

DATE OF MEETING | April 29, 2019 |

AUTHORED BY | CALEB HORN, PLANNER, CURRENT PLANNING |

**SUBJECT | DEVELOPMENT VARIANCE PERMIT APPLICATION NO. DVP330 –
2067 AND 2073 BOXWOOD ROAD |**

OVERVIEW

Purpose of Report

To present for Council's consideration a development variance permit application to allow freestanding signs and oversized fascia signs within the Nanaimo Parkway Buffer on the properties located at 2067 and 2073 Boxwood Road. |

Recommendation

That Council issue Development Variance Permit No. DVP330 with the following variances:

- for 2067 and 2073 Boxwood Road:
 - to allow two freestanding signs within the Parkway Buffer on lands designated Rural Parkway;
- for 2067 Boxwood Road:
 - to allow a third-party sign within the Parkway Buffer; and
- for 2073 Boxwood Road:
 - to increase the maximum allowable fascia sign size within the Parkway Buffer on lands designated Rural Parkway from 5m² up to 12.6m²; and
 - to allow fascia signs within the Parkway Buffer to face the Nanaimo Parkway. |

BACKGROUND

A development variance permit application, DVP330, was received from Raymond de Beeld Architect Inc. on behalf of Columbia Finance Corporate Ltd. at 2067 Boxwood Road and Wardon Consulting & Developments Ltd. at 2073 Boxwood Road to vary the provisions of "Sign Bylaw 1987 No. 2850" (the "Sign Bylaw"). A Development Permit, DP1044, was approved by Council on 2017-NOV-10 for a light industrial building at 2073 Boxwood Road.

The subject properties are both zoned I2 – Light Industrial and are located at the northern end of the Greenrock Industrial Business Park. The property at 2067 Boxwood contains an industrial building for Bartle & Gibson Co Ltd. The property at 2073 Boxwood Road contains an industrial building currently under construction that will accommodate P&R Truck Centre Ltd. The applicant is requesting variances to install signage for the P&R Truck Centre on the two subject properties.

Subject Property

<i>Zoning</i>	I2 – Light Industrial
<i>Location</i>	The subject properties are located on the west side of Boxwood Road adjacent to the Nanaimo Parkway.
<i>Total Lot Areas</i>	2067 Boxwood Road – 4,428m ² 2073 Boxwood Road – 11,508m ²
<i>Official Community Plan (OCP)</i>	Map 1 – Future Land Use Designation – Light Industrial

Statutory Notification has taken place prior to Council's consideration of the variance.

DISCUSSION

Proposed Development

The applicant is proposing signage on the subject properties to identify the business at 2073 Boxwood Road. There is a 15m-wide statutory right-of-way containing Hanelt Creek that runs parallel to Boxwood Road at the front of the subject properties. Opportunities for signage at 2073 Boxwood Road are limited because of both the statutory right-of-way and the property's location within the Nanaimo Parkway Buffer. Both properties are within the Parkway Buffer on lands designated Rural Parkway as per Schedule F of the Sign Bylaw. Rural Parkway lands have more signage restrictions than elsewhere in the city to reduce signage visibility from the Nanaimo Parkway.

In order to identify the business at 2073 Boxwood Road, the applicant has proposed a freestanding sign on the neighbouring property at 2067 Boxwood Road, adjacent to the panhandle entrance to 2073 Boxwood Road. The applicant has also proposed six façade signs on the east side of the industrial building at 2073 Boxwood Road, including one primary business sign and five logo signs identifying affiliated suppliers. Lastly, the applicant has proposed a directional freestanding sign on the property. The design of the freestanding signs complements the buildings on both sites with stone detail and beam construction.

Proposed Variances

Freestanding Signs

The Sign Bylaw does not allow freestanding signs within the Parkway Buffer lands designated "Rural Parkway". The applicant is proposing two freestanding signs: a 9.5m² illuminated business sign adjacent to the driveway entrance to 2073 Boxwood Road to identify the P&R Truck Centre and affiliated supplier brand logos; and a 1.1m² illuminated directional sign within the site at 2073 Boxwood Road. Outside of the Parkway Buffer, the maximum area of a freestanding sign is 10m².

The proposed freestanding sign locations have been identified in order to reduce impacts on the riparian area surrounding Hanelt Creek at the entrance to the site and to provide an adequate turning radius for large vehicles and trucks accessing the property at 2073 Boxwood Road. Staff have worked with the applicant to determine an optimal location that minimizes encroachment into the riparian area and to ensure adequate visibility for wayfinding. Both

proposed sign locations have been reviewed and accepted by the City's Engineering & Environment Section.

The freestanding business sign is technically located within 2067 Boxwood Road and will be facing north at the site entrance towards Northfield Road, where the majority of vehicular traffic will be arriving from the Parkway. The freestanding directional sign at 2073 Boxwood Road will be facing east towards Boxwood Road and will direct truck drivers to onsite service areas. The business sign will be backlit on the north side. The rear side of the sign facing the Nanaimo Parkway will not be lit. Neither sign is anticipated to be visible from the Nanaimo Parkway due to vegetation screening along the south side of 2067 Boxwood Road. Given that the proposed freestanding signs face away from the Parkway and are screened from the Parkway, the requested variance to allow a freestanding sign on both properties is supportable.

Third-Party Signs

The Sign Bylaw does not allow third-party signs within the Parkway Buffer. A third-party sign is defined as "a sign which directs attention to a business, profession, activity, commodity, service or entertainment other than one conducted, sold or offered upon the premises where such sign is located or within the building to which such sign is affixed." The proposed business sign at 2067 Boxwood Road will be directing attention to the business located at 2073 Boxwood Road and is therefore considered a third-party sign. Due to the panhandle shape of the property at 2073 Boxwood Road and the riparian area surrounding Hanelt Creek at the entrance of the property, the building on the lot has a significant setback from Boxwood Road. The applicant has proposed the business sign for the P&R Trucking Centre to be located within 2067 Boxwood Road immediately adjacent to the driveway entrance for 2073 Boxwood Road.

The intent of the Sign Bylaw's restriction on third-party signs is to prevent advertising along the Nanaimo Parkway for businesses located elsewhere. The freestanding business sign at 2067 Boxwood Road will not be visible from the Nanaimo Parkway and will direct traffic on Boxwood Road to the primary entrance for the business at 2073 Boxwood Road. Given that the proposed freestanding sign is directly adjacent to 2073 Boxwood Road and minimizes impacts on the surrounding riparian area, the requested variance to allow a third-party sign is supportable.

Façia Signs – Maximum Size

The Sign Bylaw restricts the maximum size of a façia sign within the Parkway Buffer lands designated "Rural Parkway" to 5m² or 15% of the wall surface to which it is affixed, whichever is lesser. In this case, the lesser amount is 5m². The applicant is proposing six façia signs on the east elevation of the building at 2073 Boxwood Road with the following sizes: 12.6m², 6.1m², 2.7m², 1.5m², 6.6m², and 2.1m². Three of these signs are greater than 5m² and require a variance. The signs will be illuminated but will not be backlit. The largest sign will identify the P&R Truck Centre and the smaller signs will be brand logos of affiliated suppliers. Outside of the Parkway Buffer, the maximum total area of multiple façia signs is 10% of the wall surface to which they are affixed. The total area of the six proposed signs is equal to 8.5% of the wall surface.

The proposed façia signs are all oriented towards Boxwood Road to the east and are not oriented towards the Nanaimo Parkway. Douglas firs planted along the berm adjacent to the Parkway will provide screening from the Parkway. The design of the building incorporates

architectural wings on either side of the P&R Truck Centre sign to further reduce visibility from the Parkway. The smaller logo signs are inset further back than the P&R Truck Centre sign. Because of the efforts made to avoid visibility from the Parkway, the proposed façade sign size variances are supportable.

Signs Facing the Nanaimo Parkway

The Sign Bylaw does not allow signs within the Parkway Buffer to face the Nanaimo Parkway. The applicant proposes that five of the six façade signs on the east elevation of the building at 2073 Boxwood Road will face the Parkway Buffer. A sign is considered to be “facing” the Nanaimo Parkway, as per the Sign Bylaw, if a straight line 200m or less can be drawn from the sign to any point on the Nanaimo Parkway right-of-way. In this case, the proposed façade signs would all “face” the Nanaimo Parkway. The signs will, however, be oriented towards Boxwood Road.

Given the efforts to screen the façade signs as described in the previous section, the proposed variance to allow signs to face the Nanaimo Parkway is supportable.

SUMMARY POINTS

- Development Variance Permit Application No. DVP330 proposes variances to increase the maximum allowable façade sign size within the Parkway Buffer on lands designated Rural Parkway from 5m² to 12.6m²; to allow façade signs within the Parkway Buffer to face the Nanaimo Parkway; to allow two freestanding signs within the Parkway Buffer on lands designated Rural Parkway; and to allow a third-party sign within the Parkway Buffer.
- The proposed signs will identify the P&R Trucking Centre at 2073 Boxwood Road.
- The proposed signs are all oriented towards Boxwood Road and will be screened from the Nanaimo Parkway.
- Staff support the proposed variances.

ATTACHMENTS

ATTACHMENT A: Permit Terms and Conditions
ATTACHMENT B: Location Plan
ATTACHMENT C: Site Plan
ATTACHMENT D: Sign and Building Elevations
ATTACHMENT E: 2073 Boxwood Road Building Renderings
ATTACHMENT F: “Sign Bylaw 1987 No. 2850” Schedule F – Parkway Buffer
ATTACHMENT G: Aerial Photo

Submitted by:

L. Rowett
Manager, Current Planning

Concurrence by:

D. Lindsay
Director, Community Development

ATTACHMENT A PERMIT TERMS AND CONDITIONS

TERMS OF PERMIT

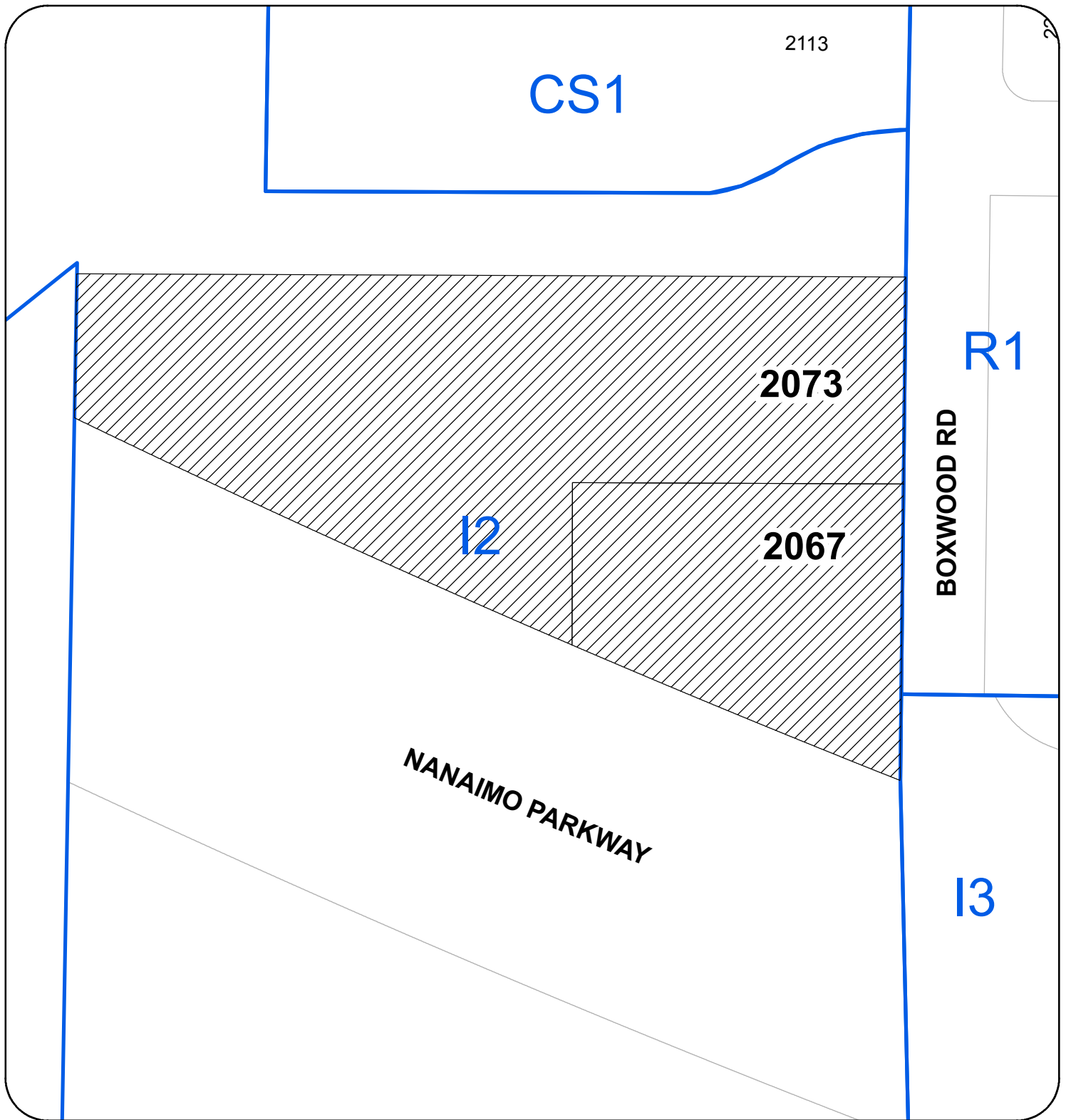
The City of Nanaimo "SIGN BYLAW 1987 NO. 2850" is varied as follows:

1. *Section 3(25) Parkway Signage* – to allow a third-party sign within the Parkway Buffer.
2. *Section 3(26) Parkway Signage* – to allow up to five facia signs on the east elevation of the building at 2073 Boxwood Road to face the Nanaimo Parkway.
3. *Section 5(4)(B) Facia Signs* – to increase the maximum size of facia signs within the Parkway Buffer on lands designated Rural Parkway from 5m² up to 12.6m².
4. *Section 5(5)(E) Freestanding Signs* – to allow two freestanding signs within the Parkway Buffer on lands designated Rural Parkway.

CONDITIONS OF PERMIT

1. The proposed signs shall be located generally as shown on the Site Plan prepared by Raymond de Beeld Architect, dated 2019-MAR-28, as shown in Attachment C.
2. The proposed signs shall be developed generally in accordance with the Signage Elevations prepared by Horizon Signs, received 2019-FEB-25 and 2019-MAR-01, as shown in Attachment D.
3. The proposed facia signs shall not be backlit or illuminated by any artificial light source located behind the front face of the sign.

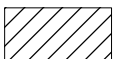
ATTACHMENT B
LOCATION PLAN



DEVELOPMENT VARIANCE PERMIT NO. DVP00330

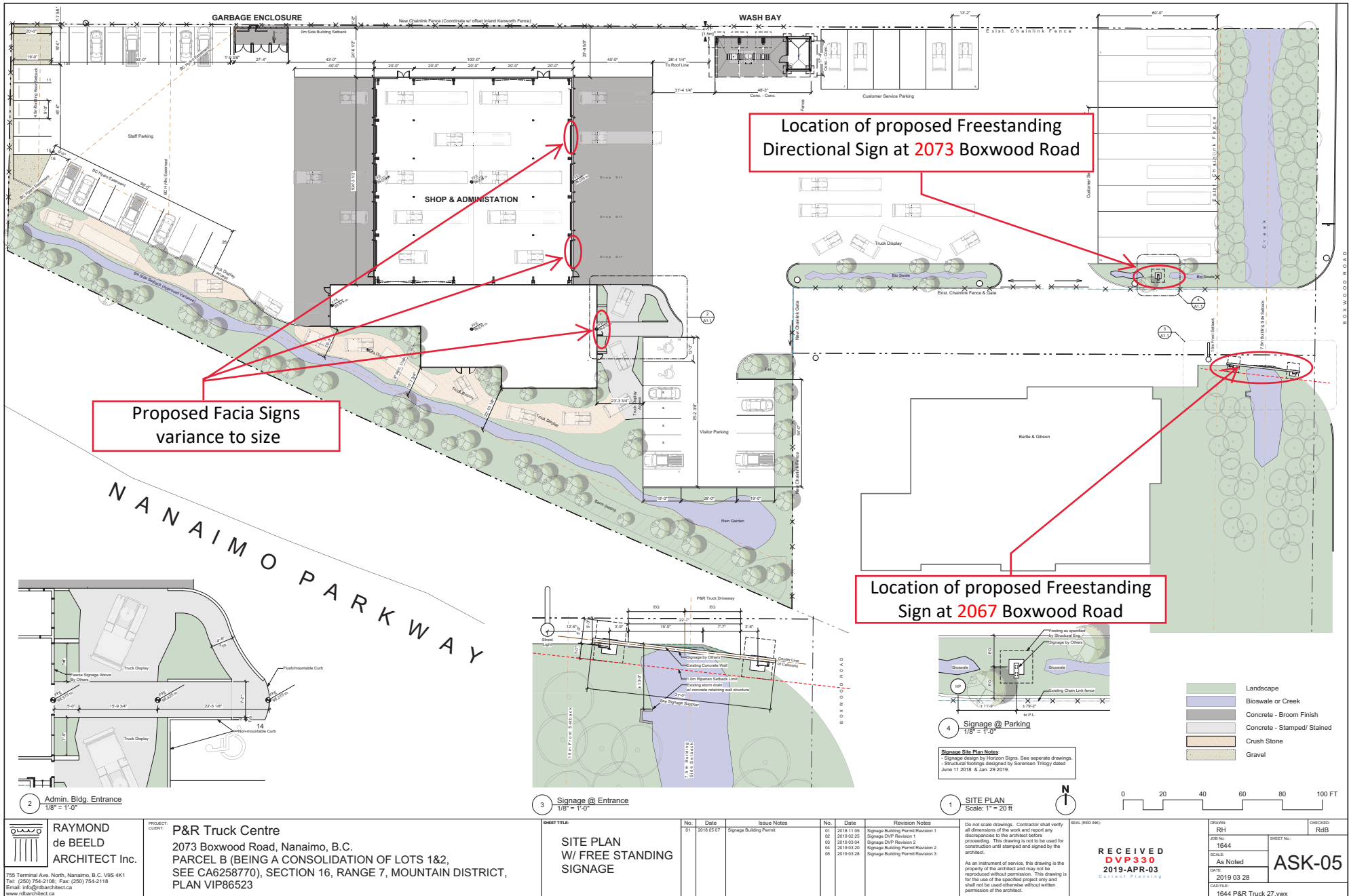
LOCATION PLAN

Civic: 2067 & 2073 BOXWOOD ROAD
Legal Description: LOT 3 & PARCEL B
(BEING A CONSOLIDATION OF LOTS 1 & 2, SEE CA6258770)
SECTION 16, RANGE 7, MOUNTAIN DISTRICT, PLAN VIP86523



Subject Property

ATTACHMENT C SITE PLAN



RAYMOND de BEELD ARCHITECT INC.
 755 Terminal Ave. North, Nanaimo, B.C. V9S 4K1
 Tel: (250) 754-2108; Fax: (250) 754-2118
 Email: info@rdbarchitect.ca
 www.rdbarchitect.ca

PROJECT: P&R Truck Centre
CLIENT: 2073 Boxwood Road, Nanaimo, B.C.
 PARCEL B (BEING A CONSOLIDATION OF LOTS 1&2,
 SEE CA6258770), SECTION 16, RANGE 7, MOUNTAIN DISTRICT,
 PLAN VIP86523

NO.	DATE	ISSUE NOTES	NO.	DATE	REVISION NOTES
01	2018 05 07	Signage Building Permit	01	2018 11 05	Signage Building Permit Revision 1
02	2019 02 26		02	2019 02 26	Signage DVP Revision 1
03	2019 03 04		03	2019 03 04	Signage DVP Revision 2
04	2019 03 20		04	2019 03 20	Signage Building Permit Revision 2
05	2019 03 20		05	2019 03 20	Signage Building Permit Revision 3

SHEET TITLE: SITE PLAN W/ FREE STANDING SIGNAGE

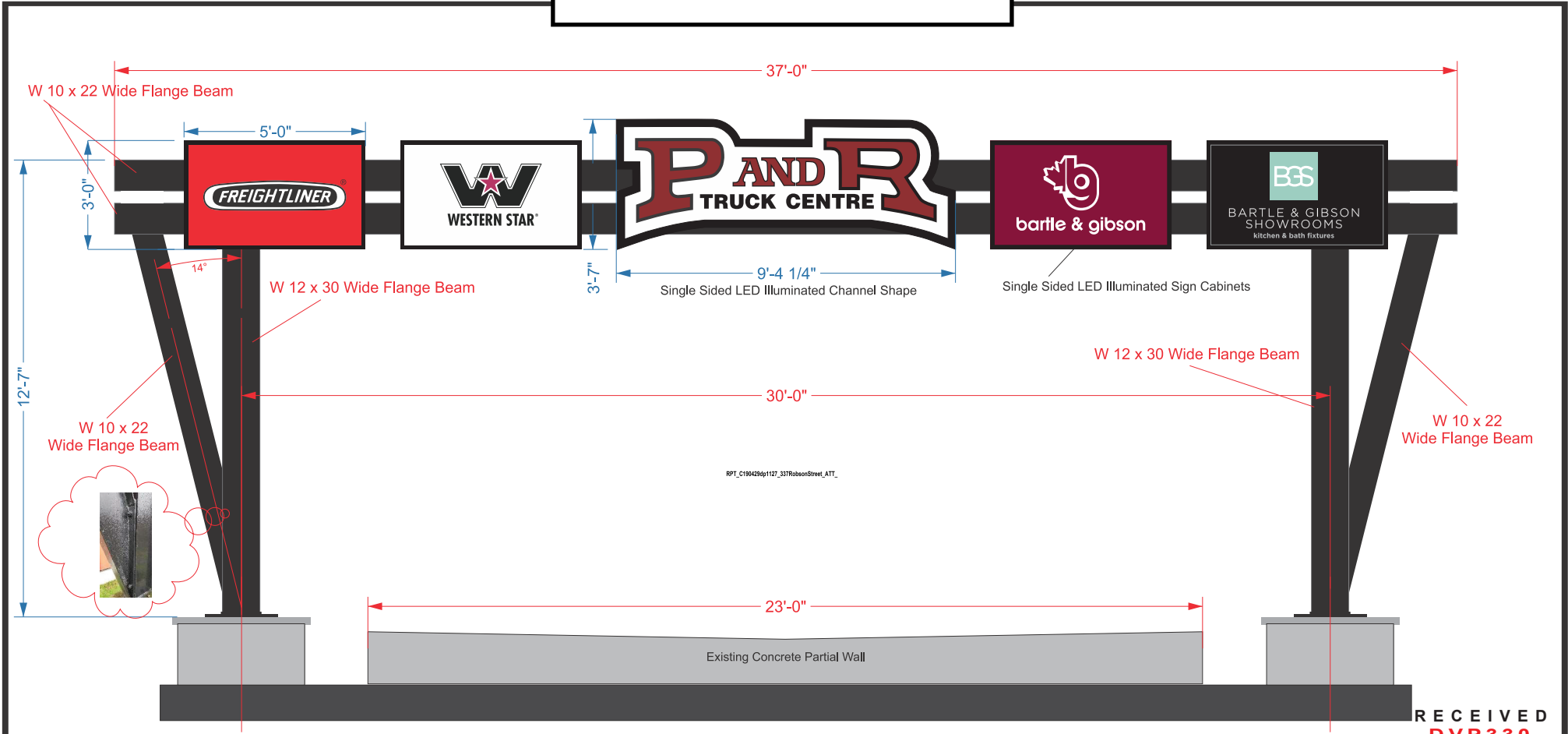
Do not scale drawings. Contractor shall verify all dimensions of the work and report any discrepancies to the architect before proceeding. This drawing is not to be used for construction until stamped and signed by the architect.

As an instrument of service, this drawing is the property of the architect and may not be reproduced without permission. This drawing is for the use of the specified project only and shall not be used otherwise without written permission of the architect.

DRWING: RH
JOB No.: 1644
SCALE: As Noted
DATE: 2019 03 28
CHECKED: RuB
SHEET No.: ASK-05

ATTACHMENT D SIGNAGE ELEVATIONS

Freestanding Sign at 2067 Boxwood Road



RECEIVED
DVP 330
2019-MAR-01
Current Planning

Horizon Signs
6249 Rodolph Rd, Victoria BC V8Z 5V9
Phone: (250) 544-4955
Email: randy@horizonsignsltd.ca

PROJECT: _____
LOCATION: _____
CLIENT: _____
DATE: _____ **SALES:** Randy Scott

COLOR DETAILS:

SCALE: 3/4" = 1'-0"

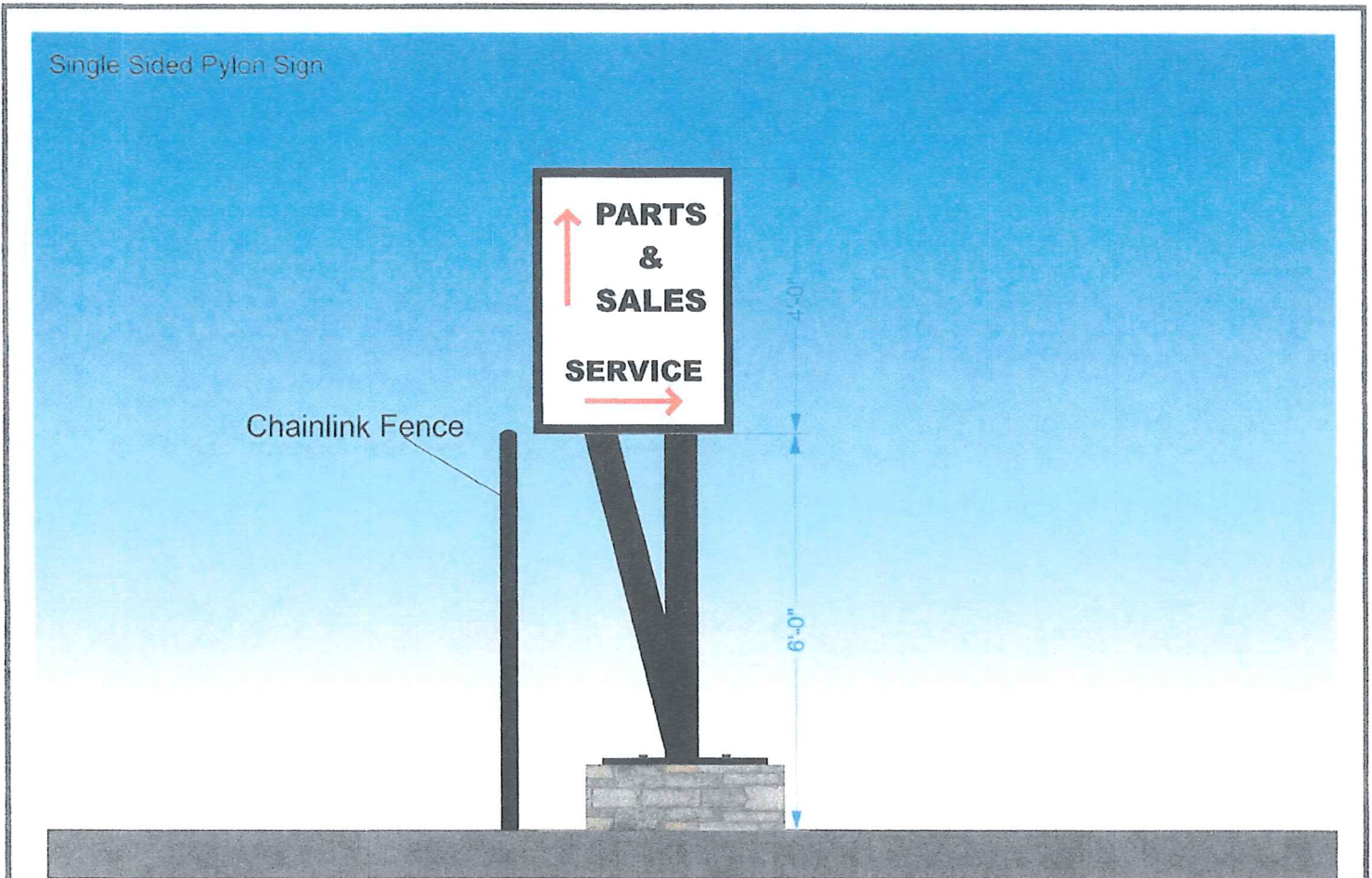
File Name: Nanaimo Main Entrance Pylon R4.cdr
File Name: _____

ELECTRICAL SERVICE:
All primary electrical service & wiring shall be provided to the sign location by the client's electrical contractor.

CLIENT APPROVAL: _____ **DATED:** _____
Authorized signing officer

CHECKED & APPROVED FOR PRODUCTION: _____
Sales personnel

Freestanding Directional Sign at 2073 Boxwood Road

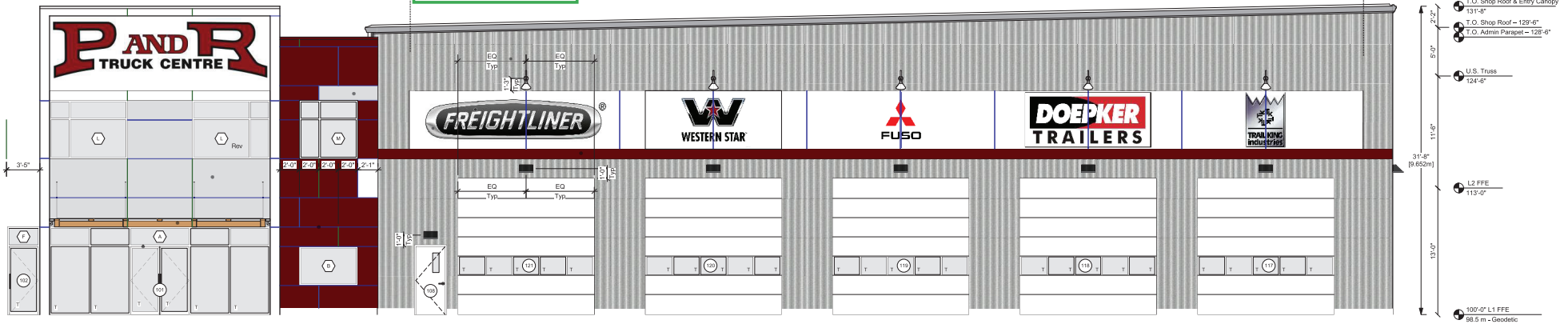
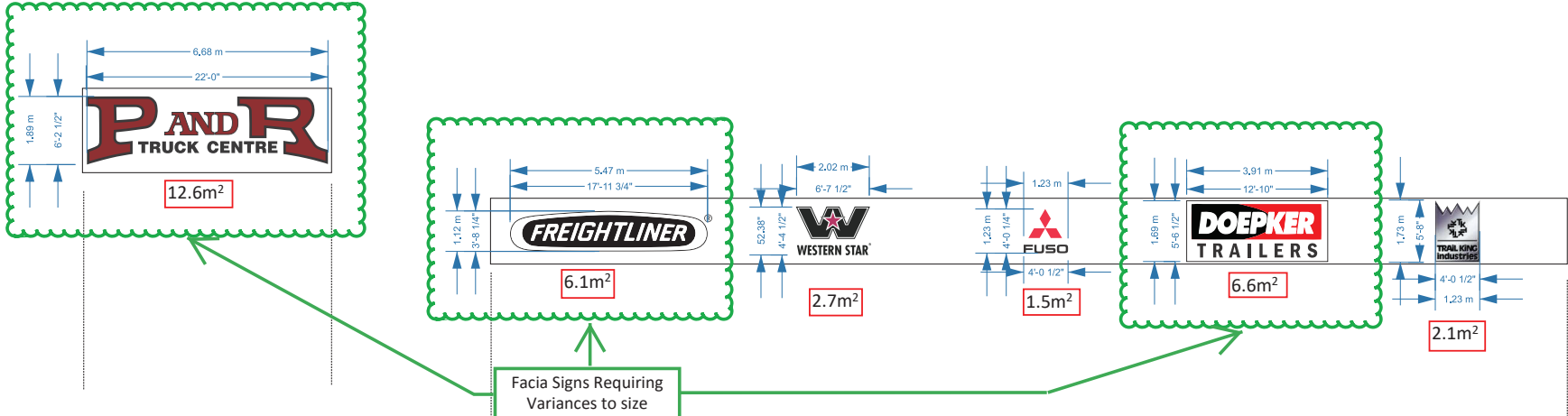


<p>4245 Roadside Rd Victoria, BC V8Z 5V3 Phone: (250) 544-4955, Fax: (250) 544-4953 Email: randy@horizonsigns.ca</p>	PROJECT:		COLOR DETAILS:		ELECTRICAL SERVICE: All primary electrical service & wiring shall be provided to the sign location by the client's electrical contractor. CLIENT APPROVAL: _____ DATED: _____ Authorized signing officer _____ CHECKED & APPROVED FOR PRODUCTION: _____ SAKS personnel
	LOCATION:				
	CLIENT:		SCALE: 3/4" = 1'-0"		
	DATE:	SALES: Randy Scott	File Name:		

Note: (RdB)
 - See Structural design for footings.
 - P&R - Directional Sign Footing

Facia Sign at 2073 Boxwood Road

Area Calculations in red squares calculated by RdB.



6249 Rodolph Rd, Victoria BC V8Z 5V9
 Phone: (250) 544-4955
 Email: randy@horizonsignsltd.ca

PROJECT:
LOCATION:
CLIENT:
DATE:
SALES:
 Randy Scott

COLOR DETAILS:

SCALE: 3/32" = 1'-0"

File Name:

ELECTRICAL SERVICE:
 All primary electrical service & wiring shall be provided to the sign location by the client's electrical contractor.

CLIENT APPROVAL: _____ **DATED:** _____
 Authorized signing officer

CHECKED & APPROVED FOR PRODUCTION: _____
 Sales personnel

**ATTACHMENT E
BUILDING RENDERINGS**

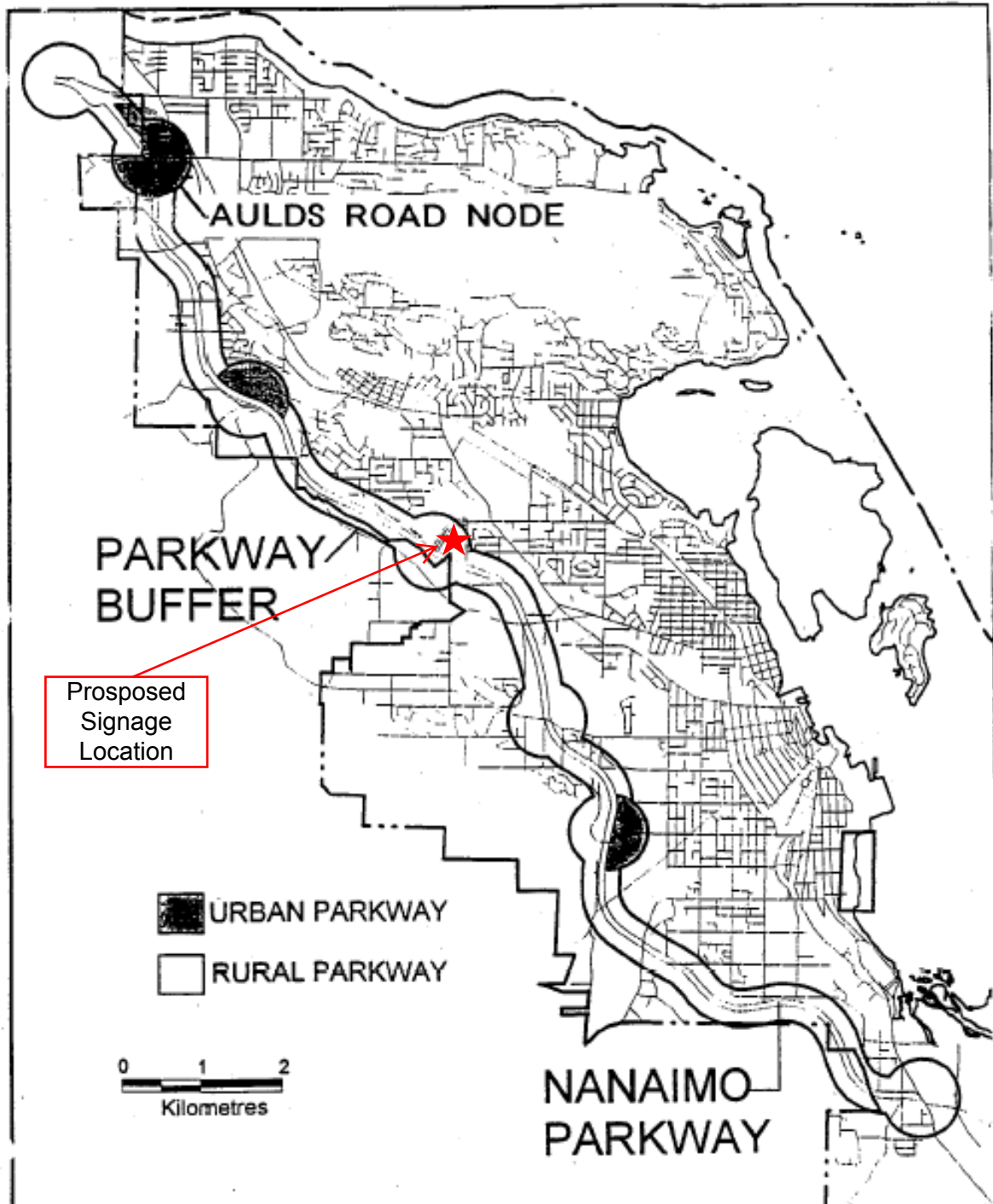


ATTACHMENT F
"SIGN BYLAW 1987 NO. 2850
SCHEDULE F - PARKWAY BUFFER"

Bylaw 2850 - Consolidated
(Bylaw 5241, 5398)

Schedule F

BYLAW 5398



ATTACHMENT G
AERIAL PHOTO



DEVELOPMENT VARIANCE PERMIT NO. DVP00330

 SUBJECT PROPERTY