

DATE OF MEETING | April 29, 2019

AUTHORED BY | CALEB HORN, PLANNER, CURRENT PLANNING

**SUBJECT | DEVELOPMENT VARIANCE PERMIT APPLICATION NO. DVP330 –
2067 AND 2073 BOXWOOD ROAD**

OVERVIEW

Purpose of Report

To present for Council's consideration a development variance permit application to allow freestanding signs and oversized fascia signs within the Nanaimo Parkway Buffer on the properties located at 2067 and 2073 Boxwood Road. |

Recommendation

That Council issue Development Variance Permit No. DVP330 with the following variances:

- for 2067 and 2073 Boxwood Road:
 - to allow two freestanding signs within the Parkway Buffer on lands designated Rural Parkway;
- for 2067 Boxwood Road:
 - to allow a third-party sign within the Parkway Buffer; and
- for 2073 Boxwood Road:
 - to increase the maximum allowable fascia sign size within the Parkway Buffer on lands designated Rural Parkway from 5m² up to 12.6m²; and
 - to allow fascia signs within the Parkway Buffer to face the Nanaimo Parkway. |

BACKGROUND

A development variance permit application, DVP330, was received from Raymond de Beeld Architect Inc. on behalf of Columbia Finance Corporate Ltd. at 2067 Boxwood Road and Wardon Consulting & Developments Ltd. at 2073 Boxwood Road to vary the provisions of "Sign Bylaw 1987 No. 2850" (the "Sign Bylaw"). A Development Permit, DP1044, was approved by Council on 2017-NOV-10 for a light industrial building at 2073 Boxwood Road.

The subject properties are both zoned I2 – Light Industrial and are located at the northern end of the Greenrock Industrial Business Park. The property at 2067 Boxwood contains an industrial building for Bartle & Gibson Co Ltd. The property at 2073 Boxwood Road contains an industrial building currently under construction that will accommodate P&R Truck Centre Ltd. The applicant is requesting variances to install signage for the P&R Truck Centre on the two subject properties.

Subject Property

<i>Zoning</i>	I2 – Light Industrial
<i>Location</i>	The subject properties are located on the west side of Boxwood Road adjacent to the Nanaimo Parkway.
<i>Total Lot Areas</i>	2067 Boxwood Road – 4,428m ² 2073 Boxwood Road – 11,508m ²
<i>Official Community Plan (OCP)</i>	Map 1 – Future Land Use Designation – Light Industrial

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

DISCUSSION**Proposed Development**

The applicant is proposing signage on the subject properties to identify the business at 2073 Boxwood Road. There is a 15m-wide statutory right-of-way containing Hanelt Creek that runs parallel to Boxwood Road at the front of the subject properties. Opportunities for signage at 2073 Boxwood Road are limited because of both the statutory right-of-way and the property's location within the Nanaimo Parkway Buffer. Both properties are within the Parkway Buffer on lands designated Rural Parkway as per Schedule F of the Sign Bylaw. Rural Parkway lands have more signage restrictions than elsewhere in the city to reduce signage visibility from the Nanaimo Parkway.

In order to identify the business at 2073 Boxwood Road, the applicant has proposed a freestanding sign on the neighbouring property at 2067 Boxwood Road, adjacent to the panhandle entrance to 2073 Boxwood Road. The applicant has also proposed six fascia signs on the east side of the industrial building at 2073 Boxwood Road, including one primary business sign and five logo signs identifying affiliated suppliers. Lastly, the applicant has proposed a directional freestanding sign on the property. The design of the freestanding signs complements the buildings on both sites with stone detail and beam construction.

Proposed Variances*Freestanding Signs*

The Sign Bylaw does not allow freestanding signs within the Parkway Buffer lands designated "Rural Parkway". The applicant is proposing two freestanding signs: a 9.5m² illuminated business sign adjacent to the driveway entrance to 2073 Boxwood Road to identify the P&R Truck Centre and affiliated supplier brand logos; and a 1.1m² illuminated directional sign within the site at 2073 Boxwood Road. Outside of the Parkway Buffer, the maximum area of a freestanding sign is 10m².

The proposed freestanding sign locations have been identified in order to reduce impacts on the riparian area surrounding Hanelt Creek at the entrance to the site and to provide an adequate turning radius for large vehicles and trucks accessing the property at 2073 Boxwood Road. Staff have worked with the applicant to determine an optimal location that minimizes encroachment into the riparian area and to ensure adequate visibility for wayfinding. Both

proposed sign locations have been reviewed and accepted by the City's Engineering & Environment Section.

The freestanding business sign is technically located within 2067 Boxwood Road and will be facing north at the site entrance towards Northfield Road, where the majority of vehicular traffic will be arriving from the Parkway. The freestanding directional sign at 2073 Boxwood Road will be facing east towards Boxwood Road and will direct truck drivers to onsite service areas. The business sign will be backlit on the north side. The rear side of the sign facing the Nanaimo Parkway will not be lit. Neither sign is anticipated to be visible from the Nanaimo Parkway due to vegetation screening along the south side of 2067 Boxwood Road. Given that the proposed freestanding signs face away from the Parkway and are screened from the Parkway, the requested variance to allow a freestanding sign on both properties is supportable.

Third-Party Signs

The Sign Bylaw does not allow third-party signs within the Parkway Buffer. A third-party sign is defined as "a sign which directs attention to a business, profession, activity, commodity, service or entertainment other than one conducted, sold or offered upon the premises where such sign is located or within the building to which such sign is affixed." The proposed business sign at 2067 Boxwood Road will be directing attention to the business located at 2073 Boxwood Road and is therefore considered a third-party sign. Due to the panhandle shape of the property at 2073 Boxwood Road and the riparian area surrounding Hanelt Creek at the entrance of the property, the building on the lot has a significant setback from Boxwood Road. The applicant has proposed the business sign for the P&R Trucking Centre to be located within 2067 Boxwood Road immediately adjacent to the driveway entrance for 2073 Boxwood Road.

The intent of the Sign Bylaw's restriction on third-party signs is to prevent advertising along the Nanaimo Parkway for businesses located elsewhere. The freestanding business sign at 2067 Boxwood Road will not be visible from the Nanaimo Parkway and will direct traffic on Boxwood Road to the primary entrance for the business at 2073 Boxwood Road. Given that the proposed freestanding sign is directly adjacent to 2073 Boxwood Road and minimizes impacts on the surrounding riparian area, the requested variance to allow a third-party sign is supportable.

Façia Signs – Maximum Size

The Sign Bylaw restricts the maximum size of a façade sign within the Parkway Buffer lands designated "Rural Parkway" to 5m² or 15% of the wall surface to which it is affixed, whichever is lesser. In this case, the lesser amount is 5m². The applicant is proposing six façade signs on the east elevation of the building at 2073 Boxwood Road with the following sizes: 12.6m², 6.1m², 2.7m², 1.5m², 6.6m², and 2.1m². Three of these signs are greater than 5m² and require a variance. The signs will be illuminated but will not be backlit. The largest sign will identify the P&R Truck Centre and the smaller signs will be brand logos of affiliated suppliers. Outside of the Parkway Buffer, the maximum total area of multiple façade signs is 10% of the wall surface to which they are affixed. The total area of the six proposed signs is equal to 8.5% of the wall surface.

The proposed façade signs are all oriented towards Boxwood Road to the east and are not oriented towards the Nanaimo Parkway. Douglas firs planted along the berm adjacent to the Parkway will provide screening from the Parkway. The design of the building incorporates

architectural wings on either side of the P&R Truck Centre sign to further reduce visibility from the Parkway. The smaller logo signs are inset further back than the P&R Truck Centre sign. Because of the efforts made to avoid visibility from the Parkway, the proposed fascia sign size variances are supportable.

Signs Facing the Nanaimo Parkway

The Sign Bylaw does not allow signs within the Parkway Buffer to face the Nanaimo Parkway. The applicant proposes that five of the six fascia signs on the east elevation of the building at 2073 Boxwood Road will face the Parkway Buffer. A sign is considered to be “facing” the Nanaimo Parkway, as per the Sign Bylaw, if a straight line 200m or less can be drawn from the sign to any point on the Nanaimo Parkway right-of-way. In this case, the proposed fascia signs would all “face” the Nanaimo Parkway. The signs will, however, be oriented towards Boxwood Road.

Given the efforts to screen the fascia signs as described in the previous section, the proposed variance to allow signs to face the Nanaimo Parkway is supportable.

SUMMARY POINTS

- Development Variance Permit Application No. DVP330 proposes variances to increase the maximum allowable fascia sign size within the Parkway Buffer on lands designated Rural Parkway from 5m² to 12.6m²; to allow fascia signs within the Parkway Buffer to face the Nanaimo Parkway; to allow two freestanding signs within the Parkway Buffer on lands designated Rural Parkway; and to allow a third-party sign within the Parkway Buffer.
- The proposed signs will identify the P&R Trucking Centre at 2073 Boxwood Road.
- The proposed signs are all oriented towards Boxwood Road and will be screened from the Nanaimo Parkway.
- Staff support the proposed variances.

ATTACHMENTS

ATTACHMENT A: Permit Terms and Conditions
ATTACHMENT B: Location Plan
ATTACHMENT C: Site Plan
ATTACHMENT D: Sign and Building Elevations
ATTACHMENT E: 2073 Boxwood Road Building Renderings
ATTACHMENT F: “Sign Bylaw 1987 No. 2850” Schedule F – Parkway Buffer
ATTACHMENT G: Aerial Photo

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Concurrence by:

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