

December 10th, 2018

Planning Services Department
Town of Oakville
1225 Trafalgar Road
Oakville, ON L6H 0H3

**Re: 2500, 2508 & 2530 Winston Park Drive
Request to Amend a Sign Agreement
Letter of Rationale**

Dear Chairperson and Members of the Site Plan Committee:

Purple Knights Development (2000) Inc. is the owner of the commercial plaza municipally recognized as 2500, 2508 & 2530 Winston Park Drive, Oakville. The subject property is 6.01 acres (2.43 hectares) in size, and currently contains 1 single-tenant commercial building (Building "A") and 1 multi-tenant commercial building (Building "B"). As of April 2018, the Town's Planning Department granted site plan approval to permit a new multi-tenant commercial building (Building "C") within the existing plaza. The building is completed and turnover to the building tenants. Please refer to Attachment No. 1 for the current Site Plan Drawing.

Sign Bylaw and Related Approvals

In accordance to Sign Bylaw 2006-005, one ground sign is permitted per frontage with a maximum sign area of 7.5 square metres (80.7 square feet) and maximum height of 6.75 m (22 feet), within a commercial zone.

Although the site has frontage onto Dundas Street West, Winston Park Drive and Bristol Circle, 1 ground sign is permitted pursuant to the sign variance agreement executed in 2001 by The Corporation of the Town of Oakville. The subject agreement granted permission to erect 1 large sign approximately 19.51 square metres (210 square feet) in size with a height of 7.32 m (24 feet). As a condition to the agreement, approval by the Council of the Town of Oakville is required for any additional ground signs.

Proposal

The proposal before you seeks two variances, as followed:

1. To permit 1 additional ground sign, whereas the sign variance agreement permits 1 ground sign within the plaza; and,
2. To permit a signage area of 11.15 square metres (120 square feet), whereas the bylaw allows for a maximum signage area of 7.5 square metres (80 square feet).

For greater context, the site was originally development between 2000-2001. During that time, both Building "A" and "B" were occupied by 5 commercial tenants. The variance at the time was requested to provide an oversized signage box for the sites' lead tenant, Best Buy, as it is tucked-away from the view

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of Dundas Street West. The existing sign also provided access to two smaller signage boxes, to be used by the remaining tenants at Building "B".

Today, the site has recently undergone an infill development which presently provides accommodations for 5 additional tenants, totalling 10 commercial tenants for the retail centre. As previously mentioned, the existing ground sign provides access to 3 signage boxes, all of which are presently in use. Please refer to Attachment No. 2 for the Existing Signage Plan.

The proposed ground sign will assist in providing sufficient support and promotion of the future tenants by allowing access to 6 additional large signage boxes with a potential option to subdivide the signage boxes, ultimately providing all tenants with retail signage and exposure. Please refer to Attachment No. 3a & b for the proposed Signage Plan. In addition and as previously stated, the site has frontage onto 3 roads, which under the new signage bylaw, assists in allowing a greater opportunity for additional signage which can be supported on-site.

Location and Design

The existing ground sign is erected on the south side of Dundas Street West, approximately 36 m (118 ft.) from Winston Park Drive. The proposed ground sign is to be erected on the west side of Winston Park Drive, south of Dundas Street West. Similar to the Best Buy scenario, Building "C" is substantially setback from the main intersection of Winston Park Drive and Dundas Street West and therefore, the function of the proposed sign is to provide greater visibility to the new building, while attracting vehicle movement within the site.

In order to provide a coordinated image within the plaza, the proposed signage will mirror a smaller design of the existing signage. The site presently contains extensive landscape features, specifically at the corner of Winston Park Drive and Dundas Street West, which will assist in softening the impact of the proposed ground sign. The proposed sign will not impose any harm to the public safety, and will not have a negative impact to the surrounding neighbourhood.

In support of our request, please find enclosed the following materials:

- Concept Sketch, prepared by Bogdan Newman Caranci Inc.;
- Existing Pylon Drawing, prepared by Signage Systems;
- Proposed Pylon Sign Drawing, prepared by SignAge & Lighting Systems; and,
- Sign Variance Agreement, executed by the Town of Oakville and Best Buy Concepts Inc.
- Photos

We thank you in advance for reviewing this application and look forward to receiving your comments.

Should you require further details, please do not hesitate to contact me directly.

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Respectfully,



NICOLE GUADAGNOLI, B.U.R.PI.

DEVELOPMENT PLANNER

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