

COMMUNICATION 131021

Received From: Lennox Smith
Addressed To: Committee of the Whole
Date: January 14, 2020
Topic: Request for Sign By-Law Relief for new Kia Sign

SUMMARY

The Building Department received a permit application for a renovation of an existing sign pylon sign at the KIA Dealership located at 10563 Highway 7. The renovation to the sign does not meet the requirement of the current Sign By-Law 65-2008 that the bottom of the pylon sign is to remain clear for a minimum 2.5m from grade to bottom of sign. The Manager of Turpin KIA, Fern Turpin, has requested in writing (Attachment A to this report) to the Chief Building Official relief from the current by-law requirement.

BACKGROUND

A review of the files for the property in question showed an original pylon sign in the approximate location of 54ft from back of curb from Highway 7. The original sign was for the previous occupant of the building and the property that pre-dated Turpin KIA though no permit was issued for the change from the original sign (from previous business) to the sign which exists today, which does not comply with the current Sign By-Law.

Mr. Turpin has requested to have similar accommodations to the Carleton Ford sign that was erected in 1999. This sign was erected in place as a standalone sign and has full box out all the way to its base. A review of the files for this property show a sign permit was issued in error for the sign as it did not meet the Sign By-Law provisions at the time.

The proposed Kia sign will have a center standard holding the sign up which meet the definition of a Pylon Sign – “means a sign supported upon pole(s) or standard(s)”.

DISCUSSION

Traditionally, a pylon sign is a tall sign that has one specific advertising face at the top of a standard or pylon. They are normally placed close to the travelled road on busy thoroughfares to advertise the occupant/business on the property. For this reason, the 2.5m required clear space under the sign makes sense from a visibility perspective and to ensure unencumbered vision when exiting the business onto the thoroughfare. The current Sign By-Law does not have any provisions to allow relief from the 2.5m requirement when the sign is placed in a location where visibility to the road is not a concern. Additionally, the new sign will be shorter than the previously installed sign.

There are two (2) potential options available to Council to address this particular matter:

Option 1

Adhere to the current Sign By-law and require the 2.5m open portion below the sign and review this issue when the Sign By-Law is revisited.

Option 2

Amend the current Sign By-Law to allow for the 2.5m clear space requirement to be waived where any part of the sign is a minimum of 7.62m (25ft) from the back of curb of the closest moist point to the travelled portion of the road.

Any amendment being made will not change the minimum setbacks of a pylon sign from the property line on the applicant's property. However, it will add an additional measurement to the Sign By-Law that will allow a reasonable solution for signs being placed a distance beyond the travelled portion of the road.

The 7.62m (25ft) distance proposed is approximately a 1¼ the size of a required parking space for an average vehicle, and this should allow one (1) to two (2) cars to queue to exit a business and still have visibility down the roadway to exit in a safe manner.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this recommendation.

STAFF RECOMMENDATION

THAT Council approve Option 2 - amend the Sign By-Law to allow the 2.5m clear space requirement to be waived where any part of a pylon sign is a minimum of 7.62m (25ft) from the back of curb.

ATTACHMENT

A. Letter from Turpin Kia

ATTACHMENT "A"



December 12, 2019

Mr. Lennox Smith – Chief Building Official
Town of Carleton Place
175 Bridge Street
Carleton Place, ON, K7C 2V8

Re: Kia at 10563 Trans-Canada Hwy, Carleton Place – proposed freestanding pylon sign

Dear Lennox

Please accept this as my formal request to allow the new proposed KIA freestanding pylon sign (drawing attached) to be permitted at the address noted above. Section 7.11.3 of the sign by-law states "The bottom of the sign shall not be closer than 2.5m from finished grade". The new proposed KIA pylon sign does not have any clearance from grade, it is fully clad / skirted design from grade up to top of sign.

KIA Canada is going thru a corporate re-brand across all its dealerships coast to coast. The new proposed KIA pylon sign is in keeping with this new corporate image design and is needed to maintain consistent signage branding across all dealership locations.

The existing 22' 6" tall KIA pylon sign on the property (see photo attached) would be removed and the new proposed 22' tall KIA pylon sign would be installed on the existing concrete base. In the exact same location as the existing pylon is now. A sign height reduction of 6" would result since the new proposed pylon sign is 6" shorter than the existing pylon sign. The existing KIA pylon sign does not have any clearance from grade and has not been a problem.

Also, just up the street, approx. 600m to the East is Ford Carleton Place dealership which also has an existing pylon sign (see photo attached) which does not have any clearance from grade to bottom of sign. That existing Ford pylon sign stands 32' tall (10 ft taller than the new proposed KIA pylon). I ask for your support to allow the new proposed KIA pylon sign to be permitted.
Thank you.

Fern Turpin
Turpin KIA

Turpin Dealership
O/A Turpin Kia
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