

**Meeting Date:** Monday, January 23, 2023

**To:** Mayor Mills and Members of Council

From: Steve Wever, Town Planner

**Report:** P2023-02

Subject: Sign By-law Variance Request

800 Ojibway Road

Fieldgate Commercial (McDonald's)

#### Recommendation

Be it Resolved that Council receives Report P2023-02 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 one additional building fascia sign on the new McDonald's at 800 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, a secondary fascia sign shall be permitted on the north façade of the McDonald's at 800 Ojibway Road, in addition to the existing fascia signs on the south and east building facades, for a maximum total of three (3) fascia signs on the building, provided that the total fascia sign area on north building facade shall not exceed the lesser of 5% of the area of the architectural elevation of the building or 10 square metres of total secondary fascia sign area;
- That the owner shall obtain a MTO Sign Permit, if required, and a building permit from the County of Dufferin for the proposed sign(s); and,

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3. 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 used for a commercial plaza.

The new McDonald's restaurant is located at the south-east corner of the property in a stand-alone building having an address of 800 Ojibway Road. In August 2022 a Municipal Approval was issued to permit two (2) fascia signs and incidental signs for the new McDonald's, including a business name sign on both the east elevation facing Ojibway Road and the south elevation facing Main Street East (Hwy 10/89) as well as a smaller incidental sign / business logo on the west elevation of the building facing into the plaza towards County Road 124. A red structure also extends above the roof of the building and includes the business logo and advertising of McCafe facing both north and south which were considered as part of the previously approved fascia signage under the Sign By-law. Additionally, the business name is included in the pylon sign for the overall plaza. The plaza pylon sign was also granted a variance from the By-law.

McDonald's is requesting to add a third fascia sign with the business name on the north side of the building, facing into the plaza. As the Sign By-law limits fascia signs to a maximum of one fascia sign per business frontage, the proposed third fascia sign does not comply with the by-law. McDonald's is requesting a variance from the Sign By-law to allow the third fascia sign and has submitted a supporting rationale for the requested variance.

#### 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 the development of the commercial plaza on the property which is now substantially complete.

A previous variance to the Sign By-law was requested and approved in Summer 2022 for additional fascia signs in the plaza, increasing the maximum number of fascia signs permitted from 1 fascia signs to 2 for BarBurrito, OnePlant, Pet Valu, and Dollarama. Additionally, it increased the maximum number of fascia signs from 1 to 3 for Mary Browns. The variance was supported as the request was considered generally in keeping with the intent of the by-law based on the location and orientation of the buildings in the

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plaza relative to the adjoining streets, and as the majority of the fascia signage is well within the maximum size permitted by the Sign By-law.

The applicant is requesting further relief from the Sign By-law to allow greater flexibility in the number of fascia signs for the McDonald's in the new plaza. Specifically, the current application seeks relief from Section 4.04(3)(d) of the Sign By-law to permit an additional fascia sign on the north façade of the McDonald's.

The table below summarizes the Sign By-law requirements and existing and proposed signs for the McDonald's building:

Address & Tenant	Numb	er of Fascia Signs	Size of Fascia Signs		
	By-law Maximum	Existing and Proposed Signs	By-law Maximum²	Proposed	
	1				
800 Ojibway Road -	2	North (proposed): 1	10% of	North: 1%	
McDonald's		East (existing): 1	façade	East: 2.2%	
(restaurant)		South (existing): 1		South: 1%	
		Total: 3			

<sup>&</sup>lt;sup>1</sup> The Sign By-law permits a maximum of one fascia signs per business frontage (see below).

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 building along two (2) adjoining streets – Main Street East (Hwy 10/89) to the south and Ojibway Road to the east – a maximum of two (2) fascia signs are permitted for the McDonald's building.

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 2 fascia signs to 3 fascia signs for McDonald's.

The proposed additional fascia sign on the north side of the building is intended to advise those accessing the plaza from Potawatomi Crescent (north of the

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plaza) and to the north of the building within the plaza that the business is located in the plaza, at the south-east corner. The applicant has noted that the proposed signage offers the latest modern aesthetics to comply with McDonald's nation-wide site standards and that the proposed signage is made of high quality materials and has been professionally designed to match the character of the building and McDonald's branding.

#### 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 building in the plaza relative to the adjoining streets, previous variances for other businesses in the plaza 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 a fascia sign on the north façade of the building. 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, and facing inward to the parking area internal to the plaza. While the McDonald's advertising within the plaza is extensive, the additional fascia sign proposed will not have any significant streetscape impacts as it will not visible from Main Street or at the intersection of Main Street and Ojibway Road.

The primary (front) fascia signs on the south and east elevations of the building and are well within the maximum sign area of 10%. For the other businesses in the plaza that have a smaller secondary fascia sign, the previous variance limited the secondary fascia signs to a maximum area of the lesser of 5% of the building elevation or 10 square metres (half the maximum size of a front fascia sign). The proposed north fascia sign for McDonald's is only 1.71 square metres in area and only 1% of the building elevation area. On this basis, it is recommended that the proposed variance for a secondary fascia sign on the north side of the building be approved.

Conditions are recommended to ensure the applicant obtains a MTO sign permit and building permit for the additional sign, if required.

#### Policies & Implications (if any) Affecting Proposal

Town of Shelburne Sign By-law 30-1999

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#### **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:

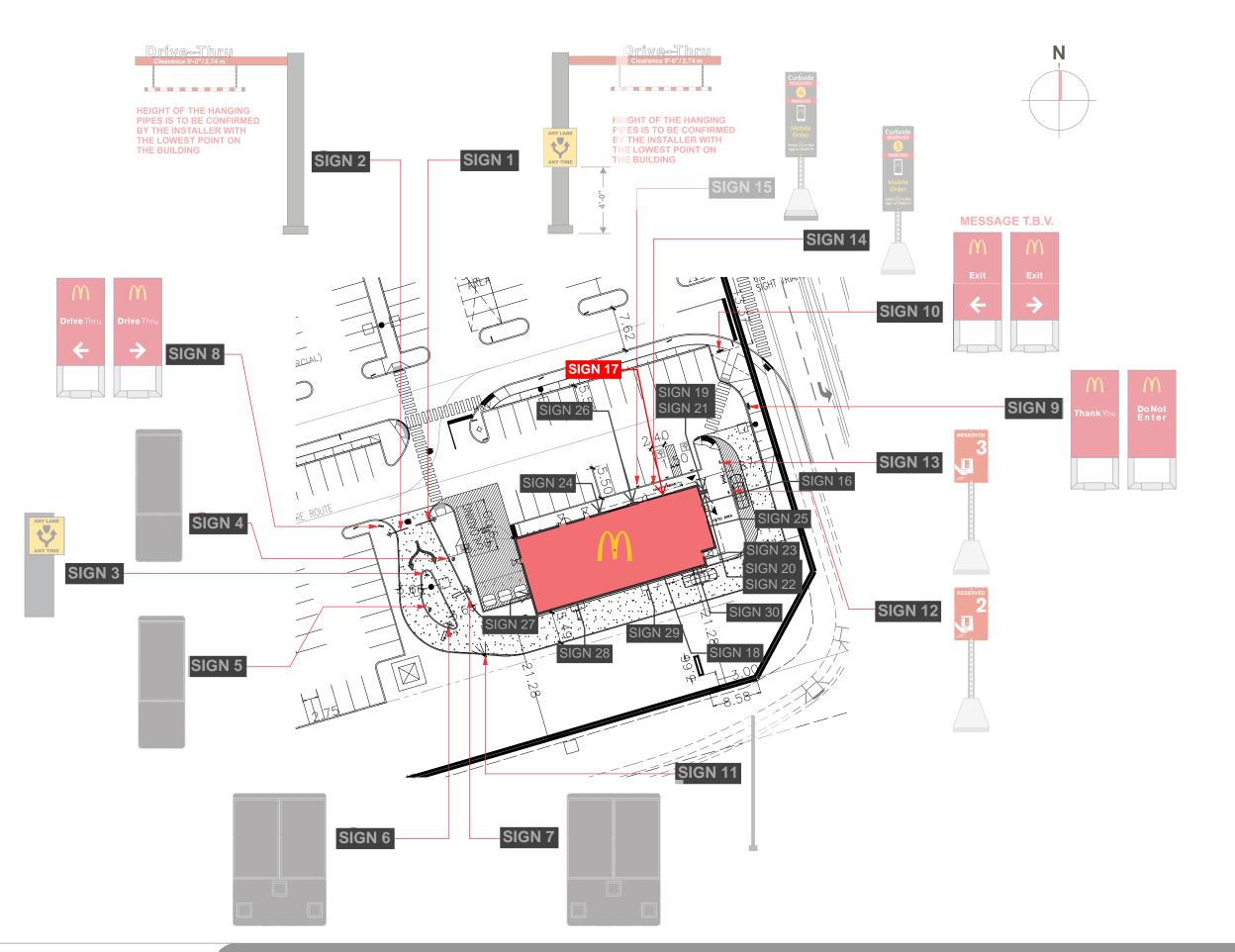
Target T4 Promote balanced growth

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Pattison Sign Group – Sign Drawings for Proposed North Fascia Sign

Prepared by:	Reviewed by:
Garrett Garrard, Planning Coordinator	Steve Wever, Town Planner
Reviewed by:	
Denyse Morrissey, CAO	

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# SC3-69915C

#### SITE PLAN

Interior ✓ Exterior Electrical Specifications:
/olts: T.B.D. Amps: T.B.D. Circ: T.B.D.

- 1 NON-ILLUMINATED VHD (RIGHT SIDE) WITH SWING ARM SEE MCDOOCS3XX0005 AND ILLUMINATED APPENDAGE MCD1S4D7043
- 2 NON-ILLUMINATED VHD (LEFT SIDE) WITH SWING ARM SEE MCDOOCS3XX0006
- 3 NON-ILLUMINATED ANY LANE ANY TIME **BOLLARD SIGN SEE DRAWING** MCD1E9AX014
- 4 DIGITAL PRE SELL BOARD SUPPLIED AND **INSTALLED BY PSG**
- 5 DIGITAL MENU BOARD WITH SPEAKER SUPPLIED AND INSTALLED BY PSG
- 6 ILLUMINATED DIRECTIONAL SIGNS SEE DRAWING MCDO0DR4B30003
- 7 NP6 CAMERA POST SEE DRAWING MCDO0ST3XX0022 LOCATION T.B.C. BY GC PRIOR TO POURING BASES/INSTALL
- 8 NON-ILLUMINATED PULL FORWARD PARKING SIGN WITH OMEGA POST AND **CONCRETE BLOCK**
- 9 MOBILE ORDER PARKING SIGN WITH **OMEGA POST AND CONCRETE BLOCK**

#### # Notes:

**1** FOR REFERENCE ONLY

# DIGITAL MENU BOARD CONNECTION

1 HARD WIRED **WIRELESS** 

**# DIGITAL MENU BOARD AUDIO** 

1 3M AUDIO HME AUDIO

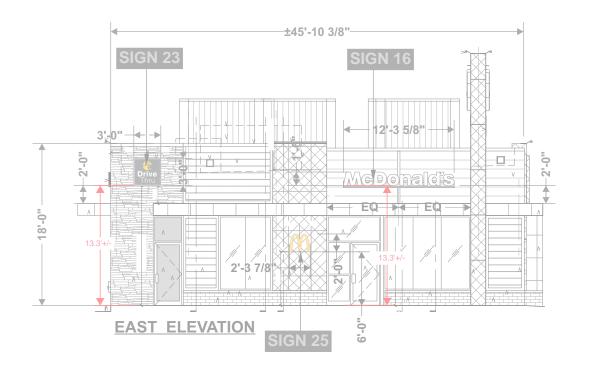
# Revisions:

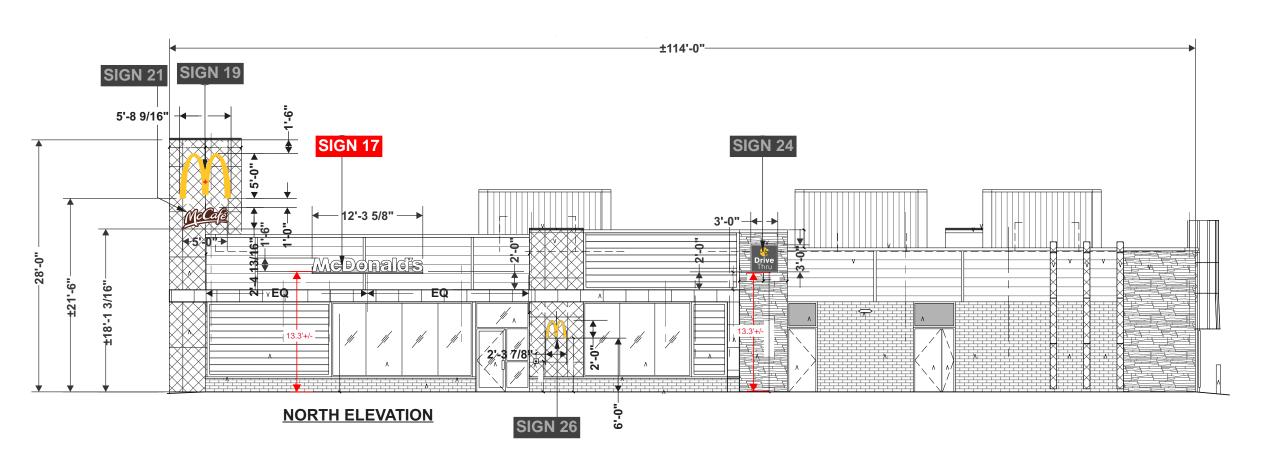
**A** REMOVED 24H - CV - 03.28.2022

**Pattison Sign Group** Powering Your Brand Toll Free:1-800-561-9798 • Fax:(877) 737-1734 • www.pattisonsign.com

IF THIS AGREEMENT INCLUDES THE MANUFACTURING AND INSTALLATION OF A BASE(S) BY PATTISON SIGN GROUP FOR THE SIGNS ORDERED HEREIN, SUCH BASE(S) SHALL BE BUILT AND INSTALLED IN ACCORDANCE WITH APPLICABLE LAWS AND REGULATIONS. IF A BASE(S) IS TO BE BUILT OR PROVIDED BY THE CUSTOMER (OR AGENT), AND NOT BY PATTISON SIGN GROUP, THE CUSTOMER SHALL ENSURE THAT THE BASE(S) ARE BUILT AND INSTALLED IN ACCORDANCE WITH APPLICABLE LAWS AND REGULATIONS AND SHALL HOLD PATTISON SIGN GROUP AND ITS EMPLOYEES, REPRESENTATIVES, AGENTS AND OFFICERS, HARMLESS AND INDEMNIFY IT AGAINST ANY AND ALL CLAIMS, LIABILITIES, ACTIONS, PENALTIES, FINES, AND ANY LEGAL FEES INCURRED BY PATTISON SIGN GROUP ARISING FROM THE FAILUR OF THE CUSTOMER (AND/OR IT'S AGENT) OBLIGATION(S).

Client:	MCDONALD'S STORE # 40701						
Address:	HWY 10/89 & COUNTY RD. 124 SHELBURNE, ON						
Designer:	CLAUDIA VOGT						
Checked by:	N/A	Date:	01.20.2022				
Scale:	N.T.S.	Page:	3/5				









# Revisions:

1 REPLACED 24H WITH DT - CV - 03.28.2022

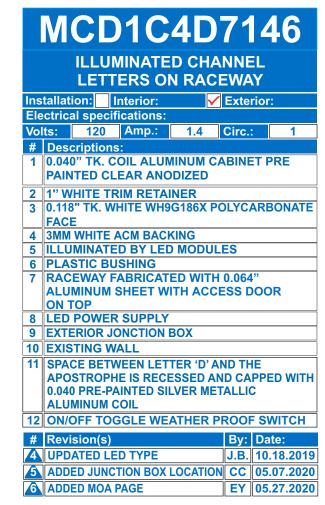


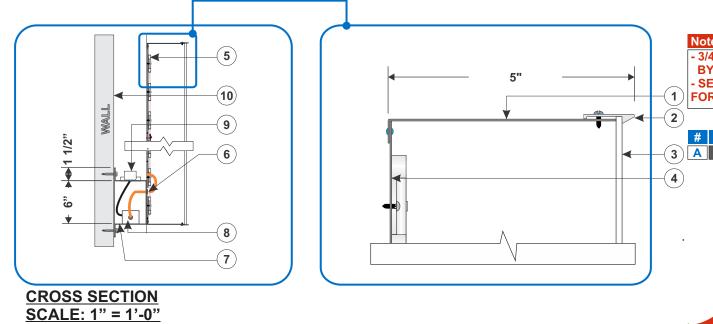
Client:	MCDONALD'S ST	MCDONALD'S STORE # 40701						
Address:	HWY 10/89 & COUNTY RD	. 124 SHE	LBURNE, ON					
Designer:	CLAUDIA VOGT							
Checked by:	N/A	Date:	01.20.2022					
Scale:	3/32" = 1'-0"	Page:	1/4					

## **SIGN 17**

# 12'-3 5/8" (JUNCTION BOX LOCATION) FRONT VIEW 12'-3 5/8" SIDE VIEW

SIGN AREA: 1'-6" X 12'-3 5/8" = 18.45FT<sup>2</sup>/1.71M<sup>2</sup>





PATTISON SIGN GROUP

- 3/4" PLYWOOD BACKING IN WALL SUPPLIED

SEE TECHNICAL DRAWING MCD1C4D7117S

GREY PAINTED ICI OBSIDIAN OONN #13/000

**BY OTHERS** 

www.pattisonsign.com

FOR MORE DETAIL:

Colors:

·Tel (506) 735-5506 ·Fax (877) 737-1734 ·Toll Free 1-800-561-9798

Client:		MCDONALD'S				
Site:		VARIOUS				
Drafts	man:	LUC RICHARDSON Date: 05.09.2				
Check	ed By:	JJ				
Page:	1/4	Scale:	1" = 1	'-0"		

Customer Approval:

PRODUCTION INFORMATION: LL 10.05.2017

FS\MCD1 (Mc Donald)\New Wordmark\Channe\Agilight
Signrayz\MCD1C4D7146 MCDO 1'-6" (Raceway)

This sign is intended to be installed in accordance with the requirements of Antible (and accordance with the Antible (and accordance with th

ISO 9001:2008 Certified Enterprise

#### NOTE:

- INSTALLER MUST ASSURE THREADS OF SCREWS ARE FULLY ENGAGED THROUGH EXTERIOR GRADE PLYWOOD

3/4" EXTERIOR GRADE PLYWOOD

FOR SIGNAGE SUPPORTS WITH WOOD BLOCKING. CONNECTION TO BASE BUILDING BY OWNER'S

1"Ø x 1/8"tk. ALUMINUM PIPE SPACER,

ENGINEER (TYP.)

6061-T6 LENGTH TO BE

OPTIONAL #8 BLUNT NOSE

DETERMINED ON-SITE (TYP.)

#### SC5-69915-2

#### ATTACHMENT DETAILS

INSTALLA	TION:	-	INTER	IOR	Χ	<b>EXTER</b>	IOR
ELECTRICA	AL SPECIFI	CA <sup>-</sup>	TIONS:		W	EIGHT:	
VOLTS:			AMP:		CII	RC:	

#### **DESIGN LOADS**

BUILDING CODE: ONTARIO NBCC 2015

REFERENCE LOCATION: SHELBURNE

g 1/50 = 0.40 kPa Ss = 3.10 kPa Sr = 0.40 kPa

#### **ITEMS TO BE SHIPPED**

DESCRIPTION	TOTAL QTY:
14 x 4" Lg. WOOD SCREWS	15
" x 0.125" Tk. x 36" Lg. ALUMINUM PIPE PACERS, 6061-T6	1

WALL CONSTRUCTION DEPICTED IS AS REPORTED BY CLIENT. SHOULD FIELD CONDITIONS VARY FROM WHAT IS SHOWN, INSTALLER SHALL CONTACT PATTISON SIGN GROUP FOR DIRECTION.

#### **Wall Sign Attachments**

Sign attachment design is normally calculated based on detailed wall section drawings. Failure to provide accurate wall section and other building design details may cause additional installation cost. Pattison Sign Group will not take any responsibility for inaccurate information provided.

SCREWS (QTY. 4x PER LETTERS MIN.)

3/4" EXTERIOR GRADE PLYWOOD FOR SIGNAGE SUPPORTS WITH WOOD BLOCKING. CONNECTION TO BASE BUILDING BY OWNER'S ENGINEER (TYP.)

#14 X 4" La. WOOD SCREWS (QTY: 11x @ TOP & 4x @ BOTTOM)

RACEWAY 0.064"Tk ALUM. SHEET

# T/O ELEV: 178"± (FROM FINISH FLOOR)

**FRONT VIEW** 

**WATER INFILTRATION:** 

SEAL ALL TOP HORIZONTAL AND FIRST FEW INCHES OF VERTICAL SECTION OF SIGN (S/F, LETTERS, ETC.) TO PREVENT WATER INFILTRATION. - SEAL ALL EXPOSED HARDWARE & HOLES FROM PIPE SPACERS, ETC.

#	Revision(s)	By:	Date:	Ī
$\Lambda$	Description of change	??	##/##/##	
2				1
3				}
4				
<u>/</u> 5\				

WEIGHT: 116 lbs ±

THIS AGREEMENT INCLUDES THE MANUFACTURING AND INSTALLATION OF A BASE(S) BY PATTISON SIGN GROUP FOR THE SIGNS ROBERD HERBIN, SUCH BASE(S) SHALE BE BUILT AND INSTALLED IN ACCORDANCE WITH APPLICABLE LAWS AND REGULATION, IF ASSE(S) IS TO BE BUILT OR PROVIDED BY THE CUSTOMER (FOR AGENT), AND OTBY PATTISON SIGN GROUP, THE CUSTOMER SHAL SUBJECT HAT THE BASE(S) ARE BUILT AND INSTALLED IN ACCORDANCE WITH APPLICABLE LAWS AND REGULATIONS, AND SHALL HATTENS AIGH SOFT AND AND ITS FAIL PROVIDES, REPRESENTATIVES, AGENTS AND OFFICES, HARMES AND INDEMNITY IT AGAINST WAND ALL CLAIMS, LIABILITIES, ACTIONS, PENALTIES, FINES, AND ANY LEGAL FEES INCURRED BY PATTISON SIGN GROUP ARISINION THE FAILURE OF THE CUSTOMER (AMO)ORT IS AGENTY BOURDED.

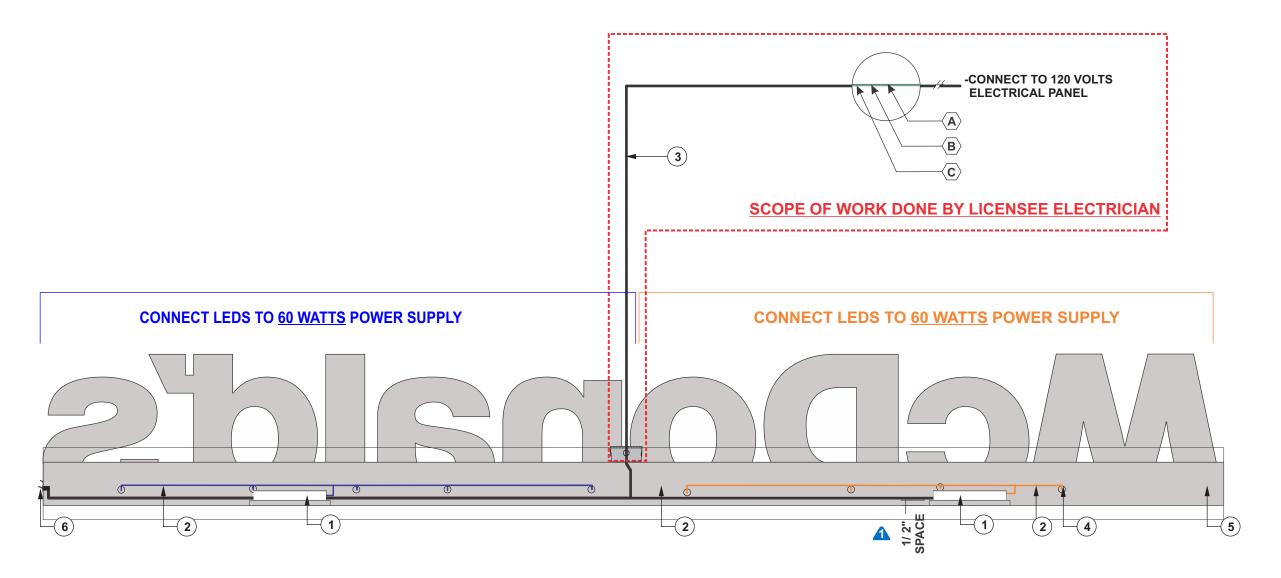
CUSTOMER: MCDONALD'S #40701 CASE: 69915 HWY 10/89 & COUNTRY RD. 124, SHELBURNE, ON LOCATION: L. PELLETIER DATE: 07/25/22 **DRAWN BY:** SCALE: 3/4" = 1'-0" CHECKED BY: A. St-Onge SC3-69915A REFERENCE: PAGE: 1 of 5

# Pattison Sign Group Powering Your Brand

www.pattisonsign.com / toll free (866) 218-1976

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## **SIGN 17**



# MCD1C4D7146

#### **ELECTRICAL LAYOUT**

✓ Exterior:

Installation: Interior:

\* ILLUMINATED BY LEDS

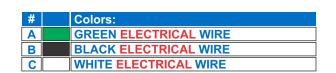
**Electrical specifications:** Volts: 120 Amp.: 1.4 Circ.: # Descriptions: 1 POWER SUPPLY 2 LOW VOLTAGE CLASS II POWER WIRES 3 LIQUID TIGHT CONDUIT 4 SNAP IN BUSHING 5 FABRICATED RACEWAY 6 WEATHERPROOF DISCONNECT TOGGLE **SWITCH AS PER CODE NEC 600** 7 INSTALLATION INPUT 120 VOLTS **ELECTRICAL HOOK UP BY OTHERS** 

- CLIENT IS RESPONSIBLE FOR BRINGING POWER TO WITHIN 6'- 0" OF SIGN LOCATION & PROVIDING ACCESS FOR SIGN INSTALLATION ALL WALL PENETRATIONS TO BE WATERTIGHT AND SEALED WITH SILICONE
- ELECTRICAL HOOKUP SUPPLIED BY OTHERS

#### **LOADING POWER SUPPLY**

ELECTRICAL HOOKUP SUPPLIED BY OTHERS

EACH 60 WATTS POWER SUPPLY CAN RUN **UP TO 44 EACH AGILIGHT SIGNRAYZ** LS-PRO260-50K-2G3B LED MODULES





Client:		MCDONALD'S			
Site:		VARIOUS			
Draftsr	nan:	JOEY BOSSE		Date:	05.13.201
Checke			GU	Y DAIG	LE (MTR
Page:	2/4	Scale:		N.T.S.	



**RISK OF ELECTRIC SHOCK:** 

Turn power OFF before inspection, installation or removal. Shut off power at fuse box or circuit breaker before installation.

Use only approved wire for input/output connections. Minimum size 18 AWG (0.82 mm<sup>2</sup>) secondary only

ISO 9001:2008 Certified Enterprise

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# SIGN 17

LED MODULE INFO:			POWER SUPPLY INFO:	MAXIMUM LOAD	
	TYPE:	QTY:	TYPE:	QTY:	PER POWER SUPPLY
	AGILIGHT LS-U670-50K-B200	60	PS12-60WSL-100-277V IP67 (0.7 AMPS)	2	44 LED MODULES





COI	CONNECT TO POWER SUPPLY #1				CONNECT TO POWER SUPPLY #2					
11	6	7	6	6	7	3	8	6		

# Revision(s) By: Date:

REVISED LED PARTS CC 03.16.2020



			MCDONALD'S	
			VARIOUS	
	<b>Draftsman:</b>		JOEY BOSSE	Date: 05.13.2014
	Checked By:		ACH	
	Page:	3/4	Scale:	1" = 1'-0"

