

ADMINISTRATIVE REPORT

Title: DAV 24-220587/C – 230 University Crescent
Issue: For a Variance associated with the erection of construction signs
Critical Path: Director of Planning, Property, and Development

AUTHORIZATION

Author	Department Head	CFO	CAO
R. Galston, MCP	n/a	n/a	

DECISION AND CONDITIONS

The Urban Planning and Design Division **approves** the application to vary the "PR2" development and design standards of Winnipeg Zoning By-Law No. 200/2006 for the erection of two free standing construction signs to permit a combined sign surface area of 1,908 square feet (177.3 square metres) instead of 108 square feet (10.0 square metres).

Subject to the following condition(s):

1. That, if any Variance granted by this order is not established within two (2) years of the date hereof, this order, in respect of that Variance shall terminate.

REASON FOR THE REPORT

- The applicant is proposing to erect construction signs and requires a Variance to the requirements of the *Winnipeg Zoning By-Law*.
- This report provides information regarding the subject application's compliance with *The City of Winnipeg Charter*, section 249.

FILE/APPLICANT DETAILS

FILE: DAV 24-220587/C
RELATED FILES: na
COMMUNITY: Assiniboia Committee
NEIGHBOURHOOD #: 2.610 (Agassiz)

SUBJECT: To vary the "PR2" development and design standards of Winnipeg Zoning By-Law No. 200/2006 for the erection of two free standing construction signs to permit a combined sign

surface area of 1908 square feet (177.3 square metres) instead of 108 square feet (10.0 square metres).

LOCATION: 230 University Crescent
LEGAL DESCRIPTION: LEASEHOLD ESTATE FROM JUNE 30 2022 LEASE NO. 5494654/1

APPLICANT: SpeedPro Winnipeg North
301 Weston Street, Unit C
Winnipeg, MB R3E 3H4

OWNER: The University of Manitoba
66 Chancellors Circle (202 Administration Building)
Winnipeg, MB R3T 2N2

HISTORY

N/A

DISCUSSION

CRITERIA FOR APPROVAL

Pursuant to Section 247(3) of *The City of Winnipeg Charter*, an application for a Variance with respect to a property may be approved if the Variance:

- (a) is consistent with *Plan Winnipeg* and any applicable secondary plan;
- (b) does not create a substantial adverse effect on the amenities, use, safety and convenience of the adjoining property and adjacent area, including an area separated from the property by a street or waterway;
- (c) is the minimum modification of a zoning-by-law required to relieve the injurious effect of the zoning by-law on the applicant's property; and
- (d) is compatible with the area in which the property to be affected is situated.

SITE DESCRIPTION

- The subject site encompasses the former location of the Southwood Golf and Country Club, to the north of the University of Manitoba's Fort Garry campus, IG Field, and other recreational facilities. The site is bisected by University Crescent, and is located in both the Montcalm and Agassiz Neighbourhoods of the Waverley West Ward. in the Agassiz Neighbourhood of the Waverley West Ward.
- The subject site is approximately 112 acres in size. It has been vacant land since 2013. Prior to this, it was used as a golf course and country club.
- Under the *Complete Communities Direction Strategy 2.0*, the site is within the Major Redevelopment Site policy area. The property is zoned "PR2" Parks and Recreation 2 (Community) District. The subject site is also adjacent to Pembina Highway, which is designated as a Regional Mixed-Use Corridor.



Figure 1: Aerial photo of subject site and surrounding area (flown 2024)

SURROUNDING LAND USE AND ZONING (See Figure 2)

North: A mix of residential and commercial uses zoned “R1-L” Residential Single-Family (Large), “RMF-M” Residential Multi-Family (Medium), and “C1” Commercial Neighbourhood.

South: University lands and residential uses zoned “E1” Education and Institutional and “RMF-M” Residential Multi-Family (Medium).

East: Red River, then residential uses zoned “R1-L” Residential Single Family (Large).

West: Pembina Highway, then commercial uses zoned “C3” Commercial Corridor and “C2” Commercial Community.

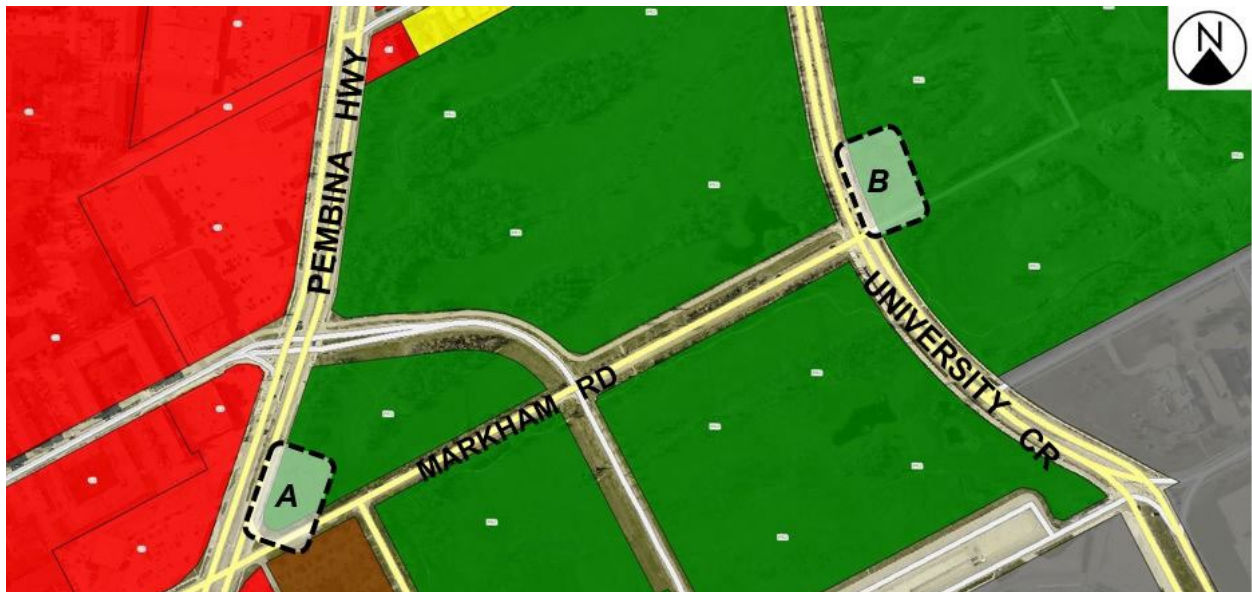


Figure 2: Zoning of the site and surrounding area.

DESCRIPTION OF THE PROPOSED DEVELOPMENT

- The applicant proposes to erect two (2) separate signs, identified as Sign A and Sign B in Figures 1 and 2, above. These signs will advertise the development occurring on the subject site during the future construction period.

Sign A

- Sign A will be located at the northeast corner of Pembina Highway and Markham Road. This sign will be fastened to existing chain link fencing that is eight (8) feet in height. Signage will have a total height of 10 feet, and a length of 132 feet, with 72 feet facing directly onto Pembina Highway, and 60 feet facing the Pembina and Markham Road intersection.

Sign B

- Sign B will be located at the northeast corner of University Crescent and Markham Road. This sign will be freestanding and have a 10 feet height and a length of 72 feet long. This sign will be facing Markham Road.
- The proposed signage is designed to both advertise the site and screen the construction activity from public view along Pembina Highway and along University Crescent.

COLLABORATIVE PLANNING AND CONSULTATION

- The applicant reached out to the Urban Planning and Design Division prior to making an application.

ANALYSIS AND ISSUES

COMPLETE COMMUNITIES DIRECTION STRATEGY 2.0

- The subject site is located in an Area of Transformation – Major Redevelopment Site under the *Complete Communities Direction Strategy 2.0*. Key goals and policies guiding development of Major Redevelopment Sites include:

Goal 1

- 1.0 *Require development in Major Redevelopment Sites to be guided by a secondary plan.*

Policies

- 1.1 *Require that the development in Major Redevelopment Sites be guided by a front end inclusive planning process, culminating in a secondary plan.*

Goal 2

- 2.0 *Capitalize on the proximity of Major Redevelopment Sites to rapid transit and high-frequency transit.*

Policies – Transit Oriented Development

- 2.1 *Promote development in accordance with Transit Oriented Development principles, where proximate to rapid transit stations and Primary Transit Network stations.*

Transit frequency

- 2.2 *Support rapid transit and high-frequency transit service by encouraging medium-to-high density residential, commercial, and mixed uses at rapid transit stations and Primary Transit Network stations, in accordance with Policy section 3.1 of the General Growth section.*

Transportation linkages

- 2.3 *Create strong, multi-modal and active transportation linkages from each Major Redevelopment Site to Downtown, other Major Redevelopment Sites, Mixed Use Centres, Corridors, Parks, major attractions and employment areas.*

Goal 3

- 3.0 *Design Major Redevelopment Sites as Complete Communities that embody principles of sustainability within a well-designed, walkable, and active transportation friendly environment.*

Policies – Mixed use

- 3.1 *Provide a mix of employment, high-density housing, retail and service uses within Major Redevelopment Sites in a way that complements the needs of adjacent communities.*

Minimum density

- 3.3 *Promote the use of minimum density standards for new development*

Compatibility

- 3.4 *Encourage the transition of development towards the outer edges of Major Redevelopment Sites so that it is sensitive to the scale, massing, height, form and character of the surrounding area.*
- 3.5 *Implement mitigation measures to minimize any negative impacts new development may have on neighbouring streets, parks, and properties.*

Conservation

- 3.6 *Require that development be sensitive to conserving historically significant features and resources.*

Housing

- 3.7 *Support a range of different types, tenures and unit sizes in housing opportunities.*

Complete streets

- 3.8 *Promote complete streets, enabling safe and convenient spaces for pedestrians, cyclists, public transit ridership and motorists to promote physical activity, health, and active transportation.*

NORTH CAMPUS LANDS SECONDARY PLAN

Under the North Campus Lands Secondary Plan, the subject sites are each located in the Mixed Use Campus Policy Area. Policies for the Mixed Use Campus areas are as follows:

1.1.2 General Mixed-Use Campus Policies

- (1) *Land in the Mixed-Use Campus Policy Area shall be rezoned to an appropriate zoning district that supports a range of uses in accordance with Objectives 3.1.1, including:*
 - *Multi-family residential uses;*
 - *Institutional and educational uses;*
 - *Cultural, recreational, and entertainment uses; and,*
 - *A diverse range of commercial uses including retail, office, hotels, restaurants, and personal services.*
- (2) *Mixed-use buildings are encouraged, but buildings may have up to 100% of any use in appropriate locations.*
- (3) *Retail uses varying in size and frontage should be located at-grade, but tenants that typically occupy a large amount of space may use floors above grade for additional retail or administrative functions.*
- (4) *Buildings heights should generally comply with the ranges shown in Policy Map 2. In particular, taller buildings should be located at prominent intersections and along the north side of the BRT corridor. The placement and design of high-rise buildings should be complimentary to the adjacent lower-density buildings and surrounding public spaces.*
- (5) *Mid-rise buildings should be encouraged on the south side of streets and mid-block between high-rise structures to maximize sun penetration within the public realm, reduce wind tunnels, and enhance overall pedestrian comfort.*
- (6) *Buildings taller than four storeys should be subject to a front-yard step-back above the fourth storey to provide a “human scale” relationship to the public realm and to mitigate wind impacts.*
- (7) *As a primary entryway to North Campus, the design of the area around the Pembina Highway intersection should reflect the prominence of this Gateway while mitigating the negative impacts of busy and high speed highway traffic.*
- (8) *Parking and servicing areas in the Mixed-Use Campus Policy Area, including within the Sifton Central Corridor and Sidney Smith Junction sub-areas, shall be provided in accordance with Section 4.1.5.*
- (9) *The Future Rapid Transit Stations shown on Policy Map 1 are conceptual. Winnipeg Transit and the developer should work collaboratively on determining the location and design of those Stations to ensure integration with the overall Plan and achievement of shared transit oriented development objectives.*

CITY OF WINNIPEG ZONING BY-LAW 200/2006

- The Winnipeg Zoning By-law 200/2006 requires that construction signs not exceed 108 square feet in total sign surface area. The applicant is proposing to erect construction signage with a total sign surface area of 1,908 square feet. As such, a Variance is required.

- The Winnipeg Zoning By-law also requires that construction signs must be located within the zoning lot, or attached to a fence or hoarding, with a maximum height of 12 feet. The sign is permitted from the date a development application is made until 80 percent of the building(s) is/are occupied, or a Zoning Compliance Certificate is issued confirming compliance with all rules, agreements and orders;

ANALYSIS OF VARIANCE

- The *North Campus Lands Secondary Plan* directs future mixed-use development on the subject site. Specifically, the secondary plan directs new development in the subject sites to be higher-density transit-oriented residential development, with opportunities for suitable institutional or commercial uses. The rezoning of this land was approved by Council in 2022 under file no. DASZ 15/2022. As such, it is expected that mixed use development consistent with the secondary plan will begin within the next few years. (It should be noted that, while Council has approved the rezoning of the land, it remains zoned “PR2” at the time of the writing of this report because the by-law associated with DASZ 15/2022 has not yet come into force.)
- Given the large size of the site (112 acres) and the proposed scope of development, which will include a mix of uses and housing types, the Urban Planning and Design Division is supportive of the Variance to allow an increase construction sign surface area, moreover, the proposed total sign surface area (1,908 square feet) is broken into two (2) separate signs, on separate sites approximately 2,034 feet (620 metres) from each other.
- It should be noted that the proposed signage will help act as a visual buffer of the construction site from public view in prominent locations, Pembina Highway and University Crescent. In particular:
 - The signage facing Pembina Highway will be fastened to an existing chain link fence on the edge of the property;
 - The signage facing University Crescent will be erected on the edge of the property line.
- With respect to compatibility and adverse effect on surrounding properties, the surrounding area is characterized by commercial uses and vacant land that will accommodate future development under the *North Campus Lands Secondary Plan*. In particular:
 - The signage on Pembina Highway faces a portion of the street primarily characterized by a mix of commercial uses, and will not be highly visible from nearby residential properties;
 - The signage on University Crescent faces vacant land where future mixed-use development is expected to occur.
- As noted above, the Winnipeg Zoning By-law requires that the proposed signage must be removed once 80 percent of buildings are occupied. Because of this, the signage will only be allowed to remain on the site during the majority of the construction period, rather than remain indefinitely.
- For these reasons, the Urban Planning and Design Division supports the Variances for construction signage.

REASONS FOR DECISION

In the context of Section 247(3), the Urban Planning and Design Division **approves** the application for the following reasons:

- (a) is consistent with *Plan Winnipeg* and any applicable secondary plan;
In that, the signage will advertise construction on the subject site which will be consistent with policies under the Complete Communities Direction Strategy 2.0 and the North Campus Lands Secondary Plan.
- (b) does not create a substantial adverse effect on the amenities, use, safety and convenience of the adjoining property and adjacent area, including an area separated from the property by a street or waterway;
In that, the signage is not highly visible from nearby residential properties, and the signage is required to be removed once 80 percent of construction is completed.
- (c) is the minimum modification of a zoning-by-law required to relieve the injurious effect of the zoning by-law on the applicant's property; and
In that, the Variance will enable the applicant to erect construction signage at two separate locations, at a scale suitable for the 112 acre site.
- (d) is compatible with the area in which the property to be affected is situated.
In that, the surrounding areas are characterized by vacant land and a mix of commercial uses.

CONSULTATION

In preparing this report there was internal consultation with: N/A

OURWINNIPEG 2045 POLICY ALIGNMENT

6.26 Major Redevelopment Sites

- *Designate Major Redevelopment Sites within the Urban Structure for land uses that provide a transformative, sustainable, well-designed and pedestrian-oriented urban environment, through a comprehensive and collaborative secondary planning process.*

WINNIPEG CLIMATE ACTION PLAN ALIGNMENT

Strategic Opportunity #4 *Facilitate Compact, Complete Development and Increase Density*

4.1 Increase Strategic Infill Development that Provides Access to and Capitalizes on Existing and Planned Corridors with Frequent Transit Service

4.3 Pursue Transit-Oriented Development

WINNIPEG POVERTY REDUCTION STRATEGY ALIGNMENT

Consideration was given to whether this report connects to any of the specific Goals and Objectives in the *PRS* and it was determined the *PRS* is not applicable to this specific report.

SUBMITTED BY

Department: Planning, Property and Development
Division: Urban Planning and Design
Prepared by: Robert Galston, MCP
Date: Thursday, October 3, 2024
File No. DAV 24-220587/C

**DEVELOPMENT EXAMINATION
BRANCH**

THIS PLAN IS SUBMITTED FOR APPROVAL
IN CONNECTION WITH DAV 24-220587/C

SHEET # 1 OF 7

APPLICANT (SGD.)

DEV. EXAM. ay

DATE Sept. 10, 2024

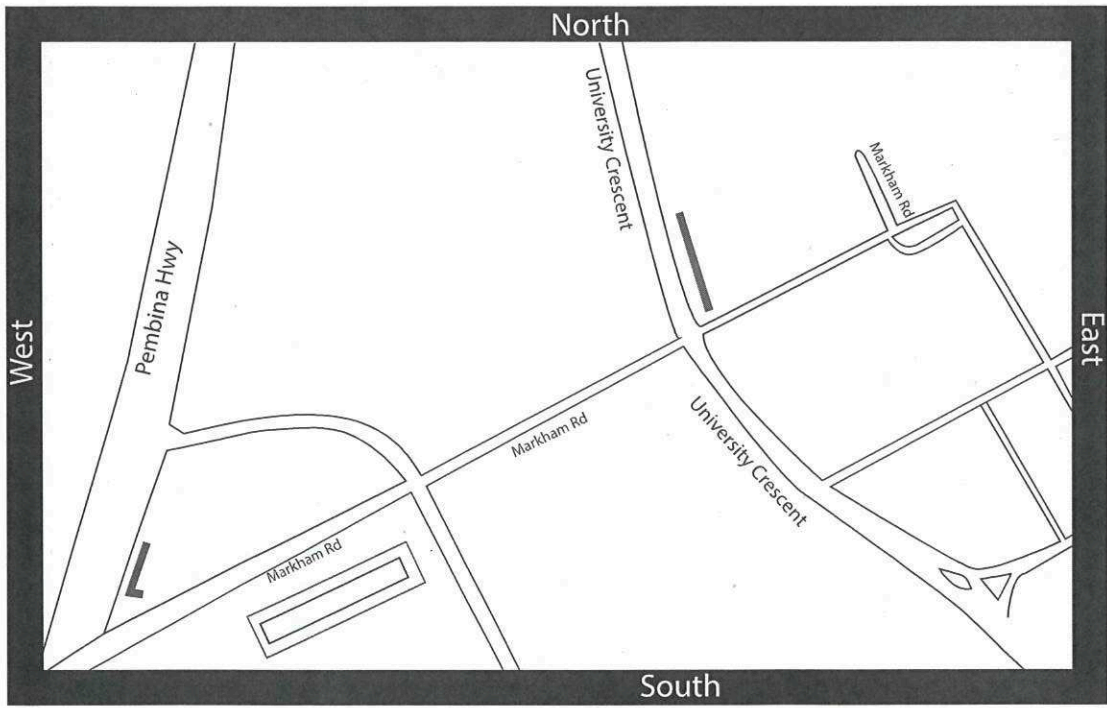


Date: Aug 16, 2024

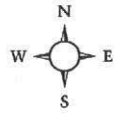
Client: Genuine Signs

Project Description:

Erect South elevation Signs and West Elevation Signs. Both signs are to cover construction for development project. Built with ACM panels. University Crescent billboard will be attached to fencing. 72'x98'
Pembina and Markham billboard will be attached with posts. 132'x9' with post height

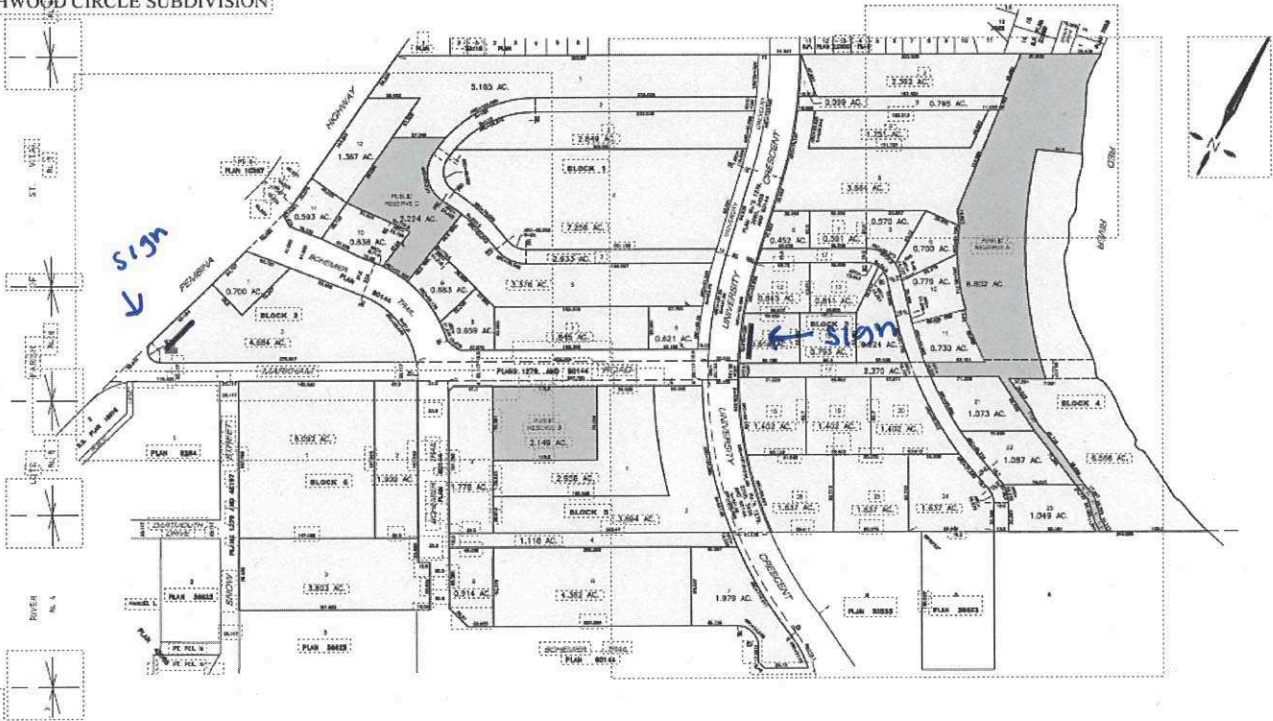


Sign Property Lines



Surveyor's Plan Showing
 UM PROPERTIES GP Inc.
 PROPOSED SOUTHWOOD CIRCLE SUBDIVISION
 DASZ 15/2022

This document is not an official survey unless it bears the signature on this title and seal of the Manitoba Land Surveyor whose authority it was prepared under. It is at the discretion of Barnes & Duncan to issue additional copies of documents on a case by case basis.



METRIC

NOTE - ALL DISTANCES ARE
 IN METRES AND MAY BE
 CONVERTED TO FEET BY
 MULTIPLYING BY 3.28084.

BARNES & DUNCAN
 SURVEYING, ENGINEERING & ARCHITECTS

6 Donald Street, Winnipeg, MB
 R3L 0K6

Our File: 23-0283
 Acad dwg: 23-0283-1 SJD-LNM SUBDIVISION MARKETING.DWG
 Field Book: N/A
 Drafter: HDC

PREPARED BY:
 LESLIE NEIL McLAUGHLIN, MLS
 DECEMBER 11, 2023

Pembina & Markham sign is 31' from the road
 University Crescent & Markham has existing fence 16' from the road.
 Both signs are 150' or more from any other property lines

Page 1 of 1

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**DEVELOPMENT EXAMINATION
 BRANCH**

THIS PLAN IS SUBMITTED FOR APPROVAL
 IN CONNECTION WITH DAV 24-220587

SHEET # 2 OF 7

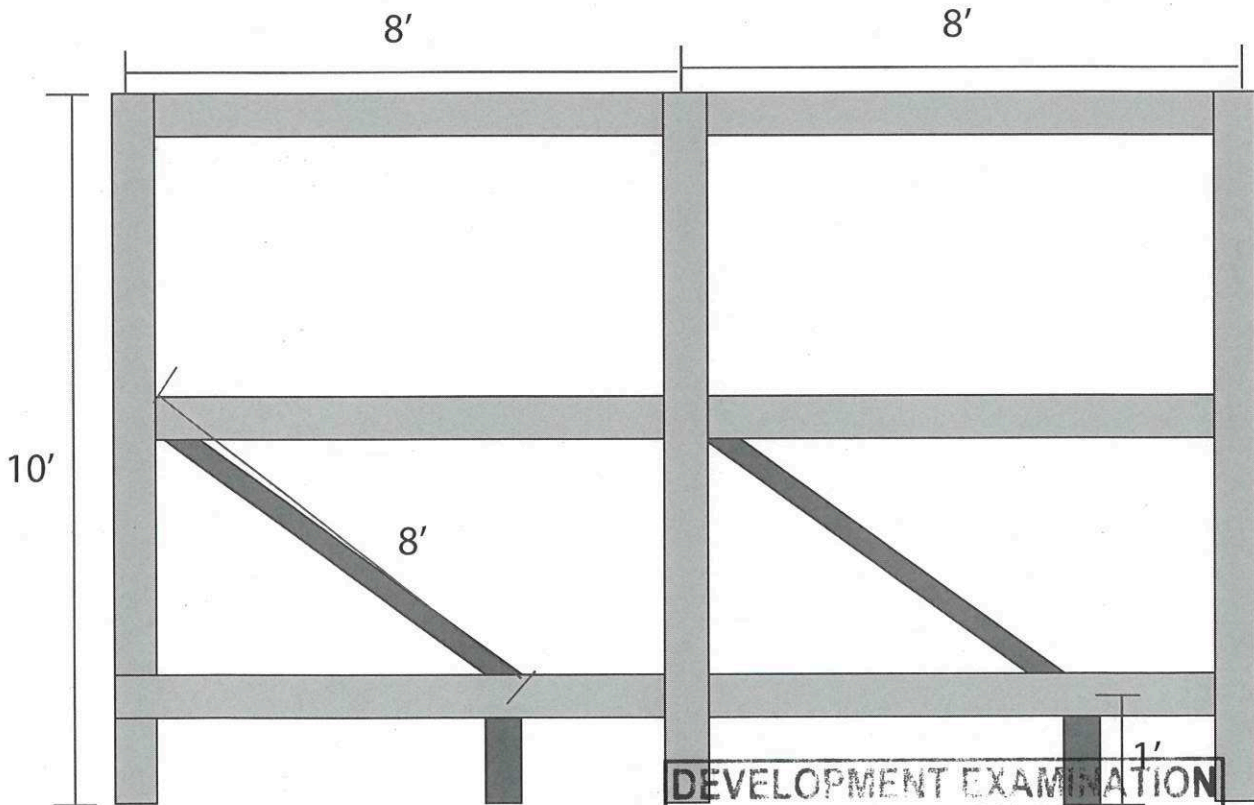
APPLICANT (SGD.)

DEV. EXAM. ay

DATE Sept 10, 2024



Sign Frame Specs 1/20 Scale University Crescent & Markham



DEVELOPMENT EXAMINATION
BRANCH

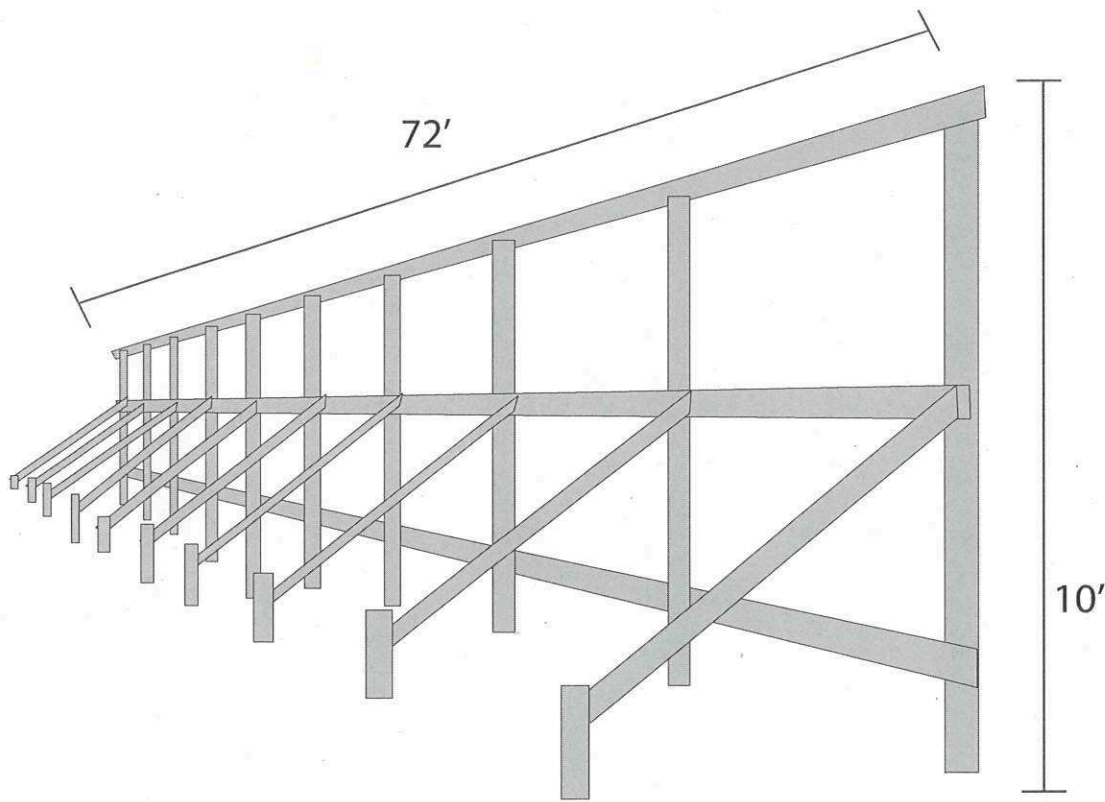
THIS PLAN IS SUBMITTED FOR APPROVAL
IN CONNECTION WITH DAV 24-220587

SHEET # 3 OF 7

APPLICANT (SGD.) _____

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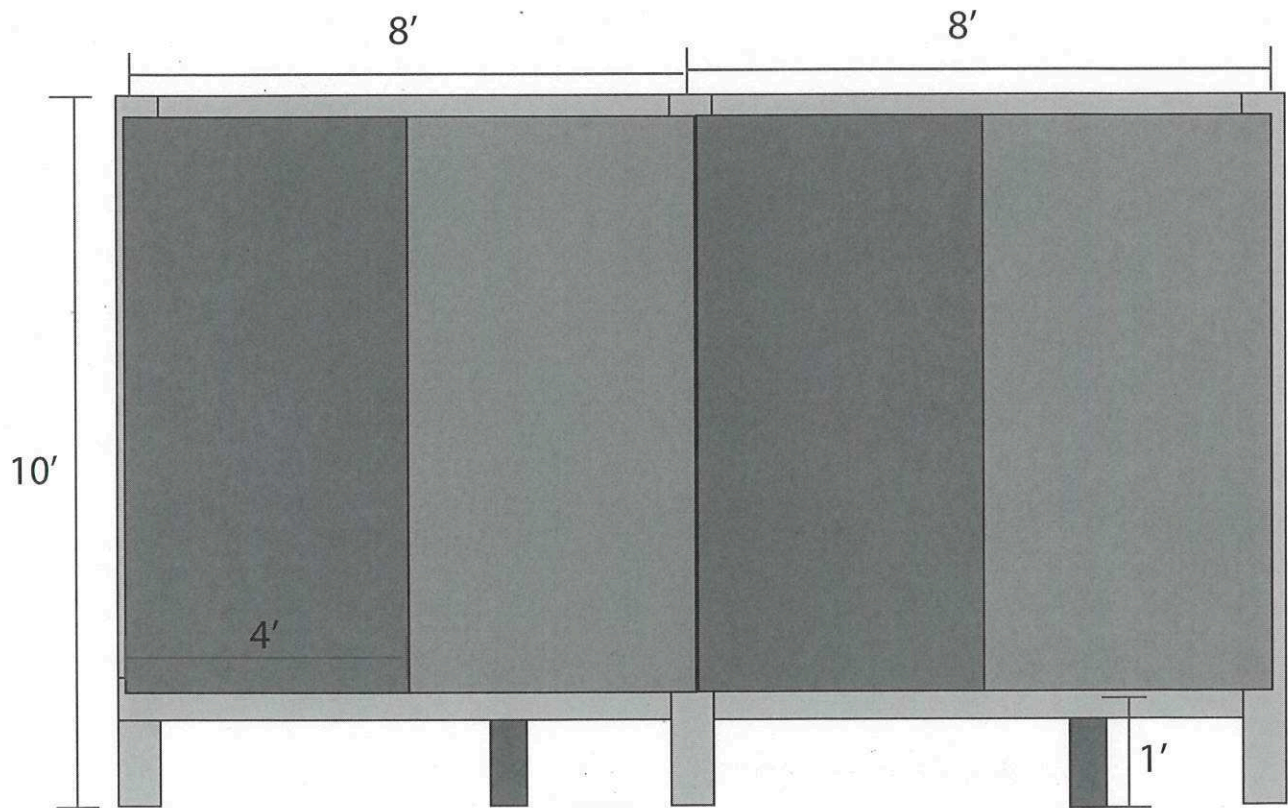
DATE Sept 10, 2024



Total height is 10' and total width is 72'. Braces for the fence are attached to the back and are 8' in length. The braces are mounted also attached to 1'H wood pieces.

Each "panel" will have 2 ACM panels fastened.

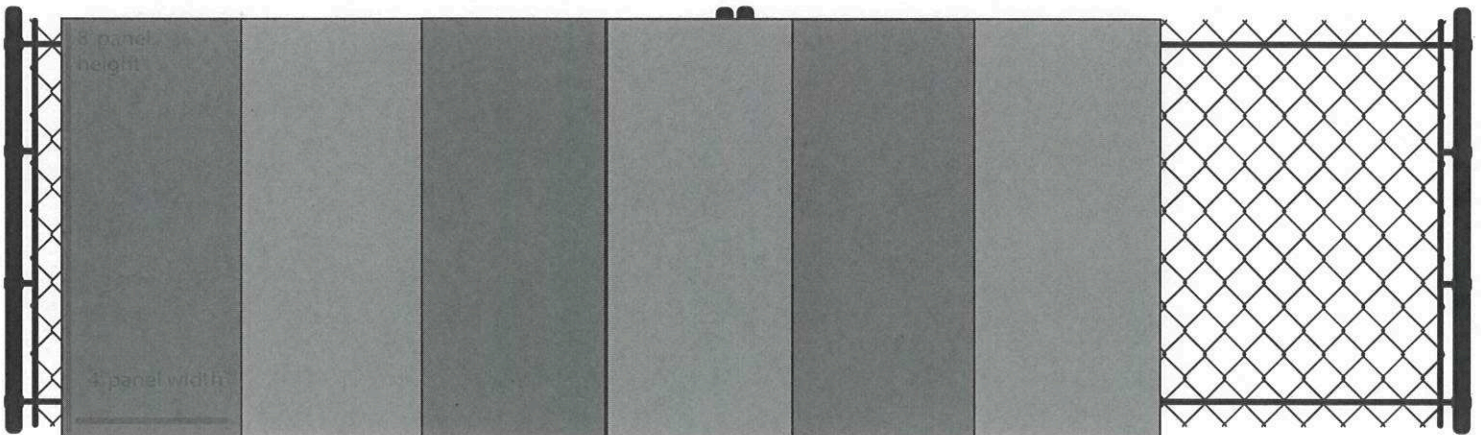
DEVELOPMENT EXAMINATION	
BRANCH	
THIS PLAN IS SUBMITTED FOR APPROVAL	
IN CONNECTION WITH <u>DAV24-280587</u>	
SHEET #	<u>4</u> OF <u>7</u>
APPLICANT (SGD.)	
DEV. EXAM.	<u>ay</u>
DATE	<u>Sept. 10, 2024</u>



DEVELOPMENT EXAMINATION BRANCH	
THIS PLAN IS SUBMITTED FOR APPROVAL IN CONNECTION WITH <u>DAV 24-220587</u>	
SHEET # <u>5</u> OF <u>7</u>	
APPLICANT (SGD.)	
DEV. EXAM. <u>ay</u>	
DATE <u>Sept. 10, 2024</u>	



Pembina & Markham



Panels fastened to existing chain fence. Sign has 4' extrusion that will be fastened with wood beams for support.

DEVELOPMENT EXAMINATION BRANCH	
THIS PLAN IS SUBMITTED FOR APPROVAL IN CONNECTION WITH <u>DAV 24-220587</u>	
SHEET #	<u>6</u> OF <u>7</u>
APPLICANT (SGD)
DEV. EXAM.	<u>ay</u>
DATE	<u>Sept. 10, 2024</u>

**DEVELOPMENT EXAMINATION
BRANCH**

THIS PLAN IS SUBMITTED FOR APPROVAL

IN CONNECTION WITH DAV 24-20 0587

SHEET # 7 OF 7

APPLICANT (SGD.)

DEV. EXAM. ay

DATE Sept. 10, 2024



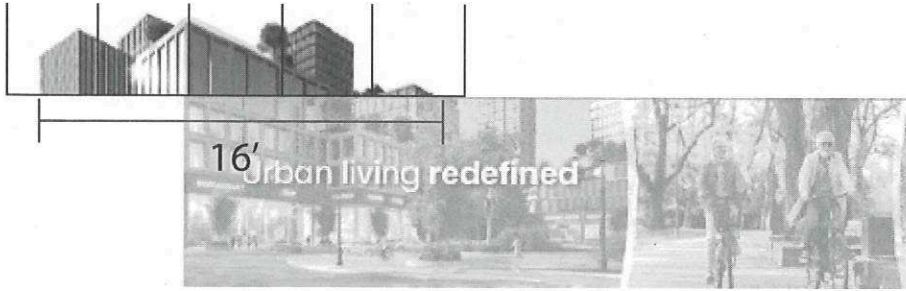
72'

60'

4'



Extrusion is 4' tall at it's highest.



16'

72'



Where the corner of existing fence falls.
Sign will have a corner.