

APPENDIX C

The Town of Oakville
Municipal Enforcement Services
1225 Trafalgar Road
Oakville, ON, L6H 0H3

March 9th, 2021

Re: Farm Boy – 2441 Lakeshore Road West – Request for Sign Variance

To whom it may concern,

Please accept the following in addition to the provided drawings in support of the proposed Sign Variance Application for the storefront sign proposed on the west elevation the Farm Boy retail building located at 2441 Lakeshore Road West.

Planning Status of the Property

The Subject Lands are designated under “Mixed Use” under the Town of Oakville’s Livable Oakville Plan, which supports areas where residential, commercial and office uses are integrated in a compact urban form at higher development intensities. Mixed Use areas are to be pedestrian-friendly and transit-supportive. The Town of Oakville Zoning By-law 2014-014 applies to the site and zones the location as “Urban Core” under the “Mixed Use” zone category, which permits a variety commercial uses such as grocery/food stores, retail stores, storage facilities, and business offices. In regard to signage, the Town applies By-law 2018-153 to regulate signs and other advertising devices within the Town of Oakville.

Site Location:

The subject land is located in, Bronte Village, is 5.66 acres of mixed-use development anchored by Farm Boy located on the north side of Lakeshore Road West. This development replaces Bronte Village Mall with two luxury rental residential towers (10 and 14 storeys) and 13,500 sq. ft. of new complementary retail space on the ground floor. The area surrounding Bronte Village is undergoing a revitalization plan directed by the Town of Oakville, Ontario to transform the area into a revived Main Street district. Bronte Village is at the center of the revitalization. The Village at Bronte is close to lakefront parks, everyday conveniences (restaurants, cafés, pharmacies, and grocery stores), and public transit.



Site location outlined in red

Proposed Signage

The proposed Farm Boy building will feature one fascia sign on the south elevation of the building where the front entrance is located, as shown **Figure 1**. This sign will be mounted to a wooden canopy structure that projects out from the wall of the building. This sign will be used to display the Tenant's corporate logo and identify Farm Boy's presence within the area. A structural drawing of the proposed sign is shown on **Figure 2**. **Figure 3** and **Figure 4** below are photographs of the proposed structure on which the fascia sign will be affixed to. **Figure 5** below is a site plan showing the locations of the proposed sign on the Farm Boy building.

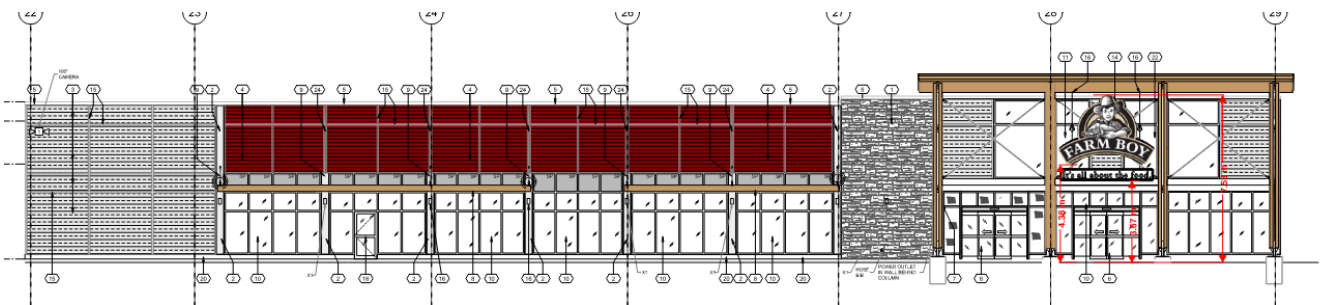


Figure 1– South elevation

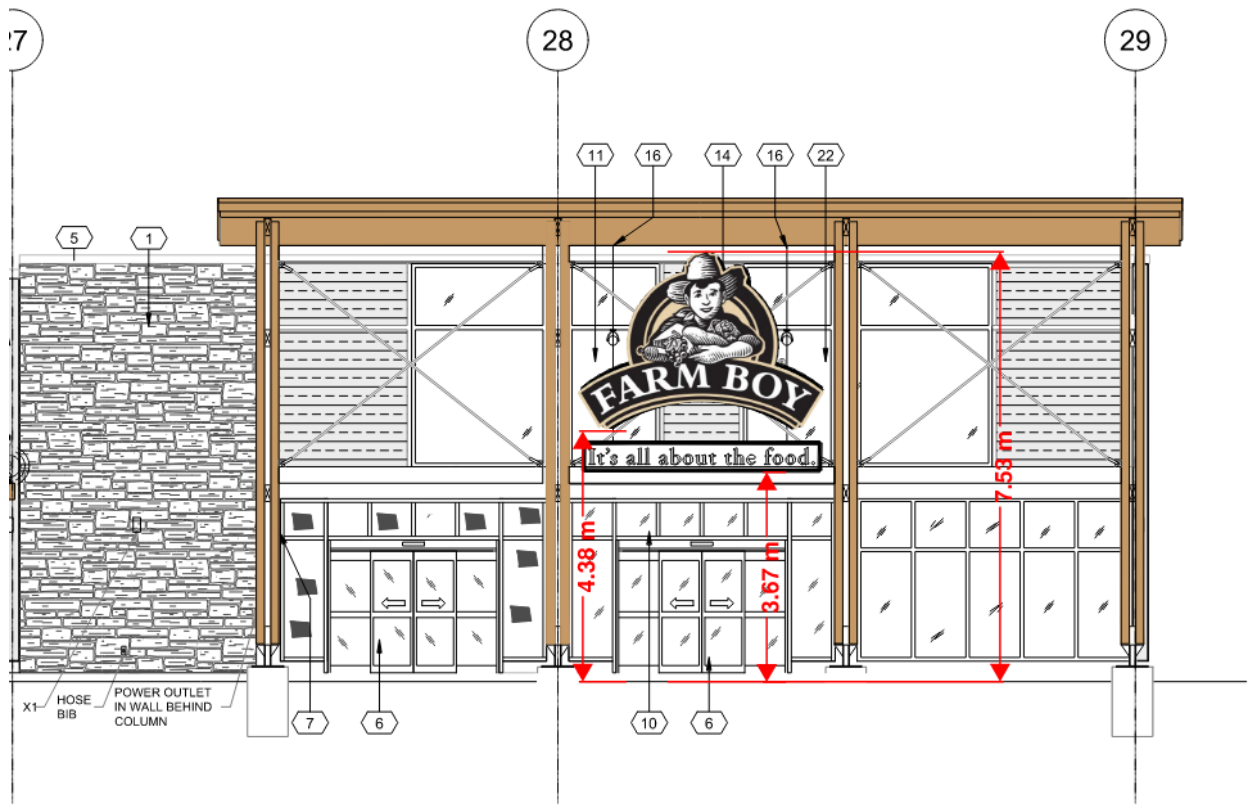


Figure 2 – Proposed fascia sign



Figure 3 –Example of Proposed structure to support the fascia sign (front view)



Figure 4 – Example of Proposed structure to support the fascia sign (side view)

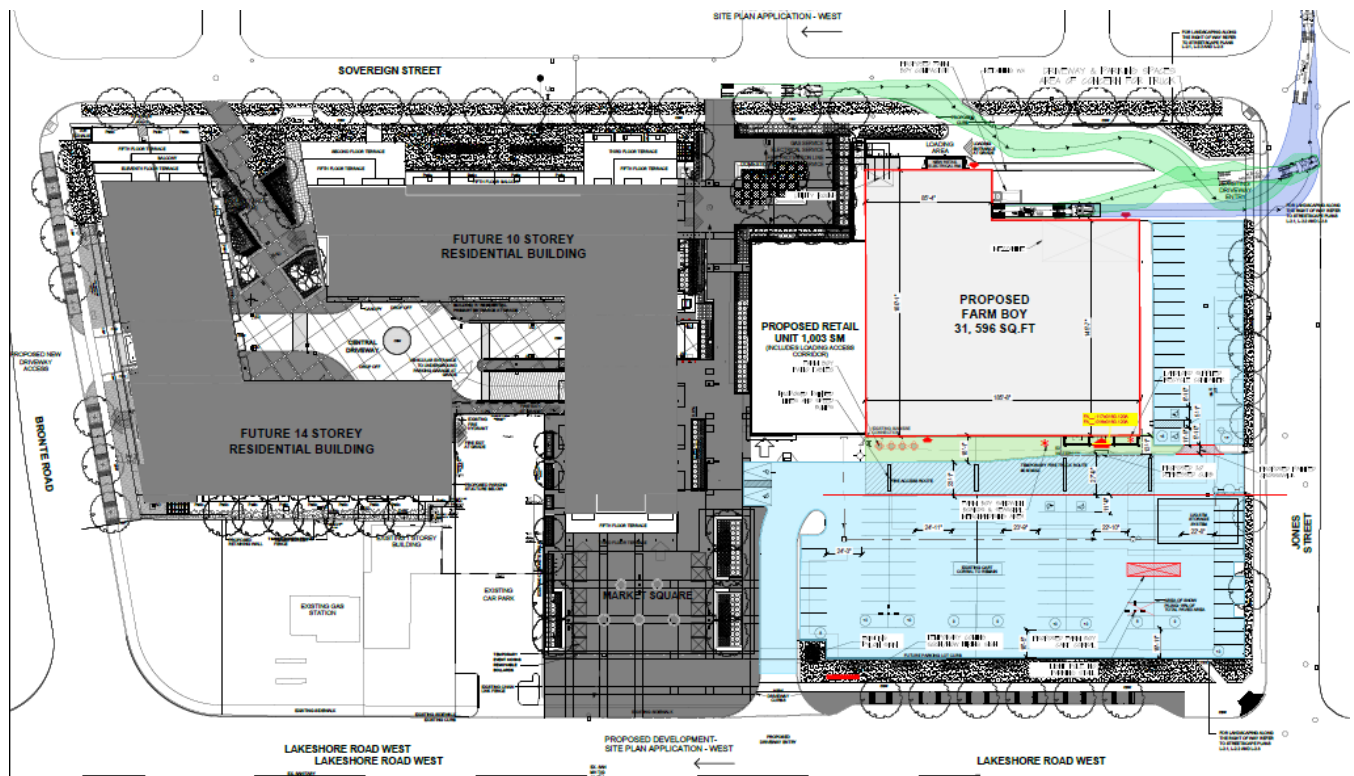


Figure 5 – Sign location

PURPOSE OF APPLICATION

The purpose of this Sign Variance Application is to permit one fascia sign on the south elevation of the building, where the front entrance is located, as shown on **Figure 1** above. The proposed fascia sign will be displayed on a canopy structure that projects outwards from the building wall, as shown on **Figure 2**. It will be used to display the Owners corporate logo and identify Farm Boy's presence within the area.

REQUESTED RELIEF

The proposed sign exceeds what is permitted within By-Law Number: 2018-153 part 5.1 which reads as follows:

1. Canopy Entrance Signs shall maintain a minimum clearance of 2.59 m above grade. Sign shall not project below the undersurface of the awning or canopy structure
2. Canopy Entrance Signs Maximum sign height shall be 4.59m

This fascia sign at its maximum point projects 4.11 metres from the surface of the wall it is attached to as the sign is affixed to a canopy structure that sits over the store's front entrance. Thus, the proposed signage is unable to satisfy the applicable requirement noted above and a variance to By-Law Number: 2018-153 to amend the above section is required. It is noted that the sign, if located on the main wall of the building rather than the front entrance canopy would be permitted as of right and no variance would be required. It is only due to the location of the sign being affixed to the canopy structure, rather than the main wall of the building, which creates cause for the variance request.

JUSTIFICATION

The following justification is offered in support of the requested Sign Variance:

Compatibility with the development of the premises and surrounding area

The proposed sign for Farm Boy will be in the newly developed Bronte Village will offer 31, 596 square feet of grocery anchored retail facilities within walking distance to other amenities and residential neighbourhoods.

Given that this Farm Boy will be the largest retail use in Bronte Village, the proposed signage will exhibit an appropriate scale and will be effectively integrated into the building entrance design to ensure that the signage is compatible within the context of the surrounding smaller scale retail uses. The proposed sign will provide clear and distinct identification for Farm Boy's main entrance, similarly to what other retail and commercial developments on the premises and surrounding area have done for their respective businesses. The signage will help maintain a reasonable degree of corporate branding in the area, without being overbearing or distracting.

Similar signage used for Farm Boy in The Town of Oakville

Farm Boy is a growing grocery retail operator that is in the process of opening stores throughout Southern Ontario. In keeping with their corporate identity, they are proposing similar canopy signs in

many of their stores. For example, a Farm Boy in Oakwoods Centre, Oakville, ON opened in 2019, with similar signage to what is being proposed in Bronte Village.



Figure 6 – Oakwoods Centre, Town of Oakville canopy signage

Additionally, Maple Grove Village Plaza in Oakville also features canopy signs throughout the plaza as shown in **Figure 7**, similar in style to what is proposed for Farm Boy. This gives additional precedence and justification for the proposed Farm Boy signage, since this style of signage has already been approved in Oakville.



Figure 7 – Maple Grove Village Plaza canopy signs

In support of Official Plan objectives for the site and surrounding area

The proposed sign supports the Town of Oakville Livable Oakville Official Plan objectives for the premises and surrounding area. The proposed site is located within the “Mixed Use” designation of the Livable Oakville plan, with a goal of making Oakville a complete community, with adequate employment opportunities for the growing population. The proposed fascia sign for Farm Boy will help to brand and identify the retail building in a cluster of other retail and commercial uses. The sign is part of the overall design of the building and is the main branding element of Farm Boy stores. It will enhance the company’s exposure and assist to attract business and support the local economy.

Does not adversely affect adjacent premises or alter the character of the premises.

The proposed sign supports the proposed Farm Boy building by providing branding, wayfinding, centre identification and exposure at an appropriate height, scale, and illumination. The sign does not impede the views of any other signs in the immediate area, nor does it take attention away from the uses of adjacent premises. The main entrance was designed with wood beams to create a strong sense of place for Farm Boy. The building is located in an urbanizing, and newly commercialized area with a variety of businesses and sign types and sizes. The proposed sign is attractive and contemporary in construction and is consistent with the architectural style of the building and surrounding developments. Therefore, this sign does not alter the character of the premise in any negative manner.

Not contrary to the public interest or to public safety

The proposed fascia sign supports the branding and identification of the proposed Farm Boy building. The signs are in the public's interests as they establish the presence of Farm Boy on the premise. Signs are used to promote and attract customers to businesses, especially in "Mixed Use" areas, as prescribed by the official plan. The proposed sign is a crucial piece to the Farm Boy business in ensuring its success in supporting the local economy. The signage will be securely fastened to the façade of the wall, as detailed in the structural drawings. Further, the sign does not contain any moveable letters or other visually distracting signage which could affect driver or pedestrian safety. Additionally, the sign does not alter the essential character of the neighbourhood nor jeopardize public safety due to sightline restrictions or distracting illumination. Therefore, this proposed sign is in no way contrary to the public interest, nor does it pose a threat to public safety.

Conclusion:

In conclusion, the building is in an area with a variety of businesses and sign types and sizes. The signage proposed represents the identification of the Farm Boy in an attractive and contemporary way, while architecturally integrating it in an effective manner that does not adversely impact the surrounding uses. Pride Signs Ltd formally requests your support and approval of this application. We thank the Town of Oakville for their consideration of this proposal, and should you have any questions, please contact the undersigned.

Thank you,

Donna Thomson

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