
MANAGEMENT REPORT

Date: May 25, 2023
To: Planning and Heritage Sub-committee
From: Kelton Frey, Municipal Law Enforcement Officer
Report #: PLA23-007
Attachments: 30 Queensland Sign Variance Application

Title: Proposed Exemption from Sign By-law 159-2004

Objective: To consider an exemption to the City of Stratford's Sign By-law 159-2004 for a construction site sign at 30 Queensland Road.

Background: Staff conducted a site inspection of an erected ground sign at 30 Queensland Road. Construction site signs do not need a Sign Permit but there are requirements in the size and location as per Sign By-law 159-2004. During the Site inspection the sign location was determined to conform with the requirements of the Sign By-law and is outside of the 12 m by 12 m visibility triangle. The size of the sign exceeds what is permitted in a residential zone.

Section 21.5 (b) of the sign bylaw state; "A construction site sign in areas zoned R1, R2, R3, R4, R5, MUR or A shall be non-illuminated with a sign area not exceeding 1.5m² (16 sq. ft.), shall be set back 1m from the street line and shall be removed from the construction site with sixty days of the completion of the project."

The sign face measures 8.93 m², a total of 7.43 m² over the allotted area. The applicant is seeking to have an amendment to the by-law for their sign's maximum sign area to be 8.93 m² per sign face.

Analysis: The sign is located on a large vacant parcel of land and is advertising the future development of the site. Staff do not have any concern with the sign location or size but recommend that a building permit would be required for this type of sign due to the height and size of the sign.

Financial Implications: There will be no financial implications should the staff recommendation be approved. Schedule "A" to the Sign By-law sets out fees for Sign Permits and Sign Variances. A total of \$654.00 has been collected as part of the variance application. There are no permit fees for construction site signs.

Alignment with Strategic Priorities

Strengthening our Plans, Strategies and Partnerships

Partnering with the community to make plans for our collective priorities in arts, culture, heritage and more. Communicating clearly with the public around our plans and activities.

Developing our Resources

Optimizing Stratford's physical assets and digital resources. Planning a sustainable future for Stratford's resources and environment.

Widening our Economic Opportunities

Strengthening Stratford's economy by developing, attracting and retaining a diversity of businesses and talent.

Alignment with One Planet Principles:

Equity and Local Economy

Creating safe, equitable places to live and work which support local prosperity and international fair trade.

Staff Recommendation: THAT the sign variance for one (1) Construction sign located at 30 Queensland Road be approved, subject to the owner applying and receiving a building permit for the sign as required in the Ontario Building Code.

Prepared by:

Kelton Frey, Municipal Law Enforcement Officer
Jonathan DeWeerd, Chief Building Official

Recommended by:

Taylor Crinklaw, Director of Infrastructure and
Development Services
Joan Thomson, Chief Administrative Officer