

From: Raymond Nunn
Sent: Friday, February 21, 2014 4:10 PM
To: Long, Lesley
Cc:
Subject: FW: Report for 270 Doak Lane

Lesley,

Please include the following letter with the Corporate Services Report provided to the Committee of the Whole on Monday February 24, 2014. I will away on business but would appreciate notification of the outcome.

Thanks,
Raymond

To: Committee of the Whole

Re: Review of the decision of the Fence and Sign Variance Committee -270 Doak Lane

The Application for Variance specifically states the request for the variance is to “identify the building use within an institutional zone as a retirement residence”. However, all of the other buildings of similar use, type and size in Newmarket, have a sign that conforms to the existing bylaw while identifying the building use. The sign that is being proposed at street level, as detailed in the Corporate Services Report, doesn’t even indicate the building use, so I fail to understand how more signage remedies that fact when the allowable signage does even intend to address the purpose of the request. I would have thought that the purpose of the By-Law would be to limit unnecessary signage that deters the appeal of Newmarket streets.

The Renessa and Amica buildings, are the only institutional zoned buildings on Gorham; the only 2+ story buildings, both of which share the same common access road (Doak Lane) on a 50km/h residential street, thus additional signage beyond what is permitted in the bylaw will have no additional impact in “identifying the building use”. Anyone trying to locate the Renessa building on Gorham will clearly have no issue identifying or locating the building.

Further to the Corporate Services Report dated February 10, 2014, the report states;

1. That “there are no objections from residents abutting the north east elevation where the sign would be visible were raised”. It should be made clear that the town has received objections, just not from those directly “abutting the north east elevation”. It could be argued that this exact neighbour will likely be the next applicant for variation when this precedent has been set. I am sure that had all residents that would have this sign in their properties sightlines been notified and the fact that it will change the street in a very negative way, there would have been even more objections.
2. That the variance application indicated that a timer would be installed to turn off the sign at 10:30pm, so who will enforce this? This is a very slippery slope to go down and has not had good outcomes for this town in the past with their limited resources.
3. That “in their decision, the committee had regard to... f) compatibility with the neighborhood”. This has clearly not been the case given that there are no other institutional use buildings along Gorham with a permitted sign variance. If you look at Gorham Street objectively, a primarily residential housing zone, the sign variance is clearly not compatible with the neighbourhood; unlike it would be on Mulock, Yonge, Davis, Leslie, etc.
4. That the variance is “minor in nature” is absolutely untrue. An additional oversize lighted sign is not minor in nature and will set the precedent for other potential variance applications to change the landscape of Gorham Street in an extremely negative way.

The purpose of the variance request is NOT for “identifying the building use”, given that the proposed signage that is allowed does not even specify the building use (see Appendix B sign drawing attached to

committee report). It is a cartoon picture with a company slogan that does not even use the words "retirement residence" to indicate the building use. Every other sign on all other buildings of similar size and use in Newmarket like this one clearly identify the building use within the constraints of the current fence and sign by-law. This is solely a request as a means to over-advertising. And it is ridiculous.

Given the above, I am hereby requesting that the Committee of the Whole deny the application for variance and maintain Newmarket's appeal.