

## **COMMUNICATION 131086**

Received From: Lennox Smith, Chief Building Official  
Addressed To: Committee of the Whole  
Date: August 11, 2020  
Topic: Sign By-Law Amendment for Ground Signs

### **SUMMARY**

The Town's Sign By-law has been in effect since 2008. Since that time, some provisions have become outdated. Most recently, a sign project for a large scale multi-residential development was requested which did not meet the maximum sign sizes and allowances outlined within the By-law. With larger developments coming into Town and the introduction of full site complexes, the Sign By-law section on ground signs, residential signs and setbacks is in need of updating to be more in line with the actual development taking place within the community.

### **BACKGROUND**

The current Sign By-law 65-2008 was created when there was limited large multi-storey development taking place within the Town. Since the by-law was adopted, the Town has approved a number of multi-storey residential buildings. With a maximum sign height of 2.2m and area of 4.5m<sup>2</sup>, the signs being approved adjacent to these buildings are relatively small and are not proportional to the size of the buildings being constructed.

Additionally, the current Sign By-law does not permit larger signs on large scale and multi-unit apartment residential properties. Again, with the larger and multi-storied developments taking place, the requirement and allowance of one larger "complex ground sign" is both reasonable and practical for these builds. This type of signage is common around the City of Ottawa and builders that come to our community are looking to have common signage themes and sizes permitted for their large-level builds.

The third area in the Sign By-law which needs to be addressed is a restrictive requirement for setbacks for ground signs on corner lots. Traditionally corner lots are required to have clear sight triangles in accordance with the Development Permit By-law. The current Sign By-law requires a restrictive 3m setback for corner lots to be extended along the whole lot line that is part of a corner lot, in both directions. This is excessive and often unnecessary due the provisions already contained within the Development Permit By-law. Therefore, the current ground sign section could be altered to provide some realistic and acceptable relief.

In order to address the above issues, staff is recommending amendments to the Sign By-law as outlined Appendix A to this report. These amendments will:

- a. result in a sliding scale for signage for height and area;
- b. grant an allowance for larger signs when apartment/condo builds (or multiple builds on one lot) are proposed;
- c. permit more acceptable setbacks for ground signs
- d. provide more flexibility to developers to achieve proportional signage sizes and locations
- e. allow Carleton Place to remain attractive to new builders and developers with a proactive approach to signage allowances.

**FINANCIAL IMPLICATIONS**

There are no financial implications associated with the proposed Sign By-law Amendment for ground signs.

**STAFF RECOMMENDATION**

THAT Sign By-law 65-2008 be amended to update the ground sign provisions in accordance with the Chief Building Official's report dated August 11, 2020.

## APPENDIX A

### Add the following to By-law 65-2008:

- 6.14.4 Ground Signs for multi-tenant apartment/condo buildings and complexes may conform to Section 7.4 of this By-law.

### Update the Following on By-law 65-2008:

#### 7.4 Ground Signs

7.4.1. One ground sign per frontage may be erected between the building and lot line, provided that:

- a) The maximum sign area and height conforms to the chart below:

# of Storeys	Maximum Height	Maximum Area
1	Max 2.2m (7.2ft)	4.5m <sup>2</sup> (48.4ft <sup>2</sup> )
2	Max 2.5m (8.2ft)	5.0m <sup>2</sup> (53.8ft <sup>2</sup> )
3	Max 2.8m (9.2ft)	5.5m <sup>2</sup> (59.2ft <sup>2</sup> )
4 +	Max 3.1m (10.2ft)	6.0m <sup>2</sup> (64.6ft <sup>2</sup> )

- b) No part of the sign or its structural components may be closer than 1 meter from any lot line. In the case of a corner lot/property, no part of the sign or its structural components may be in the sight triangle as described in the Development Permit By-law of the Corporation of the Town of Carleton Place.