



THE CORPORATION OF THE CITY OF COURTENAY

STAFF REPORT

To: Council

File No.: 3090-20-2201/DVP00034

From: City Manager (CAO)

Date: February 8, 2023

Subject: Development Variance Permit No. 2201 – 377 Lerwick Road (Comox Valley Aquatic Centre)

PURPOSE:

To provide Council with the results of the public notification of Development Variance Permit No. 2201 – 377 Lerwick Road (Comox Valley Aquatic Centre), presented to Council at the January 25th Council meeting.

CAO RECOMMENDATIONS:

THAT Council issue Development Variance Permit No. 2201.

Respectfully submitted,

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

BACKGROUND:

On January 25, 2023 City Council directed Planning staff to provide public notification to adjacent property owners and occupants and that the application be brought back to Council at the February 8, 2023 Council meeting with the result of the public notification.

Staff distributed the public notification (as seen in **Attachment No. 1**) to adjacent property owners and occupants on January 26, 2023. The City has received one public comment in support at time of writing. Comments received at a later date are presented to Council prior to the meeting.

DISCUSSION:

During the Council deliberations on this file, the question was raised as whether there is evidence to suggest that the installation of an electronic message board sign may contribute to vehicular accidents. Staff reviewed ICBC crash statistics for the Ryan Road and Cowichan Avenue intersection following the installation of the North Island College colour electronic message board sign in 2018. There are no incident data that mention the sign as a contributing factor to any of the documented crashes. Staff conclude it is inconclusive to attribute a vehicle crash as a result of distraction from a particular electronic message board sign without the distraction being specifically listed in the incident report.

OPTIONS:

OPTION 1 (Recommended):

THAT Council issue Development Variance Permit No. 2201.

OPTION 2:

THAT Council not issue Development Variance Permit No. 2201.

Prepared by:




Devin Croin
Planner I – Development Planning

Reviewed by:



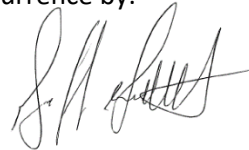
Nancy Gothard, RPP, MCIP
Acting Manager of Development Planning

Concurrence by:



Rob Roycroft, RPP, MCIP
Interim Director of Development Services

Concurrence by:



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

Attachments:

- 1. Attachment No. 1: Public Notification Distributed January 26, 2023*
- 2. Attachment No. 2: Draft Development Variance Permit No. 2201 and Associated Schedules*
- 3. Public Notification Responses*

DEVELOPMENT VARIANCE

377 LERWICK ROAD

File No. DVP00034

Courtenay City Council is considering a resolution to issue a Development Variance Permit for the above-noted property to allow a new oversized freestanding and electronic message board sign to replace an existing freestanding sign in the same location.

The subject property is shown in bold on the adjacent map.

Get more information:

View relevant documents on our website www.courtenay.ca/devapptacker or contact City Hall: call 250-703-4839 between the hours of 8:30 am to 4:30 pm Monday through Friday, excluding holidays, until the Council meeting or email planning@courtenay.ca.

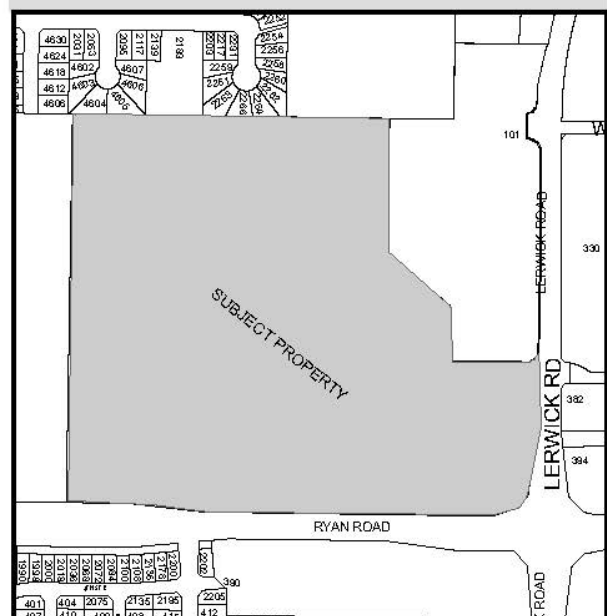
Written submissions must be received by the City no later than **1:00 pm, Wednesday, February 8, 2023** to ensure their availability to Council prior to the Council meeting.

Council Meeting:

Wednesday, February 8, 2023 4:00 pm

Watch meeting live online:

www.courtenay.ca/councilmeetings



HAVE
YOUR
SAY:

✉ 830 Cliffe Ave.
Courtenay, BC V9N 2J7
@ planning@courtenay.ca



CITY OF
COURTENAY
Development Services

follow us  

courtenay.ca

**Attachment No. 2: Draft
Development Variance
Permit No. 2201 (1/2)**

THE CORPORATION OF THE CITY OF COURTENAY

Permit No. 3090-20-2201

DEVELOPMENT VARIANCE PERMIT

To issue a Development Variance Permit

To:

Name: NORTH ISLAND COLLEGE
Address: 2300 RYAN ROAD
COURTENAY, BC V9N 8N6

Property to which permit refers:

Legal: SECTION 78, COMOX DISTRICT, EXCEPT PARTS IN PLANS 35641,
VIP61717, 2117RW AND EPP27453
Civic: 377 LERWICK ROAD

Conditions of Permit:

Permit issued to the property legally described as SECTION 78, COMOX DISTRICT, EXCEPT PARTS IN PLANS 35641, VIP61717, 2117RW AND EPP27453 to permit the following variances for an electronic message board freestanding sign on the parcel:

- *Sign Bylaw No. 2760, 2013*
 - *Section 5.4.2. (a)* – the freestanding sign may have a combined sign area of 11.0m² and a height of 3.48m.
 - *Section 5.4.2. (b)* – there may be a total of three (3) freestanding signs on the parcel.
 - *Section 5.4.2. (f)* – the freestanding sign may be 1.88m away from the street facing property line.
 - *Section 5.4.2. (g)(i)* – the electronic message board portion of the freestanding sign may have a sign area that is 40.7% of the total sign area.
 - *Section 5.4.2. (g)(v)* – the electronic message board portion of the freestanding sign may show full colour messages.

Development Variance Permit No. 2201 is subject to the following conditions:

1. Development must substantially conform to plans for the sign dimensions and complete set of drawings by Grant Illuminated Signs dated August 18, 2021 and January 6, 2023 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;

**Attachment No. 2: Draft
Development Variance
Permit No. 2201 (2/2)**

3. The freestanding sign must be located within a landscaped area of at least 5.0m²;
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.

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

Corporate Officer

GRANT
ILLUMINATED SIGNS

SINCE 1972
THE SERVICE EXPERTS IN ILLUMINATION

Comox Valley Regional District

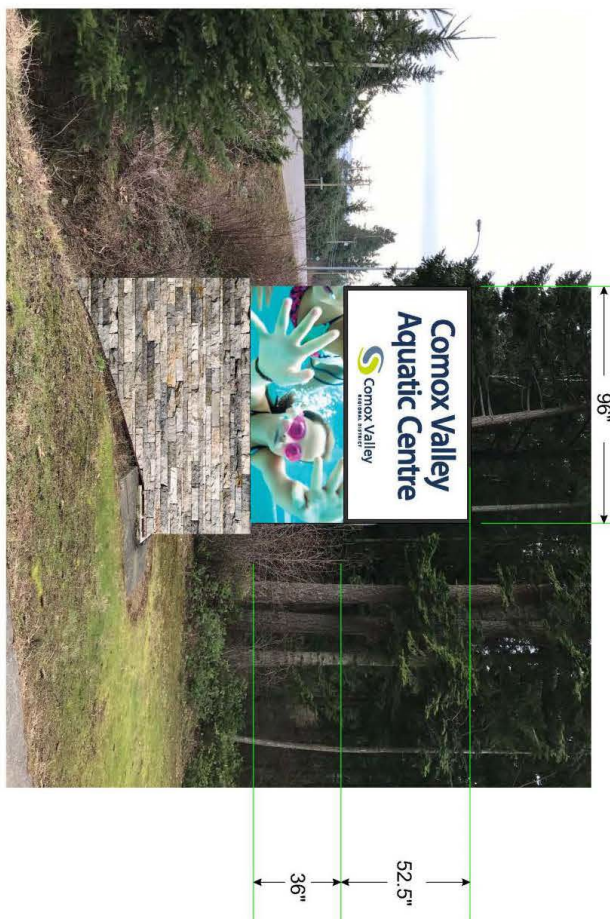
1771-19th Ave Campbell River, BC V9W4M4
Ph: 1-250-287-8558 Fax: 1-250-286-1522
www.grantsigns.ca
www.facebook.com/grantilluminatedsigns/

Layout Option A2
With 36" x 96" Full Color Digital Message Centre
9mm dot pitch - 96 pixels x 256 pixels

double sided system with same operating system and manufacturer as North Island College. Components assembled in Campbell River by Grant Signs.

Also comes with cellular connectivity with 5 year communications package that bypasses wireless.

Layout Option A2
Day time view
with block out white vinyl

[illegible]

THIS PROOF MUST BE EITHER SIGNED AND RETURNED OR APPROVAL PROVIDED VIA EMAIL

Client Name: Comox Valley Regional District
Location: Courtenay, BC
Work Order #: 1

Start Date: March 9, 2020
Last Revision: August 18, 2021
Drawing Number: 3
Page Number: 1 of 6

Client Approval Date Approved

Sales Representative:
Jonathan Calderwood
Designer:
Jonathan Calderwood

© COPYRIGHT 2020 GRANT SIGNS. ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF GRANT SIGNS, AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM GRANT SIGNS.

GRANT
ILLUMINATED SIGNS

SINCE 1972
THE SERVICE PROVIDING A WORLD-CLASS REMARK

Comox Valley Regional District

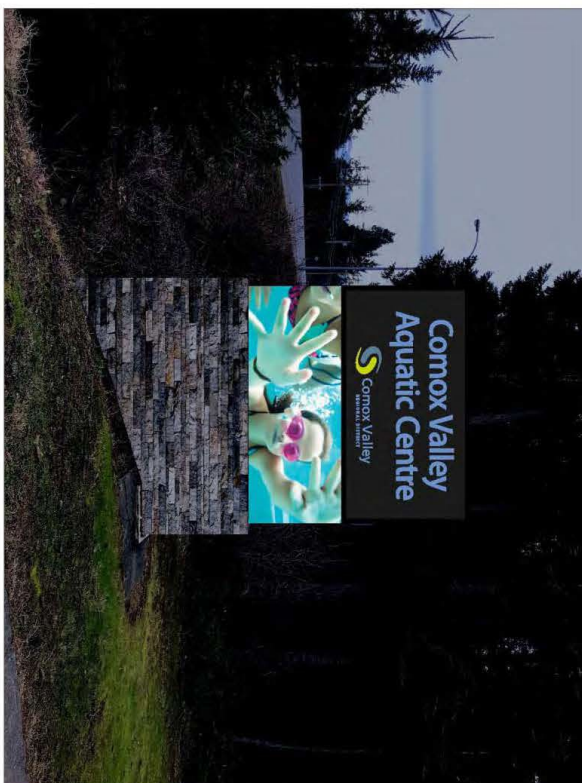
1771-19th Ave Campbell River, BC V9W4M4
Ph: 1-250-287-8558 Fax: 1-250-286-1522
www.grantsigns.ca
www.facebook.com/grantilluminatedsigns/

Layout Option A2
With 36" x 96" Full Color Digital Message Center
9mm dot pitch - 96 pixels x 256 pixels

double sided system with
same operating system and
manufacturer as North Island College
Components assembled in Campbell River
by Grant Signs

Comes with wireless communication system
sign to building communications
Requires external wireless point
on SE corner of building
Also comes with cellular connectivity with 5 years
communications package that bypasses wireless

Layout Option A2
Night time view
with block out white vinyl

[illegible]

Client Name: Comox Valley Regional District
Location: Courtenay, BC
Work Order #: 11

<p>Start Date: March 8, 2020</p> <p>Last Revision: August 18, 2021</p> <p>Drawing Number: 3</p> <p>Page Number: 2 of 6</p>	 3M Safety Critical Protection	 sacredesigns
--------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------

Client Approval

Date Approved _____

Sales Representative:
Jonathan Calderwood

Designer:
Jonathan Calderwood

 All of our electrical equipment bears the Goldmark Standard marking, which is a mark of quality and safety.

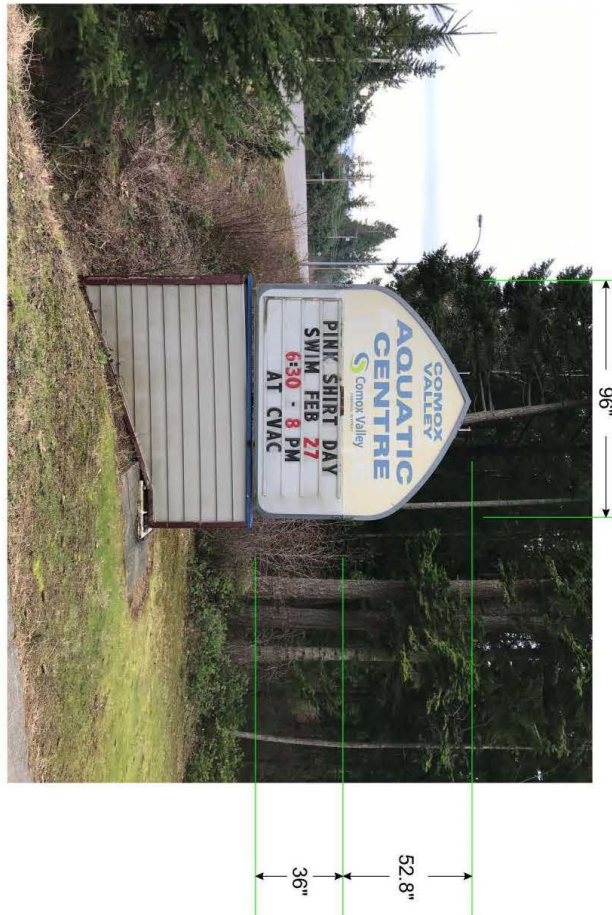
Schedule No. 1: Renderings (3/8)









Comox Valley Regional District

1711-19th Ave Campbell River, BC V9W4M4
Ph: 1-250-287-8558 Fax: 1-250-286-1522
www.grantsigns.ca
www.facebook.com/grantilluminatedsigns/

Existing Sign Layout



<p>PLEASE READ CAREFULLY</p> <p>The proof is provided to you for your review to ensure that the sign and layout are correct. Please check CAREFULLY for any errors or omissions. If you find any errors, please contact us immediately. If you are satisfied with the proof, please return it to us as soon as possible. This proof is not a guarantee of the final sign and layout. The final sign and layout will be subject to the discretion of the local authority. Grant Signs is not responsible for any errors or omissions in the proof or the final sign and layout. Grant Signs is not responsible for any damage to property or any other loss or injury resulting from the use of the sign and layout. Grant Signs is not responsible for any other loss or injury resulting from the use of the sign and layout. Grant Signs is not responsible for any other loss or injury resulting from the use of the sign and layout.</p>			
<p>Client Name: Comox Valley Regional District</p> <p>Location: Courtenay, BC</p> <p>Work Order #: 150880</p>	<p>Start Date: March 8, 2021</p> <p>Last Revision: August 18, 2021</p> <p>Drawing Number: 3</p> <p>Page Number: 3 of 6</p>	<p>Client Approval</p> <p> KARINA BARNES</p>	<p>Date Approved</p> <p> KARINA BARNES</p>
<p>3M  Signs</p> <p>sacspace </p> <p>sign </p> <p>sign </p>		<p>Sales Representative: Jonathan Calderwood</p> <p>Designer: Jonathan Calderwood</p>	

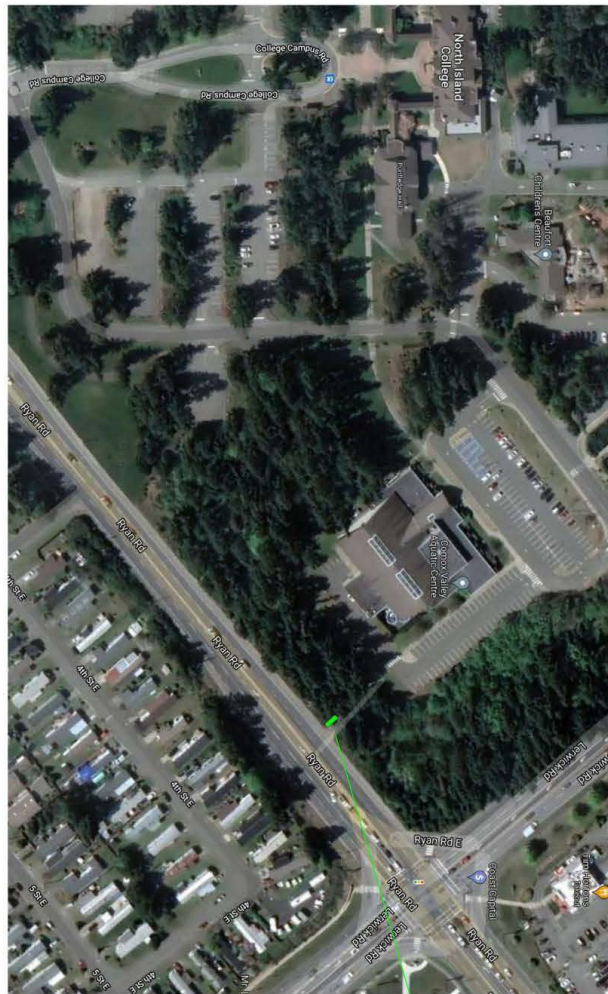
© COPYRIGHT 2020 GRANT SIGNS. ALL RIGHTS RESERVED. THE SALE PROPERTY OF GRANT SIGNS. AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM GRANT SIGNS.

Schedule No. 1: Renderings (4/8)



Comox Valley Regional District

1711-19th Ave Campbell River, BC V9W4M4
Ph: 1-250-287-8558 Fax: 1-250-286-1522
www.grantsigns.ca
www.facebook.com/grantilluminatedsigns/



Existing sign location
(will alter sign, not new)

[illegible]

THIS PROOF MUST BE EITHER SIGNED AND RETURNED OR APPROVAL PROVIDED VIA EMAIL.

© COPYRIGHT 2020 GRANT SIGNS. ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF GRANT SIGNS, AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM GRANT SIGNS.

Client Name: Comox Valley Regional District
Location: Courtenay, BC
Work Order #: 15

Start Date:	March 9, 2020
Last Revision:	August 18, 2021
Drawing Number:	3
Page Number:	4 of 6

Client Approval _____ Date Approved _____

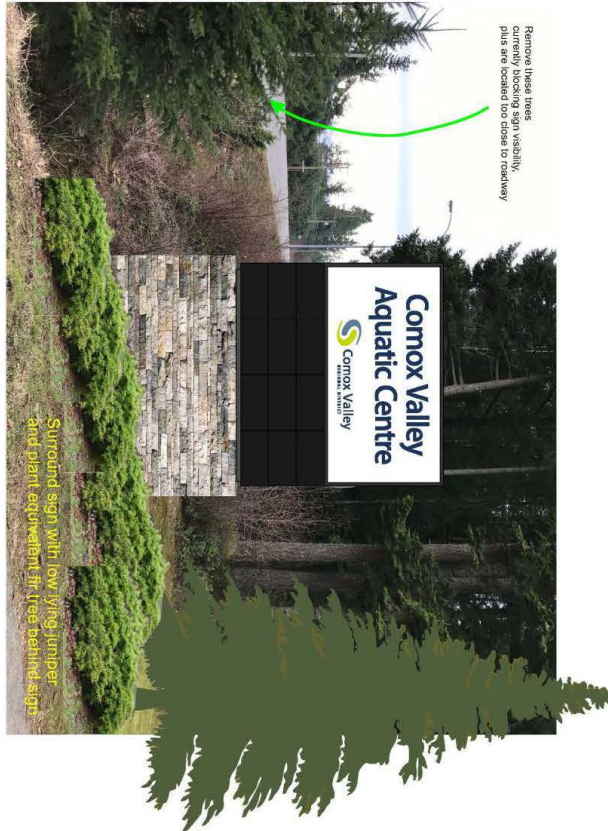
Sales Representative:
Jonathan Calderwood
Designer:
Jonathan Calderwood

Schedule No. 1: Renderings (5/8)



Comox Valley Regional District

1711-19th Ave Campbell River, BC V9W4M4
Ph: 1-250-287-8558 Fax: 1-250-286-1522
www.grantsigns.ca
www.facebook.com/grantilluminatedsigns/



<p>PLEASE READ CAREFULLY</p> <p>The proof is presented to you for your review to ensure that you are satisfied with the design. Please check CAREFULLY for any errors or omissions. If you are not satisfied, please contact the designer immediately. Once approved, the design is final and no changes will be made. The designer is not responsible for errors or omissions. The client is responsible for ensuring that the design is suitable for the intended use and location. The client is responsible for obtaining permission for use of intellectual property.</p>			
<p>Client Name: Comox Valley Regional District</p> <p>Location: Courtenay, BC</p> <p>Work Order #: 151100</p>	<p>Start Date: March 8, 2020</p> <p>Last Revision: January 6, 2023</p> <p>Drawing Number: 4</p> <p>Page Number: 5 of 6</p>	<p>Client Approval</p> <p>Date Approved</p>	<p>Sales Representative: Jonathan Calderwood</p> <p>Designer: Jonathan Calderwood</p>

© COPYRIGHT 2020 GRANT SIGNS. ALL RIGHTS RESERVED. THE TRADE PROPERTY OF GRANT SIGNS. AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM GRANT SIGNS.

Schedule No. 1: Renderings (6/8)



Comox Valley Regional District

1711-19th Ave Campbell River, BC V9W4M4
Ph: 1-250-287-8558 Fax: 1-250-286-1522
www.grantsigns.ca
www.facebook.com/grantilluminatedsigns/



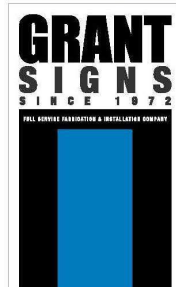
<p>PLEASE READ CAREFULLY</p> <p>The proof is provided to you for your review to ensure that the sign is as intended. Please check CAREFULLY for any errors or omissions. Once approved, the sign will be fabricated and installed. The sign is the property of Grant Signs and will remain the property of Grant Signs until it is removed from the site. Grant Signs is not responsible for any damage to the sign or the property of the client. Grant Signs is not responsible for any damage to the property of the client caused by the sign or the property of the client.</p>		
<p>Client Name: Comox Valley Regional District</p> <p>Location: Courtenay, BC</p> <p>Work Order #: 151100</p>	<p>Start Date: March 8, 2020</p> <p>Last Revision: January 6, 2023</p> <p>Drawing Number: 4</p> <p>Page Number: 6 of 6</p>	<p>Client Approval</p> <p>Date Approved</p> <p>Sales Representative: Jonathan Calderwood</p> <p>Designer: Jonathan Calderwood</p>

© COPYRIGHT 2020 GRANT SIGNS. ALL RIGHTS RESERVED. THE SIGN IS THE PROPERTY OF GRANT SIGNS AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM GRANT SIGNS.

Schedule No. 1: Renderings (7/8)



Schedule No. 1: Renderings (8/8)



**Attachment No. 3: Public
Notification Responses**

From: [REDACTED]
Sent: Monday, January 30, 2023 3:22 PM
To: PlanningAlias <planning@courtenay.ca>
Subject: Development Variance Permit - 377 Lerwick Ave

Hello,

I am forwarding feedback (below) in response to the City of Courtenay's Development Variance Permit Notice received by mail.

Kindly confirm receipt, thank you.

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: January-30-23 2:53 PM
To: [REDACTED]
Subject: Dev Variance Permit - 377 Lerwick Ave

We are writing in SUPPORT of the application for File No. DVP00034.
We are the owners of 382 Lerwick Road as well as 394 Lerwick Road.

Too often Councils restrict signage on buildings in the mistaken premise that less is better.
The premise is wrong.

In the case of exterior signage (pylons, building and other) whether it be a government institution / service or private enterprise, Councils sometimes forget that all businesses need signage in order to better merchandize and attract / service the public. Specifically to businesses, they pay huge property taxes (proportionate to residential) for in fact fewer services. Allowing for larger or more signage is a small concession.

If I may also add a little follow up note. Often municipalities 'forget' to prune their boulevard trees that grow to considerable heights and widths, thereby blocking the views of signage that once was visible to the public. Please don't cut the budget to this responsibility.

Regards and thank you,,

[REDACTED]