



Committee of the Whole Report

For the Meeting of January 31, 2019

To: Committee of the Whole **Date:** January 15, 2019

From: Andrea Hudson, Acting Director, Sustainable Planning and Community Development

Subject: Development Variance Permit No. 00214 for 3147 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 Variance Permit Application No. 00214 for 3147 Douglas Street, in accordance with:

1. Plans date stamped September 17, 2018.
2. The following variances to the Sign Bylaw:
 - i. Vary the size of the maximum permitted sign area from 9m² to:
 - a. 36.9m² for "Mayfair" sign (fronts Douglas Street)
 - b. 21.71m² for "Indigo" sign (fronts Douglas Street)
 - c. 21.71m² for "Indigo" sign (fronts Finlayson Street)
 - d. 13.83m² for "Indigo Kids" sign (fronts Douglas Street)
 - e. 25.33m² for "SportChek" sign (fronts Douglas Street)
 - f. 14.73m² for "SportChek" sign (fronts Tolmie Avenue)
 - g. 26.52m² for future tenant sign (fronts Douglas Street)
 - ii. Vary the total sign allowance area from 73m² to 131m² along Douglas Street.
3. The Development Permit lapsing two years from the date of this resolution."

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 such 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 proposed new signage on the exterior of Mayfair Mall located at 3147 Douglas Street. The recent expansion and improvements to Mayfair Mall have resulted in a need for new and additional signage. This signage is regulated

by the Sign Bylaw and does so through limitations in individual and cumulative area allowances specifying the typography of signage within defined areas throughout the City and limits the quantities of certain sign types. The proposed signage includes seven (7) new signs, each in excess of 9m², as well as, free-standing signage in excess of that permitted per building frontage.

The Sign Bylaw limits the cumulative sign area on each building frontage as a function of an assigned ratio applied to business' building frontage. Based on this criterion, the cumulative sign allowance on Douglas Street is 73m². The proposed cumulative sign area along Douglas Street is 131m².

Lastly, the Sign Bylaw permits one freestanding sign per street frontage. The proposal includes three (3) freestanding signs along Douglas Street; two (2) along Finlayson Street and two (2) along Tolmie Avenue. Given the policies outlined in the Burnside Gorge Neighbourhood Plan regarding place-making and public realm, and the importance of enhancing the pedestrian and human scale experience along streets, staff have concerns about the number of large freestanding signs being proposed along street frontages (over 2.4m/8ft. high). In addition, there would be minimal information on these proposed signs and would be predominantly blank surfaces. The recommendation for Council's consideration does not support the proposed variances to increase the number of free-standing signs on each street frontage; however, an alternate motion has been provided should Council support these variances.

Staff generally support these variances as the signage scales appropriately in context of each building elevation, thereby, making its size seemingly appropriate.

BACKGROUND

Description of Proposal

The proposed signage requires the following variances

- building fascia signs greater than the maximum permitted area of 9m²
- cumulative signage area exceeding permitted total building fascia signage area along Douglas Street
- more than 1 free standing sign on a building frontage.

Specifically:

(a) Building fascia sign areas on:

West building face (Douglas Street)

- 36.9m² for "Mayfair" sign
- 26.52m² for future tenant signage
- 25.33m² for "SportChek" sign
- 21.71m² for "Indigo" sign
- 13.8 m² for "Indigo Kids" sign

South building face (Finlayson Street)

- 21.71m² for "Indigo" sign

North building face (Tolmie Avenue)

- 14.73m² for "SportChek" sign.

(b) Total Building Signage Area along Douglas Street is 131m²:

Sign Description	Area (m ²)
Blank Tenant ID sign	3.72
"Hudson's Bay"	9.7
"Hudson's Bay"	2.75
Blank Tenant ID sign	5.57
"Starbucks Coffee"	5.57
"Indigokids"	13.83
"Indigo"	21.71
"TD"	3.25
Blank Anchor Tenant ID sign	26.52
Blank Tenant ID sign	3.25
Blank Tenant ID sign	3.25
"SportChek"	25.33
Blank Tenant ID sign	3.25
Blank Tenant ID sign	3.25
TOTAL	130.95

(c) More than one free-standing sign per street frontage is proposed in the following locations.

- Douglas Street
 - 2 x "Mayfair Mall" (new signs) (3.06m² & 6.60m²)
 - 1 x multi-tenant (new sign) (6.60m²)
- Finlayson Street
 - 2 x "Mayfair Mall" (new signs) (5.31m²)
- Tolmie Avenue
 - 1 x "Mayfair Mall" (existing sign) (9.41m²)
 - 1 x "Mayfair Mall" (new sign) (3.06m²).

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 in response 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 recent expansion to Mayfair Mall includes new anchor tenants and other new, smaller tenants, and the building owner is proposing external building signage including fascia signs and free-standing signage. The proposed signage is also a result of work to modernize the building exterior as a part of the expansion project and the proposed signage

While the overall proposal has been described in technical detail, the proposal can be categorized into three main areas, each requiring variances. The variances include signs in excess of 9m², cumulative allowance being exceeded, and the amount of individual freestanding signs per frontage.

The Sign Bylaw limits fascia sign areas to 9m²; the proposal includes seven (7) fascia signs, each greater than 9m². Consideration has been given to the size of the building and site, as well as, setbacks from the street and the building's purpose as a retail destination. The size of individual signs is considered appropriate in proportion and scale and provides some visual interest to the building by breaking-up the large blank walls.

The sign bylaw restricts the cumulative amount of fascia signage; this is a function of linear frontage and an applied ratio. The cumulative fascia signage area is exceeded along Douglas Street. The Sign Bylaw limits the cumulative fascia display area to 73m² and the proposed fascia area is 131m². The proposed signage is compatible in context of each elevation as it is proportionate to the size of the building and is moderate in terms of its impact to the street.

The Sign Bylaw restricts freestanding signage to one (1) per street frontage. Two (2) freestanding signs have been proposed for both Finlayson Street and Tolmie Avenue, and three (3) freestanding signs are proposed along Douglas Street. Given the policies outlined in the Burnside Gorge Neighbourhood Plan regarding place-making and public realm, and the importance of enhancing the pedestrian and human scale experience along streets, staff have concerns with the number of large freestanding signs being proposed along street these frontages (over 2.4m/8ft high). In addition, there would be minimal information on these proposed signs and would be predominantly blank surfaces. The recommendation for Council's consideration does not support the proposed variances to increase the number of free-standing signs on each street frontage; however, an alternate motion has been provided should Council support these variances.

While the proposed signage requires multiple variances, the overall proposal is supportable in consideration of the size of the parcel, the purpose of the building as a retail destination and the size of the building. The proposed building signage appears to be scaled well in context of each elevation and is thought to have a modest impact to the street frontages, and is seemingly appropriate, indicative of the retail activities inside.

CONCLUSIONS

Staff generally supports the variances associated with the signage on the building given the function, location and size of the building; however, staff have concerns regarding the number of large free-standing signs being proposed on the three street frontages. The current Sign Bylaw permits one free-standing sign on each frontage and the recommendation for Council's consideration reflects the requirements in the current bylaw.

ALTERNATE MOTIONS

OPTION ONE

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 Variance Permit Application No. 00214 for 3147 Douglas Street, in accordance with:

1. Plans date stamped September 17, 2018.
2. The following variance to the Sign Bylaw
 - i. Vary the size of the maximum permitted sign area from 9m² to:
 - a. 36.9m² for "Mayfair" sign (fronts Douglas Street)
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 - e. 25.33m² for "SportChek" sign (fronts Douglas Street)
 - f. 14.73m² for "SportChek" sign (fronts Tolmie Avenue)
 - g. 26.52m² for future tenant sign (fronts Douglas Street).
 - iii. Vary the total sign allowance area from 73m² to 131m² along Douglas Street
 - iv. Vary the number of free-standing signs on each frontage from one (1) to:
 - a. three (3) freestanding signs along Douglas Street
 - b. two (2) freestanding signs along Finlayson Street
 - c. two (2) freestanding signs along Tolmie Street.
3. The Development Permit lapsing two years from the date of this resolution."

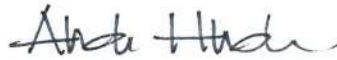
OPTION TWO

That Council decline Development Variance Permit Application No. 00214 for the property located at 3147 Douglas Street.

Respectfully submitted,



Calvin Gray, P.Eng.
Chief Building and Plumbing Inspector
Permits and Inspections



Andrea Hudson, Acting Director
Sustainable Planning and Community
Development Department

Report accepted and recommended by the City Manager:



Date:

Jan 25, 2019

List of Attachments:

- Attachment A: Letter from applicant dated November 21, 2018
- Attachment B: Plans date stamped January 15, 2019.