



2021 Division Road North
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Date: June 25, 2021

To: Mayor and Council

Author: Robert Brown, H. Ba, MCIP, RPP
Manager, Planning Services

RE: Application for Site Plan Amendment SPA/15/2021 by
Tay Inc.
200 Main St. E, Part of Lot 2, Concession 1 ED,
Part 2, RP 12R 26799

Report No.: PS 2021-037

RECOMMENDED ACTION

That Council:

Deny site plan amendment application SPA/15/2021 as submitted;

Approve site plan amendment application SPA/15/2021 for 200 Main St. E. for the installation of one (1) ground mounted sign subject to the following conditions:

Maximum height 4.2 m (14 ft.);

Front yard setback of 6 m (20 ft.), minimum

Side Yard setback 4.5 m (15 ft.), minimum;

Lighting associated with the sign must be dark sky compliant, full cut-off standard and include a timer to limit lighting to the hours of 7am to 10 pm daily;

The signage be limited to the display of tenants located in the building and the name of the building only, and

Authorize the Mayor and Clerk to sign the agreement and register said agreement on title.

BACKGROUND

The subject property is a 0.58 ha (1.43 ac.) lot with an existing new medical centre. The building on the site was recently completed and is now going through a number of internal fit-ups to house various tenants. The original site plan approval on the property did include provisions for a small ground level sign near the entrance to identify the building. The amended approval did not show any type of sign for the property. The applicant has submitted plans for a ground-mounted sign to be located in the southwest corner of the property which would include space for the address and building name along with a listing of tenants. Amendment of the approved plan is required to permit the proposed signage.

DISCUSSION

1.0 Provincial Policy Statement

There are no issues of Provincial significance raised by this application.

2.0 Official Plan

The subject property is designated 'Residential' and subject to the policies under Section 3.6.1 of the Official Plan for the Town of Kingsville.

Comment: The original development was permitted on the basis that it was supportive of the surrounding area and was being developed in combination with a multi residential use to the rear. This still remains valid however it is also important to keep in mind that the property is designated residential and has limitations on the scale of any commercial development. The addition of the proposed ground mounted sign in its current configuration is not consistent with signage that would be associated with a supportive commercial use on a residentially designated property.

3.0 Comprehensive Zoning By-Law – Town of Kingsville

The subject property is zoned 'Residential Urban Zone 4 Urban, Exception 2, (R4.1-2)' which permits the following:

- Two Apartment Buildings – (maximum 60 units per building)
- A Medical Clinic
- Office
- Personal Service Shop
- Accessory Retail or Pharmacy
- Buildings and structures accessory to the Main Use

Signage is not regulated by the zoning by-law. Placement is generally regulated through the site plan approval process.

4.0 Site Plan

The original site plan approval for the single-storey medical clinic building did include a ground-mounted sign near the front entrance of the building however no specific details were provided at the time and no plans were submitted. The amendment to address the addition of the second-storey did not include any form of standalone signage for the property.

The proposed sign would be located in the southwest corner of the lot (Appendix A) closest to the high school property. It measures 3.65 ft. (12 ft.) wide and 6 m (20 ft.) in height with space for various tenants along with the name of the building itself. (Appendix B) The design is consistent with the exterior look of the medical clinic and is proposed to be back lite behind the individual tenant panels.

The setback of the sign from the west lot line is consistent with the setback for the main building and the sign is located outside of the recommended site visibility triangle at the access. However, it is recommended that the sign setback from the front property line be increased to a minimum of 6 m (20 ft.) to safeguard against impacts to any redevelopment on the high school property in the future, prevent impact to future road improvements and decrease impact to the streetscape. It is further recommended that the size of the sign be reduced to a maximum of 4.2 m (14 ft.). It is also important that any lighting of the sign needs to be dark sky complaint, full cut-off and include a timer which shuts any lighting of the sign off between 10 pm and 7 am. Although the design of the sign does not illustrate any provisions for advertising or message boards the sign should be limited to tenants located in the building and the name of the building itself only.

LINK TO STRATEGIC PLAN

Support growth of the business community.

Link to Council 2021-2022 Priorities

- COVID-19 and the health and safety of the community
- Customer Service: Training, Technology, Staff, Review Standards/Level of service
- Housing: Affordability (lot sizes, developer incentives, second dwellings, density, etc.)
- Greenhouse: lights & dark sky, odours (site plan compliance, bylaws, other tools)
- Programming Increase: Youth and Seniors
- A development plan for Downtown Kingsville / Main Street
- Financial savings: Schools closings, Migration Hall
- Economic Development: strengthen tourism/hospitality
- COVID - economic recovery

- Communications: Strategy – Policy (social media), Website refresh and other tools, Public engagement
- Housing: Migrant Worker Housing – Inspections (Building/Fire), regulate, reduce, or increase
- Committees / Boards: Review and Report
- Policy Update: Procedural Bylaw
- Economic Development: diversify the economy, create local jobs, industrial, Cottam
- Infrastructure (non-Municipal): Union Water expansion & governance
- Infrastructure (Municipal): Asset Management Plan update, the infrastructure funding deficit
- No direct link to Council priorities

FINANCIAL CONSIDERATIONS

There are no financial implications for the proposed amendment.

CONSULTATIONS

The addition of signage to an approved site plan is generally only reviewed internally. No external agencies were circulated for comment.

1) Technical Advisory Committee

Building Services will require submission of a building permit application for review and approval.

The Technical Advisory Committee is in agreement with the recommended reduction in the overall sign size and placement. They are also supportive of the limitation for lighting requirements associated with the proposed sign.

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