



THE CORPORATION OF THE CITY OF COURTENAY

## STAFF REPORT

**To:** Council

**File No.:** 3090-20-2206/DVP00039

**From:** City Manager (CAO)

**Date:** January 25, 2023

**Subject:** Development Variance Permit No. 2206 – 278 Island Highway North (Chrysler Dealership)

### **PURPOSE:**

The purpose of this report is for Council to consider a Development Variance Permit to vary Sign Bylaw 2760, 2013 to permit an oversized freestanding sign at 278 Island Highway North (Chrysler Dealership).

### **CAO RECOMMENDATIONS:**

THAT based on the January 25, 2023 staff report “**Development Variance Permit No. 2206 – 278 N Island Highway (Chrysler Dealership)**”, Council approve OPTION 1 and direct staff to provide public notice to adjacent property owners and occupants and request feedback regarding Development Variance Permit No. 2206; and

THAT Council, make a decision on Development Variance Permit No. 2206 at the February 8, 2023 Regular Council meeting.

Respectfully submitted,

Geoff Garbutt M.Pl., RPP, MCIP

City Manager (CAO)

### **BACKGROUND:**

The subject property is located at 278 Island Highway North, is zoned C-2 (Commercial Two Zone) and is occupied by Comox Valley Dodge Chrysler Jeep Ram car dealership. The property is approximately 1.7 ha (4 acres). The property is legally described as Lot 1, Section 16, Comox District, Plan VIP68490 (**See Figure No. 1**).

The applicant is proposing to replace an existing freestanding sign (**Figure No. 2**) with a new oversized monument style freestanding sign (**Figure No. 3**) at the western corner of the property. The applicant is requesting a variance to allow for an oversized height and sign area for the freestanding sign.

### **DISCUSSION:**

The City of Courtenay regulates the number, size, type, form, appearance and location of signs within City boundaries. The intent of the Sign Bylaw is to encourage aesthetically pleasing harmonious streetscapes and to prevent erecting signs that pose a safety or hazard to life or property, create traffic hazards or interfere with traffic control devices.



Figure No. 1. – Subject Property context map.



Figure No. 2. – Existing freestanding sign.



Figure No. 3 – Proposed monument style freestanding sign.

The subject property is zoned Commercial Two (C-2). Sign Bylaw 2760, 2013 stipulates that for general commercial or industrial parcels 3,000m<sup>2</sup> (0.3 ha) or larger but less than 2.0 ha, sign area shall not exceed 4.0m<sup>2</sup> per side (for a maximum 8.0m<sup>2</sup> for a two-sided sign) and the sign shall not exceed 3.5 m in height. The proposed Variances are summarized below.

The proposed monument style freestanding sign will have a sign area of 5.8m<sup>2</sup> per side for a total of 11.6m<sup>2</sup> and a height of 4.9m (See Figure No. 3).

**Variance Request #1 – Sign Area in General Commercial and Industrial Areas**

As per Section 5.3.5 Size (b)(i), “for a parcel 3,000 m<sup>2</sup> or larger but less than 2.0 ha (4.94 acres): Sign area shall not exceed 4.0 m<sup>2</sup> (43.1 sq. ft.), or if the sign is more than one sided the sign area shall not exceed 8.0 m<sup>2</sup> (86.1 sq. ft.)”

The applicant is requesting a 3.6m<sup>2</sup> increase to the allowable combined sign area (for a total area of 11.6m<sup>2</sup>).

**Variance Request #2 – Sign Height in General Commercial and Industrial Areas**

As per Section 5.3.5 Size (b)(ii), for a parcel 3,000 m<sup>2</sup> or larger but less than 2.0 ha (4.94 acres): The sign shall not exceed 3.5 m (11.48 ft.) in height.

The applicant is requesting an increase of 1.4 m to the allowable height for a freestanding sign (for a total height of 4.9 m).

**Staff Comments**

It is staff's assessment that both the proposed variances are supportable as they improve the existing condition. The proposed sign conforms to the City's encouragement of high quality monument signs rather than single pole freestanding signs. The proposed monument sign generally maintains the size and scale of the existing oversized freestanding sign that is to be replaced. Additional landscaping is also included as part of the proposal that is in excess of bylaw minimum requirements.

The applicant had originally presented an even larger oversized (area and height) single pole freestanding sign (see **Attachment No. 2** for letter or rationale). Since that time the applicant has worked with the City to reduce the dimensions to a more supportable scale and has changed the character of the sign from single pole to monument in order to better meet the intention of the regulations set out in the Sign Bylaw.

**Staff support the 2 variance requests.**

**FINANCIAL IMPLICATIONS:**

There are no direct financial implications related to the processing of this Development Variance Permit application. The fee for the Development Variance Permit to vary the Sign Bylaw is \$400.00.

**ADMINISTRATIVE IMPLICATIONS:**

The processing of development applications is included in the current work plan as a statutory component. Staff have spent approximately 10 hours processing this application to date.

Should the proposed Development Variance Permit be approved, an additional two hours of staff time will be required to prepare the notice of permit, have it registered on title, and close the file. Additional staff time will also be required for processing and issuing a Sign Permit.

**ASSET MANAGEMENT IMPLICATIONS:**

There are no asset management implications related to this application.

**2019-2022 STRATEGIC PRIORITIES:**

- Communicate appropriately with our community in all decisions we make

**OFFICIAL COMMUNITY PLAN REFERENCE:**

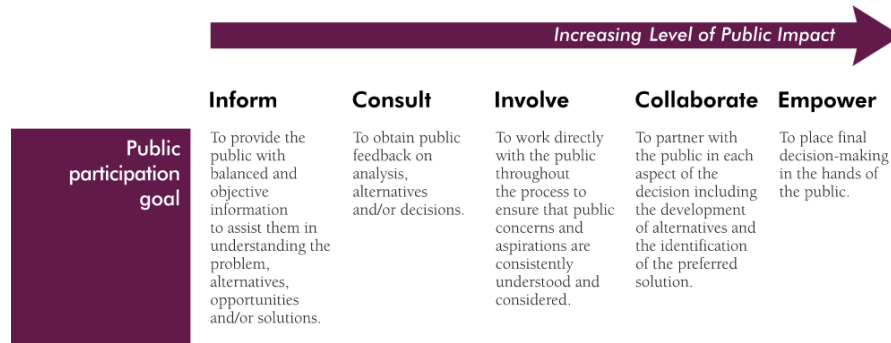
This application has no direct reference to any policies in the Official Community Plan.

**REGIONAL GROWTH STRATEGY REFERENCE:**

*4.4 (14) - Promote and support the overall economic viability of the municipal areas so that they can continue to provide primary base for residential, commercial and institutional activities.*

**CITIZEN/PUBLIC ENGAGEMENT:**

Staff **consulted** the public based on the IAP2 Spectrum of Public Participation.



The applicant distributed an alternative public information package to property owners and occupiers within 30m of the property, as per the new Alternative Development Information Meeting process.

The applicant received no comments as a result of the mail out. To date, the City has received no comments regarding the proposal. The applicant’s Public Information Meeting summary is included in **Attachment No. 3**.

**OPTIONS:**

**OPTION 1 (Recommended):**

THAT based on the January 25, 2023 staff report “**Development Variance Permit No. 2206 – 278 Island Highway North (Chrysler Dealership)**”, Council approve OPTION 1 and direct staff to provide public notice to adjacent property owners and occupants and request feedback regarding Development Variance Permit No. 2206; and

THAT Council, make a decision on Development Variance Permit No. 2206 at the February 8, 2023 Regular Council meeting.

**OPTION 2:**

THAT based on the January 25, 2023 staff report “**Development Variance Permit No. 2206 – 278 Island Highway North (Chrysler Dealership)**”, Council approve OPTION 2 and not approve the issuing of Development Variance Permit No. 2206.

**OPTION 3:**

Defer consideration of Development Variance Permit No. 2206 pending receipt of further information.

Prepared by:



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Devin Croin  
Planner I – Development Planning

Reviewed by:



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Nancy Gothard, RPP, MCIP  
Acting Manager of Development Planning

Concurrence by:



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Rob Roycroft, RPP, MCIP  
Interim Director of Development Services

Concurrence by:



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Geoff Garbutt, M.Pl., RPP, MCIP  
City Manager (CAO)

*Attachments:*

1. *Attachment No. 1: Draft Development Variance Permit No. 2206*
2. *Attachment No. 2: Rationale for Variance Request*
3. *Attachment No. 3: Public Information Meeting Documentation*

**Attachment No. 1:**  
Draft Development  
Variance Permit (1/2)

**THE CORPORATION OF THE CITY OF COURTENAY**

**Permit No.** 3090-20-2206

**DEVELOPMENT VARIANCE PERMIT**

**To issue a Development Variance Permit**

**To:**

Name: Bridgeview Capital Ltd., INC.NO. BC1191658  
Address: 19418 Langley Bypass  
Surrey, BC V3S 7R2

**Property to which permit refers:**

Legal: LOT 1, SECTION 16, COMOX DISTRICT, PLAN VIP68490  
Civic: 278 Island Highway North

**Conditions of Permit:**

Permit issued to the property legally described as LOT 1, SECTION 16, COMOX DISTRICT, PLAN VIP68490 to permit the following variances for a freestanding sign on the parcel:

- *Sign Bylaw No. 2760, 2013*
  - *Section 5.3.5. Size (b)(i)* – freestanding signs may have a combined sign area of 11.6m<sup>2</sup>
  - *Section 5.3.5. Size (b)(ii)* – freestanding signs may have a height of 4.9m.

Development Variance Permit No. 2206 is subject to the following conditions:

1. Development must substantially conform to plans for the sign dimensions by TEKSIGN Design dated January 4, 2023 and complete set of drawings by Priority permits dated June 7, 2022 contained in *Schedule No. 1*, which is attached to and forms part of this permit;
2. Sign location must be in accordance with the renderings contained in *Schedule No. 1*, which is attached to and forms part of this permit;
3. The freestanding sign must be located within a landscaped area of at least 5.0m<sup>2</sup>;
4. The freestanding sign requires an approved Sign Permit prior to the sign being erected, placed, displayed, altered or moved within the City;
5. The development shall meet all other applicable requirements, standards and guidelines;
6. No alterations or amendments shall be made without the City's permission. A formal amendment application is required if the plans change or additional variances are identified after the permit is issued.

**Attachment No. 1:**  
Draft Development  
Variance Permit (2/2)

**Time Schedule of Development and Lapse of Permit**

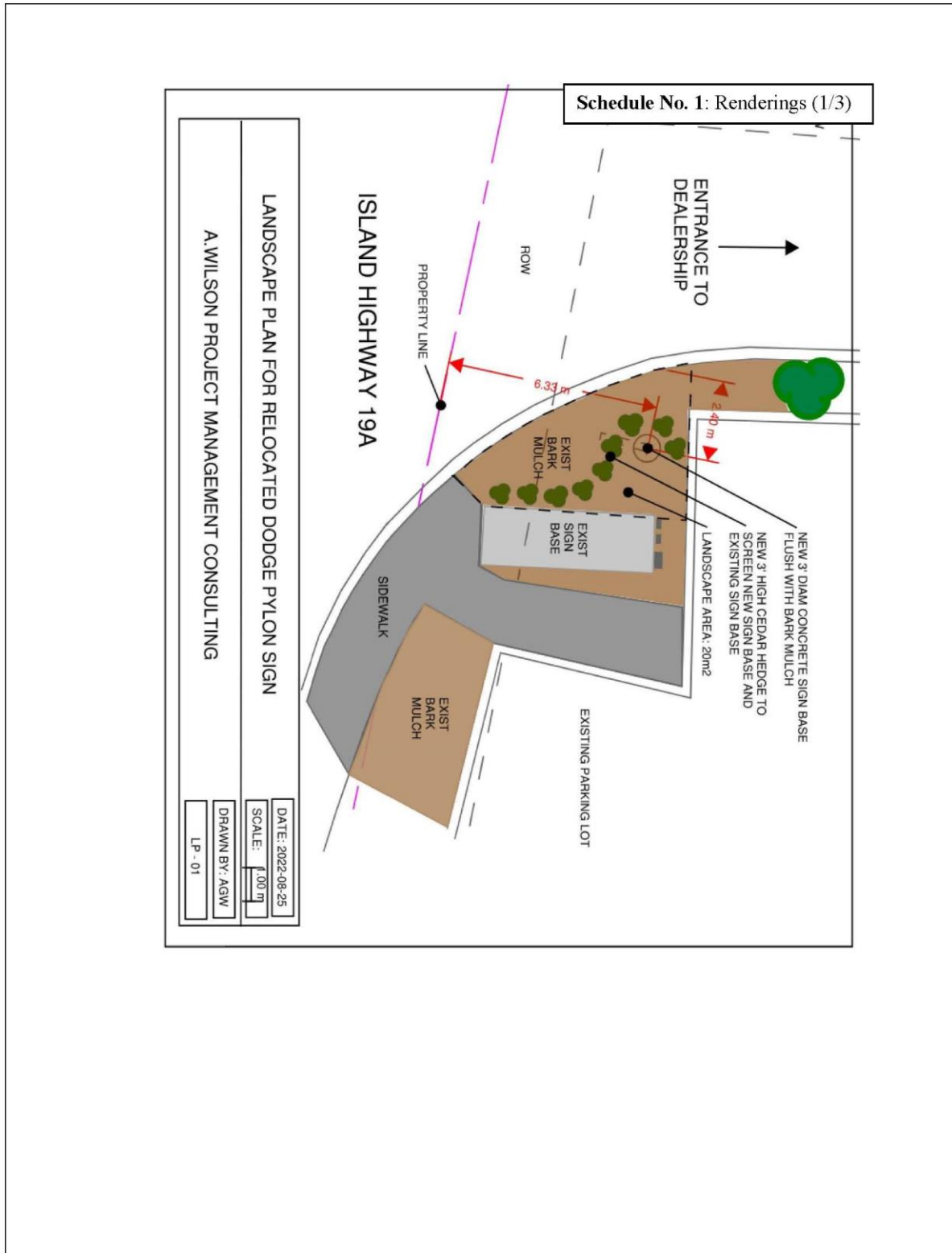
That if the permit holder has not substantially commenced the construction authorized by this permit within (12) months after the date it was issued, the permit lapses.

\_\_\_\_\_

Date

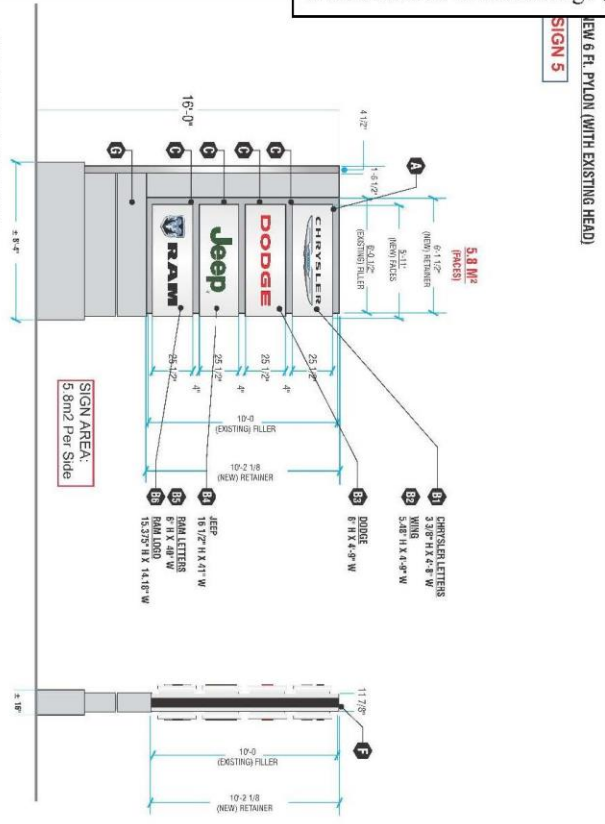
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Corporate Officer





Schedule No. 1: Renderings (2/3)



- A** COLORED ALUMINUM FACES PAINTED MANTLETS UP 1874 SPARKLE SILVER (PMS # 75-493)
- B** LOGOS CUT WITH 1/4" BEVEL HEADS & 2" AS APPLIED TO PRODUCE 7/16" PROJECTION THAT FACE C/W 3M SCOTCHGLASS W/NTL APPLIED TO THE FIRST SURFACE
- B1** CHRYSLER LETTERS  
3M SCOTCHGLASS 22 DUAL COLOUR BLACK W/NTL (BLACK ON/TIME) WHITE NIGHT TIME APPLIED TO THE FIRST SURFACE WITH 3830-20 WHITE DIVERSE APPLIED TO THE SECOND SURFACE
- B2** WING  
DENTALLY PRINTED LOGO APPLIED TO THE FIRST SURFACE WITH 3830-20 WHITE DIVERSE APPLIED TO THE SECOND SURFACE 3M SCOTCHGLASS 23 W/NTL PROTECTIVE W/NTL APPLIED TO FIRST SURFACE OF DENTAL PRINT
- B3** DODGE  
3830-20 WHITE DIVERSE APPLIED TO THE FIRST SURFACE WITH 3830-20 WHITE DIVERSE APPLIED TO THE SECOND SURFACE
- B4** JEOP  
3830-20 WHITE DIVERSE APPLIED TO THE FIRST SURFACE WITH 3830-20 WHITE DIVERSE APPLIED TO THE SECOND SURFACE (RENDERED TRADE MARK SYMBOL 3830-5415 GREEN W/NTL APPLIED TO THE FIRST SURFACE OF ALUMINUM FACE)
- B5** RAM LETTERS  
3M SCOTCHGLASS 26 DUAL COLOUR BLACK W/NTL (BLACK ON/TIME) WHITE NIGHT TIME APPLIED TO THE FIRST SURFACE WITH 3830-20 WHITE DIVERSE APPLIED TO THE SECOND SURFACE
- B6** RAM LOGO  
DENTALLY PRINTED LOGO WITH 3830-22 BLACK BRUSH APPLIED TO THE FIRST SURFACE WITH 3830-20 WHITE DIVERSE APPLIED TO THE SECOND SURFACE 3M SCOTCHGLASS 26 W/NTL PROTECTIVE W/NTL APPLIED TO FIRST SURFACE OF DENTAL PRINT
- C** HALO ILLUMINATED WITH 60 ROUGESCENT LAMPS AROUND LEFT SIDE AND BOTTOM PERIMETERS (TOP OF CHRYSLER AND BOTTOM OF RAM PANELS) C/W WHITE ACRYLIC DIFFUSER NEW BREAK FORMED 0.80 ALUMINUM CLADDING C/W 4" X 3" BEVEL ON THE INSIDE SURFACE PAINTED MANTLETS UP 1874 SPARKLE SILVER (GLOSS @ 15-20%) 6" X 6" 4mm (MINIMUM FINISH) ACRYL BEVEL FORMED @ 90° MOUNTED TO OUTSIDE CORNERS OF CLADDING WITH 90° DOUBLE ENDED TAPE
- D** 6" X 6" 4mm (MINIMUM FINISH) ACRYL BEVEL FORMED @ 90° MOUNTED TO OUTSIDE CORNERS OF CLADDING WITH 90° DOUBLE ENDED TAPE
- E** FILLET GLASS PAINTED BLACK
- F** FILLET GLASS PAINTED BLACK



**Customer:** CHRYSLER CANADA - COMOX VALLEY  
**Address:** 278 N ISLAND N, ISLAND HWY, COULETOWN, BC  
**Designer:** JMC  
**Acct. Rep.:** LIA SALUNTRI

**Drawing No.:** 03-0185  
**Sheet:** 13  
**Scale:** 3/16" = 1'-0"  
**Date:** JAN. 4, 2023

The Drawing is the property of TEKSIGN, INC. and contains proprietary and confidential information which may not be reproduced, used or retained other than as expressly authorized by TEKSIGN, INC.

**INSTALLATION NOTE**

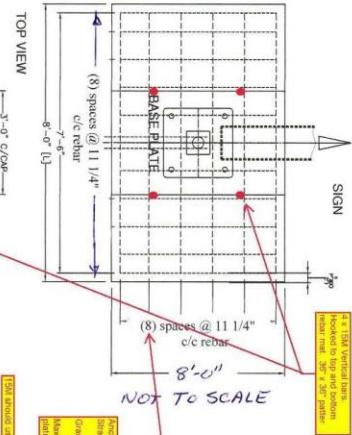
ALL ELECTRICAL CONNECTIONS, PRINTS, AND PROVISION OF ACQUISITE POWER TO SIGN LOCATIONS ARE THE DEALER'S RESPONSIBILITY OR EXTRA

**TEKSIGN**

**DRAFT**

**Schedule No. 1: Renderings (3/3)**

KUPS  
24, 2021



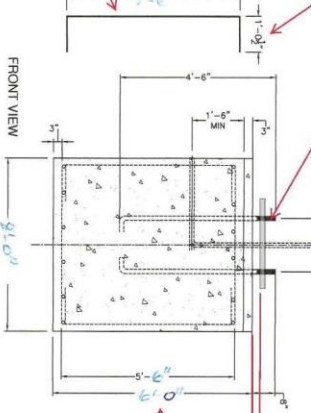
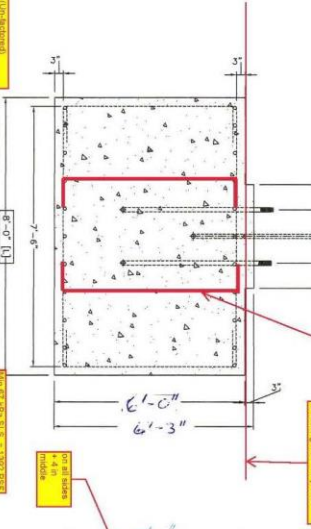
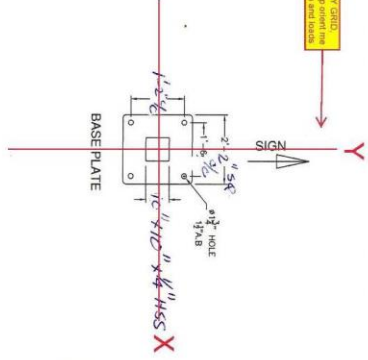
**ADD DESIGN NOTES: see email**

**UPDATE ANCHOR BOLTS.**  
 SEE IMAGE IN EMAIL, AS ATTACHMENT.  
 I made typo in earlier email, you can not use F1554 ASTM GR 36, must be 44W or ASTM F1554 Gr 55

Containing qty and spacing from location from north-south.

Reinforcing rods including stirrups  
 (Straight side: 44W or ASTM F1554 Gr 55  
 Hooked side: 44W or ASTM F1554 Gr 55  
 Hooked side to top of concrete in 3'

Use distance under anchor bolts  
 1'-0" @ 3" c/c



- CONCRETE NOTE:**
- 1) USE 4750 PSL/45 MPA CONCRETE
  - 2) POUR CONCRETE AGAINST UNDISTURBED JET DRAINED SOIL
  - 3) FOUNDATION PERMITS SHOWN IS GUARANTEED CHECK LOCAL CODES
  - 4) DESIGN SOIL RESISTANCE: 7.5 PSF
  - 5) DESIGN WIND LOAD: 15 PSF

**Shipping list**

(4) 1 1/2" dia. anchor bolts c/c  
 (36) 15M x 7'-6" lg rebar  
 (12) 10M x 7'-7" lg rebar  
 (1) Arch template

Update signs and dry fit

QTY	REV	DESCRIPTION	DATE	SCALE	DATE	APPROVED

**STEPSIGN INC.**

complete pylon sign weight abt. 3700 lbs.  
 pole only weight abt. 1250 lbs.

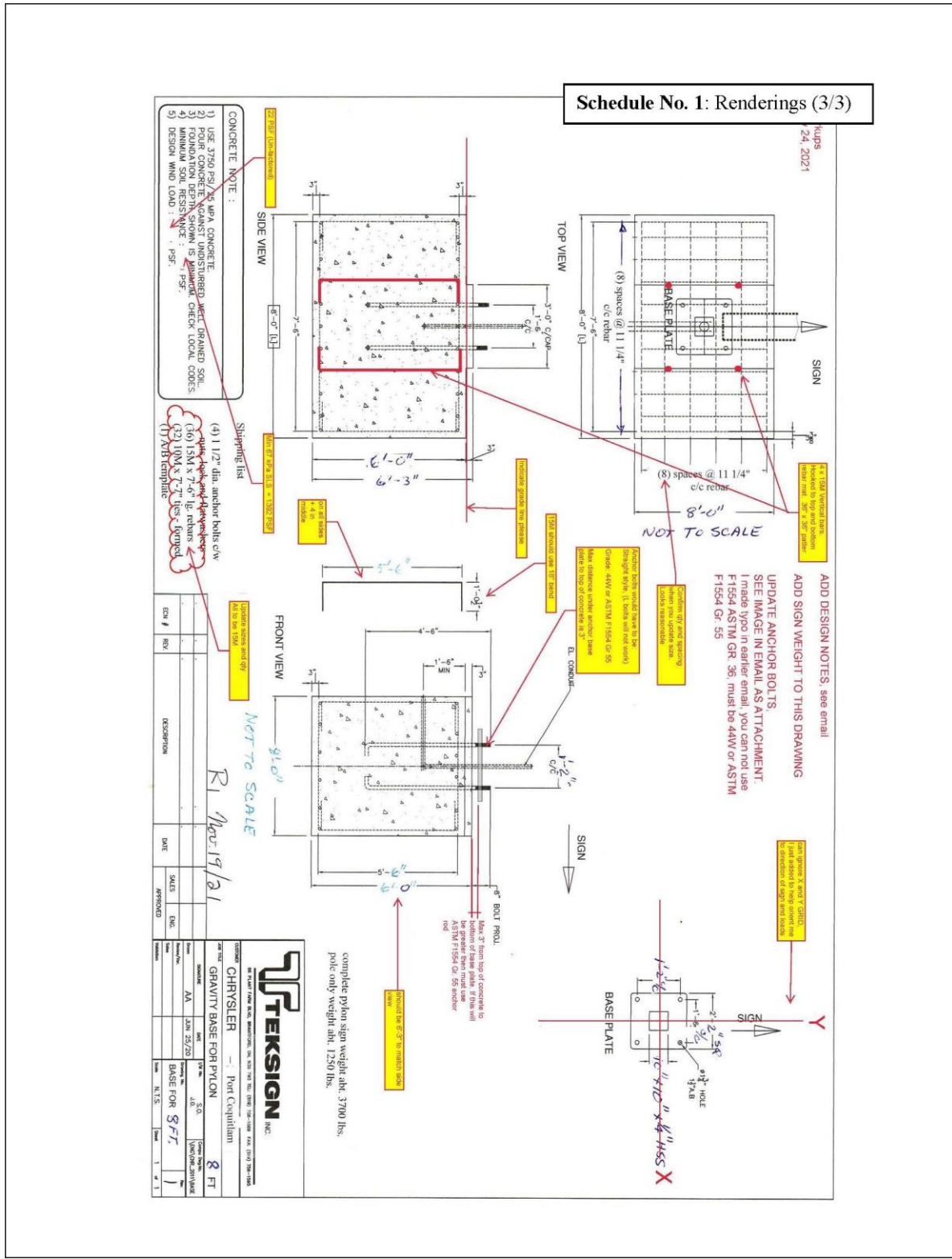
8 FT

GRAVITY BASE FOR PYLON

CHRYSLER - Port Couglham

DATE: JUN 25/20

BASE FOR SFT



**Attachment No. 2:**  
Rationale for Variance  
Request (1/3)

# Letter of Rationale

278 N Island Highway | Chrysler

*Variance to Build New Freestanding Sign*

Dear City of Courtenay,

Please see below bylaw compliance issues that the proposed Chrysler Ground Sign has revealed;

## **Bylaw Compliance Deficiencies**

- **5.3.5 – Freestanding Signs**
  - **Design – a)** No sign shall be supported by a single pole.  
**Proposed:** supported with single pole
  - **Location – b)** All freestanding signs shall be in a landscaped area, which shall be a minimum of 5.0m<sup>2</sup> in area.  
**Proposed:** Please see attached landscape plan
  - **Location – c)** No sign shall be located within 3.0m of an adjoining property line or within 2.0 m (6.56 ft.) of the property line facing a street  
**Proposed:**
  - **Size – b)** For a parcel 3,000m<sup>2</sup> or larger but less than 2.0 ha (4.94 acres):
    - i) Sign area shall not exceed 4.0m<sup>2</sup>, or if the sign is more than one sided in the sign area shall not exceed 8.0m<sup>2</sup>  
**Proposed area:** 18.12m<sup>2</sup>
    - ii) The sign shall not exceed 3.5m in height  
**Proposed height:** 7.3m

## Rationale:

We are seeking variance approval to the above noted deficiencies, as well as any other bylaw compliance deficiencies not noted, in order to replace the existing Canadian Tire Ground Sign with a smaller Chrysler ground sign.

The proposed Chrysler ground sign is to be relocated from another Chrysler location and is of standard corporate design (inter-changeable at each location across Canada). The Canadian Tire sign was lawfully in existence at the time of adoption of this by-law. The proposed sign's dimensions, and design are used by all other Chrysler dealerships to show uniformity (See photo C on Page 3). We have proposed new landscaping per attached plans (bark mulch with cedar hedges- total 20 sq.m of landscaping)

**Attachment No. 2:**  
Rationale for Variance  
Request (2/3)

The new proposed signage utilizes the latest energy-efficient technologies and modern aesthetics. The existing Canadian Tire sign has a larger area and base and has also received no negative feedback from the surrounding businesses and community members alike (See photos A and B on Page 3). Neighboring properties also have signage that appears to have some, or all the bylaw deficiencies (See photo D on Page 3).

We sincerely hope that, for the reasons noted above, you will consider our variance application to the alteration of the existing sign.



**Jordan Desrochers**  
*Priority Permits*  
22738 124th Ave, Maple Ridge, BC, V2X4K1

**Attachment No. 2:**  
Rationale for Variance  
Request (3/3)

# Letter of Rationale

278 N Island Highway | Chrysler

*Supporting Photos*



A) Existing sign – larger base



B) Existing sign – for Canadian Tire



C) Chrysler's uniform ground sign  
Picture location: Attica, NY



D) Ground signs in Courtenay that are supported  
by a single pole



**Attachment No. 3:**  
Public Information Meeting  
Documentation (1/4)



**Public Information Meeting Summary Report**

**Address of Property:** 278 N Island Highway

**Development Variance Permit #:** DVP00039

**Date of Mail Out:** November 29, 2022

**Number of comments received and by which means:** 0 [Zero]

**A Summary of questions raised/ response and major discussion points:** No comments were received for this location.

**Information provided in the mail out:**



November 29, 2022

The below is in regard to a Development Variance Permit Application (DVP00039) relating to signage for Chrysler located at 278 N Island Highway. There are attached drawings that show the details of the proposal.

We are proposing to install a freestanding sign for Chrysler to replace the existing freestanding sign for Canadian Tire located at 278 N Island Highway. The proposed freestanding sign will be smaller than the current signage. The proposed illuminated freestanding sign will be double-sided and display the car brands: Chrysler, Dodge, Jeep, and Ram.

The proposed double-sided freestanding sign is supported by a single pole, has a height of 7.32m and with a sign area of 7.68m<sup>2</sup>. The proposed signage is to be located along North Island Highway, with new landscaping to be completed such as planting cedar hedges. The proposed freestanding sign is consistent with Chrysler's multi-national branding, utilizing the latest energy-efficient technologies and modern aesthetics.

**Attachment No. 3:**  
Public Information Meeting  
Documentation (2/4)

**Please return comments by December 16, 2022:**

- **Drop your comment sheet off in the drop box located at the front entrance of the City of Courtenay or mail:  
Planning Services Department  
830 Cliffe Ave.  
  
Courtenay BC V9N 2J7**
- **Email comments to [planning@courtenay.ca](mailto:planning@courtenay.ca)**
- **Fax your comments to 250-334-4241**

For the reasons outlined above, we are requesting a Development Variance - Permit in the bylaw that will allow for a new freestanding sign. If you have any questions or concerns, please feel free to connect with Ryan Matthews either through phone or email.

Best Regards,

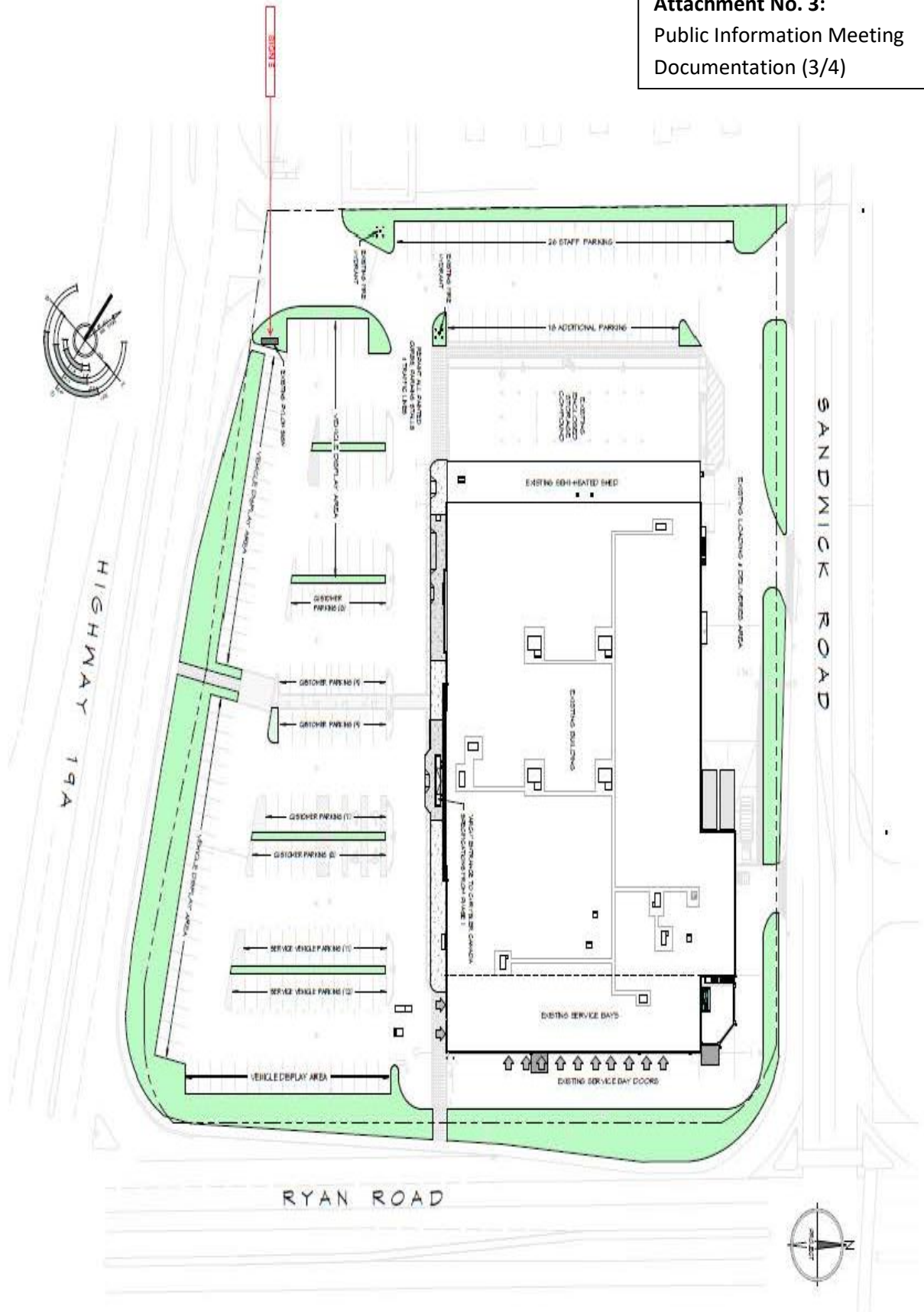
Ryan Matthews

Priority Permits

Ph: 289-389-8951

Email: [ryan@prioritypermits.com](mailto:ryan@prioritypermits.com)

**Attachment No. 3:**  
Public Information Meeting  
Documentation (3/4)

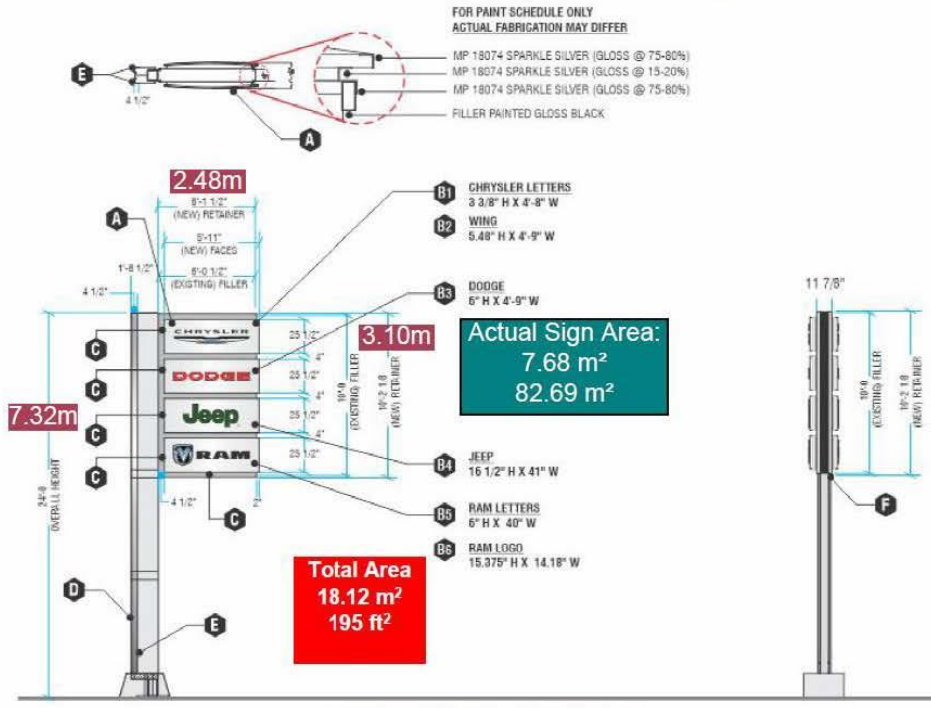




**Attachment No. 3:**  
 Public Information Meeting  
 Documentation (4/4)

6 FT. PYLON  
 MSTR-CH2-FF-110011

**SIGN 5**



SURVEY REQUIRED TO CONFIRM (ALL) DIMENSIONS

CONCEPTUAL ARTWORK ONLY - NOT TO BE USED FOR PRODUCTION UNTIL APPROVED BY ENGINEERING