

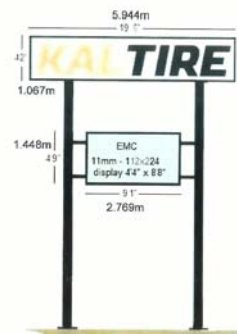
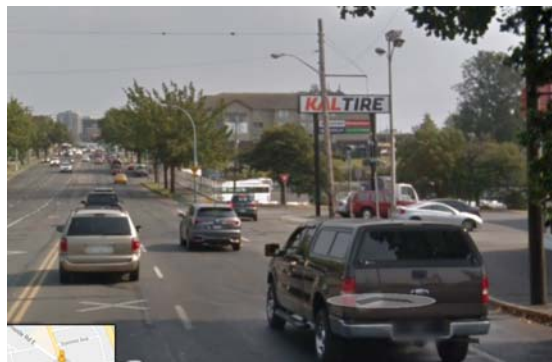
KAL TIRE – READOGRAPH SIGN

DEVELOPMENT VARIANCE PERMIT

2882 Douglas Street



Context



Analysis

Maximum allowable readograph sign - 1.13 m/sq
(restricted by available street frontage due to existing signage requirements)

Proposed readograph sign - 3.5 m/sq
Existing signage - 2.93 m/sq
Variance required - **2.37 m/sq**



Recommendation

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

