



The Corporation of the City of Courtenay

Staff Report

To: Council

File No.: 3090-20-2408/DVP00058

From: Director of Development Services

Date: October 23, 2024

Subject: Development Variance Permit No. 2408 – 1089 Braidwood Road

PURPOSE:

For Council to consider approval of Development Variance Permit No. 2408 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 m² (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 13.7 % of the building face for a business premise to a maximum of 18.6 m² (200.2 sq. ft.)”located at 1089 Braidwood Road.

BACKGROUND:

The City of Courtenay has received a Development Variance Permit (DVP) application from the property owner’s representative, Brandon Galandy with HI-lite Signs, to vary the maximum fascia sign area to install additional commercial signage to the existing building fascia sign. The subject property is legally described as LOT C SECTION 16 COMOX DISTRICT PLAN 18531. The property is designated Commercial, pursuant to the “Official Community Plan Bylaw No. 3070, 2022” and zoned Commercial Two Zone (C-2) in the “Zoning Bylaw No. 2500, 2007” and is located in a Mixed-Use Area. The property is approximately 4,882 m² in area, see Figure 1: Site Location.

Figure 1: Site Location



DISCUSSION:

In 2022, a Sign Permit was issued to install the existing signage shown in Figure 2 and Figure 3 as Sign A and Sign B. On review of the existing signage, it is noted the combined existing sign area is 13.2 m² which currently exceeds the 9.0 m² allowed in section 5.3.1(a). If approved by Council this request would bring the subject

property into conformance for the existing signage and add 5.4 m² (58.1 sq. ft.) of new signage (proposed Sign C) without exceeding the allowed combined sign area of 20% on a building face.

Figure 2: Existing Signage on South Building Face

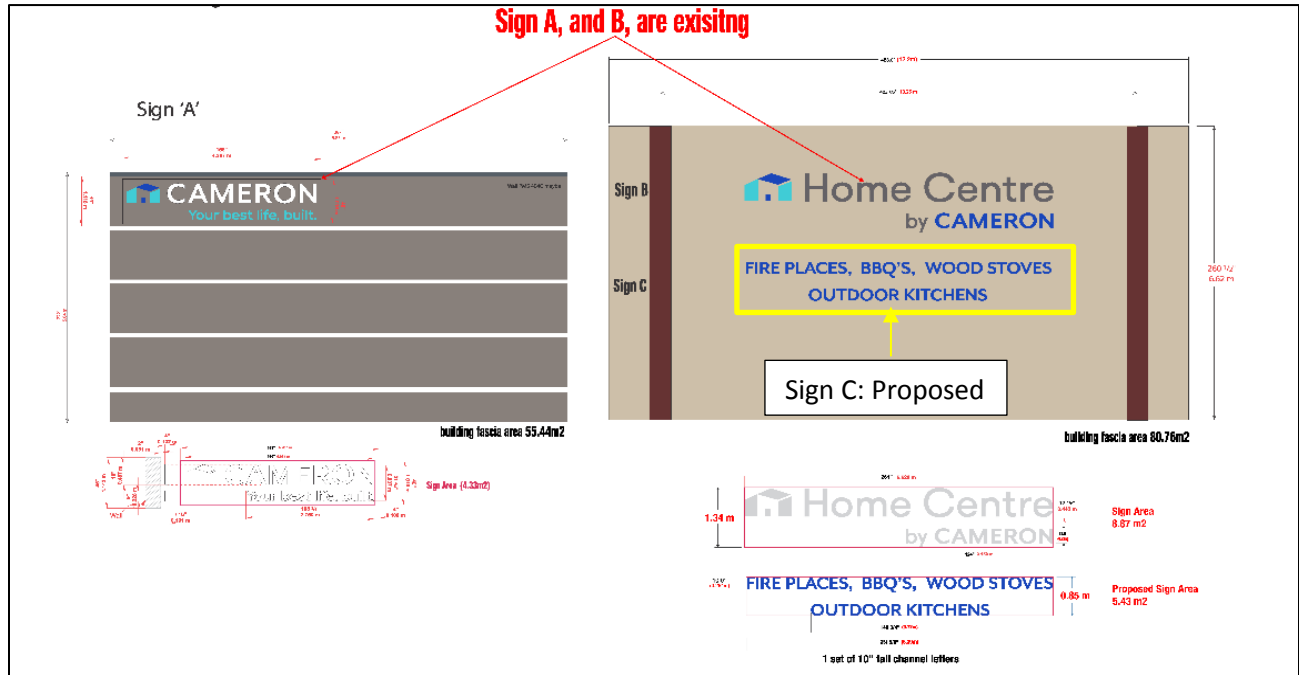


The proposed additional fascia signage (Figure 3: Sign C) shares visual characteristics such as colour, font style and placement with the existing signage, and does not exceed the existing permitted maximum of 20% of the area of the building face. Considered within the context of the location, adjacent properties, size of the building face and aesthetic appeal, no negative impacts are anticipated, and staff support the proposed variances. The combined variances for existing and proposed signage are outlined in Table 1 (below).

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 20% of the area of the building face for a business premise to a maximum of 9.0 m ² (96.9 sq. ft.)"		
	Area of the Building Face	Maximum Coverage
Current (Bylaw No. 2760)	20%	9.0 m ² (96.9 sq.ft.)
Proposed (existing Sign A & B, and proposed Sign C)	13.7%	18.6 m ²
Variance	None	9.6 m ² (103.3sq. ft.)

Figure 3: Existing & Proposed Signage on South Building Face



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 99 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 m² (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 13.7 % of the building face for a business premise to a maximum of 18.6 m² (200.2 sq. ft.)”; AND,

THAT Council, approve Development Variance Permit No. 2408 for the subject property located at civic address 1089 Braidwood Road; AND,

THAT Council, direct the Director of Development Services to issue Development Variance Permit No. 2408 for the subject property located at 1089 Braidwood Road.

2. THAT Council, defer and request additional information from staff for “Development Permit No. 2408” for the subject property located at civic address 1089 Braidwood Road.
3. THAT Council, deny the application for “Development Variance Permit No. 2408” for the subject property located at civic address 1089 Braidwood Road.

ATTACHMENTS:

1. Draft Development Variance Permit No. 2408
2. Public Notification Mailout

Prepared by: Corey Cooper, Planning Technician

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Marianne Wade, RPP, MCIP, Director of Development Services

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