

# 1038, 1040 and 1042 Garner Road West

## Sign Variance Application

Presented by John Ariens, MCIP RPP

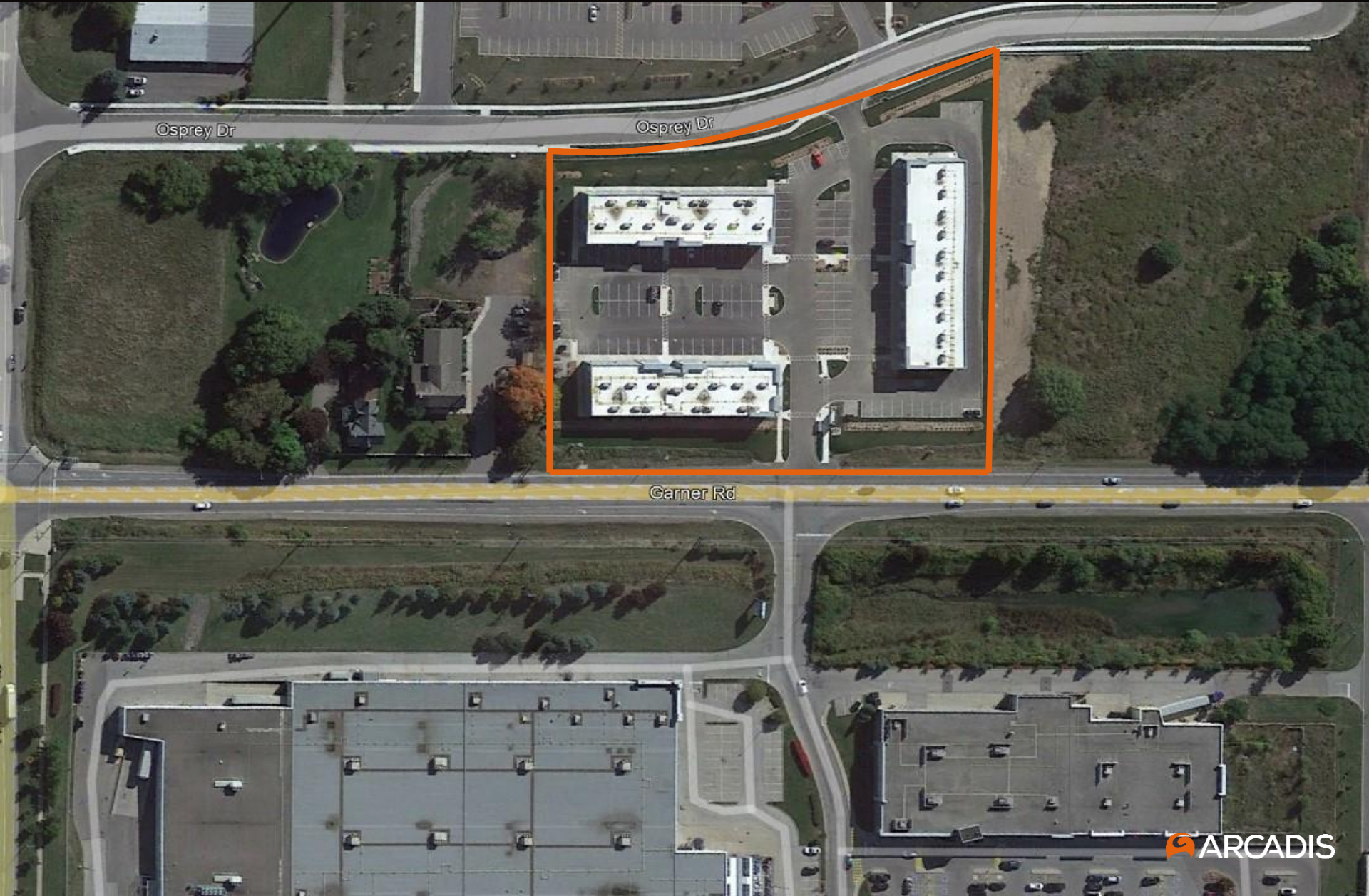
July 11<sup>th</sup>, 2023

# SITE OVERVIEW





# SITE





Central view from Garner Street W.





View looking west down Garner Road W. towards subject lands



View looking East up Garner Road W. towards subject lands

# EXISTING PERMISSIONS



## Digital Display

- 50% digital display for existing tenants/occupants
- No flash/animation
- 3 second minimum display

## Static Display

- Static display of existing tenants/occupants

# HAMILTON SIGN BY-LAW

## Third Party Advertising is Permitted

Sign by-law excerpt **5.2.2(g) (vi)**, found in staff report states the following:

*“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 1.2 square meters 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.”*



# EXISTING PERMISSIONS



## Third Party Advertising Is Allowed:

- Where signage is not digital
- Where area is not greater than 50% or 1.25 sqm



# VARIANCE REQUEST

## Seeks to Allow Third Party Advertising:

- To occupy same space as existing tenant's digital display.
- Advertising will be no greater than 50% of existing signage.
- Advertising will be in a digital format.
- There will be a three second minimum display time of advertisements.
- There will be no flash/animation.

# VARIANCE REQUEST VISUAL



## If Variance is Approved:

- 38 existing tenants/occupants
- Third party advertising
- 10% free community use
- 3 second minimum display
- No flash/animation



# STAFF CONCERNS

## Staff Are Concerned That Third Party Advertising Will:

- Alter the existing character of the area.
- Set an undesirable precedent.
- Be visible to vehicular traffic and can create distractions.

# CHARACTER OF AREA



## Signage Will Fit Within The Area As:

- Area is retail, service commercial, arterial commercial, prestige employment and general employment.
- All existing businesses have signs. Therefore, 3<sup>rd</sup> party advertising will blend into existing context.



# PRECEDENT

## It Is Noted:

- The sign in question is already existing.
- The sign is not a free-standing billboard.
- Sign its connected to a site with already 38 users.
- Variance will simply add new images to an existing digital sign.

# ROAD SAFTEY

## It Is Noted:

- There have been no concerns raised by Transportation Planning staff.
- Currently, 38 images /advertisers are already allowed.
- There are no sight lines or visibility issues.
- Image is only 50% or 8.7 square meters.
- The sign in question is not a billboard.
- Existing sign is well setback from the street.



# APPROVAL OF VARIANCE

## Approval of Variance will NOT:

- Alter the character of this commercial and employment area as existing businesses have similar signs.
- Set an undesirable precedent.
- Create any road or traffic safety concerns.

# APPROVAL OF VARIANCE

## Approval of Variance WILL:

- Simply add different images (3<sup>rd</sup> party) to an existing digital display area.
- Provide additional advertising opportunities for all neighboring businesses.
- Provide a community benefit to community/charitable organizations.

We therefore respectfully request that the Staff Report be received and that the Sign Variance application *SV-22-011* be approved subject to a condition requiring 10% free community use.



1038 - 1042

COMMERCIAL / INDUSTRIAL  
SPACE FOR LEASE

289 816 1024

Garner Square


ELITE DEVELOPMENTS

Thank You

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