



<b>Subject:</b>	Sign Variance Application by Up Cannabis CN: 3-5-03-02 Application: PRSG201900327
<b>To:</b>	Planning & Economic Development Committee
<b>From:</b>	Planning and Development Department

<b>Report Number:</b>	PD-56-19
<b>Wards Affected:</b>	Ward 2
<b>Date to Committee:</b>	Monday, July 15, 2019
<b>Date to Council:</b>	Monday, July 22, 2019

### **Recommendation:**

Council approve the sign variance application in the name of Up Cannabis to permit the installation of a new ground sign and an illuminated wall sign and is only valid for the existing uses on the site.

### **Purpose:**

The purpose of this report is to provide a recommendation to Committee and Council regarding a sign variance application. Applicants can submit an application for a sign variance if the proposed sign does not comply with the Town's Sign By-law No. 05-60. Council may authorize sign variances from the By-law if in the opinion of Council, the general intent and purpose of the By-law is maintained.

### **Background:**

The subject property, known as Up Cannabis, is located on the South Service Road and the west side of Durham Road. The lands are composed of part of Lot 23, Concession 1, in the former Township of Clinton. Currently the site contains a substantial greenhouse operation and is zoned for agricultural purposes. An application for a sign variance was received on June 11, 2019 from Steel Art Signs. The proposed two signs are ground and illuminated wall signs which advertises the location of the business to vehicles travelling on the QEW.

## **Report:**

The first variance requested is an illuminated wall sign A. Section 4.2.2 of the Sign By-law does not allow illuminated signs in an agricultural zone. The proposed wall sign will replace a previous larger wall sign in the same general location which has since been removed. The second request is for a ground sign B of 14.8 sq.m. (159 sq.ft.) whereas 4 sq.m. (43 sq.ft) is permitted. The requested increased face area is compatible with the site and surrounding area and would not pose negative impacts.

## **Financial, Legal, Staff Considerations:**

Financial: There are no financial implications anticipated as a result of the consideration of this report.

Staffing: There are no additional staffing requirements anticipated because of the consideration of this report.

Legal: There are no legal considerations as a result of the consideration of this report.

## **Public Engagement Matters:**

The sign variance application was circulated to relevant Town Departments. As a result of this circulation, no adverse comments were received. The Public Works Department has viewed the property taking into consideration visibility and sight lines and have advised that they have no objections. The applicant has received the required permits from the Ministry of Transportation.

## **Conclusion:**

The Sign By-law regulations are intended to provide businesses with adequate means of identification while ensuring the signage does not negatively impact public safety. Staff is of the opinion that the proposed sign variances are within the general intent of the Sign By-law based on the uses of the surrounding properties. Staff recommends that the application be approved subject to the proposed condition included in the recommendation.

Respectfully submitted,

Andrew Greenaway, C.B.C.O  
Chief Building Official

## **Appendices:**

Appendix A Applicant's Letter  
Appendix B Sign A Elevation  
Appendix C Sign B Elevation  
Appendix D Location Sketch

**Notification:**

The applicant will be notified of Council's decision.

**Report Approval:**

The report has been approved by the Director of Planning and Development Department and the Chief Administrative Officer.



130 Performance Drive, Richmond Hill, Ontario, L4S 0H5  
Ph: 905-474-1678 | Fax: 905-474-5155

June 14th, 2019

**City Council**

Town of Lincoln  
4800 South Service Road  
Beamsville, ON L0R 1B1

**Re: Up Cannabis - Sign Variance**

Good Day,

Steel Art Signs Corp., on behalf of Up Cannabis, requests a minor variance from the sign Bylaw from the following sections: (Regulations have been summarized).

**By- Law No. 05-60 Section 5.4.1 (b) (ii) – Ground Sign Provisions**

Maximum permitted area: 4 square meters (43.06 square feet) per face

**By- Law No. 05-60 Section 4.2.2 (h)**

Allows an illuminated wall sign in an agricultural zone.

Ground signs are of a class that is permitted in this sign district while wall signs are permitted under some circumstances in agricultural districts. We believe that the variances requested, related to the size, type and illumination of the proposed signs, are warranted based on physical circumstances applicable to this development.

The proposed ground sign has a sign area of 14.86 sq. m per side, while only 4 sq. m sign area is permitted per side. The larger sign area, which we believe to be necessary, will allow visibility from the adjacent highway.

The proposed wall sign variance is to allow a permanent, illuminated sign and is warranted as this is a large, multi-building facility which requires a wall sign to help guide customers to the main entrance.

Both proposed signs would help direct visitors (day or night), reducing traffic congestion, allowing for brand recognition and in general provide an enhanced customer service experience.

In addition, we believe both proposed signs are proportioned appropriately for the size of the buildings, site development, other features on the property and in keeping with the surrounding area. The proposed wall sign is contained within the building extremities and does not extend beyond the limits of the wall. The ground sign is sufficiently set back, designed to be distinct, yet fit in with the surrounding area and as such, we believe that neither of the proposed signs will alter the essential character of the area, they will not adversely affect adjacent properties and will not adversely affect public interest and therefore a minor variance should be granted.

In our opinion the proposal shows full regard and respect for the intent of the sign-by-law, while also showing deference to the community's needs. Up Cannabis has been a part of this community for years, creating many good jobs and providing a great service to their customers; we are asking for an amendment to the by-law in order to help Up Cannabis to improve the services it strives to provide the community.

Kind regards,

**TARAN KAUR** | Permits Coordinator | [tkaur@steelart.com](mailto:tkaur@steelart.com)

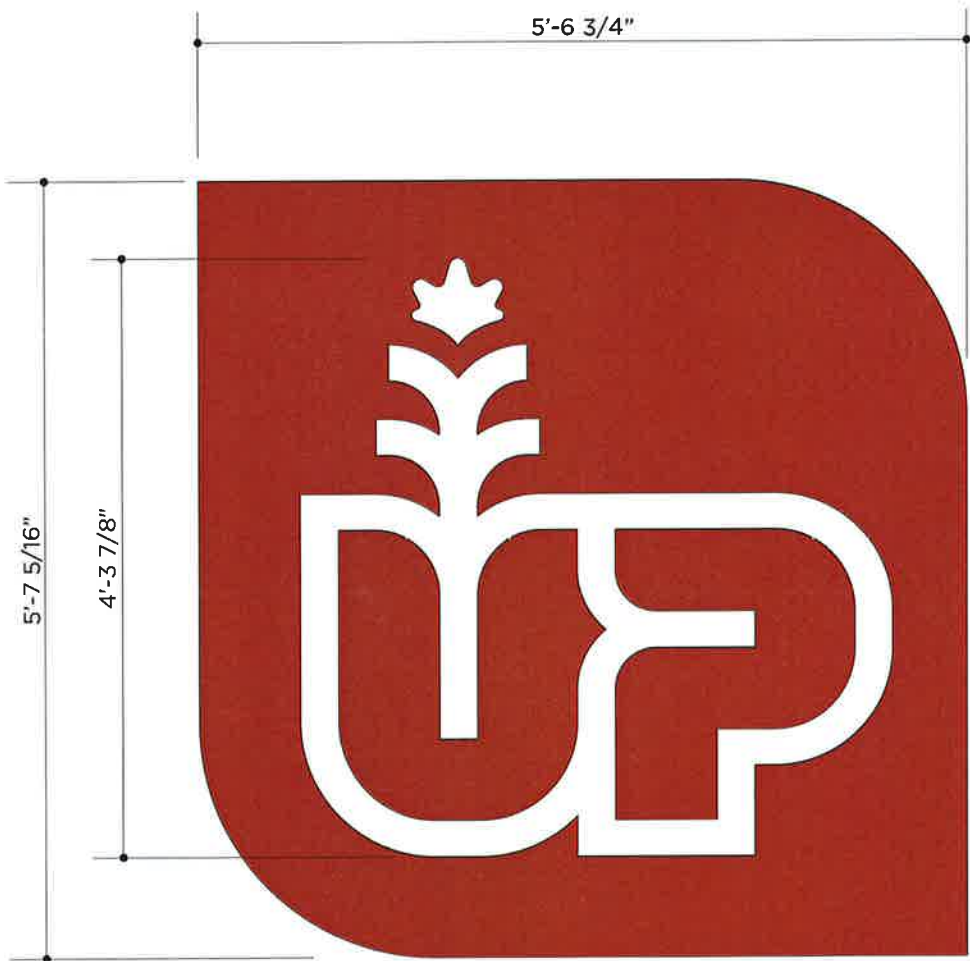
D: 905-883-3297 | TF: 1-800-263-0109 x 313 | F: 905-474-0515

A: 130 Performance Drive | Richmond Hill, ON | L4S 0H5

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SIGN A



Graphics Layout  
Scale: 3/4"=1'-0"

- S/F ILLUMINATED WALL SIGN**
- 1/8" THK ALUM FACE PAINTED PINK INCISED FOR 1/2" THK CLEAR ACRYLIC PUSH THRU GRAPHICS BACKED UP WITH TRANS WHITE VINYL SECOND SURFACE.
  - MOUNTED TO BACKER PANEL w/ 2" SPACERS
  - STEEL BACKER SUPPORT PANEL THRU BOLTED TO INTERIOR SPACE WITH MATCHING BACKER SUPPORT
  - BACKER PANEL PAINTED 1 COLOUR (TBD)



Sign Location

**steel art**  
signs

130  
Performance Dr  
Richmond Hill  
Ontario  
L4S 0H5  
905.474.1678  
905.474.0515  
www.steelart.com

Client

ASTOUND

Location

UP Cannabis

Project Title

Sign Type(s)

S/F Illuminated Wall Sign

Scale	Date
as noted	03.07.2019

Drawn	Approved
jc/jg	/

Drawing No.	Revision
JC 19045-C	0

Revision Notes		
No.	Description	Date
0		00.00.2019

Approvals:

x:  
Approved By:

x:  
Date:

PAINTED TO MATCH  
PMS 207C

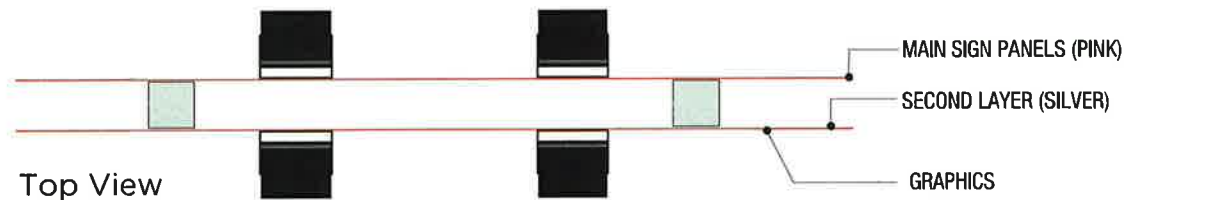
PAINTED SILVER

ALL COLOURS/GRAPHICS  
TO BE APPROVED OR  
PROVIDED BY CLIENT

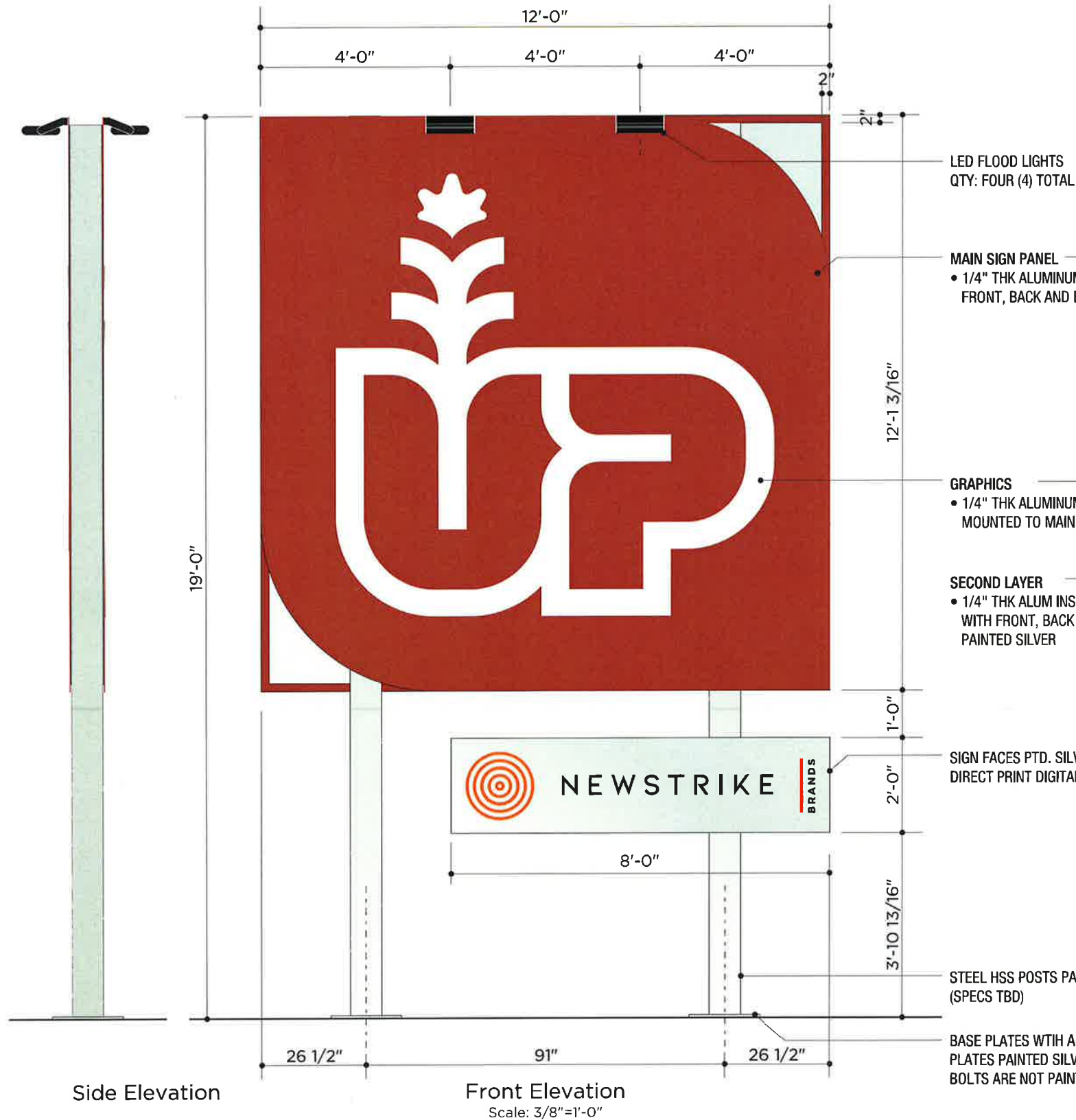
\*\*\* SITE CHECK REQUIRED



**SIGN B**



**TOTAL PROPOSED SIGN AREA:**  
**MAIN:** 3.658 m h X 3.658 m w = 13.38 sq. m  
**RYDER:** 0.610 m h X 2.438 m w = 1.487 sq. m  
**TOTAL PROPOSED SIGN AREA:**  
13.38 sq. m + 1.487 m w = 14.86 sq. m  
**OVER ALL HEIGHT: 5.861 m**



**steel art**  
**signs**

130  
Performance Dr  
Richmond Hill  
Ontario  
L4S 0H5  
905.474.1678  
905.474.0515  
www.steelart.com

Client

ASTOUND

Location

UP Cannabis

Project Title

Sign Type(s)

D/F Non-Illuminated Pylon Sign

Scale

as noted

Drawn

jc/jg

Drawing No.

JC 19045-A-1

Revision Notes

No. Description Date

1 - update notations / details 03.12.2019

Approvals:

X:

Approved By:

X:

Date:

PAINTED TO MATCH  
PMS 207C

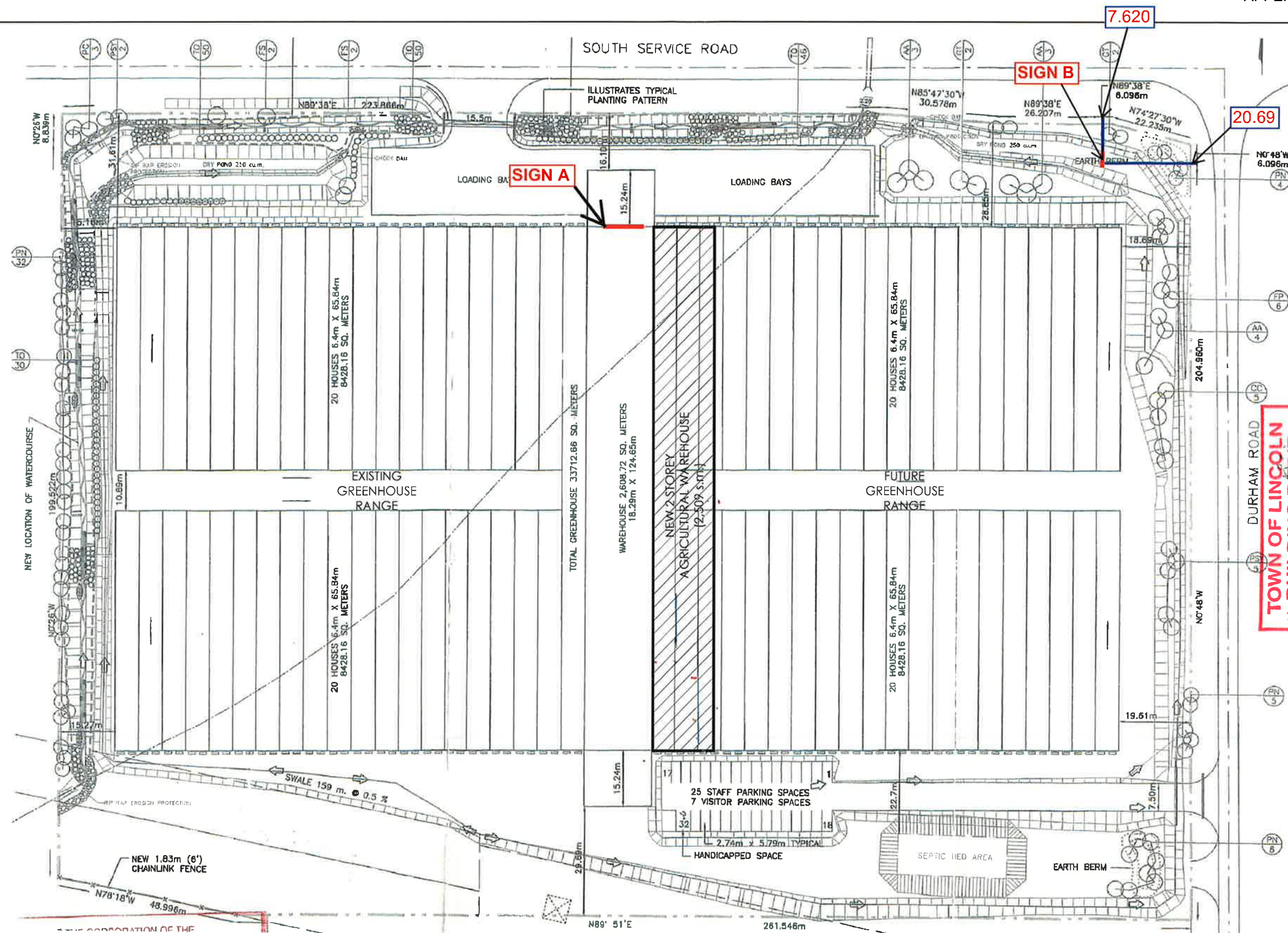
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\*\*\* SITE CHECK REQUIRED

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**SITE PLAN**  
SCALE: 1:500



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Any discrepancies or inconsistencies contained within the drawings are to be reported to the Architect prior to the commencement of any construction of related work. The contractor is responsible to verify all dimensions.

Drawings are to be used for construction only when noted as for construction in the Revision box on each sheet and only if signed and sealed by the Architect.

Drawings are not to be scaled.



PROJECT TITLE:  
New Warehouse Addition to:  
**UP CANNABIS**  
4670 South Service Road  
Beamsville, ON

REV.	DESCRIPTION	DATE	BY
1	ISSUED FOR BUILDING PERMIT	11-05-18	J.B.

DRAWING TITLE:  
**SITE PLAN  
KEY PLAN**

DRAWN:  
J.B.  
CHECKED:  
J.B.  
PROJECT #:  
1804  
DATE:  
MAY - 2018

DRAWING #:  
**A1-1**  
PAGE:  
1