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TO:	CHAIR AND MEMBERS PUBLIC SAFETY COMMITTEE TUESDAY MARCH 6, 2012 AT 4:45PM
FROM:	GEORGE KOTSIFAS, P. ENG. DIRECTOR OF BUILDING CONTROLS
SUBJECT:	REQUEST BY: INFO-TECH RESEARCH GROUP FOR BANNER SIGNS TO BE INSTALLED ON UTILITY POLES AT 602 QUEENS AVENUE

RECOMMENDATION

That, on the recommendation of the Director of Building Controls:

- a) Should an application be submitted by Info-Tech Research Group to permit the placement of four permanent flag pole banner signs each 2.32m² (24.9ft²) in sign face area to be displayed on hydro poles fronting onto the property at 602 Queens Avenue and Adelaide Street, this **BE REFUSED**; and
- b) The balance of this report **BE RECEIVED** for information purposes.

PURPOSE AND EFFECT OF RECOMMENDED ACTION

To assist Council in its decision, the report below is provided for information purposes.

Under the Sign and Canopy By-law, Part 10.1 "Prohibited Signs":

"(k) a sign, other than an official sign, that is located on a road allowance and attached to any utility pole or to any other official sign structure, unless such attachment is authorized by Council or any other body having jurisdiction in the matter."

Staff have recommended refusal of the proposed signage for the following reasons:

1. The intent of the City's Sign and Canopy By-law is to create fair and equitable regulations for the display of signs. The variance procedure is available to accommodate proposals that cannot comply with the regulations of the By-law due to extenuating circumstances or hardships. This proposal is a "prohibition" under the Sign and Canopy By-law and the applicant has not provided any hardships that would necessitate support or justification to provide relief from the By-law. Staff do not consider the sole desire to display additional signage as justification to support an application for permits for this type of signage and a variance application would be required if permits were to be submitted. The proposal is for 4.64m² (49.9ft²) of sign face area per street frontage attached to hydro poles whereas the By-law only permits 2.0m² (21.5ft²) per frontage and prohibits the attachment to any utility pole. The "prohibition" and the substantial increase in sign area are not considered minor in nature and the attachment to utility poles is required to be authorized by Council.
2. There is one existing ground sign on the property 2.8m² (30.1ft²) in sign face area; the maximum allowable on private property is 3.0m² (32.2ft²). Additional ground signage located within the road allowance would exceed the already maximum allowable ground sign face area of 2.0m² (21.5ft²) for signage located on the road allowance as well as the maximum permitted for Group 2 uses on private property with a proposal of 4.64m² of additional signage per street frontage.

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3. In addition to the existing ground signage, there is the possibility that additional projecting wall signage could be contemplated. There is a maximum of 5.0m² (53.8ft²) of allowable sign face area for projecting wall signs available for this location. Currently there are no projecting wall signs.
4. There is also a provision in the Sign & Canopy By-law that would permit 7.0m² (75.3ft²) of additional facial wall signage. There are no facial wall signs currently installed.

OTHER DEPARTMENT OR AGENCY COMMENTS/REQUIREMENTS

- London Hydro**
London Hydro had several requirements that needed to be met before permission would be granted to install the proposed signage;

 - i. The bracket holding the banner shall be attached to the poles by lag or screw and have holes drilled through the poles;
 - ii. The banner needs to be in a position where it does not interfere with traffic and maintains proper road clearance;
 - iii. The materials need to be maintained and inspected on a regular basis;
 - iv. Any damage to the poles as a result of these signs will be at the sign owner of 602 Queens Avenue's responsibility and expense.

- City of London Heritage Planner**
The building is designated under the Ontario Heritage Act, and is located within the East Woodfield Heritage Conservation District. The City's Heritage Planner provided the following comment;

 - i. The Heritage Guidelines for East Woodfield are silent on matters of signage so there would be no need for a heritage alteration application and permit.

- City of London Transportation Engineering**
Transportation recommends that a single span option towards the sidewalk in order to avoid overhangs onto the road surface be contemplated.

 - i. The width of each sign is approximately 0.76m (2.5ft), it is recommended that because there is less than 0.6m (2ft) from the road that either smaller signs are proposed or a single span of sign towards the sidewalk be considered.

- Other Municipalities**
The Building Division researched other municipalities as to whether or not their Sign By-law permitted signs on utility poles; the following list identifies their positions.

Burlington	Prohibited unless approved by City or Region
Mississauga	Prohibited unless approved by City
Ottawa	Prohibited unless approved by Deputy City Manager and only to promote a neighbourhood or a major special event
Sudbury	Prohibited unless approved by the Deputy City Manager and only placed for the purpose of informing the public of an event and only for 21 days
Waterloo	Prohibited unless permits are issued and agreements entered into with the City of Waterloo
Windsor	Prohibited unless approved by Council with permits and a performance bond and only for a temporary time period

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BACKGROUND

Signs attached to a utility pole are a prohibition under Part 10.1 (k) of the Sign and Canopy By-law unless the attachment is approved by Council.

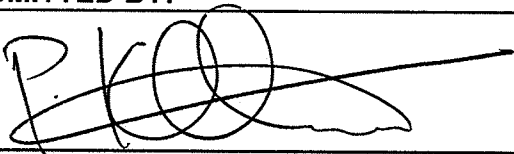
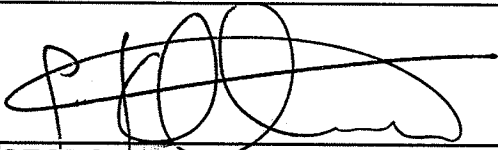
A total of one ground sign per frontage on the premise with a maximum sign face area of 2.0m² (21.5ft²), 1.5m (4.92ft) in height and not less than 0.6m (2.0ft) from the travelled portion of the road would be permitted under the current provisions of the Sign and canopy By-law. The applicant is proposing two signs per frontage 2.32m² (24.97ft²) in sign face area, 4.6m (15.09ft) in height and 0.3m (0.98ft) from the travelled portion of the road attached to poles belonging to London Hydro.

Should Council grant approval, the following variances to the Sign and Canopy By-law would be required to be granted.

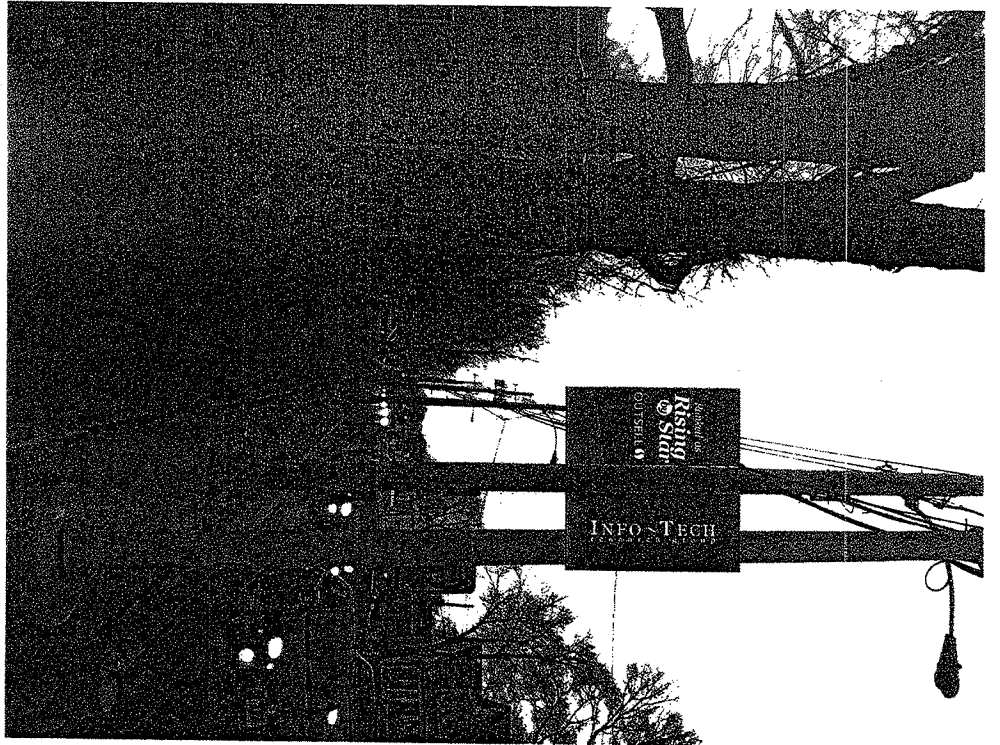
Information concerning the required variances are summarized in the following Table:

	By-law Regulation	Proposed Signage	Variance Required
Maximum Sign Face Area	2m ² per frontage	2.32 m ²	0.32 m ² sign face area per sign*
Maximum Sign Height from Grade	1.5m	4.6m	3.1m in height*
Number of Signs	One per frontage	Two per frontage	One additional sign*
Location	Not less than 0.6m from the travelled portion of the road	0.3m from the travelled portion of the road	0.3m from the travelled portion of the road*
Clearance from Vehicle Travel Areas	Between grade and the bottom of the overhanging sign 4.25m	4.25m along Adelaide Street, 3.65m along Queens Avenue	0.6m along Queens Avenue*

* Denotes variances required.

SUBMITTED BY:	RECOMMENDED BY:
	
PETER KOKKOROS, P.ENG. DEPUTY CHIEF BUILDING OFFICIAL, MANAGER, BUILDING PERMITS	GEORGE KOTSIFAS, P.ENG. DIRECTOR OF BUILDING CONTROLS

APPENDIX 'A'



Adelaide St. Poles

Description:

File Name:

Approved

Note Changes & Make Signs

Note Changes & Show New Proof

PROOF APPROVAL FOR PRINTING

Read proof carefully. You are responsible for verification. Any changes, errors or corrections noted by you after printing will be at your expense.

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