



Municipality of Port Hope

Staff Report

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Report Title: Sign Variance – 20 Jocelyn Street

Report to: Committee of the Whole

Date of meeting: October 22, 2024

Report Author:

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Department responsible:

Development Services

Report Number: DS-25-24

Recommended Action:

That Council approve the request for a Variance to By-law No. 17/2005, being a By-law Regulating Signs in the Municipality of Port Hope, for five signs on the interior lot and three signs on the front lot of 20 Jocelyn Street.

Highlights:

- A request has been received from the applicant for the Independent grocery store at 20 Jocelyn Street requesting a sign variance.
- Currently the Independent grocery store has four signs on the interior lot and three signs on the front lot.
- Council has the authority to approve or deny the requested minor variance to the provisions of Sign By-law 17/2005.
- Staff recommends supporting the request.

Background:

By-law 17/2005 being a By-law to Regulate Signs in the Municipality of Port Hope, is intended to establish consistent regulations with respect to signs. Section 8.3 allows Council to approve variances to the Sign By-Law.

Section 8.3.1 states “where a person cannot comply with provisions of this By-law, application may be made to the Council of the Corporation of the Municipality of Port Hope for a minor variance to the provisions of this By-law”.

A letter has been received from Antonietta Tenore (**Attachment 1**), agent for the Independent grocery store at 20 Jocelyn Street requesting one variance from the provisions of the Sign By-law in order to bring the signs into compliance. The signs in question will be replacing the current signs to incorporate new refreshed logos and fonts

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for the independent store, including a “Joe Fresh, Presidents Choice, Pharmacy, and owned & operated by Davis’ your neighbours” (**Attachment 2**).

Discussion:

Staff notes that the Independent grocery store currently has four signs on the interior lot and three signs on the front lot. These signs have been existing for multiple years according to the applicant, however they do not have record of any permits for the current signage. The applicant applied for a new sign permit to install refreshed logos and fonts.

According to By-law 17/2005 schedule C, one sign is permitted per building façade. The applicant for the Independent grocery store has chosen to pursue requesting a variance in order to bring the proposed signage into compliance with the relevant legislation. The applicant is requesting to install five signs on the interior lot of the building façade and three signs on the front lot of the building façade.

Staff are supportive of the request, as the signs are replacing the current signage on the store that are pre-existing. The applicant states this is standard signage throughout Canada for the Independent grocery store chain and visibility and consistency are crucial for the brand. If the variance to the Sign By-law is approved by Council, staff will proceed to approve the sign permit.

Financial Considerations:

There are no financial considerations related to this report.

Communication and Public Engagement:

Not applicable.

Conclusion:

Staff recommends that the requested sign variance to install five signs on the interior lot of the building façade and three signs on the front lot of the building façade be supported by Council.

Attachments:

Attachment 1: Letter from owner

Attachment 2: Elevation drawings with existing and new proposed signs