

**SIGN VARIANCE APPLICATION – SV-22-004**

**ADDRESS:** 360 – 410 Lewis Road, Stoney Creek (Ward 10)

Owner: 360 Lewis Investments GP Inc. c/o Joe Accardi

Agent: Pride Sign Ltd. c/o Bismarck Coca Jr.

Date Application Received: April 29, 2022

**Background and Description of Proposed Variances:**

The subject lands are located at 360 – 410 Lewis Road, Stoney Creek in Ward 10, located at the southeast corner of the intersection of Lewis Road and South Service Road. The property is used as a commercial plaza with retail personal services including furniture and appliance stores, a car leasing office, boutique fitness studios and an indoor playground.

The lands are surrounded by various employment uses including retail/commercial uses, manufacturing, and warehouses. The site is located adjacent to South Service Road and is accessible from one driveway entry point from South Service Road and two driveway entry points from Lewis Road.

The applicant is proposing to replace two existing Ground Signs with new electronic Ground Signs in the same locations. Sign 1 is located southwest of the property along Lewis Road and Sign 2 is located at the intersection of Lewis Road and South Service Road. The purpose of the electronic Ground Signs is to advertise the businesses on the subject lands.

The requested variances are as follows:

1. To permit the electronic Ground Signs to have a total sign area of 32.67 m<sup>2</sup> per side, whereas in accordance with Section 5.2.2 (e) of Sign By-law No. 10-197, the required electronic Ground Sign is not to exceed a total sign area of 18.0 m<sup>2</sup> for a single-faced or 36.0 m<sup>2</sup> for a double or multi-faced.
2. To permit the electronic Ground Sign (Sign 2) to be located 1.94 metres from the front lot line abutting Lewis Road, whereas in accordance with Section 5.2.2 (i) of Sign By-law No. 10-197, a minimum setback of 6.34 metres from any property line is required.
3. To permit the height of the proposed electronic Ground Signs to be a maximum of 8.4 metres, whereas in accordance with Section 5.2.2 (f) of Sign By-law No. 10-197, the required height of the proposed electronic Ground Signs will be a maximum of 7.5 metres.
4. To permit the northerly proposed electronic Ground Sign (Sign 2) located at the intersection of South Service Road and Lewis Road to have an electronic message display of 54.60% of the sign face whereas in accordance with Section 5.2.2.(g)(iii) of Sign By-law No. 10-197, a Ground Sign may allocate a maximum of 50% of the sign face to a readograph or electronic message display.

### Plans/Drawings/Photos Submitted with Application:

Location Map (Appendix "A")  
 Site Plan (Appendix "B")  
 Letter of Rationale (Appendix "C")  
 Sign Renderings (Appendix "D")  
 Sign By-Law Provisions Chart (Appendix "E")  
 Ministry of Transportation (MTO) Sign Permit (Appendix "F")

### Staff Assessment:

The applicant is proposing to add two new Ground Signs, which will replace the existing Ground Signs. The proposed Ground Signs do not conform with sections 5.2.2(e), 5.2.2(f), 5.2.2.(g)(iii), and 5.2.2(i) of Sign By-law No. 10-197. Staff are satisfied that the location ensures that the proposed sign is visible to the public, will not create distractions, nor be a safety hazard for pedestrians or motorists. Staff are supportive of the variance recognizing the location of the Ground Signs in relation to the proximity to South Service Road and Lewis Road.

Staff are not supportive of the proposed electronic Ground Signs and the proposed height. The basis for not supporting these variances are as follows:

1. There are no special circumstances that contribute to the proposal's inability to meet the requirements of the By-law regarding height, sign face area and electronic message display area.
2. A strict application of the By-law regarding height, sign face area and electronic message display area would not result in practical difficulties or unusual hardship for the applicant.
3. The increase in height, sign face area and electronic message display area will alter the essential character of the area.

Staff are of the opinion that the proposed electronic Ground Signs do not meet the intent of the By-law as per the four tests as set out in Section 6.5 of By-law No. 10-197 with respect to the size of the sign face and the electronic message display areas as well as the height of the signs.

### Circulation

The application for the requested variances was circulated on 29/04/2022 to internal/external departments/divisions.

1. The **Legislative Approvals / Staging of Development Section** indicated that they have no concerns or objections to the approval of the proposed Sign Variance application.
2. The **Development Engineering Approvals Section** indicated the following:

As the proposed signs will be installed using the existing bases, it is not anticipated to have any impact on drainage, servicing, grading or utilities within the site. From a drainage and servicing perspective, Development Engineering has no objections to the Sign Variance application.

3. The **Transportation Planning Section** indicated that they have no concerns or objections to the approval of the proposed Sign Variance application.
4. The **Zoning and Committee of Adjustment Section** has reviewed the application, and their comments are attached as Appendix "D".

The **Ministry of Transportation (MTO)** has reviewed the application and has issued a Sign Permit in accordance with the *Public Transportation and Highway Improvement Act*, R.S.O. 1990, P50. See Appendix "F" for a copy of the Sign Permit issued by MTO on March 9, 2023.

<b>Evaluation:</b>
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The City of Hamilton may approve a Sign Variance application if the general intent and purpose of the Sign By-law is maintained and if the proposal has regard for the four tests as set out in Section 6.5 of By-law No. 10-197.

The four tests are:

**a) Special circumstances or conditions applying to the land, building or use referred to in the application;**

There are no alternative locations on the site to install the electronic Ground Signs in compliance with the By-law that would not impact vehicle circulation or parking on the site while still ensuring the signs are visible from South Service Road and Lewis Road. To ensure compliance with the Sign By-law the electronic Ground Signs would need to be relocated much further from the road, which may reduce the visibility of the signs for the public. In addition, the MTO does not have any concerns with the location of the proposed Ground Sign.

However, there are no special circumstances that contribute to the proposal's inability to meet the maximum height, sign face area, and maximum electronic message display area requirements of the By-law.

**b) Whether strict application of the provisions of this By-law in the context of the special circumstances applying to the land, building or use, would result in practical difficulties or unnecessary and unusual hardship for the applicant, inconsistent with the general intent and purpose of this By-law;**

Strict application of the Sign By-law would require the proposed electronic Ground Signs to be located at least 6.34 metres from the property lines abutting South Service Road and Lewis Road, be a maximum 7.5 metres in height, a total sign area 18.0 m<sup>2</sup> per side and 50% of the sign face for electronic message display.

Staff are supportive of the location of the proposed electronic Ground Signs as they would not negatively impact on-site parking, vehicular circulation, or the visibility for vehicles entering and exiting the site. Therefore, unnecessary and unusual hardships or practical difficulties are being eliminated with respect to the location of the proposed electronic Ground Signs.

The applicant has not provided sufficient justification regarding the 8.4 metre height of the electronic Ground Signs, total sign face area of 32.67 m<sup>2</sup> per side, or 54.60% of the sign face for electronic message display. Strict application of the By-law would require a reduction in height, sign face area and electronic message display area. Compliance with the By-law would not result in practical difficulties or unusual hardship for the applicant and staff are not supportive of these variances.

**c) Whether such special circumstances or conditions are pre-existing and not created by the Sign Owner or applicant; and,**

There are pre-existing conditions that will limit the options for where the electronic Ground Signs may be located to comply with the By-law. The site layout is existing and there are limited locations to install the electronic Ground Signs where they would not interfere with traffic flows, parking, and visibility. The applicant is proposing to reuse the existing sign bases. The placement of the proposed Ground Signs has been determined based on their visibility from the road and the need to avoid losing parking spaces. Notwithstanding, there are no special circumstances that contribute to the proposal's inability to meet the requirements of the By-law regarding height, sign face area and electronic message display area.

**d) Whether the Sign that is the subject of the variance will alter the essential character of the area in which the Sign will be located.**

The location of the electronic Ground Signs will not alter the character of the area or negatively impact the nearby properties. Staff note that the subject lands are located in a business plaza where it is consistent to provide ground signage to promote the businesses. Additionally, other neighbouring properties, which also contain commercial/business uses, have similar signage along their property lines along South Service Road and Lewis Road. The proposed location of the Ground Signs would not alter the essential character of the area.

The proposed electronic Ground Sign will be the third electronic message display sign along the South Service Road. In 2012, a 100% electronic message display Ground Sign was permitted by Council at 442 Millen Road, approximately five kilometres to the west. In 2017, 87% electronic message display Ground Sign was permitted by Council at 430 McNeilly Road/1040 South Service Road, approximately 800 metres to the west. Staff recommended denial of both proposals.

Other signs located in the area and their descriptions:

- 420 Glover Road (Union Gas Limited), Ground Sign along South Service Road, no Sign Variance needed, Minor Variance required to permit sign to be located in landscape strip (located 1.6 kilometres to the west); and,
- 1100 South Service Road (multi-tenant building), landscape entrance features, no Sign Variance needed (located less than 250 metres to the west).

There is concern that the increase in height, sign face area and electronic message display area will impact vehicular traffic traveling on Lewis Road and South Service Road. The Ground Signs will alter the essential character of the area since no other Ground Signs in the area have an increased height or sign face area making this sign inconsistent with the area and its character.

The variances requested do not have regard for the four tests and do not maintain the general intent and purpose of the Sign By-law.

**Recommendation:**

That application SV-22-004, to permit two new electronic Ground Signs in the same locations as the existing Ground Signs with the following variances:

1. To permit the electronic Ground Signs to have a total sign area of 32.67 m<sup>2</sup> per side, whereas in accordance with Section 5.2.2 (e) of Sign By-law No. 10-197, the required electronic Ground Sign is not to exceed a total sign area of 18.0 m<sup>2</sup> for a single-faced or 36.0 m<sup>2</sup> for a double or multi-faced.
2. To permit the electronic Ground Sign (Sign 2) to be located 1.94 metres from the front lot line abutting Lewis Road, whereas in accordance with Section 5.2.2 (i) of Sign By-law No. 10-197, a minimum setback of 6.34 metres from any property line is required.
3. To permit the height of the proposed electronic Ground Signs to be a maximum of 8.4 metres, whereas in accordance with Section 5.2.2 (f) of Sign By-law No. 10-197, the required height of the proposed electronic Ground Signs will be a maximum of 7.5 metres.
4. To permit the northerly proposed electronic Ground Sign (Sign 2) located at the intersection of South Service Road and Lewis Road to have an electronic message display of 54.60% of the sign face whereas in accordance with Section 5.2.2.(g)(iii) of Sign By-law No. 10-197, a Ground Sign may allocate a maximum of 50% of the sign face to a readograph or electronic message display.

be **denied** on the basis that they do not meet the general intent of the Sign By-law No. 10-197.

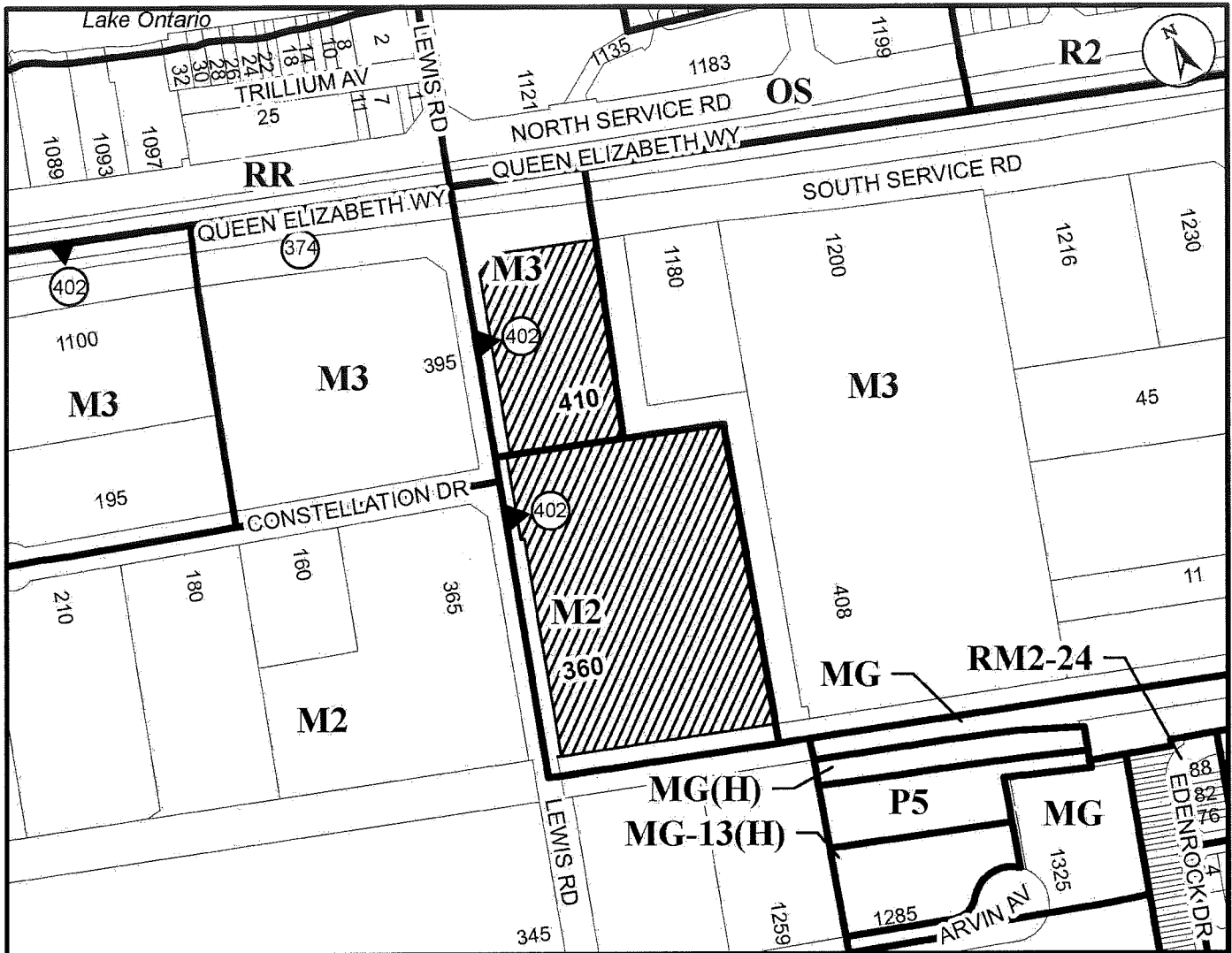
Approval:

Authorized:

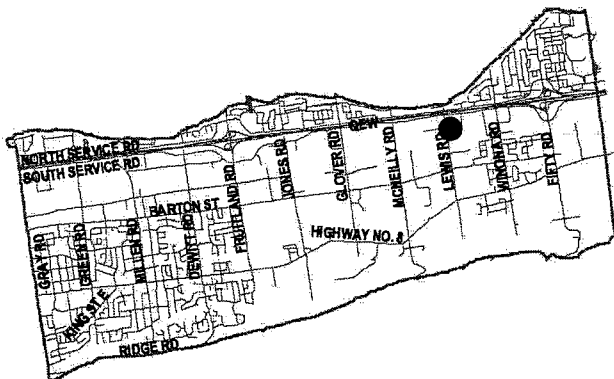
\_\_\_\_\_TV\_\_\_\_\_  
Tim Vrooman  
Area Planning Manager – Suburban Team  
Development Planning, Planning Division

Authorized:

  
\_\_\_\_\_  
Anita Fabac  
Director of Development Planning  
Planning Division



● Site Location



Key Map - Ward 10

# Location Map



Hamilton

PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT

File Name/Number:  
SV-22-004

Date:  
June 10, 2022

Appendix "A"

Scale:  
N.T.S

Planner/Technician:  
CF/VS

### Subject Property

360-410 Lewis Road, Stoney Creek (Ward 10)

Appendix "B" - Site Plan

NO.	DATE	BY	REVISION
1	11/13/13	MM	ISSUED FOR PERMIT
2	11/13/13	MM	REVISED PER COMMENTS
3	11/13/13	MM	REVISED PER COMMENTS
4	11/13/13	MM	REVISED PER COMMENTS
5	11/13/13	MM	REVISED PER COMMENTS
6	11/13/13	MM	REVISED PER COMMENTS
7	11/13/13	MM	REVISED PER COMMENTS
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15	11/13/13	MM	REVISED PER COMMENTS
16	11/13/13	MM	REVISED PER COMMENTS
17	11/13/13	MM	REVISED PER COMMENTS
18	11/13/13	MM	REVISED PER COMMENTS
19	11/13/13	MM	REVISED PER COMMENTS
20	11/13/13	MM	REVISED PER COMMENTS

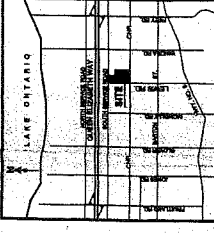
**JACKSON RYDER**  
INCORPORATED  
111 UNIVERSITY AVENUE, SUITE 100  
TORONTO, ONTARIO M5S 1A5  
TEL: (416) 593-8800  
WWW.JACKSONRYDER.COM



**The Proposed**  
**STONEY CREEK DECOR CENTRE**  
STONEY CREEK, ONTARIO

**TARBUTT**  
GENERAL CONTRACTORS  
1111 BURNHAMTHORPE RD. UNIT 877  
STONEY CREEK, ONTARIO  
M9W 6K7  
(905) 844-4933  
(905) 844-7943

**SITE PLAN**  
DATE: APR. 7, 2019  
DRAWN BY: CRZ  
SCALE: 1/8" = 1'-0"  
PROJECT NO.: 19-001  
SHEET NO.: A1 9844



**PART OF LOT 6, CONCESSION 1**  
IN THE GEOGRAPHIC TOWNSHIP OF SALTFLEET  
NOW IN THE  
CITY OF STONEY CREEK  
REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

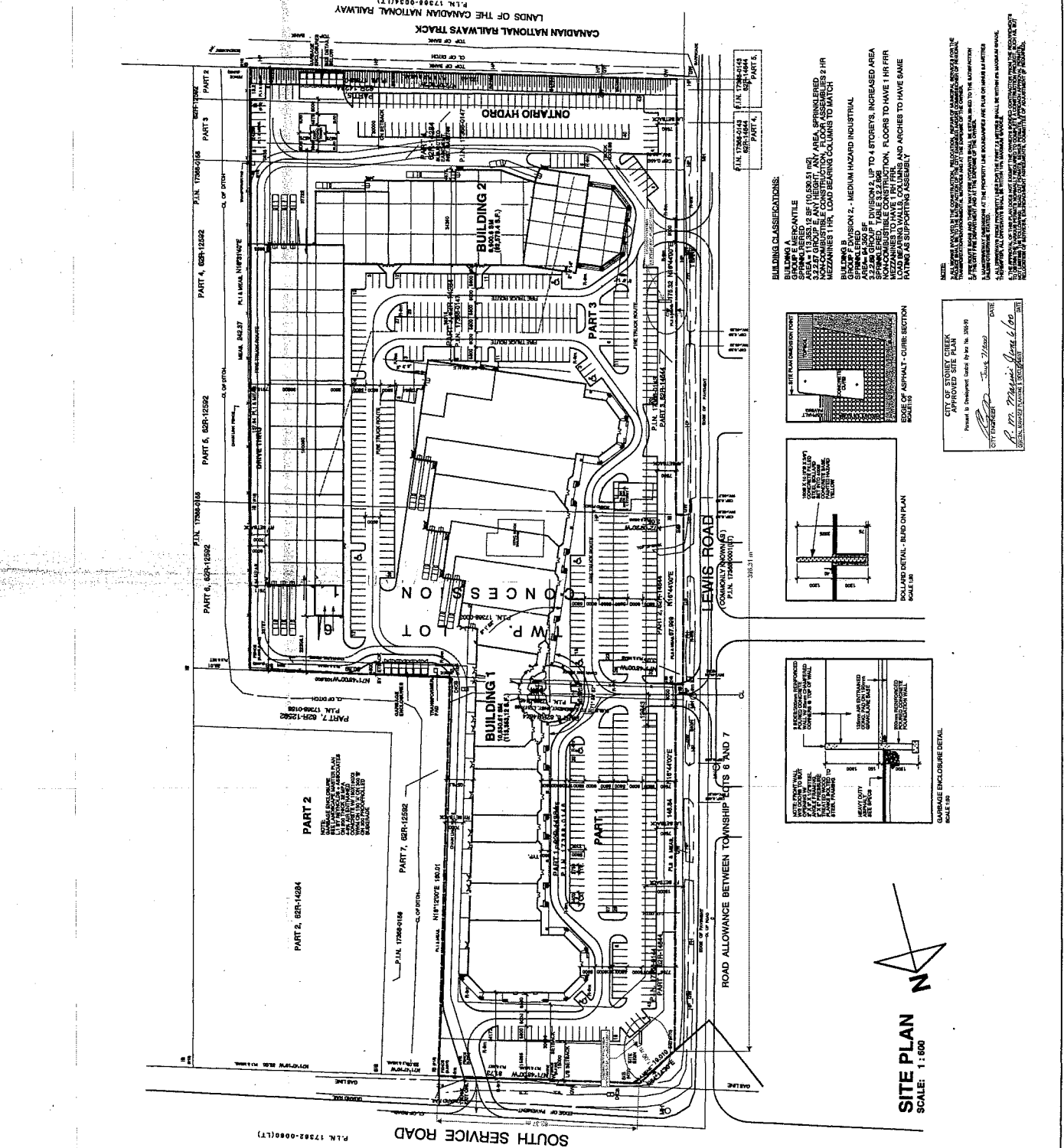
**STATISTICS:**

AREA OF SITE	14.3 ACRES (67,872.1 m <sup>2</sup> )
AREA OF BUILDINGS	206,698.82 S.F. (19,183.1 m <sup>2</sup> )
LOT COVERAGE	33.1%
GRASSY FLOOR AREA	11,345.13 S.F. (1,050.51 m <sup>2</sup> )
BUILDING 2	92,273.40 S.F. (8,500.30 m <sup>2</sup> )
TOTAL GFA	205,825.29 S.F. (19,131.11 m <sup>2</sup> )
ADJ. PAVING	143,919.8 S.F. (13,348.8 m <sup>2</sup> )
LANDSCAPING	144,747.8 S.F. (13,423.0 m <sup>2</sup> )
LOT COVERAGE	266,686.8 S.F. (24,707.0 m <sup>2</sup> )
LANDSCAPING	126,861.8 S.F. (11,701.3 m <sup>2</sup> )
ZABLING	30,279
AREA OF RETAIL	113,351.25 S.F. (10,500.51 m <sup>2</sup> )
REG. PARKING	6137 CARS
NEED PARKING	862 CARS
TOTAL PARKING REQUIRED	8000 CARS
TOTAL PARKING PROVIDED	8000 CARS

**ZONING:** PRESTIGE INDUSTRIAL "M1-4" ZONE

**BENCHMARK:**  
CONTRACTOR SHALL VERIFY BENCHMARK WITH SURVEYOR. BENCHMARK IS LOCATED AT THE CORNER OF THE EAST/WEST LINE OF LOTS 1 AND 2, NORTH OF THE EAST/WEST LINE OF LOTS 1 AND 2, AND SOUTH OF THE EAST/WEST LINE OF LOTS 1 AND 2.

**NOTE:**  
ALL DIMENSIONS ARE IN METERS UNLESS OTHERWISE SPECIFIED. ALL DIMENSIONS ARE REFERRED TO THE EAST/WEST LINE OF LOTS 1 AND 2, NORTH OF THE EAST/WEST LINE OF LOTS 1 AND 2, AND SOUTH OF THE EAST/WEST LINE OF LOTS 1 AND 2.

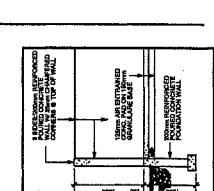
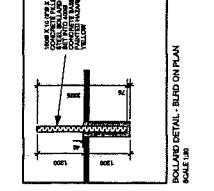
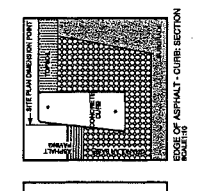


**BUILDING CLASSIFICATIONS:**

**BUILDING A**  
GROUP 5 MERCANTILE  
AREA 1: 113,351.25 SF (10,500.51 m<sup>2</sup>)  
AREA 2: 113,351.25 SF (10,500.51 m<sup>2</sup>)  
NON-COMBUSTIBLE AT CONSTRUCTION, FLOOR ASSEMBLY 2 HR  
MEZZANINES 1 HR, LOAD BEARING COLUMNS TO MATCH

**BUILDING B**  
GROUP 2 - MEDIUM HAZARD INDUSTRIAL  
SPRINKLERED  
2.22 M GROUP 2, UP TO 4 STOREYS, INCREASED AREA  
NON-COMBUSTIBLE AT CONSTRUCTION, FLOORS TO HAVE 1 HR FRP  
MEZZANINES TO HAVE 1 HR FRP  
RATING AS SUPPORTING ASSEMBLY

**NOTE:**  
THE CITY ENGINEER HAS REVIEWED THIS SITE PLAN AND APPROVED IT FOR THE CITY OF STONEY CREEK. THE CITY ENGINEER'S REVIEW IS LIMITED TO THE TECHNICAL ASPECTS OF THE SITE PLAN AND DOES NOT CONSTITUTE A GUARANTEE OF THE ACCURACY OF THE INFORMATION PROVIDED HEREON. THE CITY ENGINEER'S REVIEW IS LIMITED TO THE TECHNICAL ASPECTS OF THE SITE PLAN AND DOES NOT CONSTITUTE A GUARANTEE OF THE ACCURACY OF THE INFORMATION PROVIDED HEREON.



**CITY OF STONEY CREEK**  
APPROVED SITE PLAN  
Permit # 19-001 (Issued by the City of Stoney Creek)  
DATE: APR. 7, 2019  
CITY ENGINEER: [Signature]

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**SITE PLAN**  
DATE: APR. 7, 2019  
DRAWN BY: CRZ  
SCALE: 1/8" = 1'-0"  
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January 31, 2021

City of Hamilton

Planning and Economic Development Department – Development Planning, Heritage and Design

Re: Forge & Foster - 360-410 Lewis Road – Stoney Creek, ON – Sign Variance

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To whom it may concern,

Please accept the following in addition to the provided drawings and documents in support of the proposed sign variance for the Forge & Foster site located at 360-410 Lewis Road. Forge & Foster is proposing to replace two existing poor condition signs with two new high quality modernized versions. Sign 1 will feature electronic changeable copy to enhance the exposure of the tenants located within the plaza.

Being the premier commercial real estate investor and developer currently in Hamilton Forge & Foster has been investing in the future of Hamilton. Forge & Foster is looking to reviving this property as its location is key to the initial first impression visitors get while arriving in Hamilton as well when leaving. Its location on the QEW is great to display how the city is innovating and investing in its future. The two signs that are being proposed are the exact same height and size as what is existing and will not add to current signage at the property. The location will also not be altered as they will be using the existing concrete base and will be designed by a professional engineer to ensure its safety. Being able to turn an outdated and mostly vacant property into the new modern plaza in Hamilton is Forge & Fosters main priority.

**Summary of Sections of Sign By-law 10-197 Requiring Variances and Relief Requested**

- 5.2.2 (e) – To permit sign 1 and sign 2 a sign area larger than the maximum allowed of 36m<sup>2</sup> (18m<sup>2</sup> per side).
- 5.2.2 (f) – To permit sign 1 and sign 2 a height of 8.458m when maximum allowed is 7.5m.
- 5.2.2. (g) (iii) – To permit sign 1 to have 54.58% of the sign area to be electronic digital message display whereas the by-law only permits a maximum of 50% of the sign to be electronic message display.
- 5.2.2 (i) – To permit sign 2 to have a setback of 1.94m when a minimum of 6.34m (75% of the height of ground sign) is required.

**Site Location:**

The subject lands are located on the south side of South Service Road. The property is generally surrounded by commercial and industrial uses. The site is currently developed with a large commercial plaza. The development features vehicular access point from South Service Road and Lewis Road.



Site location indicated in red outline.

**Background:**

Forge & Foster is looking to refresh and invest in multiple overlooked properties in Hamilton to expand the potential of the city while paying homage to the historical significance of the properties or the surrounding area. The subject property has not been upgraded or maintained to any kind of standards for many years. This has resulted in the property looking run down and not operating to its full potential.

This property is in a high visibility location where not only visitors & guests to the city are making their first impression of Hamilton's image but also members of their very own community commute pass and shop. Forge & Foster is looking to invest in this opportunity to give this property a more elevated modern quality image that its tenants and community members can be proud of.

Existing signs at 360 Lewis Road



Proposed ground signs to replace exiting ground signs



**Intent of By-law:**

Section 6.4 of the Sign By-law indicates that the General Manager may authorize a variance if in his or her opinion the general intent and purpose of the By-law are maintained. Section 2.3 of the by-law relates to the intent, and accordingly, the seven considerations of that section are maintained:

- 1) Are appropriate in size, number, and location to the type of activity or use to which they pertain;**

The signage proposed for this property does not represent a substantial change on-site. The sign is proposed to replace the existing ground signs and will provide the same function. The site is permitted a ground sign per frontage one for South Service Road and the other at Lewis Road. The property is large with multiple tenants and the signs do not represent an increase in signs area from what is existing. The two signs are 295m apart and the additional sign area and height from what is permitted does not have an impact on their location since there is a large distance between the two signs.

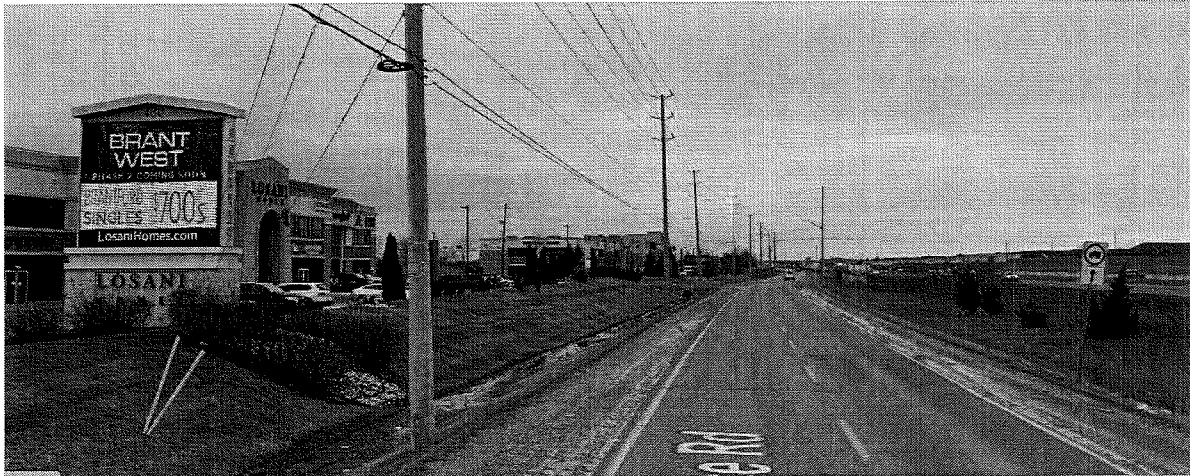
- 2) Provide reasonable and appropriate means for the public to locate and identify facilities, businesses and services without difficulty or confusion.**

The signs will have a great impact on being able to provide the public maximum visibility to the all the tenants at this property. Having the large electronic message display will provide sufficient space to promote the plaza and effectively remove the confusion of locating the desired tenants.

- 3) Are compatible with their surroundings;**

The proposed sign locations will not have a detrimental impact to the surrounding area. The plaza is in an existing condition and is not proposed to be altered in functionality. The sign locations are proposed in the exact location as the existing, and the sign size will all remain the same. The proposal is an improvement over existing conditions as the sign displays can be dimmed in the evening hours to mitigate any undesirable impacts.

The proposal results in a no change to the illuminated sign area on site and does not jeopardize the compatibility of the site to the surrounding area. The proposed signs are replacing existing signs with illuminated displays that do not feature remote dimming control. The commercial plaza is an existing condition which is not being intensified or altered in functionality because of the proposal. Based on the foregoing, the signs will not alter the existing character of the area and is compatible with the surrounding area. Further, the surrounding area has similar signs as what is being proposed. Having already similar signs within the same road makes the proposed signs compatible with the area.



Google Street View image of similar signs on QEW frontage in the surrounding area exceeding the allowable Digital Sign ratio of 50%

**4) Protect and enhance the aesthetic qualities and visual character of the City**

The sign proposal represents no change in sign area on site. The modern design and removal of existing signs will enhance the on-site aesthetics. The sign area on-site helps achieve a clean site appearance and enhances the overall visual character of the subject lands while being able to fully represent all tenants.

**5) Are consistent with the City's planning, urban design and heritage objectives;**

Section 3.10 of the City of Hamilton's Urban Design Guidelines considers signage. The guidelines speak to signs needing to be compatible with their surrounding area, not create visual clutter, not overpower the building or site, be reflective of the context or use of the site, use symbols and logos to allow observers to register more quickly etc.

The proposed ground signs achieve the associated urban design objectives through a cleaner and modern design which does not detract or overpower the site. The placement of the sign within the context of the existing site is compatible with the site and surrounding area as it features content to enhance legibility to the on-site users while featuring dimming technology to mitigate off-site impacts. The proposal is consistent with City's Planning and urban design objectives. The site is not a heritage site, and therefore those objectives do not apply.

**6) Do not create a distraction or safety hazard for pedestrians or motorists;**

The sign locations are replacing the existing signs that have been in place for many years. This has not made any distraction for motorists and being that the signs are identical in size no significant change will occur. Based on the foregoing, the signs will not create a distraction or safety hazard for pedestrians or motorists.

**7) Minimize adverse impacts on nearby public and private property;**

The digital display component comprises 54.58% of the overall sign area. The display technology is state of the art and is fully programmable in terms of brightness and content. The proposed 54.58% of changeable copy area is not significant, especially when the proposal represents a reduction in overall sign area and enhances the on-site aesthetics. The character of the surrounding area is enhanced through the proposal and on-site aesthetics are improved. Accordingly, adverse impacts are minimized as the proposal represents an improvement over the current site condition.

**Conclusion:**

Pride Signs Ltd formally requests your support and approval of this application. The signage program represents a significant investment into the site and enhances the on-site experience for patrons and visitors to the city. The signs will not have a detrimental impact on the surrounding areas or streetscape due to no change in illuminated sign area from the existing. The sign meets the intent of the Sign By-law, as well as the Urban Design Guidelines which relate to signage. I thank the committee for their consideration of this proposal, and should anyone have any questions regarding the specifics, please feel free to contact me at any time.

Thank you,



Bismarck Coca Jr

Pride Signs Ltd

T: 519-622-4040 x274

E: [bcocajr@pridesigns.com](mailto:bcocajr@pridesigns.com)



Appendix "D" - Sign Renderings  
Page 1 of 3

Double Sided LED Illuminated Pylon Sign w/ Full Colour Digital Displays (Quantity 1 Required)  
Scale: 1:50



Drawing No.  
**F&F - PYL05V7.125A1**

Electrical Requirements  
**240V**

**SITE CHECK REQUIRED**

- Material Specifications**
- Single Sided Aluminum Constructed Cabinet w/ Formed Retainer Ring Painted Dark Teal (TBD)
  - 3'x16" White Lexan Face w/ 1st Surface Direct Printed Digital Graphics (UV Overlaminate)
  - White LED Illumination
  - \*\*Includes Aluminum Filler Cladding Painted Dark Teal (TBD)\*\*

- Weatherfire Full Colour Digital Display
- Cabinet Size: 18'-0" High x 12'-0" Wide x 8" Depth / Active Area: 15'-0" High x 11'-0" Wide
- RWF High Speed Long Range Wireless Point to-point Radio (Clear Line of Sight Required)
- Time & Temperature (150 Horizontal / 95 Vertical Viewing Angles)

- 4" x 8" HSS Posts Primed & Painted Black

**INSTALLATION NOTE:**

Customer is responsible for providing adequate power to this sign location and must have their licensed electrician complete the final electrical hook-up. Existing conditions may not be suitable for the sign installation. Engineering review and sign mounting details are required.

- Aluminum Constructed Baseplate Cover Mantle Painted Black
- 1st Surface Die Cut Vinyl Graphics (White A-90011 / Gold A-92461-Logo)
- Existing Concrete Base w/ Decorative Veneer Stonework (By Others)

November 30, 2021 12:30 PM  
M. Audair  
Updated leader graphic colours.

February 9, 2022 2:09 PM  
M. Audair  
Added proposed sign size dimension.

Preliminary Work  
 Approved for Production

Customer is responsible for providing adequate power to this sign location and must have their licensed electrician complete the final electrical hook-up. Existing conditions may not be suitable for the sign installation. Engineering review and sign mounting details are required.

DRAWN BY: M. Audair  
DATE: August 26, 2021



360-410 Lewis Road  
Stoney Creek, ON L8E 5Y7

**PRIDE SIGNS**  
235 HURON ST. ROAD CAMBRIDGE ONTARIO CANADA TEL: 519 827 4040 FAX: 519 827 4031 WWW.PRIDESIGNS.COM

**sac pace**  
Signs & Graphics  
1100 Woodbine Ave. Unit 10  
Markham, ON L3R 9W7  
Tel: 905 477 8888 Fax: 905 477 8889

Appendix "D" - Sign Renderings  
Page 2 of 3

Double Sided LED Illuminated Pylon Sign Retrofit (Quantity 1 Required)  
Scale: 1:50

Drawing No.  
**F&F - PYL8EGY7.120A1**

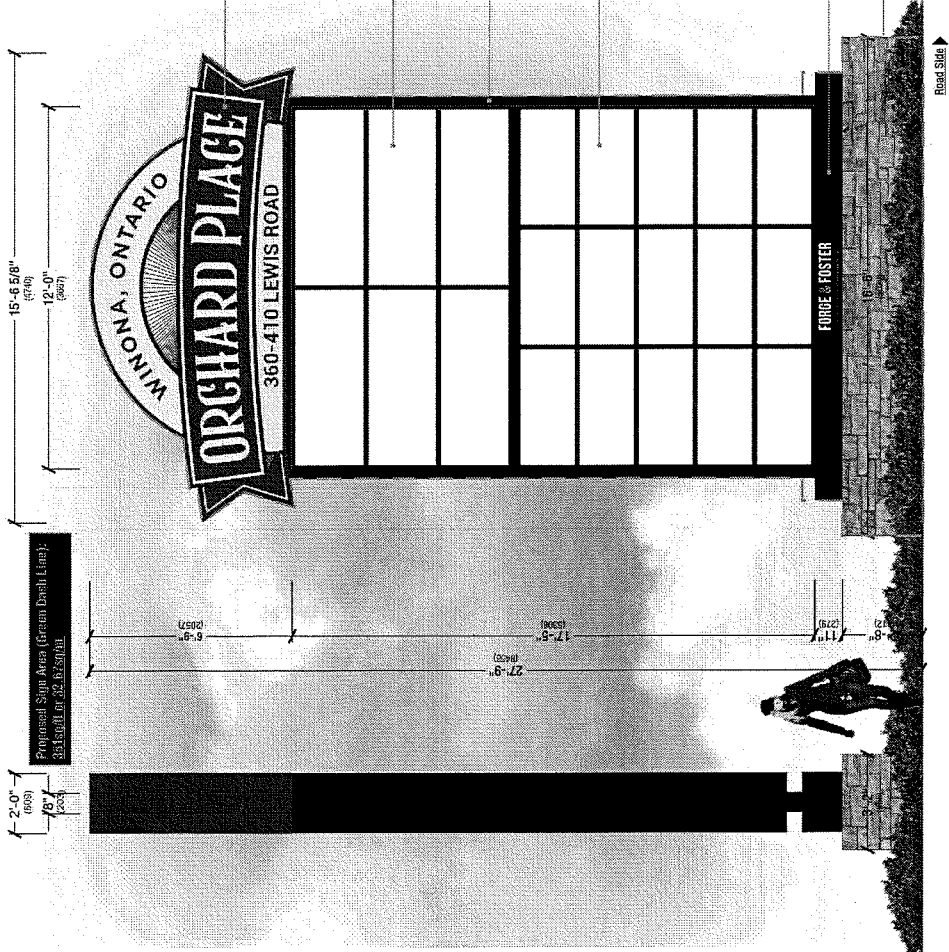
Electrical Requirements  
**120V**

**SITE CHECK REQUIRED**

February 9, 2022 2:09 PM  
M. Aubclair  
Always prepared sign with dimensions.

Preliminary Artwork.  
Approved for Production

Customer is responsible for providing adequate 120v power to the sign location and must have their licensed electrician complete the final electrical hook up. Existing concrete base and anchor bolts to be re-used pending engineering review and stamp/stamping results.



**Material Specifications**

- Single Sided Aluminum Constructed Cabinet w/ Formed Retainer Ring Painted Dark Teal (T80)
- 3/16" White Lexan Face w/ 1st Surface Direct Printed Digital Graphics (UV Overlaminate)
- White LED Illumination
- \*\*Includes Aluminum Filler Cladding Painted Dark Teal (T80)\*\*

- Double Sided Aluminum Pride Filler / Retainer & H Dividers Painted Black
- 3/16" White Lexan Faces w/ 1st Surface Direct Printed Digital Graphics (UV Overlaminate)
- White LED Illumination
- NOTE: Customer to supply tenant graphic files prior to releasing to manufacturing.

- 4" x 8" HSS Posts Primed & Painted Black

- Double Sided Aluminum Pride Filler / Retainer & H Dividers Painted Black
- 3/16" White Lexan Faces w/ 1st Surface Direct Printed Digital Graphics (UV Overlaminate)
- White LED Illumination
- NOTE: Customer to supply tenant graphic files prior to releasing to manufacturing.

**INSTALLATION NOTE:**

Customer is responsible for providing adequate 120v power to the sign location and must have their licensed electrician complete the final electrical hook up. Existing concrete base and anchor bolts to be re-used pending engineering review and stamp/stamping results.

- Aluminum Constructed Baseplate Cover Mantle Painted Black
- 1st Surface Die Cut Vinyl Graphics (White A-80011 / Solid A-9248T-Loop)
- Existing Concrete Base w/ Decorative Veneer Stonework (By Others)

DRAWN BY: M. Aubclair  
DATE: August 26, 2021



360-410 Lewis Road  
Stoney Creek, ON L8E 5Y7

**PRIDE SIGNS**

15th Anniversary

100% Satisfaction Guarantee

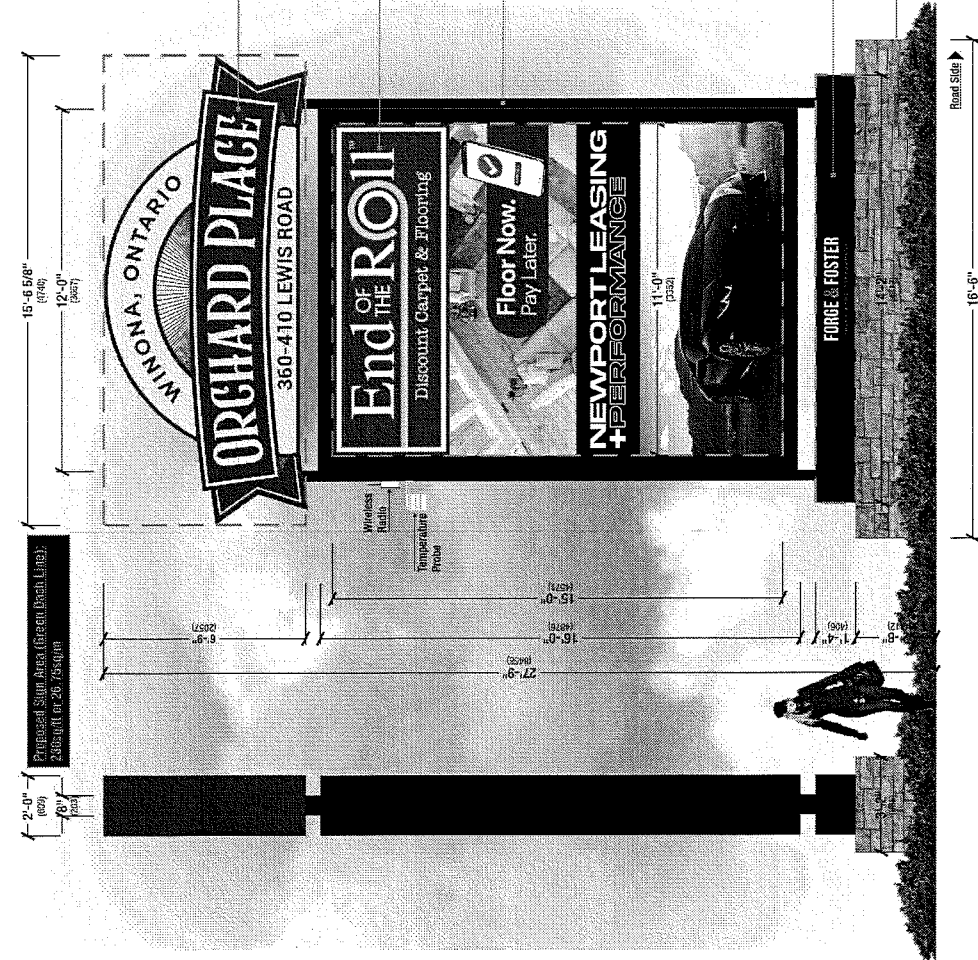
255 PRIDE ST BLVD CONROBE ONTARIO CANADA TEL: 519 622 4916 FAX: 519 622 4911 WWW.PRIDESIGNS.COM

Partnership logos for SACFACE and others.



Appendix "D" - Sign Renderings  
Page 3 of 3

Double Sided LED Illuminated Pylon Sign w/ Full Colour Digital Displays (Quantity 1 Required)  
Scale: 1:50



Drawing No.  
**F&F - PYL05V7.125A1**

Electrical Requirements  
**240V**

**SITE CHECK REQUIRED**

- Material Specifications**
- Single Sided Aluminum Constructed Cabinet w/ Formed Retainer Ring Painted Dark Teal (TBD)
  - 3/16" White Lexan Face w/ 1st Surface Direct Printed Digital Graphics (UV Overlaminate)
  - White LED Illumination
  - \*\*Includes Aluminum Filler Cladding Painted Dark Teal (TBD)\*\*

- Watchfire Full Colour Digital Display
- Cabinet Size: 16'-0" High x 12'-0" Wide x 8" Depth / Active Area: 15'-0" High x 11'-0" Wide
- RMT High Speed Long Range Wireless Point to-point Radio (Clear Line of Sight Required)
- Time & Temperature (150 Horizontal / 95 Vertical Viewing Angles)

- 4" x 8" HSS Posts Primed & Painted Black

**INSTALLATION NOTE:**

Customer is responsible for providing adequate 240V power to the sign location and must have their electrician complete the final electrical work. Existing concrete base and column hole to be re-used pending Engineering review and some staining results.

- Aluminum Constructed Baseplate Cover Mantle Painted Black
- 1st Surface Die Cut Vinyl Graphics (White A-900117 / Gold A-92487-Logo)
- Existing Concrete Base w/ Decorative Veneer Stonework (By Others)

November 30, 2021 12:49 PM  
M. Auclair  
Updated header graphic colours.

February 9, 2022 2:09 PM  
M. Auclair  
A&F&F approved sign area dimensions.

November 16, 2022 12:39 PM  
M. Auclair  
Updated sign area calculations as per A&F final plan.

Preliminary Artwork  
 Approved for Production

FORGE & FOSTER  
CONSTRUCTION & SIGNAGE  
255 HURON ST. TORONTO, ONT. M5H 1B7  
TEL: 416-593-8888  
WWW.F&F.CO

DRAWN BY: M. Auclair  
DATE: August 26, 2021

**FORGE & FOSTER**  
CONSTRUCTION & SIGNAGE

360-410 Lewis Road  
Stoney Creek, ON L8E 5Y7

**sac space**  
COMMERCIAL SIGNAGE  
255 HURON ST. TORONTO, ONT. M5H 1B7  
TEL: 416-593-8888  
WWW.SACSPACE.COM

**PRIDE SIGNS**  
COMMERCIAL SIGNAGE  
255 HURON ST. TORONTO, ONT. M5H 1B7  
TEL: 416-593-8888  
WWW.PRIDESIGNS.COM



Hamilton

PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT  
 Planning Division  
 71 Main Street West, 5<sup>th</sup> Floor  
 Hamilton, Ontario, L8P 4Y5  
 Phone: 905-546-2424 x2719 Fax: 905-546-4202  
[www.hamilton.ca](http://www.hamilton.ca)

May 20, 2022

FILE: SV-22-004  
 FOLDER: 22-119470-00 SV  
 ATTENTION OF: David Shortt  
 TELEPHONE NO: (905) 546-2424  
 EXTENSION: 7467

Senior Project Manager  
 Development Planning - Suburban Section  
 Planning Division  
 Planning and Economic Development Department

**Attention: Aman Hansra**

**Re: Zoning District: M2, Exception 402**  
**Zoning By-law: Hamilton Zoning By-law 05-200**  
**File Number: SV-22-004**  
**Address: 360 LEWIS RD, STONEY CREEK**

The above, under cover of your letter dated April 29, 2022, has been examined.

**COMMENTS:**

1. This application is requesting variances to Hamilton Sign By-law 10-197 to replace two existing Ground Signs.
2. No Ground Sign shall be displayed except in accordance with the following regulations:

Provision	Required by By-law	Section of By-law No. 10-197	Provided	Conforming/ Non-Conforming
Structure	Any sign with a video screen or flashing, kinetic, or illusionary motion, except an electronic message display as permitted under this By-law is prohibited.	5.1.1 (a)	Digital Display screens appear to be proposed on Sign #1.  Applicant confirms that no video screen or flashing, kinetic, or illusionary motion is proposed	Conforms
Structure	Embedded in a foundation in the ground to a depth of at least 1.2m or secured in an alternative manner	5.2.2(d)	Located on existing bases.	Conforms

David Shortt

SV-22-004  
 360 LEWIS RD , STONEY CREEK

Page 2 of 4

Provision	Required by By-law	Section of By-law No. 10-197	Provided	Conforming/ Non-Conforming
	that is satisfactory to the Chief Building Official			
Structure	Maximum sign area of 0.3m <sup>2</sup> for every 1.0m of the frontage along which the Ground Sign is located, not to exceed a total sign area of 18.0m <sup>2</sup> for a single-faced Ground Sign or 36.0m <sup>2</sup> for a double or multi-faced Ground Sign	5.2.2(e)	396.31 metres frontage (Lewis Road)  396.31 x 0.3 = 118.89 sq.m  <u>32.67sq.m proposed for each ground sign per side (x2)</u>  This exceeds the maximum of 18.0sq.m per side and 36.0sq.m total sign area for a double faced ground sign.	Does Not Conform
Structure	Maximum height of 7.5m	5.2.2(f)	8.4m	Does Not Conform
Content	Includes the municipal address number of the property on which the Ground Sign is displayed shown at the top or the bottom in numbers that are a minimum height of 15.24cm	5.2.2(g)(i)	Address provided at top of sign with minimum 15.0cm height	Conforms
Content	Includes one or more of the following in copy that is a minimum height of 15.0cm: 1. the name of the business; 2. the registered trademark of the business; 3. the ownership of the business; or 4. the name of the activity, product or service available	5.2.2(g)(ii)	Items 1-4 shown, appears to be greater than 15.0cm	Appears to conform
Content	Except a Ground Sign displayed on a property used for an institutional use, may allocate a maximum of 50% of the sign face to a readograph or electronic message display provided that no copy displayed on an electronic message	5.2.2(g)(iii)	The electronic message display appears to be greater than 50% of the sign area for Sign #1. No dimensions have been provided so unable to determine the exact %. Applicant has provided that the electronic message display is 54.60%	Non-conforming

David Shortt

SV-22-004  
360 LEWIS RD , STONEY CREEK

Page 3 of 4

Provision	Required by By-law	Section of By-law No. 10-197	Provided	Conforming/ Non-Conforming
	display shall be displayed for less than three seconds, during which there shall be no movement or change in colour or intensity of illumination		Sign 2 does not appears to contain an digital or electronic display.	
Content	May advertise a business on the property on which the Ground Sign is displayed or an activity, product or service available on that property, or a charity's or community organization's activities	5.2.2(g)(v)	The proposed Ground Sign(s) are advertising for business on the property on which the Ground Sign is displayed.	Conforms
Content	For a Ground Sign that is not within the Downtown Community Improvement Project Area, a Business Improvement Area, the Ancaster Village Core Area, or within the Glanbrook Village Core Area, may allocate a maximum of 25% of the sign area of 1.2m <sup>2</sup> , whichever is lesser, except for an electronic message display, to advertising a business that is not on the property on which the Ground Sign is displayed or an activity, product or service that is not available on that property	5.2.2(g)(vi)	No third-party advertising intended	Conforms
Location	Not within 15.0m of a traffic signal or traffic control device	5.2.2(h)	Proposed sign is greater than 15.0m from a traffic signal or traffic control device.	Conforms
Location	Not within 1.5m or a distance equal to 75% of the height of the Ground Sign, whichever is greater, of any property line	5.2.2(i)	Proposed signs are:  Sign 1: 11.0 metres  Sign 2: 1.94 metres	Conforms (Sign 1)  Does Not Conform (Sign 2)
Location	Along the same	5.2.2(j)	Ground Sign along	Conforms

David Shortt

SV-22-004  
360 LEWIS RD , STONEY CREEK

Page 4 of 4

Provision	Required by By-law	Section of By-law No. 10-197	Provided	Conforming/ Non-Conforming
	frontage used to calculate the maximum sign area		frontage used to calculate maximum size.	
Location	Where more than 1 Ground Sign is displayed along a frontage, not displayed within 200.0m of another Ground Sign along the same frontage	5.2.2(k)	2 Ground Signs proposed; however, appears that they are greater than 200m apart.	Conforms
Location	notwithstanding (k), 1 Ground Sign which provides courtesy or directional information only, such as a menu board or clearance sign, is permitted	5.2.2 (l)	N/A	Conforms
Location	No person shall display a Ground Sign on a property that ceases to be vacant or undeveloped and where any Billboard displayed on the property as not been removed	5.2.3	Ground Sign associated with developed plaza	Conforms

3. Signage shall conform to Part 4.0 'General Prohibitions and Regulations' of Sign By-law 10-197. It appears that the signage conforms.
4. Signage shall conform to Part 5.0 'Prohibited Signs' of Sign By-law 10-197. IT appears that the signage conforms.
5. Be advised that it appears no sign permit has currently been applied for in regards to these proposed Ground Signs.
6. All new signs proposed for this development must comply with the regulations contained within the Sign By-law.
7. The designer shall ensure that the fire access route conforms to the Ontario Building Code.

Yours truly



\_\_\_\_\_  
for the Manager of Zoning and Committee of Adjustment

Ministry of Transportation

Highway Corridor Management Section - Downsview Office  
159 SIR WILLIAM HEARST AVE, 7TH FLOOR  
DOWNSVIEW, ON M3M 1J8



March 09, 2023

360 Lewis Investments GP Inc.  
67 FRID ST  
HAMILTON, ON  
L8P 4M3

Dear Joe:

Re: SG-2023-20T-00000055 V1

---

Please find attached your Sign Permit, which has been issued in accordance with the ***PUBLIC TRANSPORTATION AND HIGHWAY IMPROVEMENT ACT, R.S.O. 1990, P50.***

It is the responsibility of the permit holder to ensure that all employed/contracted personnel performing the work are aware of and adhere to all conditions of the permit.

If you have any questions or require further assistance, please contact the undersigned.

Sincerely,

A handwritten signature in black ink, appearing to read "Alexandra Boucetta".

---

Alexandra Boucetta  
Corridor Management Officer

159 SIR WILLIAM HEARST AVE, 7TH FLOOR  
DOWNSVIEW, ON M3M 1J8

Attach.

MINISTRY OF TRANSPORTATION



Highway Corridor Management  
Sign Permit  
SG-2023-20T-00000055 V1

**ISSUED TO**

PROPERTY OWNER: 360 LEWIS INVESTMENTS GP INC.  
APPLICANT/TENANT:

**LOCATION OF WORK**

HIGHWAY: QEW

STREET ADDRESS: 410 LEWIS ROAD, LOT LOT 6, CON CON 1, HAMILTON

GPS CO-ORDINATES: Start: 43.221118, -79.656043 End: N/A

LOT/SECTION: LOT 6    CON: CON 1    GEOGRAPHIC TOWNSHIP: SALT FLEET    LOT/BLOCK: N/A    PLAN NO: N/A    MUNICIPALITY: N/A  
REFERENCE PLAN PART: N/A    REFERENCE PLAN NO: N/A

**PERMIT DETAILS**

TYPE OF SIGN: Location    PURPOSE OF APPLICATION: Alter existing sign(s)

TOTAL PERMITTED NUMBER OF SIGN(S): 1    TOTAL PERMITTED AREA OF SIGN(S): 26.75 m<sup>2</sup>

DISTANCE FROM HIGHWAY PROPERTY LINE TO SIGN CLOSEST TO THE HIGHWAY: 40.00 m

DESCRIPTION: Installation of 26 sq. m. location sign:

- Top of the sign features "Winona, Ontario", "Orchard Place", "360-410 Lewis Road";
- Middle of the sign features 17.84 sq. m. full colour digital display;
- Bottom of the sign features "Forge & Foster", "Investment Management".

EXPIRY DATE: N/A

DATED AT: Downsview Office

DATED ON: March 09,  
2023

Authorized Signatory

THIS PERMIT IS ISSUED UNDER THE AUTHORITY VESTED IN THE MINISTER BY THE PUBLIC TRANSPORTATION AND HIGHWAY IMPROVEMENT ACT AND THE REGULATIONS PURSUANT THERETO AND IN SUBJECT TO THE CONDITIONS ATTACHED TO THE PERMIT, INCLUDING ANY AGREEMENT APPLICABLE TO THE SIGN AUTHORIZED BY THE PERMIT

## Highway Corridor Management Permit Conditions

Permit Number: SG-2023-20T-00000055

Permit Version: 1

Date Approved: March 09, 2023

**The permit is subject to the following conditions:**

1. In addition to the conditions of this permit, the registered property owner must meet all of the requirements of the local municipality and any other agency having jurisdiction.
2. The work for this permit must commence within 6 months of the date that the permit is issued, or the permit shall be void and cancelled by the Ministry.
3. All work authorized by this permit shall be carried out in accordance with the approved plans, specifications and agreements and subject to the approval of the Ministry. The registered property owner must bear all expenses related thereto.
4. Vegetation on the right of way must not be cut or trimmed without the written permission of the Ministry. Any cutting or trimming permitted must only be done under the supervision of the Ministry or its authorized agent at the expense of the registered property owner. Any cutting or trimming of vegetation adjacent to the highway right-of-way requires the permission of the land owner.
5. The registered property owner shall ensure that the operation of the highway is not interfered with, and that the right-of-way remains free of debris, earth or other materials.
6. If there is an expiry date on this permit and a further term is required, a request shall be made to the Ministry before the expiry date. An extension may be approved, approved with additional conditions, or denied by the Ministry.
7. If during the life of this permit any Acts are passed or regulations adopted which affect the rights herein granted, the said Acts and regulations shall be applicable to this permit from the date on which they come into force.
8. The registered property owner holds harmless the Ministry for all damages and liabilities caused as a result of the works undertaken pursuant to this permit.
9. This permit may be cancelled at any time for breach of the regulations or conditions of this permit, or for such other reasons as the Ministry at its sole discretion deems proper. When a permit is cancelled for any reason, the registered property owner shall not be entitled to any compensation or damages by reason of or arising from the cancellation of the permit.
10. If this permit expires, all works constructed, maintained or operated under this permit, if the Ministry so requests, shall be removed at no cost to the Ministry.
11. Each sign authorized by this permit shall be maintained in a condition satisfactory to the Ministry. Failure to maintain the sign(s) in a satisfactory condition shall result in the cancellation of this permit.
12. This permit is not transferable from one registered property owner to another. If the registered property changes ownership then the new registered property owner must apply for a new sign permit. Each new permit is subject to the conditions in effect at the time of applying.



## Highway Corridor Management Permit Conditions

Permit Number: SG-2023-20T-00000055

Permit Version: 1

Date Approved: March 09, 2023

**The permit is subject to the following conditions:**

13. The Minimum Dwell Time (MDT) must be 20 sec and the Minimum Transition Time (MTT) must be 1 sec.
14. Should the sign not adhere to the conditions of this permit, the permit will be cancelled and considered null and void.
15. In the event of sign malfunction, it must be turned off or faded to black.
16. If glare from the installation adversely affects the travelling public, the owner will be required to address the problem at their expense and to the satisfaction of MTO.
17. The Applicant is responsible for securing all other necessary municipal/agency, permits/approvals prior to construction.
18. No third party advertising is allowed. The Owner may only identify, advertise, promote, or direct attention to a service, product, or activity available on-site.
19. Illumination/intensity levels will be adjusted according to the ambient lighting conditions not to affect the travelling public.
20. Sign must not move or turn.
21. No flashing, intermittent or actuated lighting of any kind will be permitted or tolerated.
22. Any alteration to the approved signage requires prior approval from the MTO.
23. Sign to be installed in accordance with application and drawings received from Bismarck Coca Jr, prepared by Pride Signs.