

DATE OF MEETING November 19, 2018

AUTHORED BY CALEB HORN, PLANNING ASSISTANT, CURRENT PLANNING

**SUBJECT DEVELOPMENT VARIANCE PERMIT APPLICATION NO. DVP368 –  
171 CALDER ROAD**

## **OVERVIEW**

### **Purpose of Report**

To present for Council's consideration, a development variance permit application to allow a backlit sign at 171 Calder Road.

### **Recommendation**

That Council issue Development Variance Permit No. DVP368 at 171 Calder Road with the following variances within the Parkway Buffer on lands designated as part of the "Rural Parkway":

- allow a backlit fascia sign; and
- increase the maximum allowable fascia sign size from 5m<sup>2</sup> to 11.65m<sup>2</sup>.

## **BACKGROUND**

A development variance permit application, DVP368, was received from Splitsville Entertainment Ltd. to vary the provisions of "Sign Bylaw 1987 No. 2850" (the "Sign Bylaw") to replace an existing sign with a backlit fascia sign. The subject property is in the Parkway Buffer on lands designated as part of the "Rural Parkway" in accordance with Schedule F of the Sign Bylaw.

The subject property is a commercial property containing a bowling alley, which is permitted as a "recreational facility" in the CC6 zone. The adjacent properties to the north are zoned CC1 – Local Service Centre, the adjacent property to the west is zoned R8 – Medium Density Residential, and the adjacent properties to the south are zoned R1 – Single Dwelling Residential.

### **Subject Property**

<i>Zoning</i>	CC6 – Commercial Recreation Centre
<i>Location</i>	The subject property is located on the west side of Calder Road, approximately 40m south of Jingle Pot Road and 275m west of the Nanaimo Parkway.
<i>Total Lot Area</i>	6,020m <sup>2</sup>
<i>Official Community Plan (OCP)</i>	Map 1 – Future Land Use – Neighbourhood

Statutory Notification has taken place prior to Council's consideration of the variance.

## **DISCUSSION**

### **Proposed Development**

The applicant proposes to replace existing signage on the building to correctly identify the business with the new Splitsville brand. The existing signage will be replaced with a new backlit vinyl fascia sign to be located on the north side of the existing bowling alley building. The sign requires variances due to its location within the Parkway Buffer and proposed sign area.

### **Proposed Variances**

#### *Facia Signs – Backlit*

The Sign Bylaw does not allow a fascia sign to be backlit within the Parkway Buffer lands designated “Rural Parkway”. The subject property is located within the “Rural Parkway” designation, but does not face the Nanaimo Parkway (it’s greater than 200m away from the Parkway right-of-way) and is not visible from the Parkway due to screening provided by mature trees and structures along Jingle Pot Road. The proposed sign faces north and will be visible from Jingle Pot Road and Calder Road. In addition, the applicant has indicated that the sign will only be illuminated during business hours. Backlit signs are permitted outside of the Parkway Buffer and are present in the immediate area.

#### *Facia Signs – Maximum Size*

The Sign Bylaw restricts the maximum size of fascia signs within the Parkway Buffer lands designated “Rural Parkway” to 5m<sup>2</sup> or 15% of the wall surface to which it is affixed, whichever is less. In this case, the lesser amount is 5m<sup>2</sup>. The applicant proposes to increase the maximum permitted sign area from 5m<sup>2</sup> to 11.65m<sup>2</sup>, which covers only 3% of the north building face. The maximum size of a fascia sign, if it were located outside of the Parkway Buffer, is up to 25% of the wall surface to which it is affixed.

The proposed signage would meet the Sign Bylaw requirements for signs located outside of the Parkway Buffer and the design of the proposed sign is complementary to the use. Given that the proposed sign will not be visible from the Nanaimo Parkway, no negative impacts are anticipated. Staff support the proposed variances.

See Attachments for more information.

## **SUMMARY POINTS**

- Development Variance Permit Application No. DVP368 proposes a variance to allow an 11.65m<sup>2</sup> backlit fascia sign within the Parkway Buffer lands designated “Rural Parkway”.
- The proposed sign will not be visible from the Nanaimo Parkway and no negative impacts are anticipated.
- Staff support the proposed variances.

## **ATTACHMENTS**

ATTACHMENT A: Permit Terms and Conditions  
ATTACHMENT B: Location Plan  
ATTACHMENT C: Site Plan  
ATTACHMENT D: Proposed Sign Details  
ATTACHMENT E: Context Photo from Nanaimo Parkway  
ATTACHMENT F: “Sign Bylaw 1987 No. 2850” Schedule F – Parkway Buffer  
ATTACHMENT G: Aerial Photo

### **Submitted by:**

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### **Concurrence by:**

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