



The Corporation of the City of Courtenay

# Staff Report

**To:** Council

**File No.:** 3090-20-2404/DVP00054

**From:** Director of Development Services

**Date:** October 23, 2024

**Subject:** Development Variance Permit No. 2404 – #1 - 204 Island Highway North

## PURPOSE:

For Council to consider approval of Development Variance Permit No. 2404 to vary Section 5.3.1 (a) of Sign Bylaw No.2760, 2013 from, “The combined sign area of all fascia signs plus 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 m<sup>2</sup> (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 23.5 % of the building face for a business premise to a maximum of 11.3 m<sup>2</sup> (121.6 sq. ft.)” on a commercial building located at #1- 204 Island Highway North.

## BACKGROUND:

The City of Courtenay has received a Development Variance Permit (DVP) application from the business owner’s representative, Jonathan Calderwood with Grant Signs, to vary the maximum fascia sign area to retain an existing sign and install new commercial signage. The subject property is legally described as Strata Lot 1, Section 16, Comox District, Strata Plan VIS2269. The property is designated Commercial, pursuant to the in the “City of Courtenay Official Community Plan Bylaw No. 3070, 2022” and zoned C-2 (Commercial Two Zone) pursuant to the “City of Courtenay Zoning Bylaw No. 2500, 2007” and is located in a Mixed-Use Area. The commercial building is located at 204 Island Highway North and the property is approximately 4,300 m<sup>2</sup> in area identified in figure 1 below. The variance is regarding unit#1 which is at the north end of the building.

Figure 1: Site Location



**DISCUSSION:**

The applicant is seeking to retain and bring into conformance one illuminated sign and to add one rectangular non-illuminated sign on the northwest façade of the existing commercial building. The combined sign area as per the submitted drawings is 11.3 m<sup>2</sup> and 23.5 % of the area of the building face, which equates to a 2.3 m<sup>2</sup> increase.

Under “City of Courtenay Sign Bylaw No. 2760, 2013”, Section 5.3.1 *Fascia Signs* (a): “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 m<sup>2</sup> (96.9 sq. ft.).”

Table 1: Summary of Variance Requested

Bylaw No. 2760 Section 5.3.1 (a) - Fascia Signs: “The combined sign area of all fascia signs plus all canopy signs, awning signs, and projecting signs shall not exceed 23.5 % of the building face for a business premise to a maximum of 11.3 m <sup>2</sup> (121.6 sq. ft.)”		
	<b>Area of the Building Face</b>	<b>Maximum Coverage</b>
Current	20%	9.0m <sup>2</sup> (96.9 sq. ft.)
Proposed	23.5 %	11.3 m <sup>2</sup> (121.6 sq. ft.)
Variance	3.5 %	2.3 m <sup>2</sup> (24.7 sq. ft.)

The applicant has provided an illustration of the proposed signage shown as Figure 2. The proposed rectangular fascia sign is harmonized to the architectural design of the building and the ‘accent’ fascia sign creates a complementary visual addition to the building’s façade without impacting the visual appeal of the adjacent area. No negative impacts are anticipated, and staff support the proposed variances.

Figure 2: Illustration of Existing Street View with Proposed Signage



**OCP POLICY ANALYSIS:**

This application has no direct implications or conflicts related to the policies provided in the City's OCP.

**RGS POLICY ANALYSIS:**

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.

**FINANCIAL IMPLICATIONS:**

Proceeding with the approval of this DVP application has no financial implications to the City's Financial Plan 2024 – 2029.

**ADMINISTRATIVE IMPLICATIONS:**

Processing DVPs applications is a statutory component of the corporate workplan and a core duty of the Development Services Department. Work to date has primarily been carried out by Development Services staff, although other departments have provided referral comments.

**STRATEGIC PRIORITIES REFERENCE:**

Providing professional management and recommendations on development applications, inclusive of DVPs applications, aligns with the City's strategic priority:

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

**PUBLIC ENGAGEMENT:**

Under the "City of Courtenay Development Procedures Bylaw No. 3106, 2023", a Community Information Meeting is not required for this DVP application.

In accordance with Section 499, of the *Local Government Act*, a public notification was mailed to 19 property owners and occupants within 30-metres of the subject property on October 10, 2024.

As the date of this report, no public comments were received. Any comments received by 1:00 p.m. on October 23, 2024, will be presented to Council at the time of the scheduled 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 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 m<sup>2</sup> (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 23.5 % of the building face for a business premise to a maximum of 11.3 m<sup>2</sup> (121.6 sq. ft.); AND,

THAT Council approve Development Variance Permit No. 2404 for the subject property located at civic address #1 – 204 Island Highway North; AND,

THAT Council direct the Director of Development Services to issue Development Variance Permit No. 2404 for the subject property located at #1 – 204 Island Highway North.

2. THAT Council, defer and request additional information from staff for “Development Permit No. 2404” for the subject property located at civic address #1 – 204 Island Highway North.
3. THAT Council, deny the application for “Development Variance Permit No. 2404” for the subject property located at civic address #1 – 204 Island Highway North.

**ATTACHMENTS:**

1. Draft Development Variance Permit No. 2404
2. Public Notification Mailout

Prepared by: Corey Cooper, Planning Technician

Reviewed by: Jamai Schile, RPP, MCIP, Manager of Development Planning  
Marianne Wade, RPP, MCIP, Director of Development Services

Concurrence: Geoff Garbutt, M.PI., MCIP, RPP, City Manager (CAO)