

DATE OF MEETING | October 4, 2021 |

AUTHORED BY | SADIE ROBINSON, PLANNING ASSISTANT, CURRENT PLANNING |

**SUBJECT | DEVELOPMENT VARIANCE PERMIT APPLICATION NO. DVP425
– 508 EIGHTH STREET |**

OVERVIEW

Purpose of Report

To present for Council’s consideration, a development variance permit to allow the addition of an LED sign on an existing freestanding sign at 508 Eighth Street. |

Recommendation

That Council issue Development Variance Permit No. DVP425 at 508 Eighth Street with a variance to allow an LED sign. |

BACKGROUND

A development variance permit application, DVP425, was received from Knight Leasing Ltd., on behalf of Harewood Holdings Ltd., to vary the provisions of the City of Nanaimo “Sign Bylaw 1987 No. 2850” (the “Sign Bylaw”) to allow the addition of an LED sign to an existing freestanding sign on the Bruce Avenue frontage of 508 Eighth Street.

The subject property contains an existing commercial building that is under renovation to accommodate new tenants. Related site improvements include partial repaving of the parking lot, improved site lighting, and landscaping at the base of the existing freestanding sign. There is currently one existing freestanding sign that the applicant plans to refurbish.

Subject Property

<i>Zoning</i>	CC2 – Neighbourhood Centre
<i>Location</i>	The subject property is located northwest of the intersection of Eighth Street and Bruce Avenue.
<i>Total Lot Area</i>	6,034m ²
<i>Official Community Plan (OCP)</i>	Map 1 – Future Land Use – Neighbourhood Commercial

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

DISCUSSION

Proposed Development

The applicant proposes to add a new LED sign panel (4.51m² in area) as a means of modernizing an existing freestanding sign to contain automated changeable copy. The proposed freestanding sign will be otherwise compliant with Sign Bylaw criteria. The LED panel will display static messages associated with on-site businesses. The sign is oriented north/south on Bruce Avenue, facing neighbouring commercial and institutional uses, and is not oriented to face existing multi-family residences across Bruce Avenue.

Proposed Variances

LED / Animated Signs

The Sign Bylaw does not allow 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 G). The Guidelines assist Council and Staff when evaluating development variance permit applications for LED signs. The proposed LED sign complies with the Guidelines, including limitations on illumination and animation of content.

The existing freestanding sign complies with all other Sign Bylaw requirements. The operational requirements will be stipulated through the development variance permit conditions and the required sign permit. Light intensity is controlled using software, and will be further muted using a proposed solar block film cover installed over the LED sign panel. The sign will be turned off outside of business hours. Staff support the proposed variance.

SUMMARY POINTS

- Development Variance Permit Application No. DVP425 proposes to allow the addition of an LED sign on an existing freestanding sign.
- The proposed LED sign complies with the Guidelines including limitations on illumination and animation of images.
- Staff support the proposed variance.

ATTACHMENTS

- ATTACHMENT A: Permit Terms and Conditions
- ATTACHMENT B: Context Map
- ATTACHMENT C: Location Plan
- ATTACHMENT D: Site Plan
- ATTACHMENT E: Context Photo – Existing Freestanding Sign
- ATTACHMENT F: Proposed Signage Elevation Drawings
- ATTACHMENT G: LED / Animated Signs – Development Variance Permit Guidelines
- ATTACHMENT H: Aerial Photo.

Submitted by:

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Concurrence by:

J. Holm
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