



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

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**Meeting Date:** Monday, April 27, 2026

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

**From:** **Steve Wever, Town Planner**

**Report:** P2026-06

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

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### Recommendation

Be it Resolved that Council receives Report P2026-06 for information;

Be it Resolved that the request submitted by Steel Art Signs on behalf of Scotiabank for a variance from Sign By-law 30-1999 to permit the two (2) business logo signs on the tower feature at 801 Ojibway Road (Unit 16), which were installed contrary to the by-law and without a municipal sign permit or building permit, is hereby denied.

### Background

The subject property is municipally known as 801 Ojibway Road and is legally described as Plan 7M-79 Block 217 in the Town of Shelburne. The property is owned by Shelburne Commercial Developments Ltd. and is currently under construction for a commercial plaza. A variance to the Sign By-law was previously considered and granted by Council on February 23, 2026, to allow additional fascia signs for the businesses within 'Building F' so that the business names have visibility from Highway 89 to the south, Ojibway Road to the west (for Unit 16 – Scotiabank) and from within the plaza parking area to the north of the building. However, the additional tower signs (Scotiabank logos) were not approved as part of the previous variance. The signs were installed prior to the meeting on February 23<sup>rd</sup> in advance of Council's consideration of the variance and without the required municipal permits.

## 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 24/01) has been approved for commercial development on the property.

The requested variance seeks to permit signage on a tower element, which is not a defined or explicitly permitted sign type under the Town's Sign By-law 30-1999. While staff recognize that tower signage has been approved in some instances (e.g., McDonald's and Starbucks), these approvals were granted on a site-specific basis and do not establish a general precedent.

In the absence of established standards for this form of signage, careful consideration must be given to scale, placement, lighting and visual impact. Staff are of the opinion that the proposal, as submitted, does not appropriately align with the intent of the By-law.

### 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 is visible and legible from the street, while minimizing potential negative impacts on the aesthetics of the streetscape and surrounding area. The Sign By-law also ensures that signage is appropriately scaled to the building and use and promotes consistency and fairness in exterior commercial advertising among businesses within similar commercial areas.

As noted, the Subject Property recently received approval for a sign variance for all units within Building F, permitting increased sign area on the north elevation and additional signage on the south elevation. The current application represents a further request to expand signage beyond what has already been considered and approved.

While the applicant has indicated that the proposed signage is consistent in scale with nearby developments, including the Starbucks location at the plaza across the street, staff note that the comparison is not directly equivalent. The proposed tower signage is significantly larger in scale (nearly double the size of comparable signage at nearby developments such as 804 Ojibway) and represents a greater proportion of the tower façade. Although other developments, such as McDonald's, include prominent branding elements, these are generally smaller in overall sign area relative to the structure and have been designed in a manner that is more proportionate to the building form.

The chart on the following page outlines the proposed signage and existing signage in the area to compare the tower sign sizes.

<i>Sign Address</i>	Elevation	Business	Sign Area	Tower Area	Percentage
<i>800 Ojibway Road</i>	North	McDonald's	2.65	7.29	36%
<i>800 Ojibway Road</i>	South	McDonald's	2.65	7.29	36%
<i>804 Ojibway Road</i>	East	Starbucks	1.49	5.94	25%
<i>804 Ojibway Road</i>	West	Starbucks	1.49	5.94	25%
<i>801 Ojibway Road</i>	East	Scotiabank	3.02	12	25%
<i>801 Ojibway Road</i>	West	Scotiabank	3.02	12	25%

In addition to scale concerns, the proposed illumination is not supported. The intensity of the lighting, particularly if maintained outside of business hours, is considered excessive and may result in undue visual impact on the surrounding area. Should the signage be supported, staff would expect illumination to be significantly reduced or turned off during non-operational hours; however, even with such mitigation, the overall impact remains a concern.

The proposal would also result in a total of five signs for the subject business, including signage on the north, south, and west elevations, in addition to the proposed tower elements. This exceeds the typical signage allocation for individual businesses within the development. With the exception of one tenant that has been granted three signs, most tenants are limited to two, and the proposed increase raises concerns regarding consistency and fairness in the application of the Sign By-law.

Staff acknowledge that the tower feature was purpose-built to accommodate signage. However, this does not in itself justify the scale proposed. Signage should remain subordinate to the building architecture, and in this case, a reduced size would be more appropriate and consistent with the intent of the By-law.

Finally, staff have considered the nature of the business. Unlike uses such as restaurants or other high-visibility retail that rely heavily on prominent signage to attract passing customers, a financial institution typically generates traffic through established clientele and does not require the same level of

visual prominence. As such, the rationale for the extent of signage proposed is not considered sufficient to warrant the requested variance.

Based on the above, staff are not supportive of the requested variance, as it does not maintain appropriate scale, the lighting is excessively bright, it creates visual impacts and does not uphold the intent of the Sign By-law with respect to consistency and fairness within the commercial area.

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

Town of Shelburne Sign By-law 30-1999

### Council Priorities

Council's Priorities has three Pillars - Sustainable, Engaged and Livable. There are a total of 14 Priorities with the three Pillars.

This report aligns with the Sustainable and Livable Pillars within the Priorities of:

- SP3 Promote balanced growth
- LP3 Promote strong local economy

### Supporting Documentation

Site Plan with sign locations  
Elevation drawing of the proposed signs  
Steel Art Signs Variance Rationale

Prepared by:

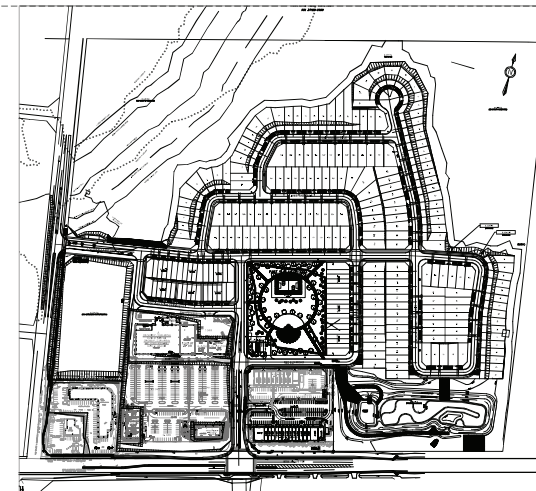
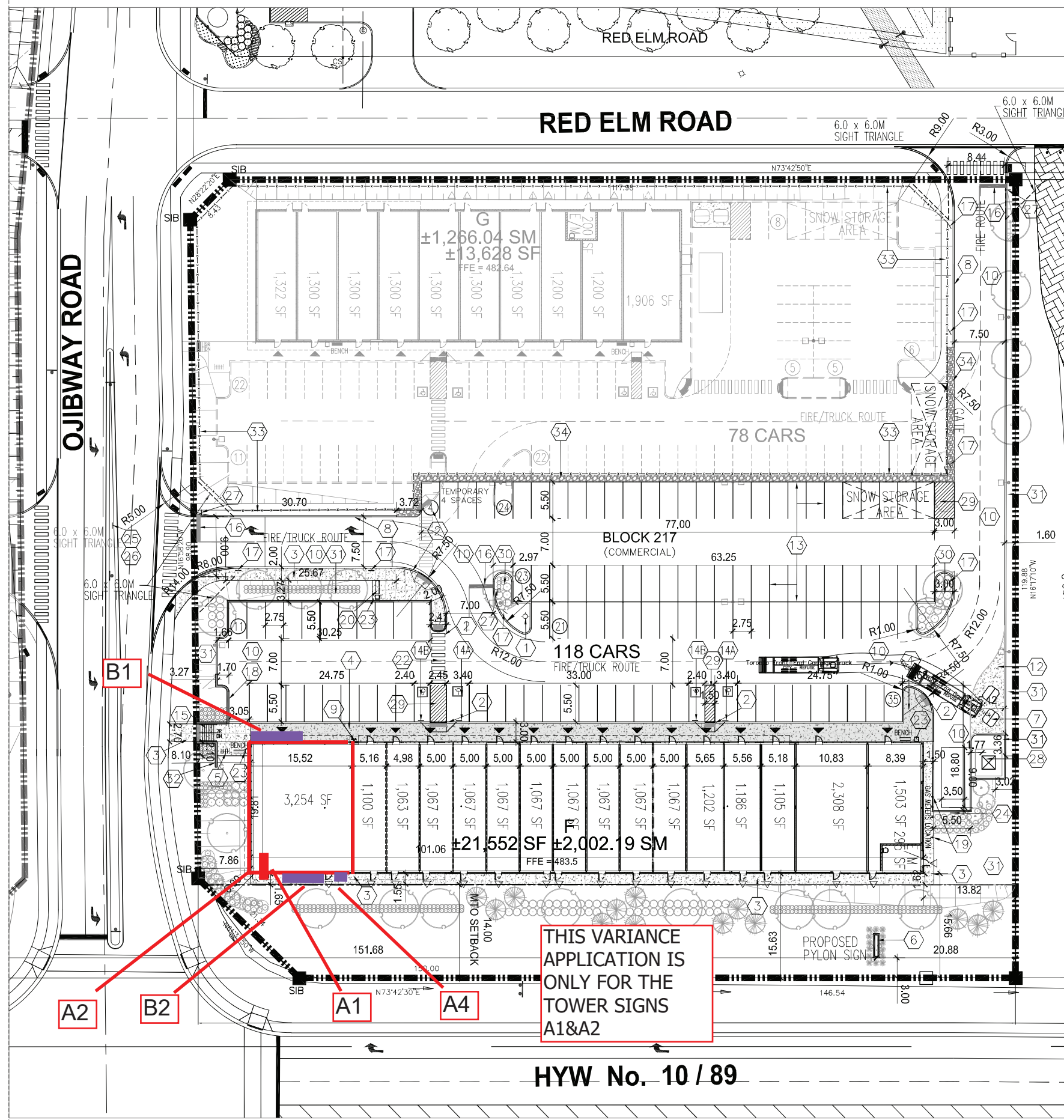
\_\_\_\_\_  
Jenna Wenzel, Planning Coordinator

Reviewed by:

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Steve Wever, Town Planner

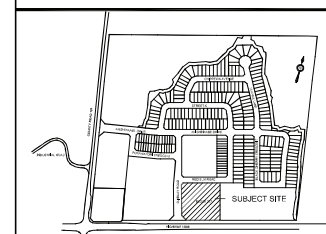
Reviewed by:

\_\_\_\_\_  
Denyse Morrissey, CAO



BLOCK 217 SUBJECT	REQUIRED	PROPOSED
MIN FRONT YARD OJIBWAY RD	6.00 M	MIN . 6.00 M, 7.94 M, 9.67 M
MIN REAR YARD	7.50 M	28.15 M, 41.30 M
MIN EXTERIOR SIDE YARD HWY 89	14.00 M	15.63 M
MIN EXTERIOR SIDE YARD RED ELM RD	4.50 M	4.50 M
SITE AREA :	14,637.05 SM = 3,617 ACRES	
BUILDING	BUILDING AREA GFA	BUILDING AREA GLA
BUILDING F AREA :	±21,552 SF / 2,002.19 SM	±21,257 SF / 1,975.19 SM
TOTAL PARKING REQUIRED:	118 CARS (5.47/1000 SF)(1/17 SM OF GFA)	
TOTAL REGULAR PARKING PROVIDED:	114 CARS	
TOTAL DESIGNATED SPACES PROVIDED:	4 CARS	
TOTAL PARKING PROVIDED:	118 CARS (5.47/1000 SF)(1/17 SM OF GFA)	
MIN. PARKING SIZE :	2.75M x 5.50M	
PROPOSED PARKING SIZE :	2.75M x 5.50M	
TOTAL DESIGNATED PARKING REQUIRED:	2 SPACES (FOR 100-199 SPACES)	
TOTAL DESIGNATED PARKING PROVIDED:	2 TYPE A SPACES AND 2 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	
MIN. REQUIRED LOADING SPACE :	3.5M x 9.0M	
MIN. PROPOSED LOADING SPACE :	3.5M x 9.0M	
REQUIRED LOADING SPACES :	1 SPACES	
PROPOSED LOADING SPACES :	1 SPACES	
REQUIRED LANDSCAPED AREA :	15.0 %	
14M MTO SETBACK LANDSCAPED AREA :	17,269.76 SF (1,604.36 SM) 10.96 %	
PROPOSED LANDSCAPED AREA :	30,701.07 SF (2,852.13 SM) 19.49 % (EXCLUDING MTO SETBACK)	

- GENERAL NOTES :**
- FIRE HYDRANT
  - DEPRESSED CONCRETE CURB AND RAMP MAX. 1 TO 10 SLOPE WITH MIN 0.61M METAL TACTILE WARNING SURFACE
  - CONCRETE SIDEWALK
  - PROPOSED CONCRETE MONOLITHIC CURB AND SIDEWALK ALONG THE BUILDING FRONTAGE CONSTRUCTED BY BUILDING CONTRACTOR REFER TO THE DETAIL (08 DRAWING SA-002.4)
  - BIKE RACK
  - PROPOSED PYLON SIGN
  - CONCRETE PAD/EARTH BINS
  - CONCRETE CURB
  - SIAMESE CONNECTION
  - HEAVY DUTY ASPHALT
  - CONCRETE ISLAND
  - LOADING AREA
  - 90° PARKING STRIPING (TYP.)
  - TYPE A ACCESSIBLE PARKING SIGN
  - TYPE B ACCESSIBLE PARKING SIGN
  - RISERS WITH 0.61M METAL TACTILE WARNING SURFACE /RAILING REFER TO CIVIL AND LANDSCAPE DRAWINGS
  - STOP BAR
  - FIRE LANE MARKING
  - TOE WALL AS PER OPSD 3120.100 TYPE I WITH PEDESTRIAN GUARD. REFER TO CIVIL & LANDSCAPE DRAWINGS.
  - BOLLARD
  - COMMUNITY MAIL BOX PAD
  - PEDESTRIAN CROSSING SIGN
  - CROSS WALK PAINTED ASPHALT REFER TO LANDSCAPE DWG
  - TRASH RECEPTACLE
  - NO PARKING LOADING ONLY SIGN
  - NO LEFT TURN SIGN
  - ONE WAY DIRECTIONAL SIGN
  - STOP SIGN
  - TRANSFORMER PAD
  - PAINTED ISLAND
  - LANDSCAPED ISLAND
  - LANDSCAPED AREA
  - RETAINING WALL REFER TO CIVIL DRAWINGS
  - POUND AND POST CHAINLINK FENCE
  - 1.0M GRAVEL SHOULDER



**801-821 OJIBWAY ROAD**  
CON 1 OS W PT LOT 1 RP:  
7R5591 PART2, 7M-79 BLOCK 217  
GEOGRAPHIC TOWNSHIP OF MELANCTHON  
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
  - BIKE RACK
  - LIGHT STANDARD
  - BENCH REFER TO LANDSCAPE DWG
  - PAINTED TRAFFIC ARROWS

NO	DESCRIPTION	DATE	BY
1	ISSUED FOR CONSTRUCTION	APR 26, 2023	DR
2	ISSUED FOR CONSTRUCTION	APR 26, 2023	DR
3	ISSUED FOR THE PLAN APPROVAL	FEB 15, 2024	AE
4	ISSUED FOR CONSTRUCTION	SEP 18, 2024	DR
5	ISSUED FOR THE PLAN APPROVAL	FEB 15, 2024	AE
6	ISSUED FOR THE PLAN APPROVAL	APR 26, 2023	DR
7	ISSUED FOR THE PLAN APPROVAL	APR 26, 2023	DR
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53	ISSUED FOR THE PLAN APPROVAL	APR 26, 2023	DR
54	ISSUED FOR THE PLAN APPROVAL	APR 26, 2023	DR

**SITE PLAN-PHASE 1**  
FILE No SPA 24/01-801-821 OJIBWAY BLOCK 217

**SHELBURNE PHASE II**  
**SITE PLAN**

801-821 OJIBWAY ROAD, SHELBURNE, ONTARIO

FIELDGATE COMMERCIAL

PREPARED BY: PARTNERSHIP ARCHITECTS

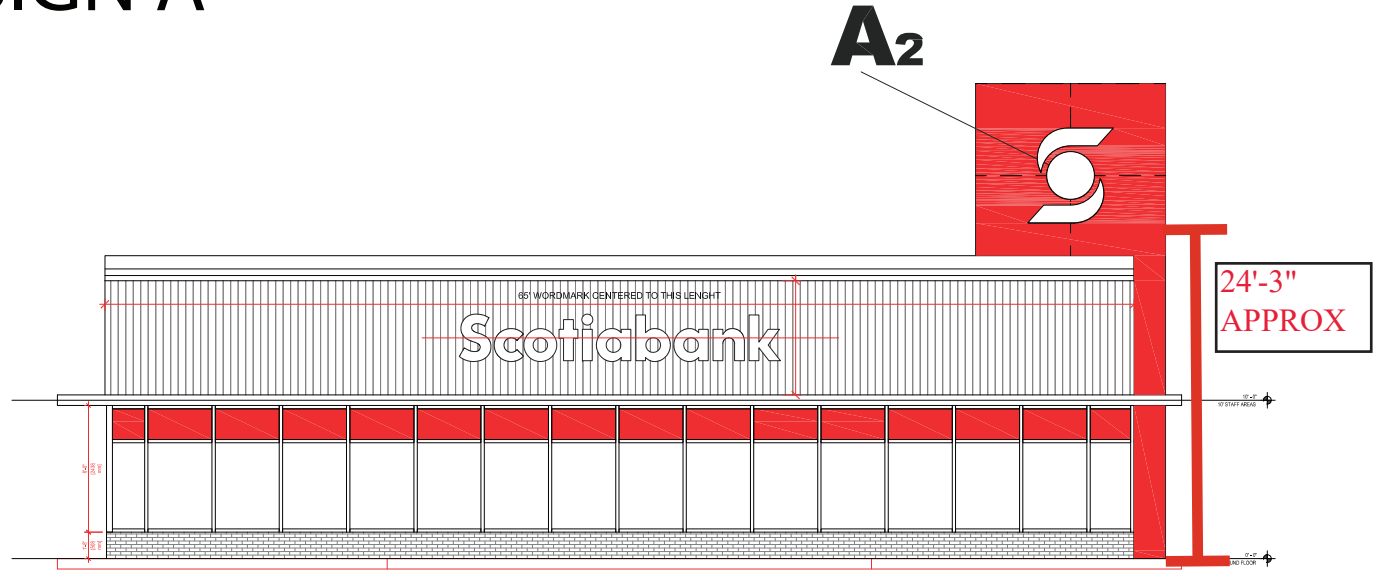
**PETROFF** ARCHITECTS

269 TOWN CENTRE BLVD, SUITE 300  
MARKHAM, ONTARIO CANADA L3R 8H9  
TEL: 905.470.7000 FAX: 905.470.2500

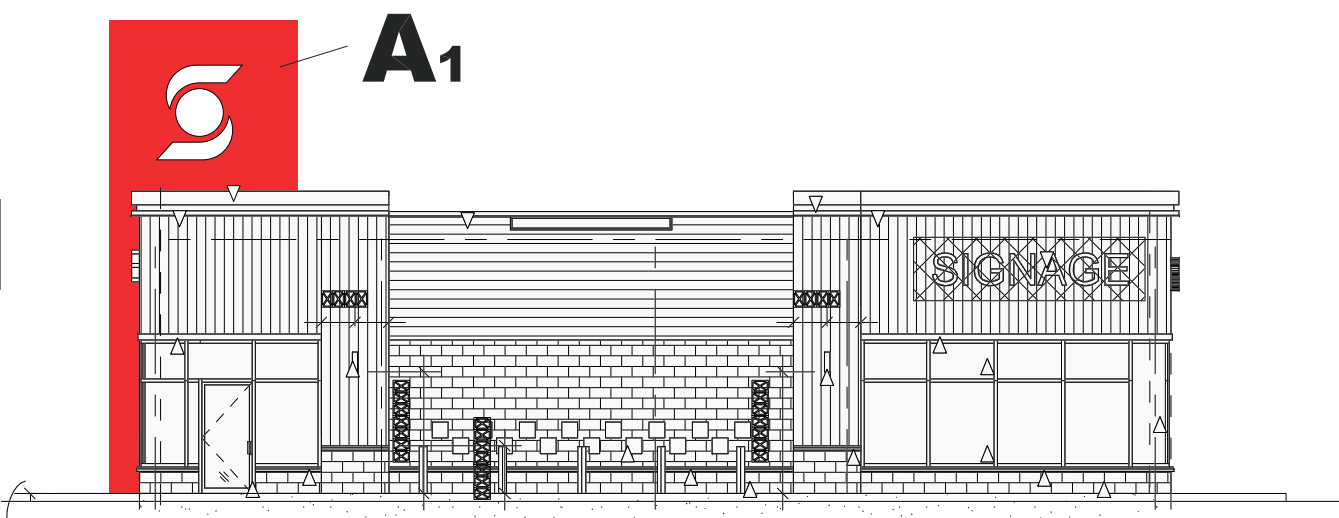
ALEXANDER BRISLEY EMBERTS  
REGISTERED ARCHITECT  
ON 112

Drawn: DR	Check: AE	PROJECT No: 15155.04
Date: 12/11/15	Issue: 04/24/25	Scale: A100

# SIGN A



WEST ELEVATION



EAST ELEVATION

Client  
**Scotiabank**

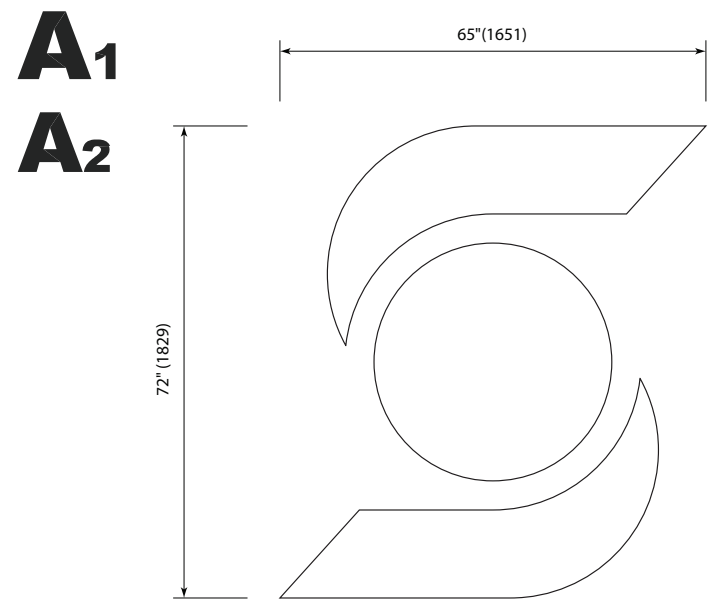
Location  
 801 Ojibwa Rd.  
 Shelburne, Ontario

Project Title  
 /

Sign Type(s)  
 S/F Illuminated Logo

Scale	Date
nts	09.13.2025
Drawn	Approved
JT	/
Drawing No.	Revision
BK 25236-A	/

RevisionNotes		
No.	Description	Date
/ -		00.00.2025



- SUPPLY & INSTALL**
- TWO(2) S/F ILLUMINATED LOGO (EXTERIOR)
- 3/16" WHITE ACRYLIC FACE
  - 1" MYLAR TRIM CAP PAINTED WHITE
  - 4" DEEP ALUMINUM RETURNS PAINTED
  - WHITE LED ILLUMINATION
- INSTALL ON PILLAR IN POSITION AS SHOWN  
 SELF CONTAINED

\*\*\*SITE CHECK REQUIRED



SE JOB# SA124  
**signature**  
 ENGINEERING  
 signatureengineering.ca

THIS VARIANCE IS ONLY FOR THESE TWO TOWER LOGOS

**SIGN CALCULATIONS**  
 SIGN A1 - 1.829m h x 1.651m w  
 = 3.02sq.m  
 SIGN A2 - 1.829m h x 1.651m w  
 = 3.02sq.m  
 TOTAL = 6.04sq.m

Approvals: \_\_\_\_\_

x: \_\_\_\_\_  
 Approved By: \_\_\_\_\_

x: \_\_\_\_\_  
 Date: \_\_\_\_\_

**COLOURS / FINISHES**  
 • MATERIALS

WHITE ACRYLIC

## LETTER OF RATIONALE

REQUEST FOR MINOR VARIANCE – SCOTIABANK SIGNAGE INSTALLATION

DEAR SIR/MADAM,

WE ARE WRITING TO FORMALLY REQUEST A MINOR VARIANCE RELATED TO THE RECENTLY INSTALLED SIGNAGE AT THE SCOTIABANK BRANCH LOCATED IN SHELBURNE.

### **VARIANCE REQUEST – LOGO SIZE**

THE CURRENT CONCERN RELATES TO THE SIZE OF THE LOGOS INSTALLED ON THE TOWER ELEMENTS. WE RESPECTFULLY SUBMIT THE FOLLOWING JUSTIFICATION FOR MAINTAINING THE EXISTING DESIGN:

- **BRAND STANDARDS & PROPORTIONS:**

SCOTIABANK MAINTAINS STRICT CORPORATE BRAND STANDARDS THAT GOVERN LOGO SIZE, PROPORTIONS, AND VISIBILITY. THE LOGOS INSTALLED ARE PROPORTIONATE TO THE ARCHITECTURAL SCALE OF THE TOWER ELEMENTS. REDUCING THE LOGO SIZE WOULD RESULT IN A NON-COMPLIANT APPLICATION THAT DOES NOT MEET CORPORATE BRAND REQUIREMENTS.

- **ARCHITECTURAL INTEGRATION:**

THE SIGNAGE WAS INTENTIONALLY DESIGNED TO BE BALANCED WITH THE TOWER STRUCTURES. SMALLER LOGOS WOULD APPEAR DISPROPORTIONATE AND VISUALLY DIMINISHED, POTENTIALLY REQUIRING MODIFICATIONS TO THE BUILDING FAÇADE TO ACHIEVE ACCEPTABLE DESIGN INTEGRATION.

- **CONTEXT WITHIN SURROUNDING AREA:**

WITHIN THE IMMEDIATE VICINITY, THERE ARE OTHER COMMERCIAL TENANTS WHOSE SIGNAGE IS COMPARABLE IN SCALE, IF NOT LARGER. THIS INDICATES THAT THE CURRENT INSTALLATION IS CONSISTENT WITH THE VISUAL CHARACTER OF THE AREA.

- **VISUAL COMPARISON:**

WHEN COMPARING NEARBY DEVELOPMENTS, SIGNAGE PROPORTIONS VARY BASED ON TOWER SCALE. WHILE SOME TENANTS MAY APPEAR TO HAVE SMALLER LOGOS, THIS IS DUE TO SMALLER ARCHITECTURAL ELEMENTS. IN THIS CASE, THE SCOTIABANK SIGNAGE IS PROPORTIONALLY BALANCED WITH THE TOWER HEIGHT AND WIDTH.

## **LIGHTING – BRIGHTNESS & HOURS OF OPERATION**

WE UNDERSTAND THE IMPORTANCE OF MANAGING LIGHT LEVELS AND MINIMIZING IMPACT ON SURROUNDING PROPERTIES. TO ADDRESS THIS:

- THE SIGNAGE IS DESIGNED WITH ENERGY-EFFICIENT LED ILLUMINATION.
- WE ARE PREPARED TO INSTALL DIMMING CONTROLS TO ADJUST BRIGHTNESS LEVELS IF REQUIRED BY THE MUNICIPALITY.
- THE ILLUMINATION CAN BE PROGRAMMED TO OPERATE WITHIN ACCEPTABLE HOURS, IN ALIGNMENT WITH MUNICIPAL GUIDELINES.

WE DO NOTE THAT EXCESSIVE DIMMING MAY IMPACT BRAND VISIBILITY AND INTEGRITY; HOWEVER, WE ARE WILLING TO WORK COLLABORATIVELY TO ACHIEVE A REASONABLE BALANCE.

## **CONCLUSION**

THE INSTALLED SIGNAGE REFLECTS APPROVED DRAWINGS, ADHERES TO CORPORATE BRAND STANDARDS, AND IS PROPORTIONATE TO THE BUILDING ARCHITECTURE AND SURROUNDING CONTEXT. WE RESPECTFULLY REQUEST THAT THE TOWN CONSIDER THESE FACTORS IN SUPPORT OF OUR MINOR VARIANCE APPLICATION.

WE WOULD WELCOME THE OPPORTUNITY TO DISCUSS THIS MATTER FURTHER AND PROVIDE ANY ADDITIONAL DOCUMENTATION REQUIRED.

THANK YOU FOR YOUR CONSIDERATION.

SINCERELY,



**CHRISTINE CHO**  
Sales Coordinator

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Email: [ccho@steelart.com](mailto:ccho@steelart.com)

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