

DATE OF MEETING | December 17, 2018 |

AUTHORED BY | CALEB HORN, PLANNING ASSISTANT, CURRENT PLANNING |

SUBJECT | DEVELOPMENT VARIANCE PERMIT APPLICATION NO. DVP367 – 550 SEVENTH STREET |

OVERVIEW

Purpose of Report

To present for Council’s consideration, a development variance permit to allow an animated sign at 550 Seventh Street.

Recommendation

That Council issue Development Variance Permit No. DVP367 at 550 Seventh Street with a variance to allow an animated sign.

BACKGROUND

A development variance permit application, DVP367, was received by Hi-Lite Signs on behalf of the Nanaimo-Ladysmith School District (SD68) to vary the provisions of “Sign Bylaw 1987 No. 2850” (the “Sign Bylaw”) to replace the existing freestanding sign at 550 Seventh Street with a new freestanding sign containing two animated faces.

The subject property is the site of John Barsby Community School, a secondary school within the Harewood neighbourhood. Surrounding properties are primarily single dwelling residential, and the property is adjacent to the Harewood Centennial Park.

Subject Property

<i>Zoning</i>	CS1 – Community Service Zone One; and PRC2 – Parks, Recreation and Culture Zone Two
<i>Location</i>	The subject property has frontage along the west side of Bruce Avenue and the north side of Seventh Street.
<i>Total Lot Area</i>	5.25ha
<i>Official Community Plan (OCP)</i>	Map 1 – Future Land Use – Parks and Open Space; Corridor

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

DISCUSSION

Proposed Development

The proposed freestanding sign is located along the Bruce Avenue frontage and will replace the existing freestanding sign near the vehicle exit. The sign will utilize the footing of the existing

freestanding sign. The proposed sign is 4.27m high and 5.1m² in area. A portion of each side of the sign will be LED/animated, creating two animated sign faces, one facing west and one facing east, each being 3.5m² in area.

Proposed Variance

LED / Animated Signs

The Sign Bylaw does not allow for LED/animated signs except in order to display digital time, temperature, and/or gas price information. On 2011-FEB-14, City Council adopted the LED/Animated Signs Development Variance Permit Guidelines (the “Guidelines”, see Attachment E). The Guidelines assist Council and Staff when evaluating Development Variance Permit applications for animated signs.

The Guidelines suggest that no more than one animated sign should be considered per lot and the maximum area of the animated sign should not exceed 9.29m². The proposed sign will contain two animated sign faces on a single freestanding structure, with a combined total area of 7m² for both animated faces. Staff have determined that the proposed sign meets the intent of the Guidelines and is supportable. The operational requirements of the Guidelines will be stipulated through the development variance permit conditions and in the required sign permit.

By replacing the existing freestanding sign with an animated sign at John Barsby Community School, SD68 will be able to more effectively and more efficiently communicate information to staff, students, parents, and the public than by using the existing static signs that need to be manually updated. The proposed sign will contain automatic dimming LED displays and will be more energy efficient than the existing illuminated freestanding sign. The animated faces will be oriented away from the residential dwellings on the opposite side of Bruce Avenue and will be turned off between the hours of 10 p.m. and 6 a.m. Given the efforts to minimize impacts on neighbours, no negative impacts are anticipated.

Staff support the proposed variance.

See Attachments for more information.

SUMMARY POINTS

- Development Variance Permit Application No. DVP367 proposes a variance to allow an animated sign.
- The proposed freestanding sign will contain two 3.5m² animated faces.
- Given the efforts to minimize impacts on neighbours, no negative impacts are anticipated.
- Staff support the proposed variance.

ATTACHMENTS

ATTACHMENT A: Permit Terms and Conditions
ATTACHMENT B: Location Plan
ATTACHMENT C: Site Plan
ATTACHMENT D: Elevation Drawings
ATTACHMENT E: LED / Animated Signs – Development Variance Permit Guidelines
ATTACHMENT F: Aerial Photo

Submitted by:

L. Rowett
Manager, Current Planning

Concurrence by:

D. Lindsay
Director, Community Development