



November 19, 2019

Public Works Committee  
1815 Sir Isaac Brock Way  
Thorold ON, L2V 4T7

**RE: Sign Variance Application – 652 River Rd., Welland ON**

Dear Committee Members,

Please accept this letter as our formal application for a minor variance to the Regional Sign By-law 122-2013. Our application is seeking approval for one new billboard with two sign faces, located at 652 River Road. The sign face directed east will contain a digital method of display, while the sign face directed west will contain a static (paper posted) method of display. The property is zoned "Gateway Economic Centre" (GEC-14).

The sign will be directed towards traffic travelling along east and west along Woodlawn Road (Regional Road 41), with dimensions of 3.05 metres vertically by 6.1 metres horizontally (or approximately 10 feet by 20 feet). The height will be approximately 8.0 metres (or approximately 26 feet, 3 inches) from grade.

The property currently contains a one-storey building with multiple commercial tenants, as well as a gas station with associated parking spaces. The tenants include a Tim Horton's, a gym and a convenience store.

We are seeking one variance from Section 11(a) of the By-law: *billboards must maintain a minimum distance from the regional street property line.*

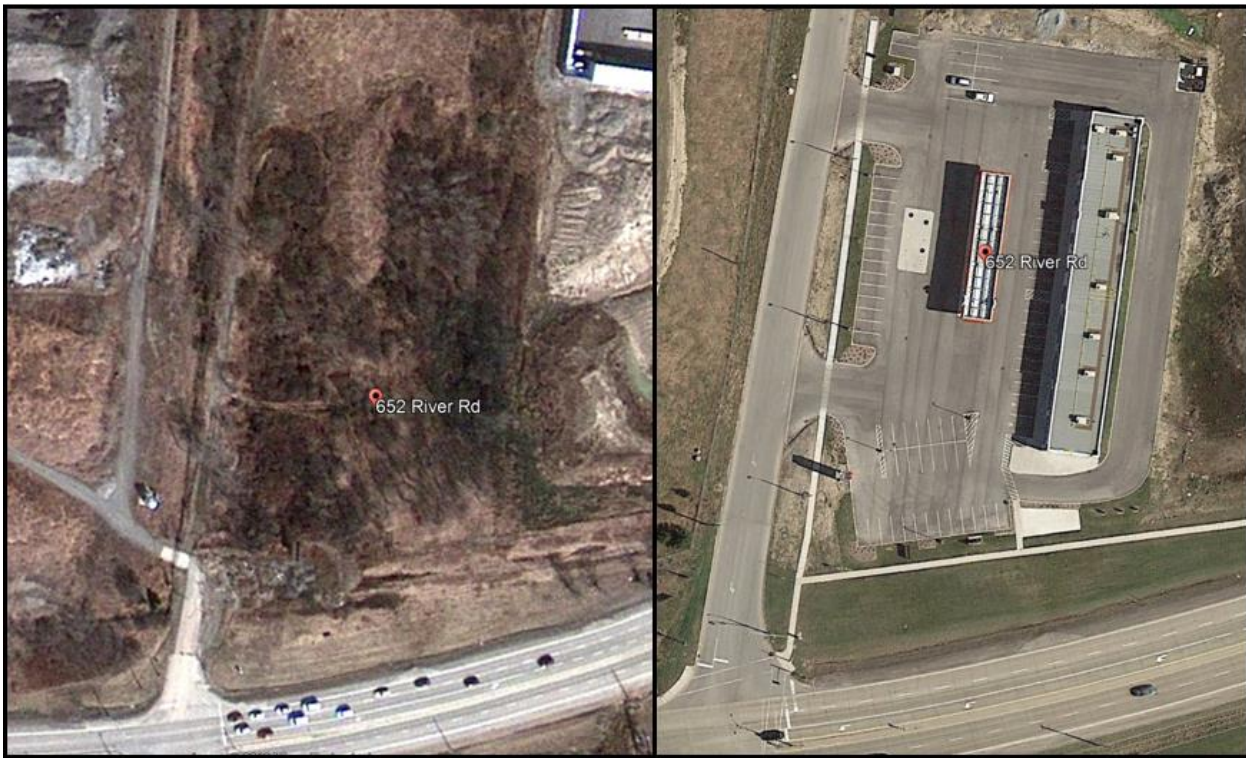
We believe the variance being requested is minor in nature, and can be granted because the proposed sign will have no negative impacts on the streetscape, the property or the surrounding uses. The electronic method of display is an effective communication tool for local and national businesses to promote goods, products and services, and will be managed responsibly to ensure it remains compatible with surrounding uses.

**History of the Property**

Pattison previously owned and operated a double-sided static (paper posted) billboard at 652 River Road since 1995, until the sign was removed April 30, 2015. Over this 20-year period, Pattison did not receive any complaints from commuters or members of the public. Pattison facilitated the removal of this sign to allow for development of the property, which has now been completed (See Figure 1 on the following page).



**Figure 1 – Property in 2010 (left) compared to 2018 (right)**



### **Variance Required for Setback from a Regional Road**

Section 11(a) of the Regional Sign By-Law requires a minimum setback from a regional road of 10 metres. We are requesting the proposed sign to have a setback of 7.0 metres from the adjacent regional road (Woodlawn Road).

We believe this variance can be granted because the setback of the proposed sign from the travelled portion of Woodlawn Road of 22 metres. This is much greater than the required 10-metre setback, and based on this distance, we believe that commuters travelling along Woodlawn Road will not be impacted. The 22 metres between the travelled portion of Woodlawn Road and the proposed sign provides ample space to expand Woodlawn Road, further demonstrating that the proposed sign have no negative impacts on the potential future development of Woodlawn Road.



Figure 2 – Setbacks from Woodlawn RD (Regional Rd 42)



As can be seen in Figure 2 above, the setback from the median of Woodlawn Road is approximately 45 metres (or 147 feet). Section 7 of the Regional Sign By-law requires signs to be a minimum of 20 metres (or approximately 65 feet) from the center line of a regional road. The proposed sign is more than double the required setback from the median of Woodlawn Road.

Another factor that does not allow for the proposed sign to meet the required setback of 10 metres is the recent development of the property. The new parking area is approximately 7.5 metres from the property line. Placing the proposed sign at 10 metres from the property line would locate the supporting pole in the parking area. This would represent a potential safety hazard for visitors and we believe this is another reason that the requested variance can be granted.

The proposed sign will comply with every other requirement set out in the Regional Sign By-Law, including the illumination provisions for electronic signs set out in Section 12(a)(i). The proposed sign will be monitored 24-7 by video camera.



The proposed sign will provide a medium for local and national businesses to promote themselves and advertise their goods and services, contributing to future economic growth. We note that there are no sensitive land uses at the property or within the surrounding area.

In summary, we truly believe that the proposed sign conforms to the general intent and purpose of the Regional Sign By-Law, and that the requested variances can be granted as they are minor in nature. Thank you for your time and consideration of this application. Please do not hesitate to contact me if you have any questions or comments about our proposal.

Regards,

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