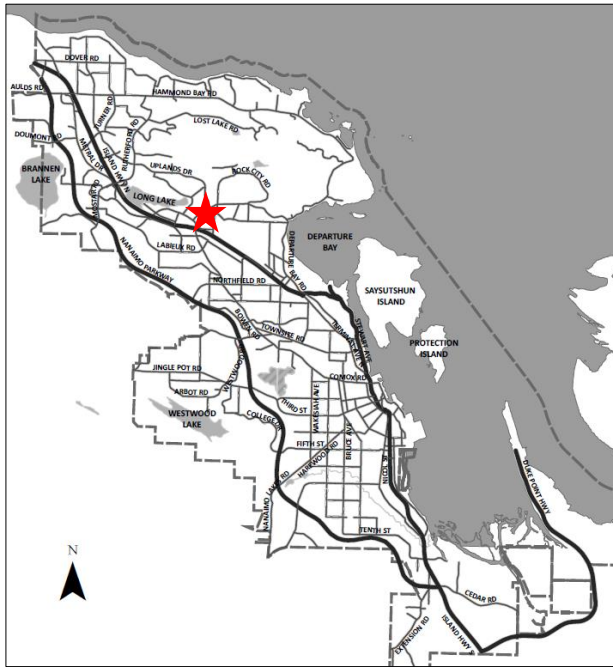


DATE OF MEETING July 7, 2025

AUTHORED BY PAYTON CARTER, PLANNER, CURRENT PLANNING

**SUBJECT DEVELOPMENT VARIANCE PERMIT APPLICATION NO. DVP477 –
4286 DEPARTURE BAY ROAD**



Proposal:

Variances to canopy signage

Zoning:

COR3 – Community Corridor

City Plan Land Use Designation:

Secondary Urban Centre

Lot Area:

4,332m²

DVP



OVERVIEW

Purpose of Report

To present for Council's consideration a development variance permit application to allow two freestanding canopy signs to project above the upper edge of the canopy and increase the maximum allowable sign height of two signs on an existing gas bar at 4286 Departure Bay Road.

Recommendation

That Council issue Development Variance Permit No. DVP477 for the installation of two freestanding canopy signs with variances as outlined in the "Proposed Variances" section of the Staff Report dated 2025-JUL-07.

BACKGROUND

A development variance permit application, DVP477, was received from Country Signs, on behalf of Kocana Investment Ltd., to vary the provision of the "Sign Bylaw 1987 No. 2850" (the Sign Bylaw) to allow two freestanding canopy signs to project above the upper edge of the canopy, and to increase the maximum allowable vertical dimension (sign height) of the signs on an existing gas bar at 4286 Departure Bay Road.

Subject Property and Site Context

The subject property is located within the Long Lake neighbourhood, northeast of Country Club Centre and southeast of Long Lake. It is a corner lot located with the Country Club Secondary Urban Centre with a variety of local-serving businesses located onsite, including a gas bar, restaurants, salons, and an office. The surrounding neighbourhood is characterized by medium-density residential development, local-serving commercial businesses, and a large shopping centre.

Statutory notification has taken place prior to Council's consideration of the variances.

DISCUSSION

Proposed Development

The applicant is proposing to install two illuminated freestanding canopy signs for an existing Petro-Canada gas station. The proposed signage is in the shape of the Petro-Canada logo and a portion of each sign will project above the upper edge of the existing canopy on the northeast and southwest sides. The height of the proposed signs is 1.85m. The canopy will be illuminated red (backlit) on the northwest and southeast elevations, where the proposed signage will be installed.

Proposed Variances

Canopy Signs

In accordance with the Sign Bylaw, freestanding canopies are permitted to have signage on all sides except that no sign shall project above the upper edge and the sign height shall not exceed 1.5m. A portion of the proposed signs will project above the upper edge of the freestanding canopy and have a sign height of 1.85m, a requested variance of 0.35m.

The applicant has requested the variance to conform to the national branding of Petro-Canada, including illumination and sign dimensions.

Schedule 'C' Development Variance Permit Guidelines of the Sign Bylaw indicates that requested variances for canopy signs are to be reviewed on its relative merits.

While the signs are proposed to have backlit illumination, Staff support the proposed variances as there is separation from surrounding residential uses (approximately 50m) and the site is commercially developed. Additionally, the proposed variances will not impact existing uses occurring on the site, and the proposed signs are part of the comprehensive signage replacement for the gas bar.

SUMMARY POINTS

- Development Variance Permit Application No. DVP477 is to allow two freestanding canopy signs to project above the upper edge of the freestanding canopy and increase the maximum allowable sign height at 4286 Departure Bay Road.
- The proposed signs do not negatively impact the commercial use of the site.
- Staff support the proposed variances.

ATTACHMENTS

ATTACHMENT A: Permit Terms and Conditions
ATTACHMENT B: Subject Property Map
ATTACHMENT C: Site Plan
ATTACHMENT D: Elevations
ATTACHMENT E: Renderings

Submitted by:

Lainya Rowett
Manager, Current Planning

Concurrence by:

Jeremy Holm
Director, Planning & Development