
Committee Members

Councillor J. Baker, Chair
Councillor M. Kalivas
Councillor S. Williams
Mayor D. Henderson,
Ex-Officio

Areas of Responsibility

Economic Development
Planning
Chamber of Commerce
DBIA
Heritage Brockville

Museum Board
Library Board
Arts Centre
Tourism

Please note time change to 4:00 p.m.

Page

STAFF REPORTS

2-8

1. 2010-140-10
Proposed Amendment to Sign By-Law 84-89
For Somerville Frozen Foods
3026 Parkedale Ave. West
Owner: 1534458 Ontario Ltd.
Applicant: Steven & Jennifer Moore

CONSENT AGENDA

**30 Sept 2010
REPORT TO THE ECONOMIC DEVELOPMENT PLANNING COMMITTEE
5 OCTOBER 2010**

**2010-140-10
PROPOSED AMENDMENT TO SIGN BY-LAW 84-89
FOR SOMERVILLE FROZEN FOODS
3026 PARKEDALE AVE. WEST
OWNER: 1534458 ONTARIO LTD.
APPLICANT: STEVEN & JENNIFER MOORE**

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

RECOMMENDATION:

THAT the application to amend Sign By-law 84-89 to allow two (2) ground signs on the commercial property Somerville Frozen Foods, located at 3026 Parkedale Avenue, City of Brockville, be approved, subject to a site specific prohibition on portable signage otherwise permitted.

PURPOSE:

The purpose of this report is to provide recommendation on an application to consider a site-specific amendment to Sign By-law 84-89 to permit two (2) ground signs to be located at Somerville Frozen Foods, 3026 Parkedale Avenue West, Brockville.

BACKGROUND:

An application for Amendment to City of Brockville Sign By-law 84-89 has been received from Steven and Jennifer Moore, Somerville Frozen Foods, representing 1534458 Ontario Ltd., owner of the subject property located at 3026 Parkedale Avenue, City of Brockville.

Currently, retailer Somerville Frozen Foods is utilizing a number of advertising options on the property. There are two (2) awning signs on the building, a permanent ground sign that faces Kent Boulevard, a wagon sign (portable sign) that faces Parkedale Avenue (east and west) and a third sign (portable sign) located at the entrance off Parkedale Avenue (facing east and west), all of which advertise weekly/monthly specials. Photos of signs on the property are attached as **Schedule "C"** to this report.

The application requests that City of Brockville Sign By-law 84-89 be amended to allow a second ground sign (wagon) on this commercial property. The proposed sign location is shown on **Schedule "A"** to this report. Photographs of the proposed second ground sign are shown as **Schedule "B"** to this report. The third (portable) sign, located by the entrance is proposed to be removed.

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 City of Brockville

Proposed Amendment to Sign By-law 84-89**Applicant: Sommerville Frozen Foods****Owner: 1534458 Ontario Ltd./Steven & Jennifer Moore**

are regulated under City of Brockville By-law 84-89, as amended, known as the Sign By-law.

The location and types of signs permitted are established under Sign By-law 84-89, as amended. The applicant has requested permission for two (2) permanent ground signs on this commercial property.

The location proposed is in keeping with regulations set out in the sign by-law. However, the City of Brockville Sign By-law permits only one (1) ground sign per commercial property. The subject property is zoned C2A-X7-2 – General Commercial Arterial Site Specific Zone. Specifically, Sign By-law 84-89, Section 8.2 states, among others, that:

“Only one (1) ground sign may be erected on each street frontage of a place of business having a frontage of 30.5 metres (100 ft.) or more on each street”.

The Somerville Frozen Foods property has a frontage of 37.97 metres (124.6 feet) on Parkedale Ave. West, thus qualifying to have one ground sign installation.

As shown in the attached photos, **Schedule “B”**, it can be seen that the proposed second ground sign is currently being utilized for advertising to vehicles on Stewart Boulevard and Parkedale Avenue. The other existing ground sign faces Kent Boulevard to gain attention of passing vehicles. The third sign (portable) located at the entranceway is proposed to be removed.

Other signs for businesses in the area include large ground signs for Wendy’s Restaurant, Pizza Hut and fascia signs for Eastside Mario’s and Harvey’s.

It is understood that the proposed second ground sign (wagon) has been used for advertisement for many years. However, for this commercial site, there are a number of other means of advertisement available under the Sign By-law. Sommerville Farms could pursue one or all of the following options without need for amendment to the Sign By-law to permit the second ground sign:

1. Create one (1) ground sign to a maximum height of 9.0 metres (29.5 ft) with a total sign area of 27.75 square metres (300.0 sq. ft.);
2. A portable sign for a maximum of 3 months in addition to the one (1) permitted ground sign already on-site;
3. A banner not exceeding 5.75 square metres (60.0 sq. ft.) may be erected on a pole not exceeding 6.25 metres (20.0 ft) in height; and,
4. Panel or A-board sign with a maximum size of 1.5 square metres (16.0 sq. ft) per sign face, setback a minimum of 5.0 metres (17.0 feet) from the entranceway.

This application has been circulated internally for comment to Operations, Environmental Services, and Fire Departments, as well as to the Building Division of the Planning Dept. No concerns have been expressed.

Proposed Amendment to Sign By-law 84-89**Applicant: Sommerville Frozen Foods****Owner: 1534458 Ontario Ltd./Steven & Jennifer Moore**

Council has, in the past, accepted applications from other properties proposing other types of amendments to the Sign By-law and should not be concerned about setting a precedent in this instance, as the merits of each request should be examined individually at the time of application.

Planning staff believes that the removal of the third ground mounted (portable) sign, as proposed by the applicant, will enhance the appearance of the property by un-cluttering the front yard. With respect to the request to continue to have two ground signs, the business owners' interest in attracting potential customers by having a changeable ground sign oriented towards traffic on Stewart Blvd. is understood. Given the nature of this business district, the retention of two ground signs on this property, one oriented parallel to Parkedale Ave. W. and the other perpendicular to the street for visibility on Stewart Blvd., would not be detrimental to the aesthetics of the area.

It is recommended by Planning staff, however, that the approval of the requested amendment should only be considered if Council imposes a prohibition on the use of portable signage. It is believed that, if two permanent, changeable ground signs are allowed, sufficient space will be available for this retailer to promote itself and its products.

POLICY IMPLICATIONS:

The current Official Plan expresses the goal of encouraging the built form of commercial development to be consistent with sound urban design objectives and principles, and also the objective of promoting and maintaining high aesthetic, urban design and functional standards for commercial development.

FINANCIAL CONSIDERATIONS:

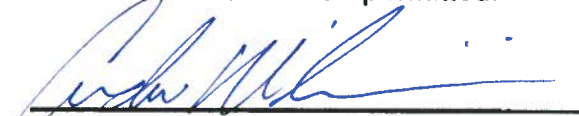
All costs for actions addressed under this report are the responsibility of the Applicant. If approved, a sign permit will be required with the associated fee of \$50.00 payable.

CONCLUSION:

The Planning Department supports the proposed amendment to allow two (2) ground signs at 3026 Parkedale Avenue, but suggests that Council restrict the use of other advertising opportunities, specifically portable signs, which would otherwise still be permitted.



M. Maureen Pascoe Merkley
Director of Planning



Andrew McGinnis
Planner II



Bob Casselman
City Manager

SCHEDULE "A"

EXISTING TREES TO REMAIN

To be GRADED AND SODDED

14.

CONC

HARVEY'S & SWISS CHALET I

EXISTING GROUND
SIGN

6.5 ft High
8 ft wide

EXISTING PORTABLE
SIGN TO BE
REMOVED →

PROPOSED 10-12 FE
WAGON HIGH
SIGN

Proposed DITCH INLET
(a of inlet to suit existing ditch grade)

HYDRO & TELEPHONE POLE

Proposed CBM
Tap : 3670
Inch : 319

ENT
ALE

ROAD TO BE REBUILT

AVENUE

SCHEDULE "B"
PHOTO TAKEN FROM NEIGHBOURING LOT

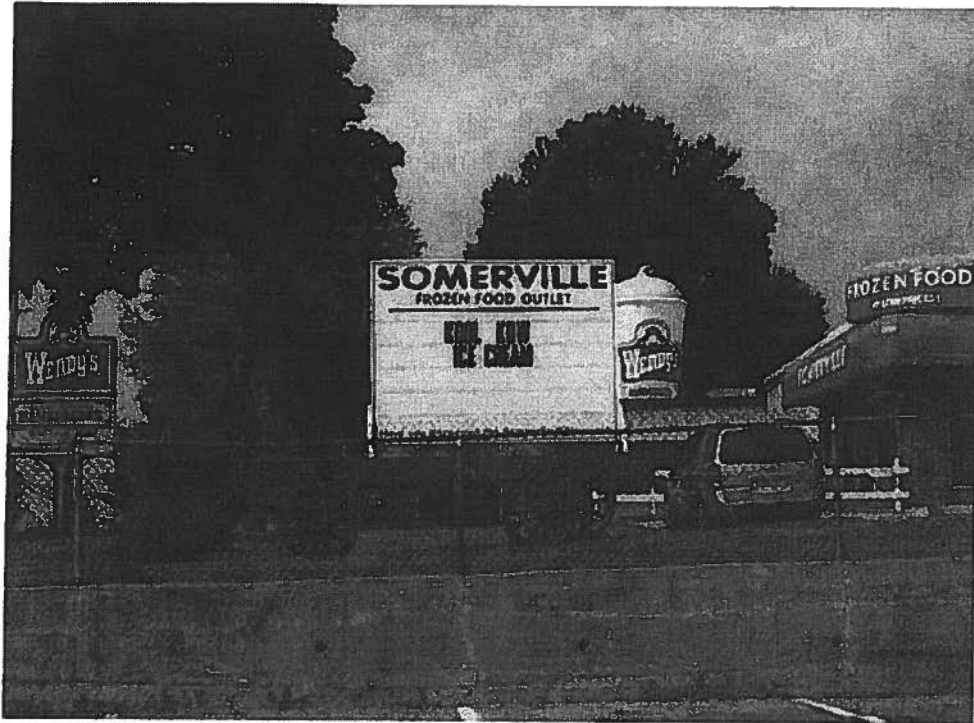
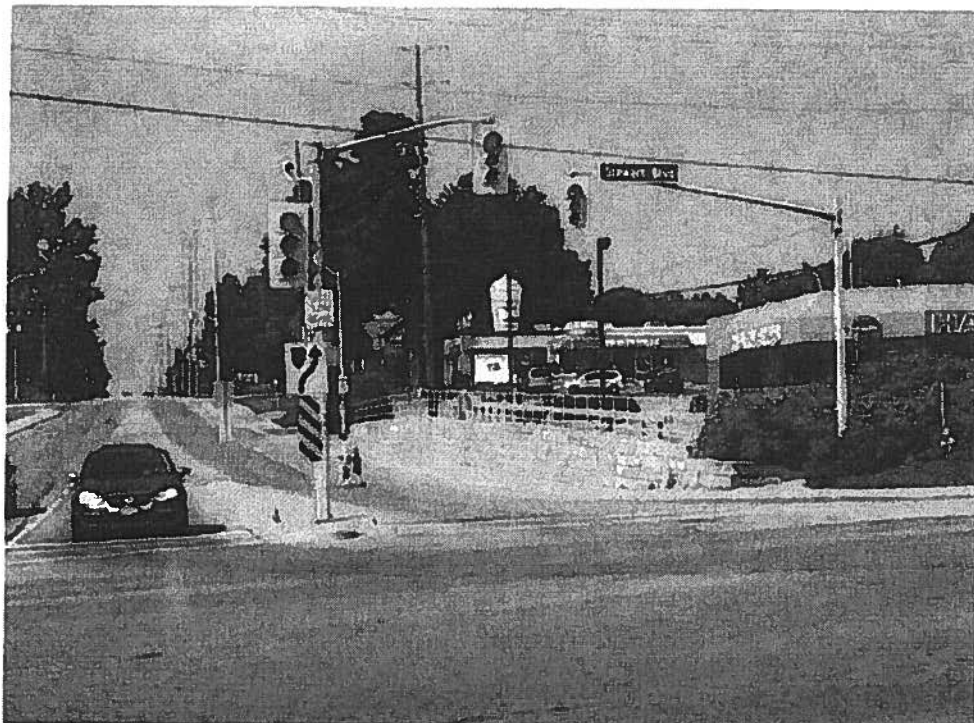
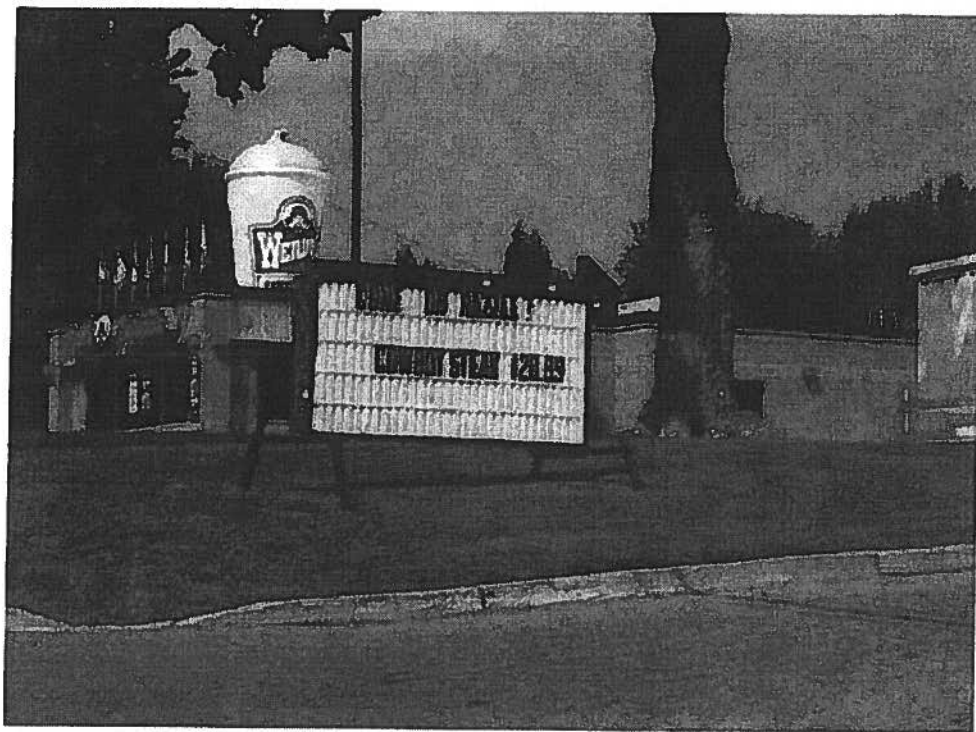


PHOTO TAKEN FROM STEWART BOULEVARD





M
M

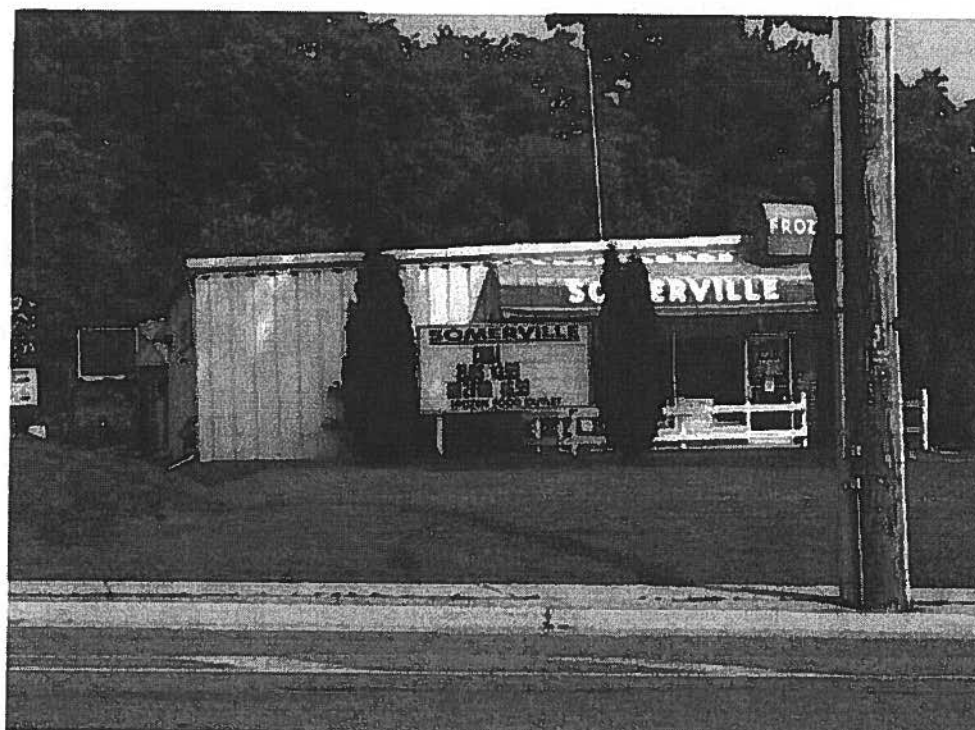


PHOTO TAKEN FROM NEIGHBOURING LOT

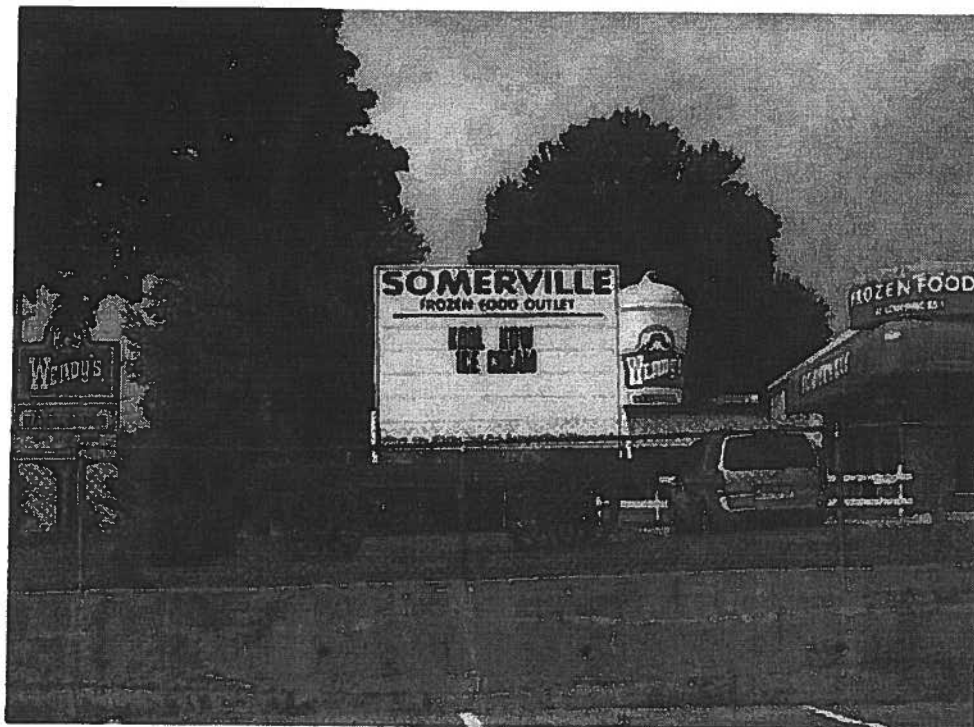


PHOTO OF SIGNS ON THE BUILDING FACE

