



The Corporation of the City of Courtenay

Staff Report

To: Council

File No.: 3090-20-2207 / DVP00041

From: Director of Development Services

Date: July 17th, 2024

Subject: Development Variance Permit No. 2207 – 4883 Island Highway North

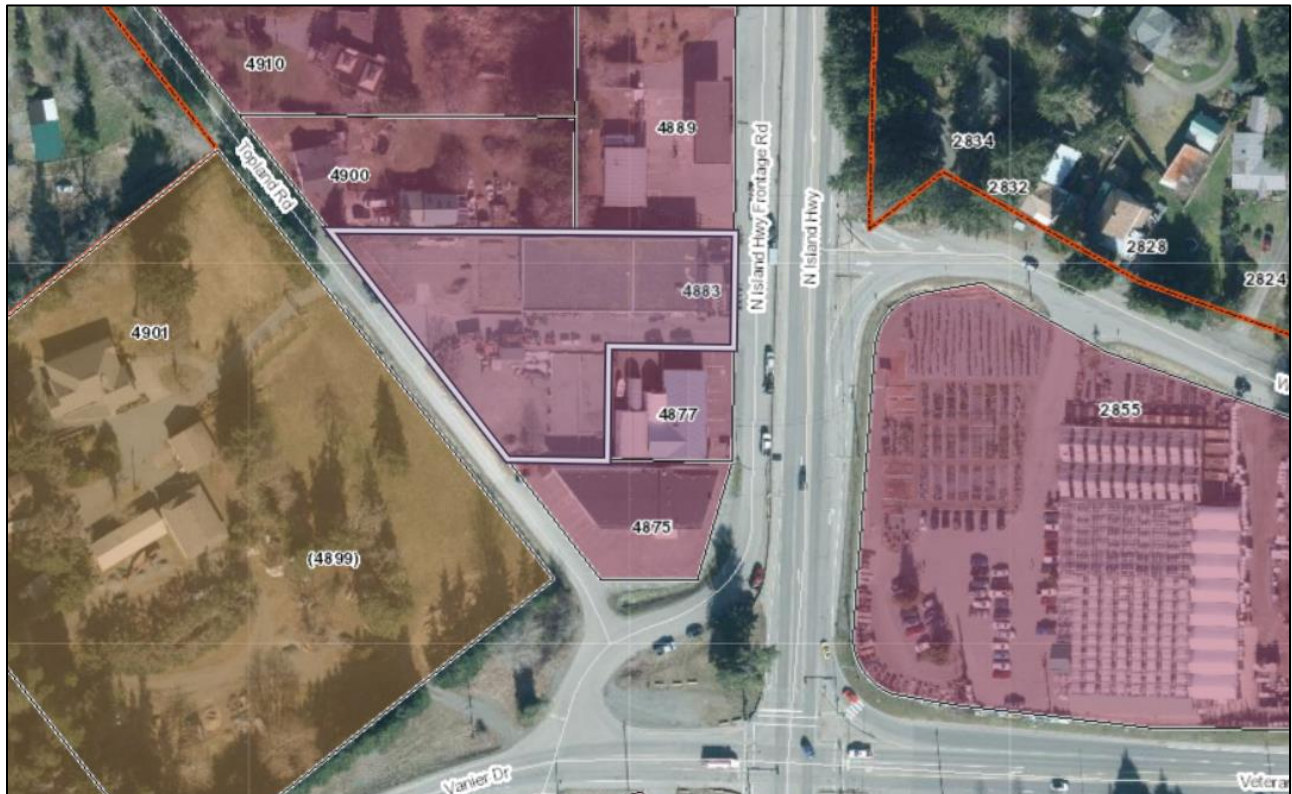
PURPOSE:

For Council to consider approval of a Development Variance Permit No. 2207 to vary Section 5.3.1 (a) of Sign Bylaw No. 2760, 2013 from “The combined sign area of all fascia signs plus all canopy signs, awning signs, and projecting signs shall not exceed 20% of the area of the building face for a building premise to a maximum of 9.0m² (96.9 sq. ft.) to 17.5m² (188.37 sq. ft.) for the south facing building face of the existing building” in order to permit multiple fascia signs at 4883 Island Highway North (LOT A SECTION 20 COMOX DISTRICT PLAN EPP107084. As per Development Procedures Bylaw No. 3106, when a variance is greater than 25% Council approval is required.

BACKGROUND:

The subject property is designated Commercial in the Official Community Plan (OCP), zoned Commercial Two Zone (C-2) and is located approximately 15.0 metres from the North Island Highway. It is located in a primarily Commercial area, with limited residential in the near vicinity (See Figure No. 1).

Figure No.1 – Subject Property



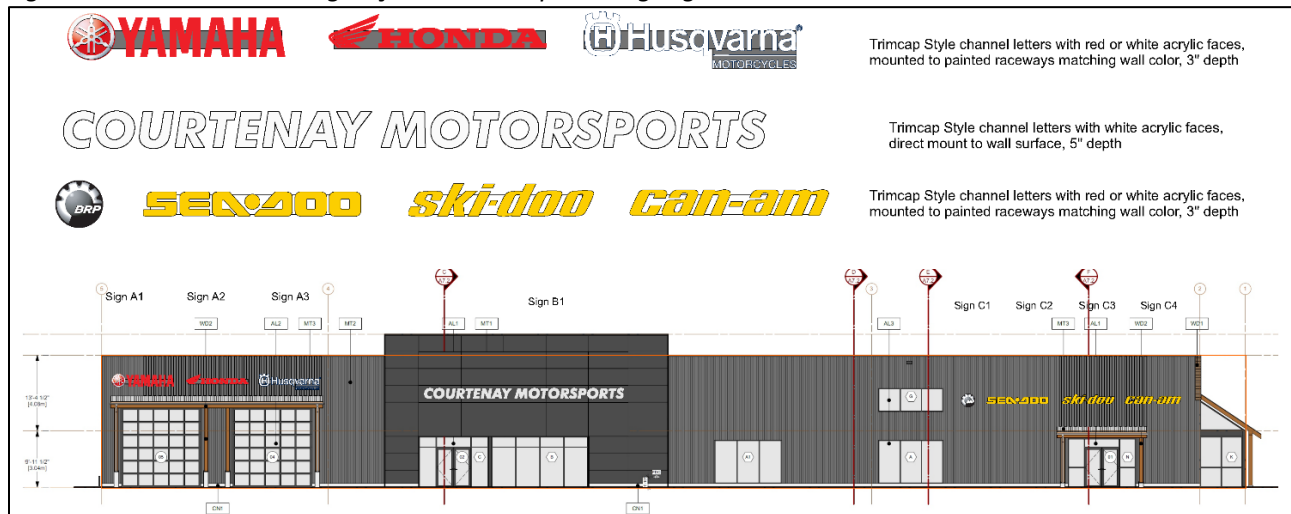
Initially, this application was received in 2022; however, the subject property had existing variances which had conditions that had not been fully complied with, which included internal illumination and exceeding the permitted height and sign area. Through discussions with senior City staff, the applicant submitted an additional DVP application that, if approved, would resolve the longstanding non-compliance. Council approved the proposed DVP for the Freestanding Sign at its April 10th, 2024 regular Council meeting. The applicant wishes to continue with the proposed variances for the Fascia Signs.

The proposed signage on the south building face will have a combined sign area of 17.5m². A maximum of 9.0m² is permitted as per Sign Bylaw 2760, 2013.

DISCUSSION:

The applicant is proposing to add fascia signage in excess of the maximum combined sign area on the southern building face of the main structure on the parcel (See Figure No. 2). There are eight (8) proposed fascia signs for the South building face. The applicant is requesting a variance to allow for the combined sign area to exceed the maximum sign area of a building face.

Figure No.2 – South Building Façade with Proposed Signage



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.

As per Section 5.3.1 *Fascia Signs (a)* of Sign Bylaw 2760, 2013. "The combined sign area of all fascia signs plus all canopy signs, awning signs, and projecting signs shall not exceed 20% of the area of the building face for a business premise to a maximum of 9.0 m² (96.9 sq. ft.)."

The applicant is requesting an 8.5 m² increase to the allowable combined sign area (total area of 17.5 m²). This represents 3.7% of the south building face.

It is staff's assessment that the proposed variance is supportable. The location of the proposed illuminated signage will not be directly facing the street, or residences other than a residential suite above the mixed use building on the same property, and will face the side yard of the same business as well as the business at 4877 Island Highway North (See Figure No. 3). As the proposal is for a number of smaller individual brand

signs, centred over discrete entrances, proportionally integrated with the façade entrances and design, the signs do not appear excessive.

Figure No. 3 – Signage Locations



FINANCIAL IMPLICATIONS:

There is no direct financial implication related to this application.

ADMINISTRATIVE IMPLICATIONS:

The processing of Development Variance Permit No. 2207 falls within the planning division’s statutory work program.

STRATEGIC PRIORITIES REFERENCE:

This initiative addresses the following strategic priorities:

- Good Governance - Review and streamline development process and set targets for application processing times

PUBLIC ENGAGEMENT:

In accordance with Part 14 of the *Local Government Act*, Section 499 public notification was provided to 6 properties (owners and occupants) within a 30-metre radius as per Development Procedures Bylaw No. 3106, 2023 of the subject property on July 4th, 2024.

No public comments were received at the time of writing this report, and any comments received by 1:00 p.m. on Wednesday July 17th, 2024 will be presented to Council at the regular council meeting.

OPTIONS:

1. THAT Council vary Section 5.3.1 (a) of Sign Bylaw No. 2760, 2013 from, “The combined sign area of all fascia signs plus all canopy signs, awning signs, and projecting signs shall not exceed 20% of the area of

the building face for a building premise to a maximum of 9.0m² (96.9 sq. ft.)” to “The combined sign area of all fascia signs plus all canopy signs, awning signs, and projecting signs shall not exceed 20% of the area the south building face of the existing building to a maximum 17.5m² (188.37 sq. ft.)”; and

THAT Council approve Development Variance Permit No. 2207 (4883 Island Highway North); and
THAT Council direct the Director of Development Services to issue Development Variance Permit No. 2207 (4883 Island Highway North).

2. THAT Council defer and request additional information from staff for “Development Variance Permit No. 2207” (4883 Island Highway North) through resolution.
3. THAT Council, deny the application for “Development Variance Permit No. 2207” (4883 Island Highway North).

ATTACHMENTS:

1. Attachment 1 - Draft Permit - 4883 Island Hwy North
2. Attachment 2 - Public Notice Mailout -DVP00041

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