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**Date:** August 20, 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 2021-060 - Supplemental

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## **RECOMMENDED ACTION**

That Council:

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 of 3.65 m (12 ft.);

Front yard setback of 7.62 m (25 ft.), minimum;

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

Lighting associated with the sign must be dark sky complaint and 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 amending agreement and register said amendment on title.

## **BACKGROUND**

The subject property is a 0.58 ha (1.43 ac.) lot with an existing new medical centre. Following internal review, discussion and multiple revisions with the applicant, a report was presented at the July 12, 2021 meeting of Council outlining the details of a proposed ground mounted sign. The recommendation to Council was for denial of the application and sign as presented. An alternative was recommended however was not considered as there was no supporting material presented at the time for Council to review. The applicant has since reduced the height and revised the setback of the sign for consideration of Council. Amendment of the approved plan is required to permit the proposed revised 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 revised size and placement of the ground-mounted sign is in keeping with the other signage in the area and more considerate of the mixed-use make-up of the area in question.

### **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 revised proposal for the sign remains located in the southwest corner of the lot closest to the high school property (See Appendix A). The following changes have been included in the amended proposal:

- The setback of the sign from the west lot line has been moved from 3.28 m (10 ft.) to 7.62 m (25 ft.) from the front lot line which is more in line with the setback of the main building on the site. This increase safeguards future road improvements and decreases impact to the streetscape.
- The amended sign has been reduced from 6.1m (20 ft) in height to 3.65m (12 ft) in height. It measures 4 m (13 ft.) wide (org. 3.65 m (12 ft.)). The height of the sign is now consistent with existing signs to the east at Chartwell and west at the high school.
- The proposed sign remains consistent with the exterior look of the medical clinic. It includes panels for various tenants and the name of the building itself. It is proposed to be backlit behind the individual tenant panels. Lighting will 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.
- Signage will be limited to tenants located in the building and the name of the building only. No advertising or message boards will be permitted (the proposed design also does not show any advertising or message boards).

### 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 was in agreement with the recommended reduction in the overall sign size and placement in the initial report to Council. TAC remains supportive of the now further reduced size and increased setback. They also remain supportive of the limitation for lighting requirements associated with the proposed sign.

*Robert Brown*

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