



Committee of the Whole Report

For the Meeting of October 4th, 2018

To: Committee of the Whole **Date:** September 18, 2018

From: Jonathan Tinney, Director, Sustainable Planning and Community Development

Subject: Development Variance Permit Application No. 00212 for 2882 Douglas Street

RECOMMENDATION

That Council after giving notice and allowing an opportunity for public comment at a meeting of Council, consider the following motion:

That Council authorize the issuance of Development Permit Application No. 00212 for 2882 Douglas Street, in accordance with:

1. Plans date stamped March 15, 2018.
2. The following variance to the Sign Bylaw
 - i. Vary the size of the total allowable signage from 1.13 m² to 3.50 m².

LEGISLATIVE AUTHORITY

In accordance with Section 498 of the Local Government Act, council may issue a Development Variance Permit that varies other land use regulation powers provided the permit does not vary the use or density of land from that specified in the Zoning Regulation Bylaw.

EXECUTIVE SUMMARY

The purpose of this report is to present Council with information, analysis and recommendations for a Development Variance Permit Application for the property located at 2882 Douglas Street.

The proposal is to replace an existing sign with a new "readograph" sign. The existing sign area and the proposed sign area are of comparable size and at the same general location.

The proposed "readograph" sign has an aggregate sign area that exceeds the maximum display area allowed by the Sign Bylaw and thus a development variance is required.

Staff support this variance to allow the increased sign display area as the impacts are minimal and the signage supports the long term viability of the business.

BACKGROUND

Description of Proposal

A new sign is proposed to replace an existing sign on a freestanding sign structure. The intent of this new sign is to modernize the existing site signage. The proposed sign is located at the same location on the freestanding structure and is of comparable display area (3.5 m²) as the existing sign (2.93 m²).

The proposed sign serves the same general purpose and function as the existing signage.

The applicant has proposed that the sign operation will be

- i. displaying static advertising images for 45 to 60 seconds,
- ii. between 5 to 15 distinct images that will cycle through in a continuous rotation,
- iii. there will be a 1 second fade-between-image transition (to avoid any perceived flashing),
- iv. the monitor will have ambient light sensing to automatic dim the digital image after daylight hours, and
- v. the digital images will be displayed 24 hours in a day.

Community Consultation

Consistent with the *Community Association Land Use Committee (CALUC) Procedures for Processing Rezoning and Variances Applications*, on August 9, 2018 the application was referred for a 30-day comment period to the CALUC. No comments were received from the CALUC.

This Application proposes variances, therefore, in accordance with the City's *Land Use Procedures Bylaw*, it requires notice, sign posting and a meeting of Council to consider the variances.

ANALYSIS

The lot frontage along 2882 Douglas Street is 50m. The site has existing building fascia signs and a free-standing sign along Douglas Street with a total sign display area of 11.8 m². This existing 11.8 m² signage requires 39.7 m of street frontage, leaving 11.3 m of street frontage for additional signage.

2882 Douglas Street is located in the "Arterial Sign Zone" and the proposed sign is a "readograph" sign. Readograph signs are permitted in the Arterial Sign Zone and have a sign area ratio requirement of 1/3 to 1 which is less than the existing fascia sign area which has a 1 to 1 sign area ratio requirement.

With a ratio requirement of 1/3 to 1 for a readograph sign, the maximum permitted signage area would be 1.13 m². The proposed sign has a display area of 3.50 m² and is therefore 2.37 m² larger than permitted by the *Sign Bylaw*. The proposed sign is located at the same location on the freestanding structure and is of comparable display area (3.5 m²) as the existing sign (2.93 m²).

A Development Variance Permit is requested for the additional 2.37 m² of sign display area. .

CONCLUSIONS

Staff supports the application as proposed by the applicant as the impact from this additional signage area is minimal and the signage supports the long term viability of the business.

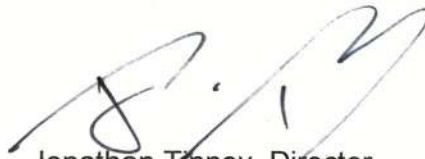
ALTERNATE MOTIONS

That Council decline Development Variance Permit Application No. 00212 for the property located at 2882 Douglas Street.

Respectfully submitted,



Calvin Gray, Chief Building Inspector
Sustainable Planning and Community
Development Department



Jonathan Tinney, Director
Sustainable Planning and Community
Development Department

Report accepted and recommended by the City Manager:



Date:

Sept. 27/18

List of Attachments

- ATTACHMENT A: Plans date stamped March 15, 2018
- ATTACHMENT B: Correspondence with the Applicant