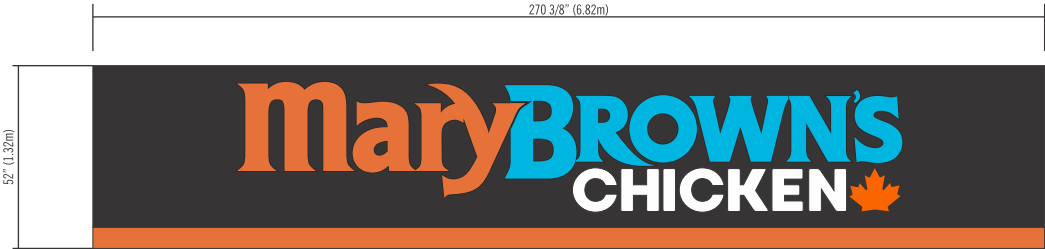
1

[NOT INCLUDED - SIGN PERMIT ONLY REQUIRED]



Client: Mary Brown's Chicken
Location: Shelburne, ON
Signage Type: Signage Proposal
Option: 1.01

Preliminary Artwork
site check required
prior to manufacturing



Signage Area: 97.64 sq ft / 9.07 sq m
Building Elevation: 508.83 sq ft / 47.27 sq m
Signage % to Elevation: 19.2%
Sign Weight: 260 lbs.



client signature

Client Approval

Approval Date

515 Hanlon Creek Blvd. Guelph ON
T: 519 822 9558
F: 519 822 2075
welcome@lovettsigns.ca

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Client	Mary Brown's Chicken	Drawing #	MaryBrowns_Shelburne_Hwy10_PERMIT	120V
Address	800-824 Ojibway Rd Shelburne ON	Illumination	yes <input checked="" type="checkbox"/> no <input type="checkbox"/>	Site Check
Saleperson	Nikhil Jacob	Designer	MG	required <input checked="" type="checkbox"/> complete <input type="checkbox"/>
Start Date	Jan 31, 2022	Revision Date	May 31, 2022	

LovettSigns

EST. 1936

D
layout

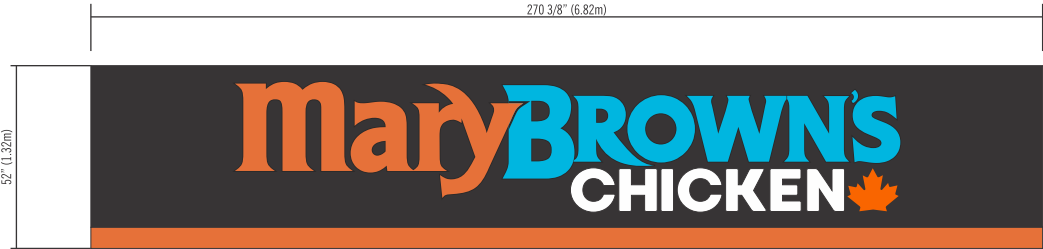
NORTH ELEVATION



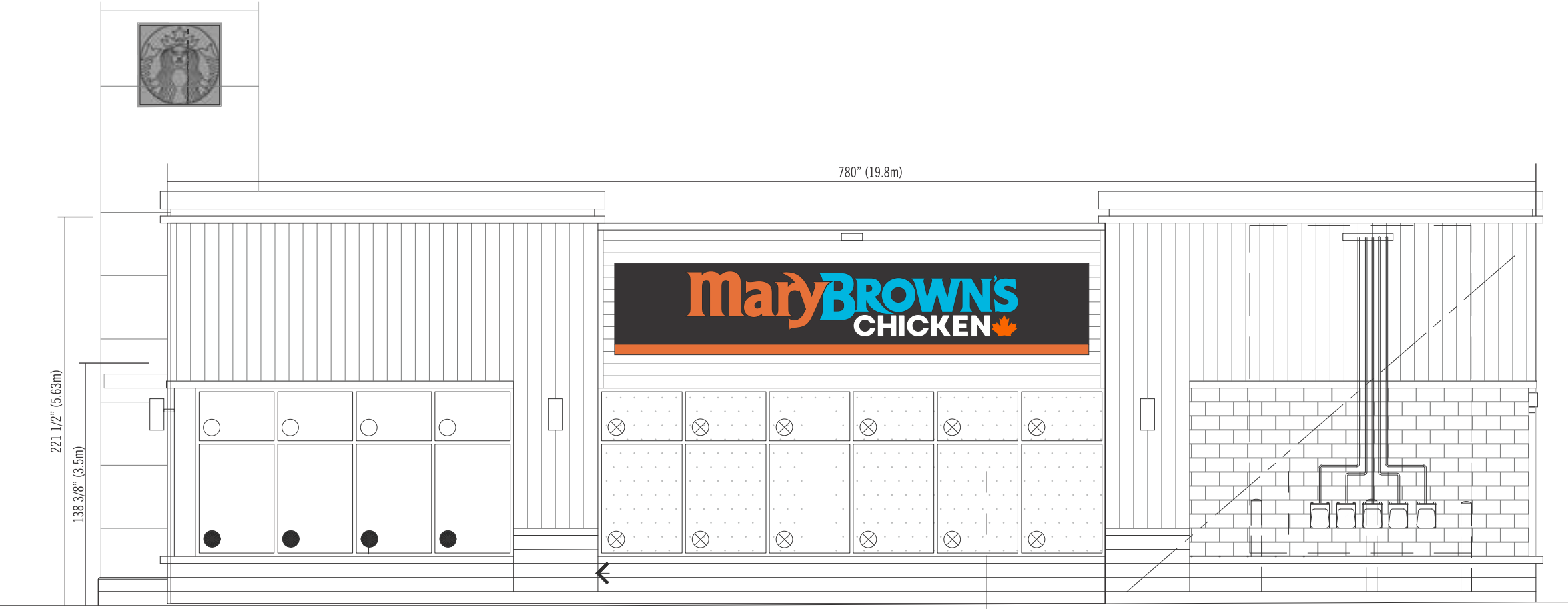
Client: Mary Brown's Chicken
Location: Shelburne, ON
Signage Type: Signage Proposal
Option: 1.01

2 [THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]

Preliminary Artwork
site check required
prior to manufacturing



Signage Area: 97.64 sq ft / 9.07 sq m
Building Elevation: 1199.8 sq ft / 111.46 sq m
Signage % to Elevation: 8.14%
Sign Weight: 260 lbs.



client signature

Client Approval

Approval Date

515 Hanlon Creek Blvd. Guelph ON
T: 519 822 9558
F: 519 822 2075
welcome@lovettsigns.ca

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Client	Mary Brown's Chicken	Drawing #	MaryBrowns_Shelburne_Hwy10_PERMIT	120V
Address	800-824 Ojibway Rd Shelburne ON	Illumination	yes <input checked="" type="checkbox"/> no <input type="checkbox"/>	Site Check
Saleperson	Nikhil Jacob	Designer	MG	required <input checked="" type="checkbox"/> complete <input type="checkbox"/>
Start Date	Jan 31, 2022	Revision Date	May 31, 2022	

LovettSigns EST. 1936



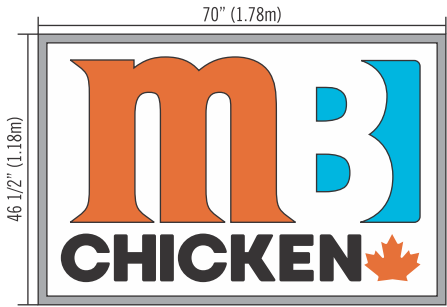
WEST ELEVATION



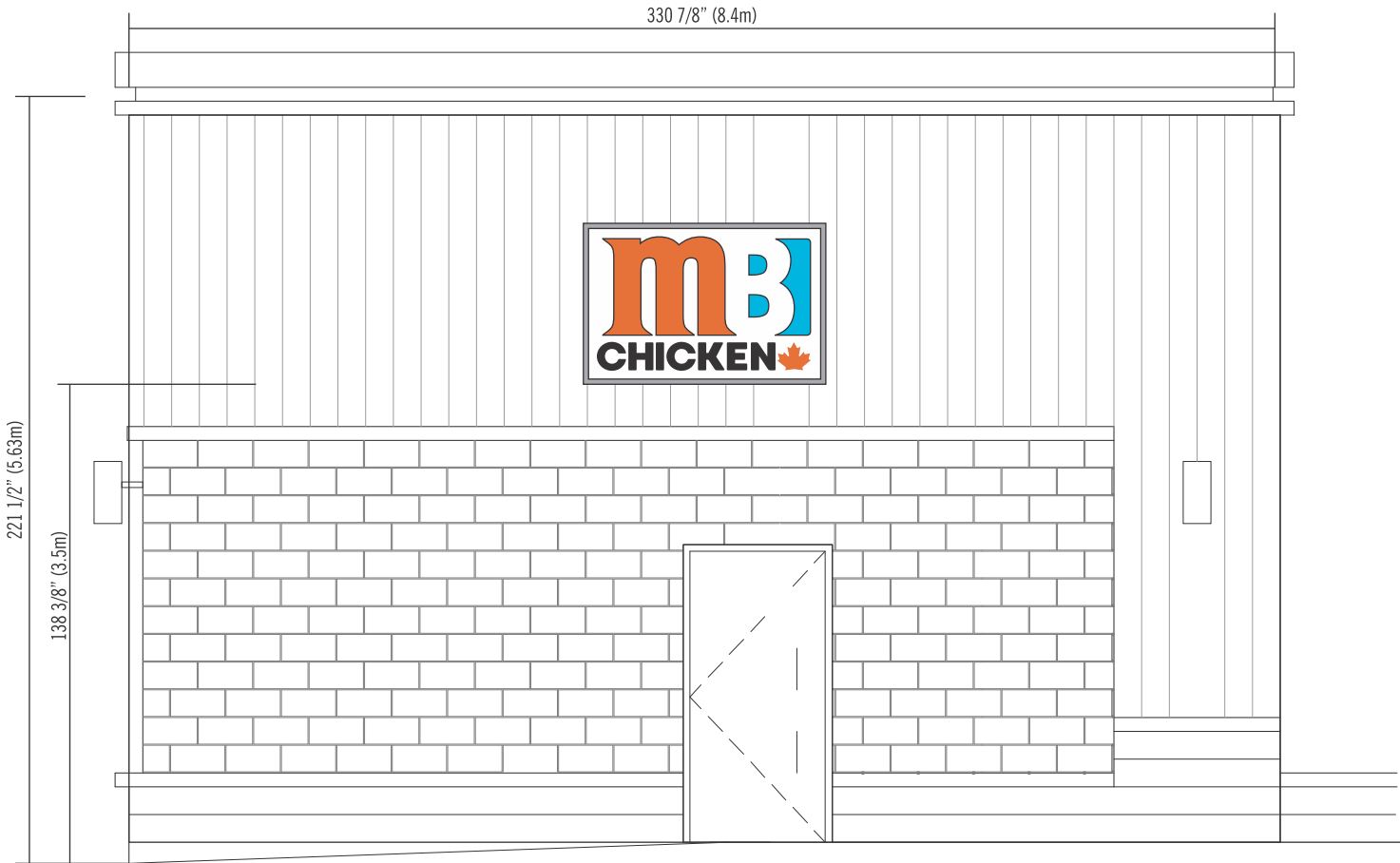
Client: Mary Brown’s Chicken
Location: Shelburne, ON
Signage Type: Signage Proposal
Option: 1.01

3 [THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]

Preliminary Artwork
site check required
prior to manufacturing



Signage Area: 22.6 sq ft / 2.1 sq m
Building Elevation: 508.83 sq ft / 47.27 sq m
Signage % to Elevation: 4.4%
Sign Weight: 40 lbs.



client signature

Client Approval

Approval Date

515 Hanlon Creek Blvd. Guelph ON
T: 519 822 9558
F: 519 822 2075
welcome@lovettsigns.ca

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Client	Mary Brown’s Chicken	Drawing #	MaryBrowns_Shelburne_Hwy10_PERMIT	120V
Address	800-824 Ojibway Rd Shelburne ON	Illumination	yes <input checked="" type="checkbox"/> no <input type="checkbox"/>	Site Check
Saleperson	Nikhil Jacob	Designer	MG	required <input checked="" type="checkbox"/> complete <input type="checkbox"/>
Start Date	Jan 31, 2022	Revision Date	May 31, 2022	

LovettSigns

EST. 1936

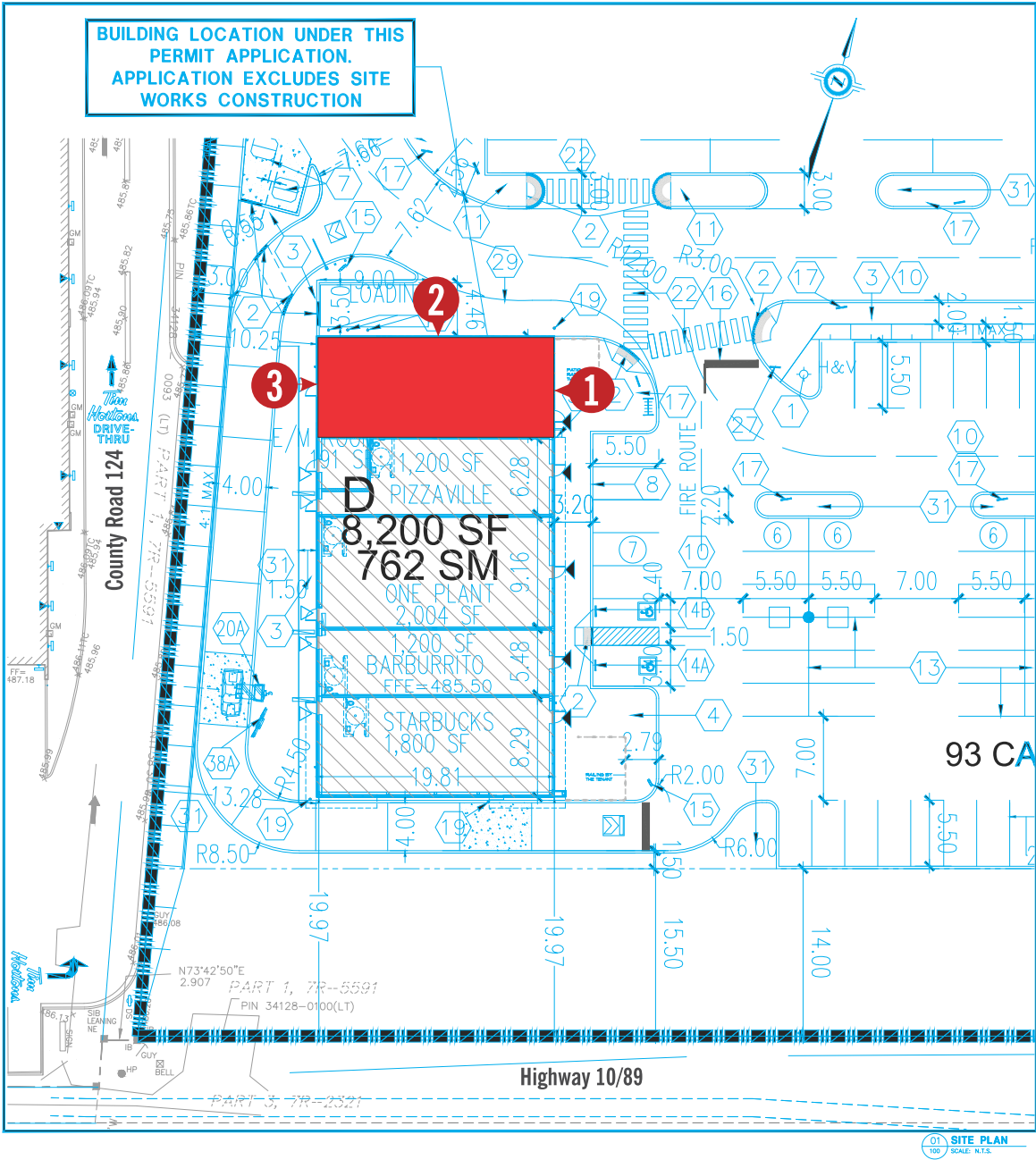


SITE PLAN



Client: Mary Brown's Chicken
Location: Shelburne, ON
Signage Type: Signage Proposal
Option: 1.01

Preliminary Artwork
site check required
prior to manufacturing



- 1 [NOT INCLUDED - SIGN PERMIT ONLY REQUIRED]
- 2 [THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]
- 3 [THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]

client signature

Client Approval

Approval Date

515 Hanlon Creek Blvd. Guelph ON
T: 519 822 9558
F: 519 822 2075
welcome@lovettsigns.ca

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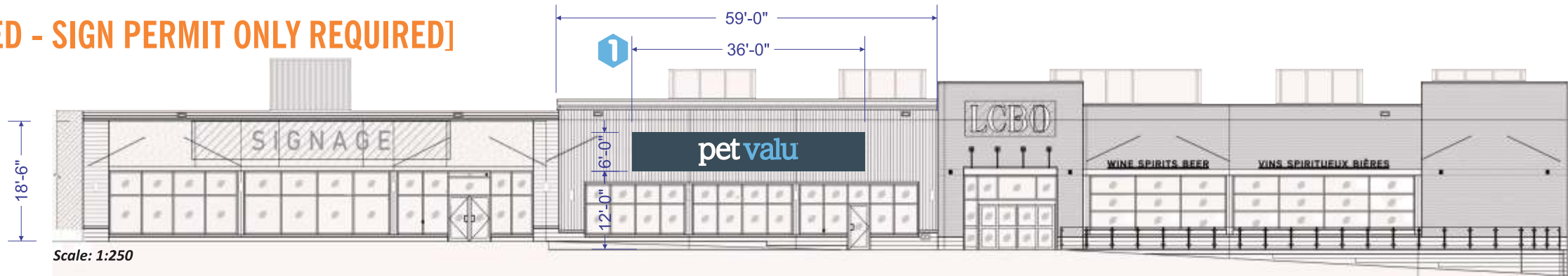
Client	Mary Brown's Chicken	Drawing #	MaryBrowns_Shelburne_Hwy10_PERMIT	120V
Address	800-824 Ojibway Rd Shelburne ON	Illumination	yes <input checked="" type="checkbox"/> no <input type="checkbox"/>	Site Check
Saleperson	Nikhil Jacob	Designer	MG	required <input checked="" type="checkbox"/> complete <input type="checkbox"/>
Start Date	Jan 31, 2022	Revision Date	May 31, 2022	

LovettSigns

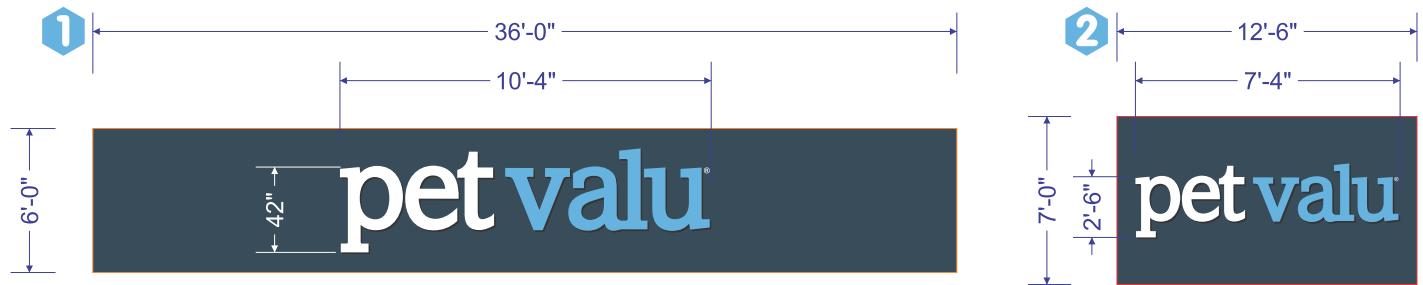
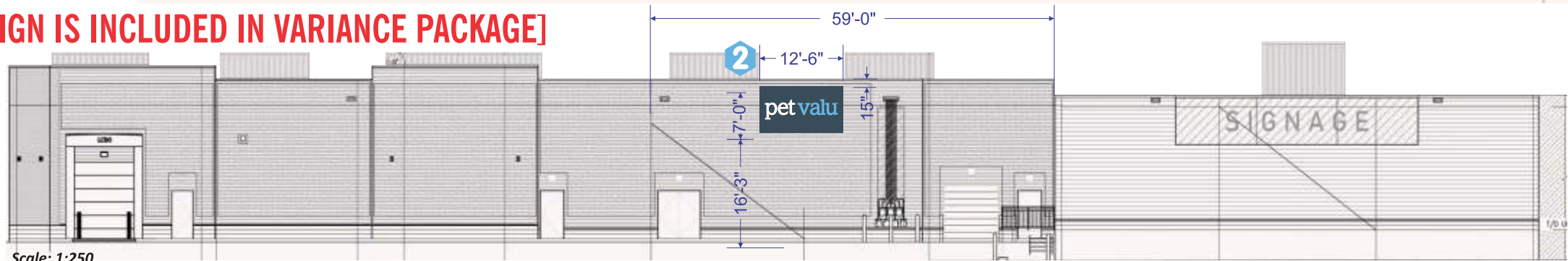
EST. 1936




[NOT INCLUDED - SIGN PERMIT ONLY REQUIRED]




[THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]



Scale: 1/2"=1'-0"

 Pantone 292-C
3630-147 Light European Blue

 Pantone 7546-C



pet:
CUT OUT WHITE 7328 ACRYLIC FACES
1" BLACK TRIM CAP RETAINER
5" BLACK PRE-COAT ALUMINUM COIL RETURNS
ILLUMINATED BY WHITE LED MODULES
SECURED TO ALUMINUM BACKGROUND FACE

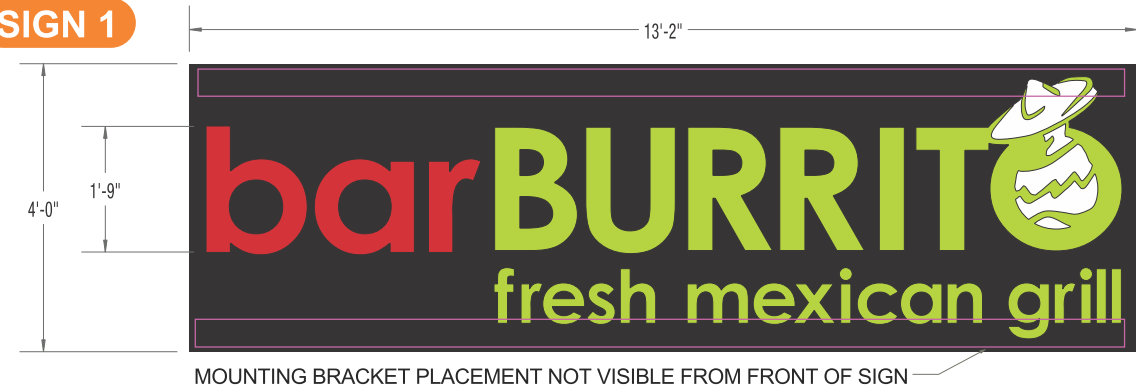
valu:
as above with 3M LIGHT EUROPEAN BLUE 3630-147 VINYL
APPLIED TO 1st SURFACE OF ACRYLIC FACES
with vinyl applied "®"

background panel
0.125 ALUMINUM FACE, PAINT BLUE 7546-C
2"x3" DEEP ALUMINUM ANGLE FILLER
and WELDED 1 1/2" ANGLE BRACING at 48" o/c +/-

Note: This drawing feature a new logo and colours

This drawing is the property of Jones Neon Displays Ltd. Any reproduction or use without written permission from an officer of Jones Neon Displays Ltd. is unlawful. Violators will be prosecuted to the full extent of the law.

<p>Customer: Pet Valu</p> <p>Address: Emerald Crossing Centre, 816 Ojibway Road, Shelburne, ON</p>	<p>Date: Mar. 30/2022 Scale: as shown Designer: bl Account Mngr: Ray Jones</p> <p>File: \2022\PetValu\Shelburne, Ojibway Rd\Shelburne, Ojibway Rd.cdr</p> <div><p>120 Volts</p></div>	<p>Revision: Apr. 14/22: relocate sign 2 Apr. 26-22: update rear elevation wall detail</p> <p>Page: 1 of 4</p>	<div><input checked="" type="checkbox"/> Permit Required</div> <div><input checked="" type="checkbox"/> Conceptual artwork</div> <div><input type="checkbox"/> Production artwork</div> <div><input type="checkbox"/> Site check completed</div> <div><input type="checkbox"/> Indoor</div> <div><input checked="" type="checkbox"/> Outdoor</div>	<p>Production Approval:</p> <p>Signature:</p> <p>Date:</p>	<div><p>JONES neon displays</p></div> <p>1140 Blair Road, Burlington, ON L7M 1K9 e: info@jonesneonsigns.com t: 905.335.6664 f: 905.335.2712</p>
---	--	--	--	--	---



SUPPLY AND INSTALL (1) SET OF LED CHANNEL LETTERS WITH ALUPANEL BACKER AND ALUMINUM SUBFRAME

BARBURRITO

ILLUMINATED CHANNEL LETTERS
WHITE 3/16 INCH TRANSLUCENT FACES 2447
PR-800-430 - T CARDINAL RED VINYL OVERLAY
1" BLACK JEWEL LIGHT TRIM CAP
3" DEEP .040 INCH BLACK ALUMINUM RETURNS
.060 INCH ALUMINUM BACK (CLINCHED)
WHITE 12V LED ILLUMINATION
HANLEY 12V DC 60W POWER SUPPLIES

BURRITO / FRESH MEXICAN GRILL

ILLUMINATED CHANNEL LETTERS
WHITE 3/16 INCH TRANSLUCENT FACES 2447
PR-800-761 - T GREEN YELLOW VINYL OVERLAY
1" BLACK JEWEL LIGHT TRIM CAP
3" DEEP .040 INCH BLACK ALUMINUM RETURNS
.060 INCH ALUMINUM BACK (CLINCHED)
WHITE 12V LED ILLUMINATION
HANLEY 12V DC 60W POWER SUPPLIES

fieldgate

LANDLORD APPROVAL

i Reviewed and Approved
i Reviewed with Comments
i Revise and Resubmit

Reviewed By

Mark Haddad

Date 2022.04.26
Y.M.D

All Landlord approvals are subject to municipal and any other governmental approvals which the Landlord hereby authorizes the Tenant or its Agent(s) to apply for and obtain

Mark Haddad

SIGNAGE CONTRACTOR IS RESPONSIBLE TO CONDUCT A SITE VISIT AND VERIFY EXISTING CONDITIONS AND DIMENSIONS PRIOR TO FABRICATION AND INSTALLATION OF THE PROPOSED SIGNAGE. NO BUILDING FINISHES WILL BE ALTERED OR RELOCATED TO SUIT TENANT SIGNAGE.

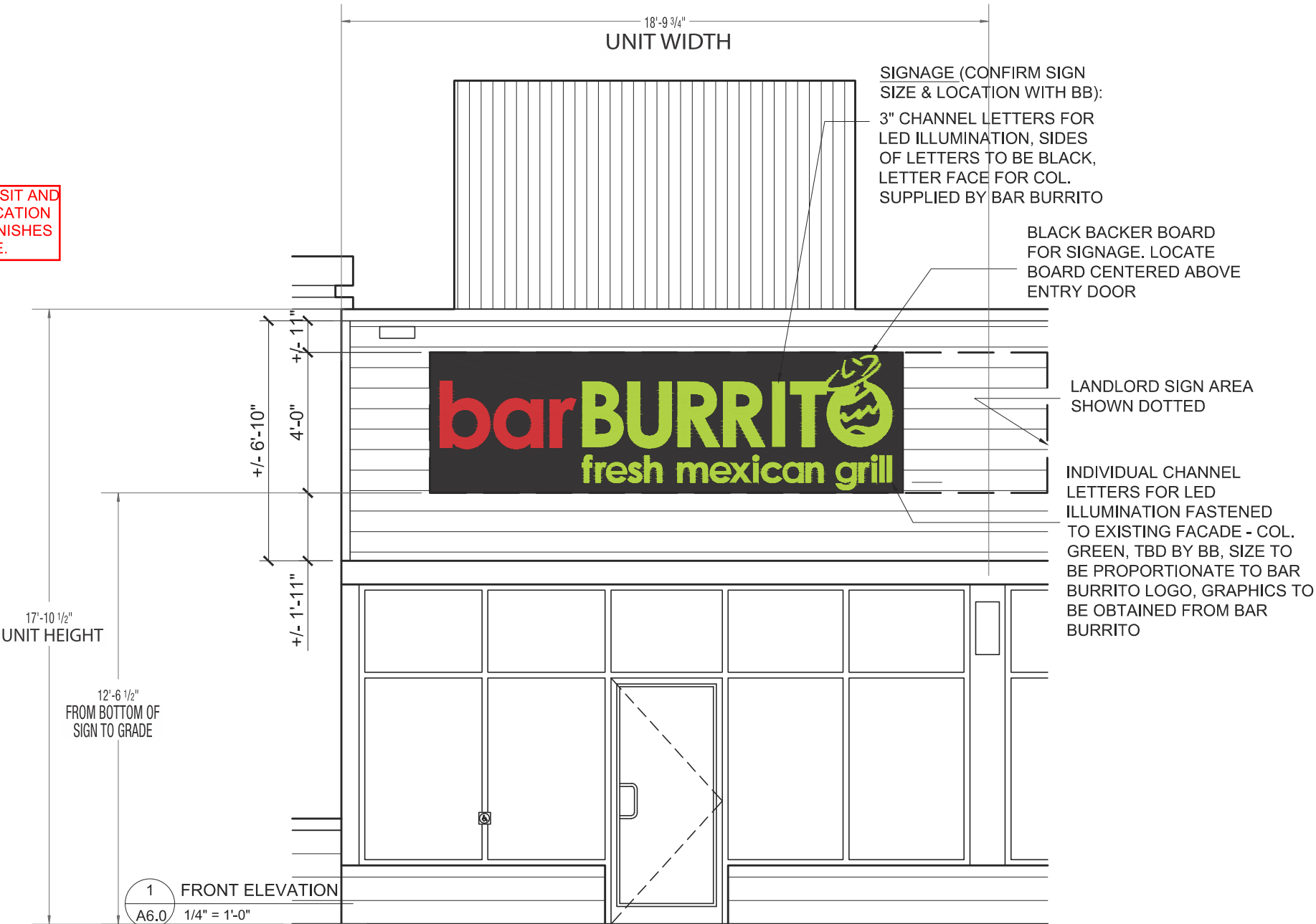
TENANT IS RESPONSIBLE FOR ANY BUILDING FASCIA REPAIRS NECESSARY AS A RESULT OF THE SIGNAGE INSTALLATION.

SIGNAGE CONTRACTOR TO SITE-VERIFY EXISTING POWER SOURCE VOLTAGE (IF APPLICABLE) PRIOR TO FABRICATION.

MUNICIPAL SIGN PERMIT IS REQUIRED.

TENANT EXTERIOR SIGNAGE MUST BE TERMINATED TO TENANT'S RESPECTIVE ELECTRICAL PANEL.

TENANT IS RESPONSIBLE FOR MAINTENANCE OF & REPAIRS TO THE INSTALLED TENANT SIGNAGE.



[THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]

SIGNS+INK

Signs Ink Corporation
email: www.signsink@outlook.com
website: www.signs.ink
Tel. 416.878.9670

Client| BARBURRITO - SHELBURNE ONTARIO

Site Address| 804 OJIBWAY ROAD UNIT#4 SHELBURNE ONTARIO

Telephone|

email|

Date| FEB 08, 2022

Designer| SJT

Site checked by| Chris Arthur

Project #|

Illumination| yes ☒ no ☐

Revision| REV. 1.0

Revision | REV. 1.0

UNIT #102
AREA: 111.5 SQ.M
(1200 SQ.FT)

OCCUPANCY:
SEATING COUNT: 24
STAFF: 4
TOTAL: 28

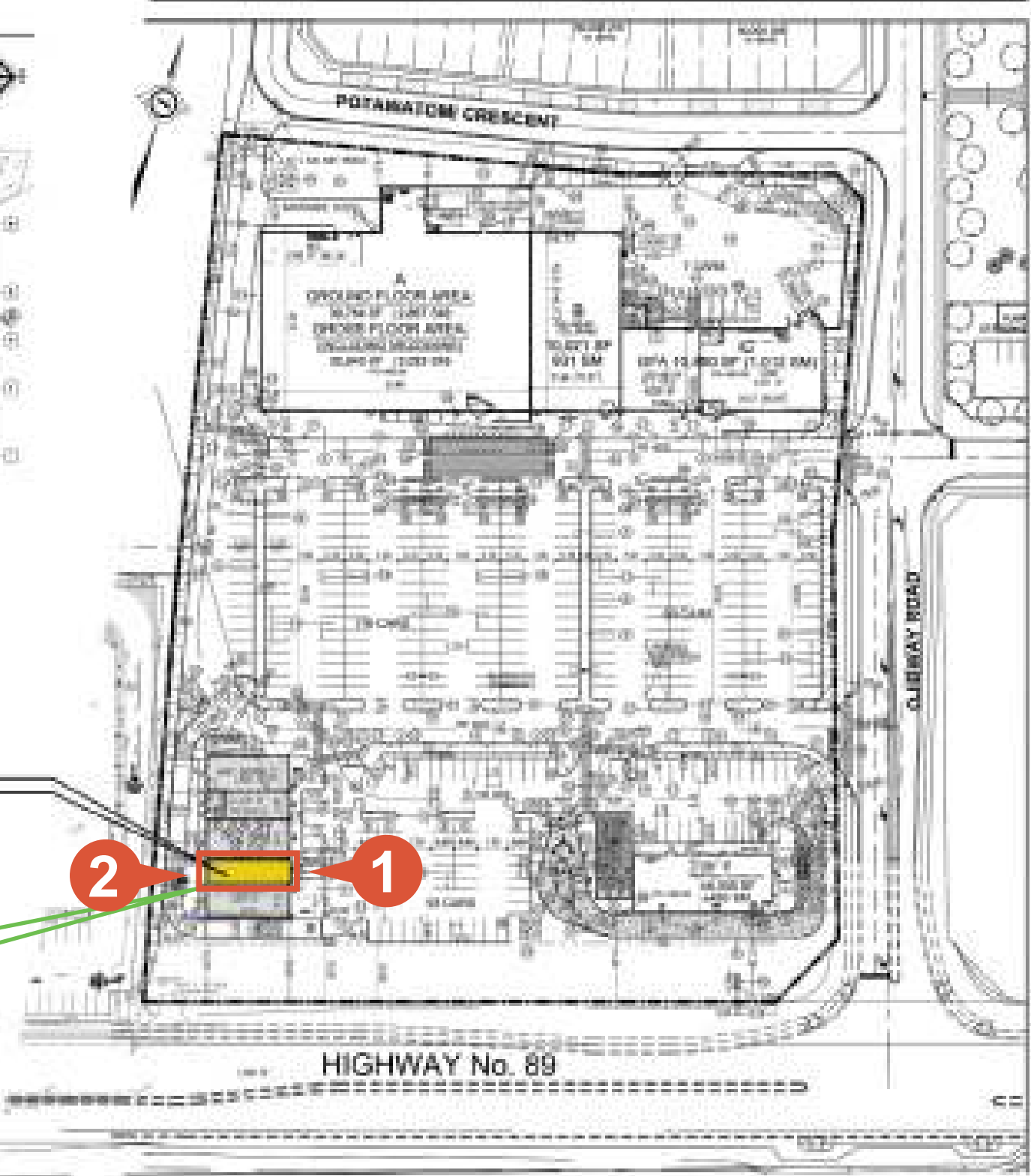


804 OJIBWAY ROAD,
SHELBURNE, ON
BUILDING D, UNIT #2

[THESE SIGNS ARE INCLUDED IN VARIANCE PACKAGE]



BUILDING PLAN



SIGNS+INK
Signs Ink Corporation
email: www.signsink@outlook.com
website: www.signs.ink
Tel. 416.878.9670

Client| BARBURRITO - SHELBURNE ONTARIO
Site Address| 804 OJIBWAY ROAD UNIT#4 SHEL BURNE ONTARIO
Telephone|
email |

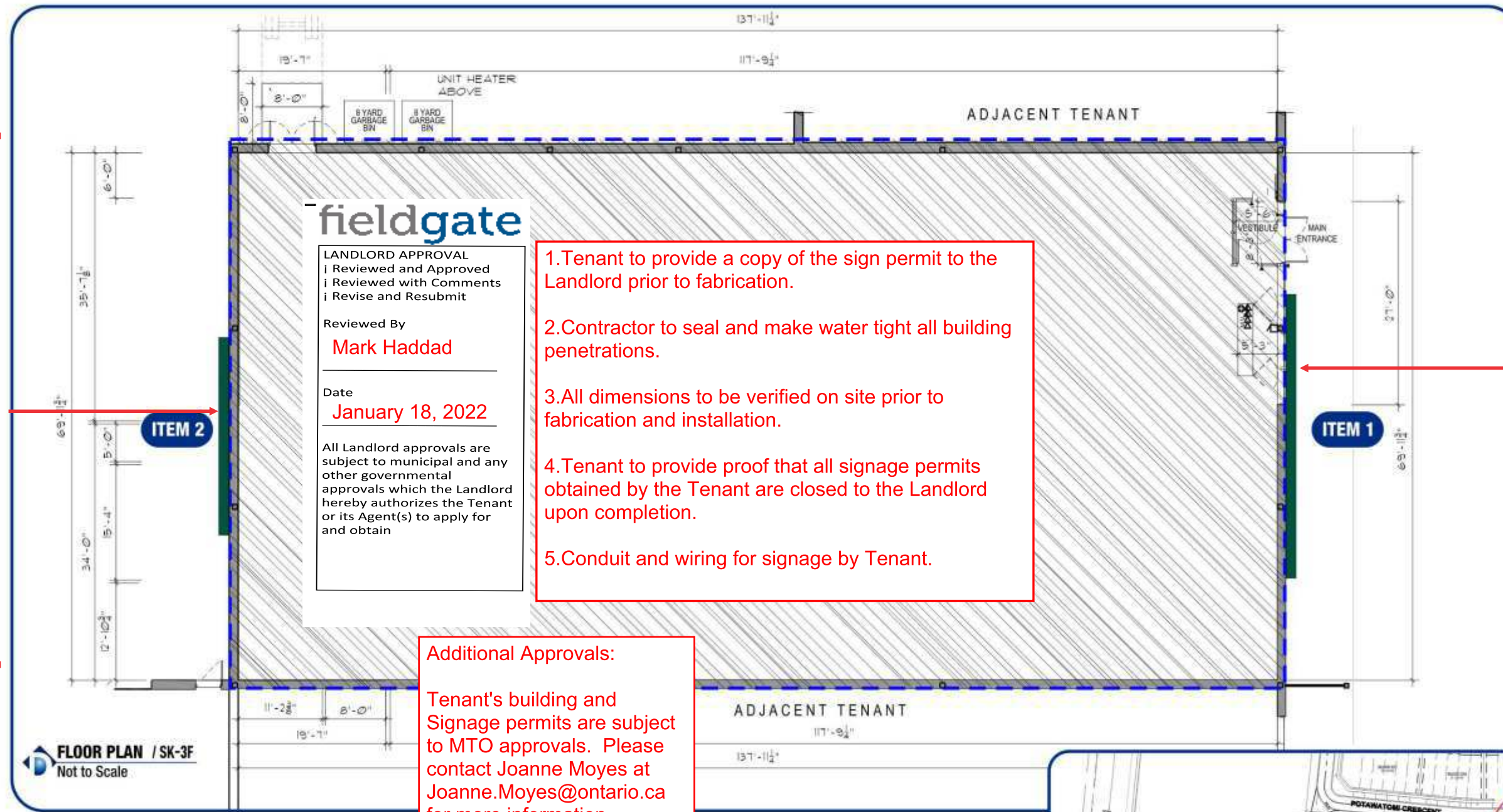
Date| FEB 08, 2022
Designer | SJT

Site checked by| Chris Arthur

Project #|
Illumination| yes ☒ no ☐

Revision | REV. 1.0

[THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]



1. Tenant to provide a copy of the sign permit to the Landlord prior to fabrication.
2. Contractor to seal and make water tight all building penetrations.
3. All dimensions to be verified on site prior to fabrication and installation.
4. Tenant to provide proof that all signage permits obtained by the Tenant are closed to the Landlord upon completion.
5. Conduit and wiring for signage by Tenant.

Additional Approvals:

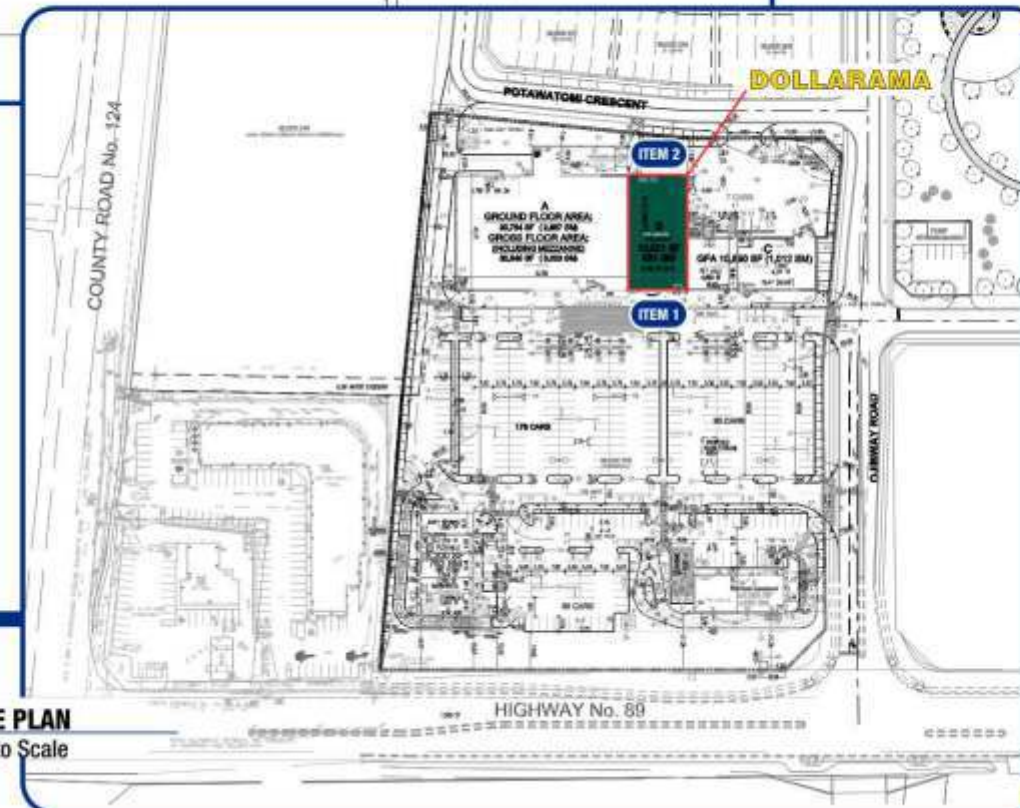
Tenant's building and Signage permits are subject to MTO approvals. Please contact Joanne Moyes at Joanne.Moyes@ontario.ca for more information

[THIS SIGN IS INCLUDED IN VARIANCE PACKAGE]

DOLLARAMA

SIGNAGE PROPOSAL
SHELBURNE, ONTARIO

SITE PLAN
Not to Scale



FOLDER #:	00000
CLIENT:	DOLLARAMA
ADDRESS:	Highway no 10/89 & Country Road 124 Shelburne, ON POSTAL CODE
DATE:	27/01/2021
REVISION:	2 • 11-01-2012
SALES MANAGER:	NATHALIE MASSÉ
GRAPHIC DESIGNER:	NICOLE TREMBLAY
NOTES:	<p>1. DOMINION SIGNS GROUP retains sole title to all royalties of the attached work and reserves exclusive rights to produce or copy the said work, wholly or in part, in any material format.</p> <p>2. Colors illustrated in this drawing may differ from those produced in our workshop. Please refer to the corresponding charts for exact shades.</p> <p>3. ALL SIGNS ARE APPROVED</p> <p> OR </p>
<p>880 8215-1853-13</p> <p>Dominion SIGNS GROUP</p> <p>8225 du Parcours, Montreal, (Quebec) H1J 3A8 514 354 6366 / 1 800 663 2868 dominionsigns.ca</p> <p> </p>	
DRAWING #:	DS63943-2
PAGE:	A00

SIGN LOCATION ON BUILDING

SOUTH (FRONT) ELEVATION

ITEM 1

NORTH (REAR) ELEVATION

ITEM 2

SITE SURVEY
REQUIRED

FOLDER #:

00000

CLIENT:

DOLLARAMA

ADDRESS:

Highway no 10/89 &
Country Road 124
Shelburne, ON
POSTAL CODE

DATE:

27/01/2021

REVISION:

2 • 11-01-2012

SALES
MANAGER:

NATHALIE MASSÉ

GRAPHIC
DESIGNER:

NICOLE TREMBLAY

NOTES:

1. DOMINION SIGNS GROUP retains sole title to all royalties of the attached work and reserves exclusive rights to produce or copy the said work, wholly or in part, in any material format.

2. Colors illustrated in this drawing may differ from those produced in our workshop. Please refer to the corresponding charts for exact shades.

3. ALL SIGNS ARE APPROVED



888 8215-1853-13

8225 du Parcours, Montreal, (Quebec) H1J 3A8
514 354 6366 / 1 800 663 2868
dominionsigns.caDéco
SignalisationUNID
DESIGN

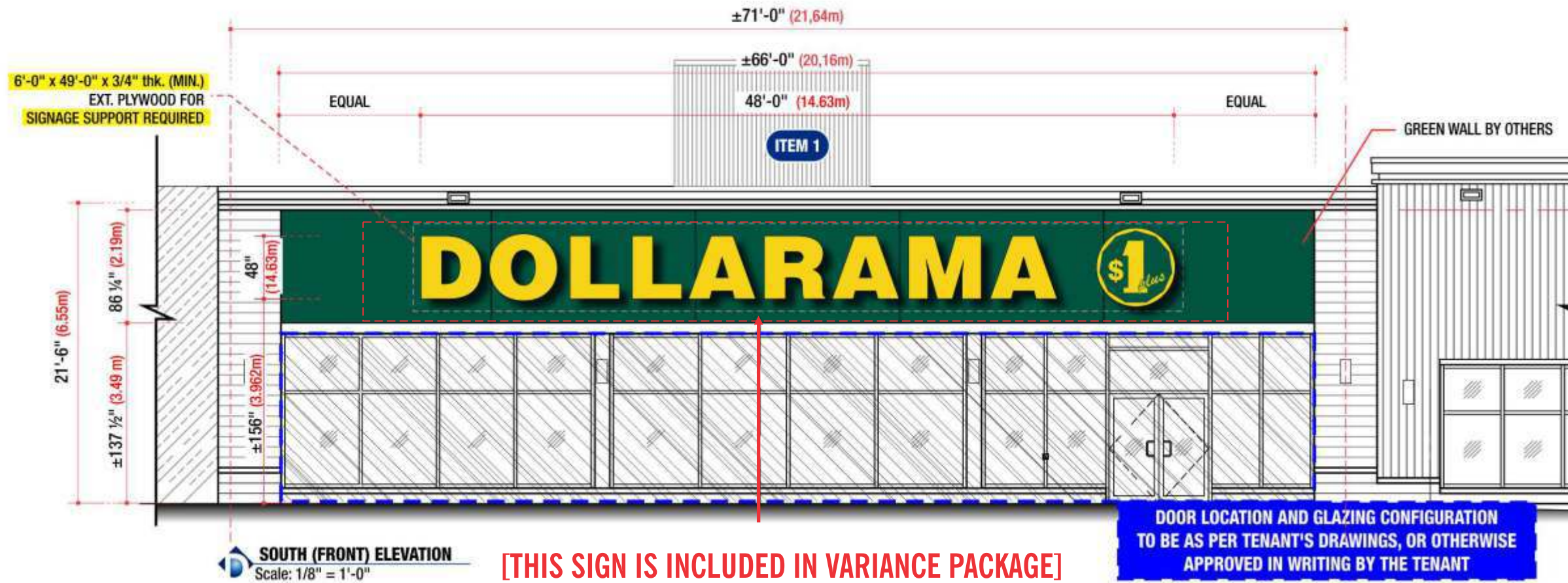
DEKOR

Biosignatures

DRAWING #: DS63943-2

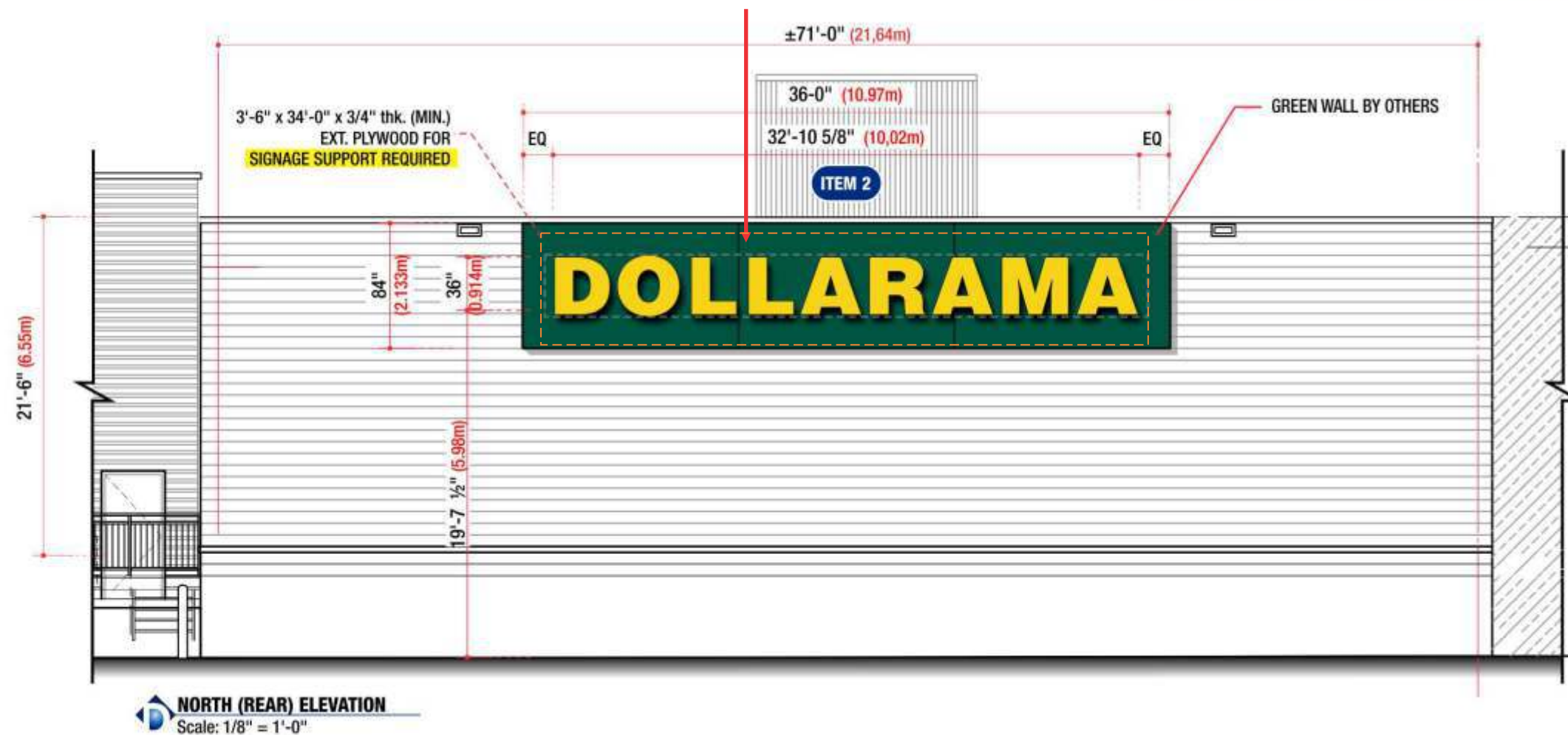
PAGE:

1/4



ITEM 1

AREA	
S.F.	S.M.
240	22,3



ITEM 2

SIGN AREA	
S.F.	S.M.
106.88	9.93

Variance Rational

Proposal created exclusively for: Town of Shelburne

Property Address: 800-824 Ojibway Road (New plaza located at the corner of ON-89 & Dufferin County Road 124)

RE: Application for Variance to Sign Bylaw No. 30-1999

To: City Variance Committee/Planning Department

Date: May 26th, 2022

Tenants involved: **Bar Burrito** (unit 2 - building D), **Dollarama** (unit N/A - building B), **Mary Browns** (unit 5 – building D), **One Plant** (unit 3 – Building D), **Pet Value** (unit 1 – Building C)

We are proposing for multiple tenants located in the commercial plaza at 800-824 Ojibway Road, Shelburne to be allowed one sign per elevation, plus 15% signage area allowance per façade. The current signage bylaw regulates one sign per business with only 10% signage area allowance. The tenants that would require the proposed relaxation are Bar Burrito, Dollarama, Mary Browns, One Plant and Pet Value.

Please reference to the chart below that shows the percentage of signage area (text coverage only) each tenant is requesting:

Tenant	Front Elevation	Rear Elevation	Side Elevation
Bar Burrito	13.5%	13.5%	N/A
Dollarama	12.58%	6.46%	N/A
Mary Browns	9.66% (not included in variance. Tenant will apply for sign permit separately)	4.4%	4.1%
One Plant	3.4% (not included in variance. Tenant has already received sign permit for this sign)	3.4%	N/A
Pet Value	3.31% (not included in variance. Tenant will apply for sign permit separately)	1.68%	N/A

This plaza needs the extra signage due to the setup of the site plan. The tenants in building D only have front visibility if a person is traveling west down Highway No. 89. If someone is coming from the east direction, there is no visible signage from the rear which makes the tenants hard to locate. By increasing the signage area and amount of signage per business, it will assist drivers in navigating the new plaza, help each business bring in more customers, and ease the traffic flow of the area. A new plaza can be confusing to navigate for the residents, so having more signage is key to make each tenant visible from all directions of the highway.

The tenants in building C and B also need more signage due to similar reasons. These buildings need visibility from the south end of the plaza. Having signage facing the rear will make the tenants visible from Potawatomi Crescent and Ojibway Road. Without this, there is no way to tell what stores are located there till you have traveled down Highway No.89, or are heading north up Ojibway Road.

We believe that allowing more signage per business and increasing the size to a maximum of 20% allowed area will strongly benefit the plaza, customers and businesses. All signs will have basic LED illumination, that will not flash or move and will not be a distraction to the adjacent areas. By granting approvals for this site variance, it will make it easier for all tenants of the plaza to advertise and future variances will not be necessary since this covers all tenants that have a disadvantage in the plaza right now.

Thank you in advance for your consideration,

Brittany Andrews | Permit Coordinator

Lovett Signs