

J. REPORTS OF COMMITTEES

J.1 Committee of the Whole

J.1.b Report from the October 4, 2018 COTW Meeting

**J.1.b.i 2882 Douglas Street - Development Variance Permit
Application No. 00212 (Burnside)**

Moved By Councillor Alto

Seconded By Councillor Coleman

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.”

FOR (6): Mayor Helps, Councillor Alto, Councillor Coleman, Councillor Loveday, Councillor Lucas, and Councillor Thornton-Joe

OPPOSED (3): Councillor Isitt, Councillor Madoff, and Councillor Young

CARRIED (6 to 3)

F.5 2882 Douglas Street - Development Variance Permit Application No. 00212 (Burnside)

Committee received a report dated September 18, 2018 from the Director of Sustainable Planning and Community Development proposing to replace an existing sign with a new "readograph" sign.

Moved By Councillor Alto

Seconded By Councillor Lucas

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.

Committee discussed:

- *appropriateness of the signage for its purpose*
- *how often images would change on sign*
- *brightness of the sign*
- *prohibition of 3rd party signs*

FOR (5): Mayor Helps, Councillor Alto, Councillor Coleman, Councillor Lucas and Councillor Thornton-Joe

OPPOSED (4): Councillor Isitt, Councillor Loveday, Councillor Madoff and Councillor Young

CARRIED (5 to 4)



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.

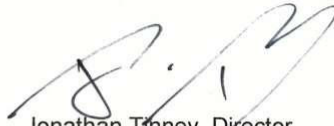
ALTERNATE MOTIONS

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

Priority Permits
 331 Parkdale Ave. N.
 Hamilton, ON L8H 5V1
 Tel: (289)393-8951
 Fax: 1(888) 738-3846
 info@prioritypermits.com
 www.prioritypermits.com

ENG



DVPO0012

REV	DESCRIPTION
A	KalTire
	2882 Douglas
	Victoria
	BC
	DATE: DD-MMM-YYYY
	SCALE: AS NOTED
	JOB No.: -
	DRAWN BY: INITIALS
	CHECKED BY: -

NOTES / LEGAL:
 1. THESE DRAWINGS ARE INTENDED FOR PERMIT PROCESSING ONLY. ALL DIMENSIONS, SIGNAGE PLACEMENT AND DESIGN TO BE VERIFIED BY SIGNAGE CLIENT AND / OR FABRICATOR PRIOR TO CONSTRUCTION OR INSTALLATION.
 2. PERMIT INSPECTIONS FOR PERMITTING JOBS TO BE HANDLED BY OUR CLIENTS.
 3. ENGINEERING PHOTOS / INSTALLER CHECKLIST TO BE PROVIDED BY OUR CLIENTS.





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ENG
RECEIVED
 MAR 15 2018
 PERMITS & INSPECTIONS
 CITY OF VICTORIA

REV	DESCRIPTION
A	-
KalTire	
2882 Douglas	
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VICTORIA # 685 2882 Douglas St

RECEIVED
MAR 15 2018
PERMITS & INSPECTIONS
CITY OF VICTORIA



existing header



3 x 10' 6" panels removed and replaced with EMC

X section of support structure for EMC - top and bottom of EMC

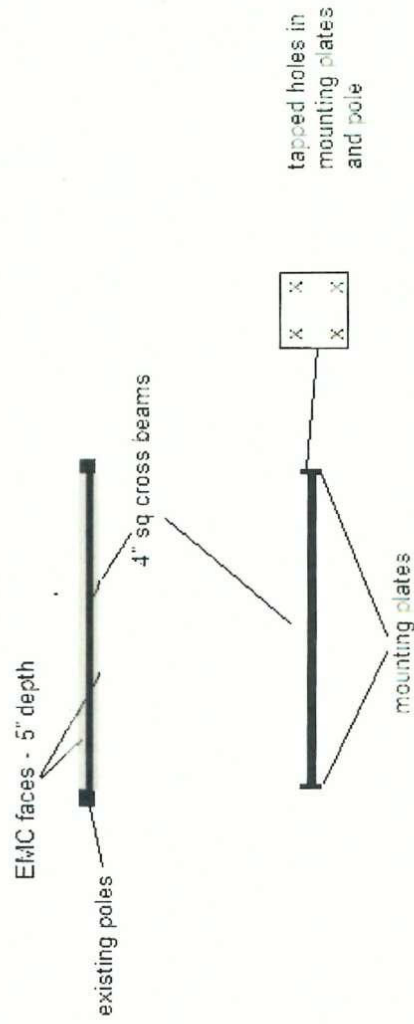
EMC faces - 5" depth (0.127m)

existing poles

4" sq cross beams
(0.102m)



(2) 4" sq cross beams top and bottom will line up with angle iron mounted to the back of the EMC cabinets



SIGNALLIANCE, KEITH DINON & ASSOCIATES, 2658 LAKE SHORE RD. VERNON BC V1H1N1, 250.275.4966

Calvin Gray

From: Jason Noseworthy <Jason@PriorityPermits.com>
Sent: Friday, June 08, 2018 11:27 AM
To: Calvin Gray
Subject: RE: KalTire | 2882 Douglas St | Sign Permit Application

Hey, Calvin!

My client confirmed the following:

- (a) confirm if the images be stationary or moving
The sign has the capability for stationary or moving imagery, but stationary is fine if this makes the process faster or more likely to be approved.
- (b) number of different images that will be displayed on the EMC
Anywhere from 5 – 15 images would be in rotation at any given time.
- (c) time frame between each image on the EMC
We will set the duration in accordance to city planning preference.
- (d) hours of operation of the illumination
The sign will be operational constantly, but has an auto dimming feature built in. It's also possible to set the sign on a timer to match the business hours of operation.

Thank you!

Best regards,



East Office: 331 Parkdale Avenue N. Hamilton, ON, L8H 5Y1
West Office: 205 - 810 Quayside Drive, New Westminster, BC, V3M 6B9

Jason Noseworthy
Western Permit Coordinator
Office: 289 389 8951
jason@prioritypermits.com

From: Jason Noseworthy
Sent: Thursday, June 7, 2018 2:14 PM
To: 'Calvin Gray' <cgray@victoria.ca>
Subject: RE: KalTire | 2882 Douglas St | Sign Permit Application

I'll reach out to the sign manufacturer to confirm this as soon as possible.

Thank you, Calvin!

Best regards,



East Office: 331 Parkdale Avenue N. Hamilton, ON, L8H 5Y1
West Office: 205 - 810 Quayside Drive, New Westminster, BC, V3M 6B9

Jason Noseworthy
Western Permit Coordinator
Office: 289 389 8951
jason@prioritypermits.com

From: Calvin Gray <cgray@victoria.ca>
Sent: Thursday, June 7, 2018 1:06 PM
To: Jason Noseworthy <Jason@PriorityPermits.com>
Subject: KalTire | 2882 Douglas St | Sign Permit Application

Hi Jason

Can you comment on

- (a) confirm if the images be stationary or moving
- (b) number of different images that will be displayed on the EMC
- (c) time frame between each image on the EMC
- (d) hours of operation of the illumination

Calvin Gray, P.Eng.
Chief Building Inspector
Permits & Inspections
Sustainable Planning and Community Development Department
City of Victoria
1 Centennial Square, Victoria BC V8W 1P6
T 250.361.0344 ext 7

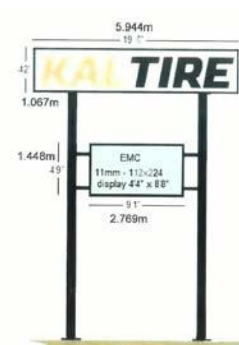
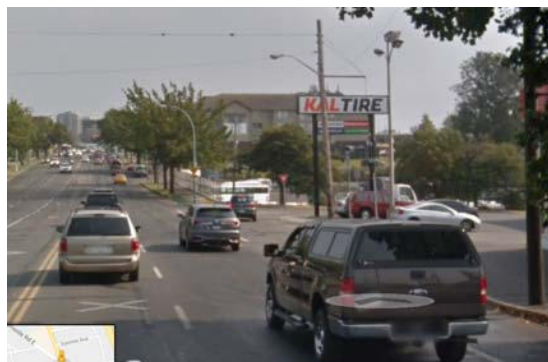
KAL TIRE – READOGRAPH SIGN

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.

