

Report to Council

Report Title:	43 Eastridge Road Sign By-law Variance Request		
Prepared By:	Dieter Wetz Building and Planning Manager/CBO		
Department:	By-Law Enforcement		
Date:	May 7, 2024		
Report Number:	BL2024-04	File Number:	C11BY, D13
Attachments:	Pylon Sign Conceptual Design, Site Plan prepared by Grit Engineering Inc.		

Recommendation:

That the Council of the Municipality of Brockton hereby receives Report Number BL2024-04 – 43 Eastridge Road Sign By-Law Variance Request, prepared by Dieter Wetz, Building and Planning Manager/CBO and in doing approves a By-Law coming forward for the purposes of granting the sign variance request with conditions as outlined in Option 1 of this report:

1. a) The Pylon (Pillar) Sign shall not be erected within 3.0m (9'10") of the property line
1. b) The Pylon (Pillar) Sign shall comply with Clauses a) and c) through e) of Municipal By-Law 2012-24,
1. c) All other provisions of Municipal By-Law 2012-24 as may be amended from time to time remain in effect. .

Report:

Background:

Property owner 2275710 ONTARIO LIMITED for 43 Eastridge Road has advised and made request on behalf of tenants for the installation a Pylon (Pillar) Sign at the subject property. The proposed Pylon (Pillar) Sign is compliant with all provisions of section 5.6 Pylon/Pillar Signs of Sign By-Law 2012-24 with the exception of clause 5.6. b) being "Shall not be erected within 2.0m (6'6") of any street line in a General Commercial Zone and not within 6.0m (20') of any street line in a Highway Commercial Zone or Industrial Zone." as the proposed location of the sign will be 3.0m from the property line (street line) in an Industrial Zoning.

Analysis:

An overall site plan noted the location of the proposed sign, and the conception design of the Pylon (Pillar) Sign are included as attachments to this report for Council's information purposes.

With respect to the location of the Pylon (Pillar) Sign and the proposed 3.0m, staff's opinion is that there will be no negative impacts with respect to the proposed sign location on the subject property. Staff reviewed and

considered the location of the proposed sign with respect to obstructed or impeded sight lines for ingress and egress to the subject property, the lot grading and drainage plan and the location of existing utilities i.e. location of above ground electrical conductors which are located on the opposite (northerly) side of Eastridge Road.

In considering the proposed sign variance request Municipal Staff present two options for Council's consideration:

1. The sign variance request with conditions is approved by Council for the proposed Pylon (Pillar) Sign at 43 Eastridge Road subject to the following:
 - a. The Pylon (Pillar) Sign shall not be erected within 3.0m (9'10") of the property line,
 - b. The Pylon (Pillar) Sign shall comply with Clauses a) and c) through e) of Municipal By-Law 2012-24, and
 - c. all other provisions of Municipal By-Law 2012-24 as may be amended from time to time remain in effect.
2. The sign variance request is not approved by Council;

Staff's recommendation to Council is to proceed with Option 1 and approve the sign variance request for the proposed Pylon (Pillar) Sign to be located at 43 Eastridge Road subject to the prescribed conditions.

Strategic Action Plan Checklist:

What aspect of the Brockton Strategic Action Plan does the content/recommendations in this report help advance?

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| • Recommendations help move the Municipality closer to its Vision | Yes |
| • Recommendations contribute to achieving Heritage, Culture, and Community | Yes |
| • Recommendations contribute to achieving Quality of Life | N/A |
| • Recommendations contribute to achieving Land Use Planning and the Natural Environment | Yes |
| • Recommendations contribute to achieving Economic Development | Yes |
| • Recommendations contribute to achieving Municipal Governance | Yes |

Financial Impacts/Source of Funding:

- Do the recommendations represent a sound financial investment from a sustainability perspective?
N/A

There are no financial investment impacts with respect to the Sign Variance request.

Reviewed By:



Trish Serratore, Chief Financial Officer

Respectfully Submitted by:



Dieter Wetz, Building and Planning Manager/CBO

Reviewed By:



Sonya Watson, Chief Administrative Officer