



Economic Development and Planning Committee

Tuesday, February 3, 2015, 5:30 pm
City Hall, Council Chambers

Committee Members

Councillor J. Baker, Chair
Councillor L. Bursey
Councillor M. Kalivas
Councillor D. LeSueur
Mayor D. Henderson,
Ex-Officio

Areas of Responsibility

Economic Development
Planning
Chamber of Commerce
DBIA
Heritage Brockville

Economic Development
Advisory Team
Museum Board
Library Board
Arts Centre
Tourism

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COMMITTEE AGENDA

Disclosure of Interest

Delegations and Presentations

Nil.

Correspondence

Nil.

Staff Reports

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1. 2015-015-02
Proposed Amendment To Sign By-Law 84-89,
1900 Parkedale Avenue, A & W Restaurant, Brockville
Owner: Calloway Reit Agent: R.D. Steele Construction

THAT City of Brockville Sign By-law 84-89 be amended to permit a ground sign to be installed at A&W Restaurant, 1900 Parkedale Avenue, with an electronic message board measuring 10.03 m2.

New Business - Reports from Members of Council

Nil.

Brainstorming

Consent Agenda

Adjournment

THAT the Economic Development and Planning Committee adjourned its meeting until the next regular meeting scheduled for March 3, 2015.

28Jan2015

**REPORT TO THE ECONOMIC DEVELOPMENT PLANNING COMMITTEE –
3 Feb 2015**

2015-015-02

**PROPOSED AMENDMENT TO SIGN BY-LAW 84-89
1900 PARKEDALE AVENUE
A & W RESTAURANT
OWNER: CALLOWAY REIT BROCKVILLE
AGENT: R.D. STEELE CONSTRUCTION**

**M. PASCOE MERKLEY
DIRECTOR OF PLANNING
ANDREW MCGINNIS
PLANNER II**

RECOMMENDATION:

THAT City of Brockville Sign By-law 84-89 be amended to permit a ground sign to be installed at A&W Restaurant, 1900 Parkedale Avenue, with an electronic message board measuring 10.03 m².

PURPOSE:

The purpose of this report is to provide recommendation on an application to consider an amendment to Sign By-law 84-89 respecting the property with municipal address 1900 Parkedale Avenue, City of Brockville.

The application requests that City of Brockville Sign By-law 84-89 be amended to permit a new ground sign to be installed at A&W Restaurant, 1900 Parkedale Avenue, with an electronic message board measuring 10.03 m².

BACKGROUND:

An application for Amendment to City of Brockville Sign By-law 84-89 has been received from Steve Marshall of R.D. Steele Construction, agent for Calloway REIT Brockville, owners of the subject property located at 1900 Parkedale Avenue, City of Brockville.

The proposed sign, as designed, is not permitted under Sign By-law 84-89, as amended. Amendment to Sign By-law 84-89 is requested to be granted by Council for the Corporation of the City of Brockville. The application requests the following amendment:

- To allow a new ground sign to be installed at A&W Restaurant, 1900 Parkedale Avenue, with an electronic message board measuring 10.03 m².

ANALYSIS:

Various sections of the Municipal Act provide municipalities with the authority to pass by-laws to control signage and other advertising devices. Signs within the Corporation of the City of Brockville are regulated under City of Brockville By-law 84-89, known as the "Sign By-law".

Proposed Amendment to Sign By-law 84-89**Applicant:** R.D. Steel Construction**Owner:** Calloway REIT Brockville

The application requests that City of Brockville Sign By-law 84-89 be amended to grant a site specific exemption to permit an electronic message sign measuring 10.03 m². The sign is proposed to be located on the north side of Parkedale Avenue, west of Broome Road. This sign is as a result of rebranding by A&W. The existing sign will be removed and replaced by the sign proposed in this application. **Schedules "A" and "B"** to this report identify the sign location and provide a sketch showing the details of the proposed sign.

The sign identifies "A&W" on both sides. The amendment requested is relating to the total area of the electronic message board only. The measurements of the main sign satisfy requirements under Section 8 of Sign By-law 84-89, as amended.

The proposed sign is to be constructed of a single support column system and double faced advertisement boards with an electronic message sign located on both sides and in the lower portion of the sign, see **Schedule "B"** attached.

The property is zoned C6-1 – Power Centre Special Exception Zone and designated as "Mixed Use and Commercial Area" within the "Mixed Use Node" under the City of Brockville Official Plan.

POLICY IMPLICATIONS:

1900 Parkedale Avenue is zoned C6-1 – Power Centre Special Exception Zone and is located on the north-west corner of Parkedale Avenue and Broome Road. The proposed sign meets all by-law regulations; however, it is to be of an illuminated and flashing display and therefore requires an amendment to be permitted.

By-law 84-89, as amended, Part 5, Section 5.10 states that *"Illuminated or luminous signs of an animated and/or flashing nature shall not be permitted."*

To-date, there have been ten (10) electronic message boards authorized within the City:

- 125 Stewart Boulevard, Brockville Shopping Centre (1999)
- 555 Stewart Boulevard, 1000 Islands Toyota (2001)
- 2510 Parkedale Avenue – Thousand Island Secondary School (2004)
- 2288 Parkedale Avenue, St. Lawrence College (2006)
- 103 Broome Road, Pro Oil Changers (2012)
- 2399 Parkedale Avenue, 1000 Islands Mall (2012)
- Central Avenue, St. Mary's Catholic School (2013)
- Parkedale and Millwood, Memorial Centre Sign (2013)
- 1515 Kensington Parkway, Academie Catholic Ange-Gabriel (2013)
- 2348 Parkedale Avenue, The Barley Mow (2014)

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Proposed Amendment to Sign By-law 84-89

Applicant: R.D. Steel Construction

Owner: Calloway REIT Brockville

The above noted signs were evaluated from safety, traffic, visibility, driver distraction and overhead clearance concerns. **Schedule "C-1"** and **Schedule "C-2"** to this report show photos of a similar sign in Kingston as well as photos of the subject property in Brockville.

The sign design and location as proposed has been circulated to the Operations Department, Environmental Services Department, and Building Services Division of the Planning Department, the Fire Department, Police Department and the Ministry of Transportation. No objections were received. However, a sign permit will be required for the installation of the sign from both the City of Brockville and the Ministry of Transportation, should Council approve the proposed amendment.

Staff would also like to inform Council that no off-site advertising is permitted within the Sign By-law. Therefore, should Council approve the proposed amendment, advertising pertaining to A&W is the only advertising permitted.


FINANCIAL CONSIDERATIONS:

All costs associated with this application and any further requirements are the responsibility of the Applicant.

CONCLUSION:

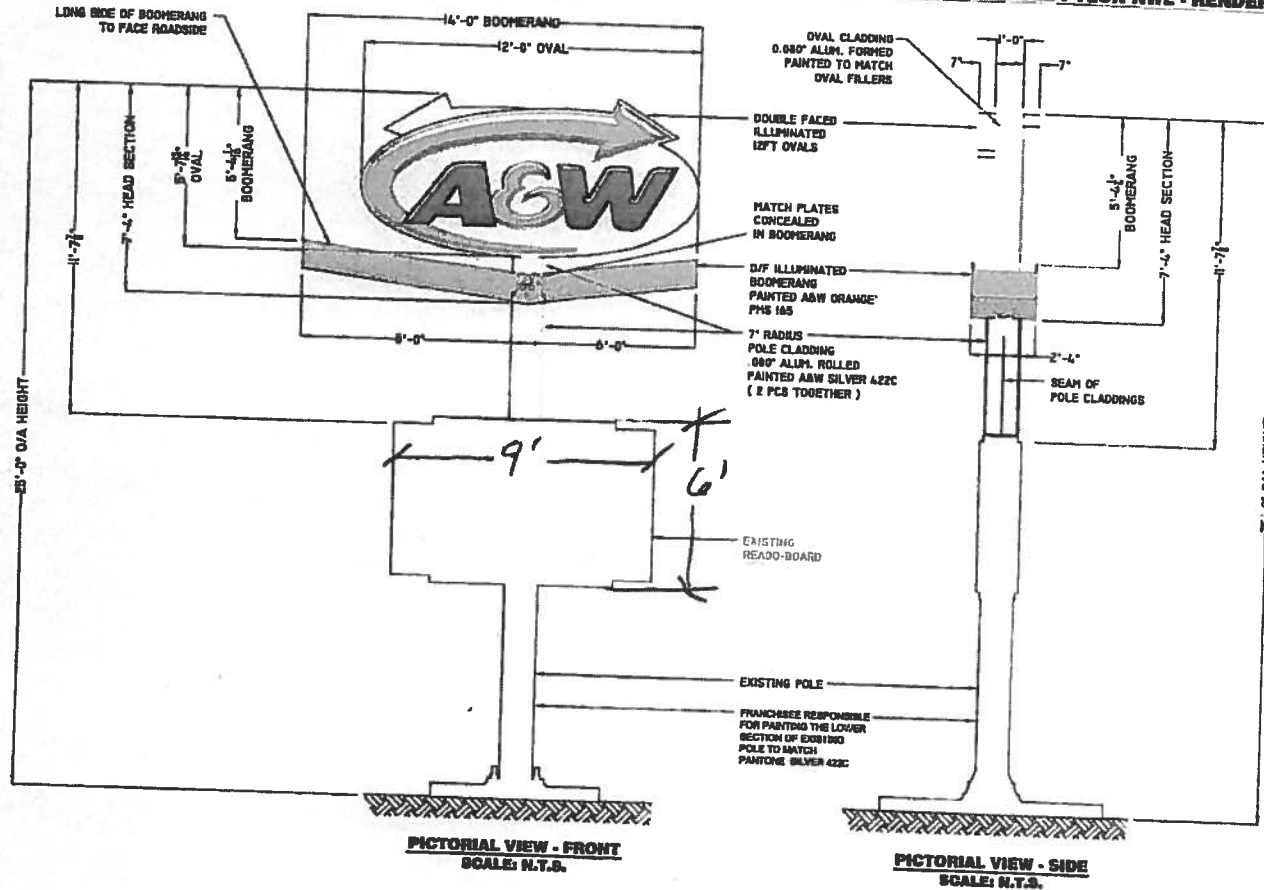
It is recommended that the proposed amendment to City of Brockville Sign By-law 84-89 be approved. The amendment is to allow a replacement ground sign to be installed at A&W Restaurant, 1900 Parkedale Avenue, with an electronic message board measuring 10.03 m². The proposed sign is similar to other approved electronic signage on lands within the City. This conclusion is provided in the recommendations section of this report.


for **M. Maureen Pascoe Merkley, MCIP, RPP**
Director of Planning


Andrew McGinnis, MCIP, RPP
Planner II

Bob Casselman
City Manager

AAW - RETROFIT HEAD SECTION FOR 25FT HIGH D/F ILLUMINATED SINGLE POLE PYLON NWL - RENDERING



ELECTRICAL LEFT OVAL (2X)
(2) F7ZT12DHO LAMPS
(2) F7ZT12DHO LAMPS
(2) F7ZT12DHO LAMPS
(4) F7ZT12DHO LAMPS
(12) F7ZT12DHO LAMPS
(4) F7ZT12DHO LAMPS
(4) E28B-1048-3BL BALLAST @ 3.80A EACH
(2) SINGLE POLE SWITCH
TOTAL LOAD: 14.88 AMP@120V
USE ONE 15A/120V CIRCUIT/B

ELECTRICAL BOOMERANG (2X)
(4) F7ZT12DHO LAMPS
(4) F7ZT12DHO LAMPS
(2) E28B-1048-3BL BALLAST @ 3.80A
(1) SINGLE POLE SWITCH
TOTAL LOAD: 7.20 AMP@120V
SHARE CIRCUITS WITH OVALS

ELECTRICAL TOTAL
(3) SINGLE POLE SWITCHES
TOTAL LOAD: 21.88 AMP@120V
USE THREE 15A/120V CIRCUITS/B

ELECTRICAL REQUIREMENTS:
EXISTING ELECTRICAL SERVICE (POWER & AMPERAGE) SHOULD BE VERIFIED PRIOR TO ORDER. CONTRACTOR IS RESPONSIBLE FOR ANY SERVICE UPGRADES TO MEET NEW PYLON REQUIREMENTS

DWG# G1000303 PAGE 1 OF 1 REV: 6

DWG FILE NAME:
AAW_RETROFIT_HEADSECTION_FOR_25FT_HHIGH_D/F_ILLUMINATED_SINGLE_POLE_PYLON_NWL_RENDERING
PROJECT NAME:



LOCATION:
VARIOUS
COLORS:
AS NOTED

NOTES:

- * DESIGN WIND LOAD: 33 PSF
- * STEEL ANGLES & PLATES TO BE CSA C40.J1-300W
- * HSS TO BE 60K J1-300W
- * STRUCTURAL ALUM. ALLOY IS 6061 T6
- * MOUNTING BOLTS TO BE ASTM A325
- * STABILIZER STL FASTENERS TO BE TYPE 304 OR 316
- * ALL WELDS TO BE PER CSA W59 & W59.2
- * WELDERS TO BE CERTIFIED UNDER W59.1 & W59.2
- * ANCHOR BOLTS TO BE MIN 44 KSI YIELD
- * CONCRETE TO BE 25MPa @ 28 DAYS
- * REBAR TO CSA G30.12M GRADE 400 OF 150 CONC
- * SOIL TO BE MOIST TO DRY WITH A FACTORED ULS BEARING RESISTANCE OF 150 MPa AND A FACTORED ULS PASSIVE LATERAL RESISTANCE OF 47.3 MPa/m (FOUR AGAINST UNROTATED 304)

PLANT MANAGER:

PRODUCTION COORDINATOR:

PRODUCTION MANAGER:

SALESPERSON/COORDINATOR:
JEN COTTON / LAURA BREND
CUSTOMER APPROVAL:

DESIGN HEAD APPROVAL:

DRAWN & REVIEWED BY:
D.W.

DATE: 06/05/10 SCALE: N.T.S.

Provincial

5	UPDATED WITH CURRENT INFORMATION			A.M.	MAR 15/11
4	REVISED WORD FROM 'AAW' TO 'PANTONE' ON MAIN POLE NOTE			K.M.	MAR 8/11
3	REVISED NOTE ON MAIN POLE			J.L.	MAR 8/11
2	NOTE FOR GC TO PAINT MAIN POLE			K.M.	FEB 9/11
1	MOVED MATCH PLATES ABOVE BOOMERANG			A.M.	AUG 20/10
REV	DESCRIPTION	PAGE #	NAME	DATE	

6	ADDED ELECTRICAL REQUIREMENTS AS PER CLIENT			D.W.	OCT 31/11
REV	DESCRIPTION	PAGE #	NAME	DATE	

THIS WORK HAS BEEN DESIGNED FOR CONSTRUCTION BY AND IS THE SOLE PROPERTY OF, PROVINCIAL SIGN SYSTEMS. ANY REFERENCE OR CREDIT FOR THIS WORK MUST RECEIVE PRIOR WRITTEN APPROVAL.

1688 Feldspar Court, Pickering, Ont. L1W 3R7
TEL: (905) 837-1701 FAX: (905) 837-1709

SCHEDULE "C-1" TO REPORT 2015-015-02



