

# Town of Whitby

## Staff Report

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### Report Title: Sign By-law Variance to Permanent Sign By-law for 75 Consumers Drive (Beertown) – SB-02-24

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**Report to:** Committee of the Whole

**Date of meeting:** September 16, 2024

**Report Number:** PDP 45-24

**Department(s) Responsible:**

Planning and Development Department  
(Planning Services)

**Submitted by:**

R. Saunders, Commissioner of Planning  
and Development

**Acknowledged by M. Gaskell,  
Chief Administrative Officer**

**For additional information, contact:**

K. Afante, Planner I, x.2836

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#### 1. Recommendation:

**That Council approve the request for a variance to the Town of Whitby Permanent Sign By-law #7379-18 for Beertown, located at 75 Consumers Drive.**

#### 2. Highlights:

- The Planning and Development Department is in receipt of a Sign By-law Variance application to amend the Town's Permanent Sign By-law #7379-18 for Beertown located at 75 Consumers Drive.
- The variance application is required to permit a wall sign that is less than 2.5 metres above grade.

**3. Background:**

The subject land is located on the south side of Consumers Drive and east of Hopkins Street, municipally know as 75 Consumers Drive (refer to Attachment #1 and #2). The wall sign is proposed on Building H which is the location of the former Montana's restaurant. The new tenant, Beertown, is proposing two new wall signs on the existing building.

The subject land is zoned Special Purpose Commercial – Retail Warehouse – Exception 4 (C2-S-RW-4) Zone as per Zoning By-law 1784, as amended, which permits a restaurant.

**4. Discussion:**

The proponent is proposing to install two (2) wall signs on the north and south façade of Building H. The sign proposed on the north façade faces Consumers Drive and the sign proposed on the south façade faces the existing parking lot internal to the subject site (refer to Attachment #3). The proposed signs will be hand painted to the existing brick wall for decorative purposes and to further identify the restaurant (refer to Attachment #4).

As per Permanent Sign By-law 7379-18, wall signs with a coverage area not exceeding twenty-five (25) percent of the facade of a business located on the ground floor and fifteen (15) percent of the facade of a business located on an upper storey are permitted provided,

- a) the sign is located a minimum distance of 2.5 metres above the adjacent grade.

The proposed wall signs are located on the ground floor. The proposed wall sign on the north facade will be located 0.25 metres above the adjacent grade and have a coverage area of 5.51%. The proposed wall sign on the south façade will be located 0.53 metres above the adjacent grade and have a coverage area of 4.53% (refer to Attachment #5).

The proposed variance is to permit two (2) wall signs that do not meet the minimum distance of 2.5 metres above the adjacent grade as permitted by the By-law. The proposed wall signs will comply with the other relevant provisions of the By-law. It is recommended that the requested variance be approved.

**5. Financial Considerations:**

Not applicable.

**6. Communication and Public Engagement:**

Not applicable.

**7. Input from Departments/Sources:**

Not applicable.

**8. Strategic Priorities:**

Consideration of this application addresses Pillar 4 of the Community Strategic Plan – Whitby's Government. Responding to the needs of Beertown addresses Strategic Priority 4.3 that the Town will deliver exceptional customer service.

**9. Attachments:**

- Attachment #1 Location Sketch
- Attachment #2 Aerial Context Map
- Attachment #3 Proposed Sign Locations
- Attachment #4 Proposed Sign Mockups
- Attachment #5 Proposed Sign Elevations