

DATE OF MEETING | December 17, 2018 |

AUTHORED BY | CALEB HORN, PLANNING ASSISTANT, CURRENT PLANNING |

SUBJECT | DEVELOPMENT VARIANCE PERMIT APPLICATION NO. DVP367 – 550 SEVENTH STREET |

OVERVIEW

Purpose of Report

To present for Council’s consideration, a development variance permit to allow an animated sign at 550 Seventh Street.

Recommendation

That Council issue Development Variance Permit No. DVP367 at 550 Seventh Street with a variance to allow an animated sign.

BACKGROUND

A development variance permit application, DVP367, was received by Hi-Lite Signs on behalf of the Nanaimo-Ladysmith School District (SD68) to vary the provisions of “Sign Bylaw 1987 No. 2850” (the “Sign Bylaw”) to replace the existing freestanding sign at 550 Seventh Street with a new freestanding sign containing two animated faces.

The subject property is the site of John Barsby Community School, a secondary school within the Harewood neighbourhood. Surrounding properties are primarily single dwelling residential, and the property is adjacent to the Harewood Centennial Park.

Subject Property

<i>Zoning</i>	CS1 – Community Service Zone One; and PRC2 – Parks, Recreation and Culture Zone Two
<i>Location</i>	The subject property has frontage along the west side of Bruce Avenue and the north side of Seventh Street.
<i>Total Lot Area</i>	5.25ha
<i>Official Community Plan (OCP)</i>	Map 1 – Future Land Use – Parks and Open Space; Corridor

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

DISCUSSION

Proposed Development

The proposed freestanding sign is located along the Bruce Avenue frontage and will replace the existing freestanding sign near the vehicle exit. The sign will utilize the footing of the existing

freestanding sign. The proposed sign is 4.27m high and 5.1m² in area. A portion of each side of the sign will be LED/animated, creating two animated sign faces, one facing west and one facing east, each being 3.5m² in area.

Proposed Variance

LED / Animated Signs

The Sign Bylaw does not allow for LED/animated signs except in order to display digital time, temperature, and/or gas price information. On 2011-FEB-14, City Council adopted the LED/Animated Signs Development Variance Permit Guidelines (the “Guidelines”, see Attachment E). The Guidelines assist Council and Staff when evaluating Development Variance Permit applications for animated signs.

The Guidelines suggest that no more than one animated sign should be considered per lot and the maximum area of the animated sign should not exceed 9.29m². The proposed sign will contain two animated sign faces on a single freestanding structure, with a combined total area of 7m² for both animated faces. Staff have determined that the proposed sign meets the intent of the Guidelines and is supportable. The operational requirements of the Guidelines will be stipulated through the development variance permit conditions and in the required sign permit.

By replacing the existing freestanding sign with an animated sign at John Barsby Community School, SD68 will be able to more effectively and more efficiently communicate information to staff, students, parents, and the public than by using the existing static signs that need to be manually updated. The proposed sign will contain automatic dimming LED displays and will be more energy efficient than the existing illuminated freestanding sign. The animated faces will be oriented away from the residential dwellings on the opposite side of Bruce Avenue and will be turned off between the hours of 10 p.m. and 6 a.m. Given the efforts to minimize impacts on neighbours, no negative impacts are anticipated.

Staff support the proposed variance.

See Attachments for more information.

SUMMARY POINTS

- Development Variance Permit Application No. DVP367 proposes a variance to allow an animated sign.
- The proposed freestanding sign will contain two 3.5m² animated faces.
- Given the efforts to minimize impacts on neighbours, no negative impacts are anticipated.
- Staff support the proposed variance.

ATTACHMENTS

ATTACHMENT A: Permit Terms and Conditions
ATTACHMENT B: Location Plan
ATTACHMENT C: Site Plan
ATTACHMENT D: Elevation Drawings
ATTACHMENT E: LED / Animated Signs – Development Variance Permit Guidelines
ATTACHMENT F: 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

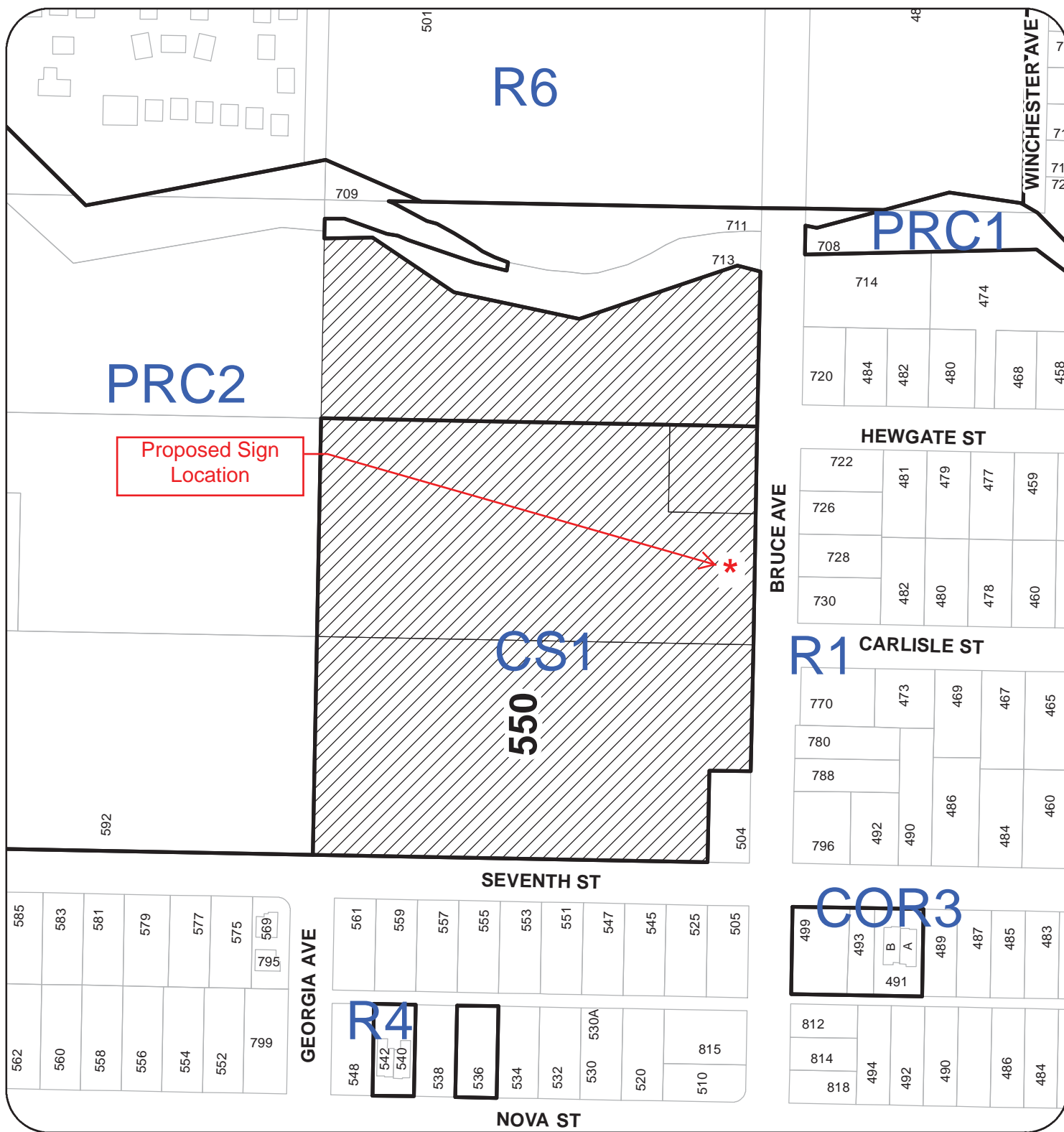
The City of Nanaimo "SIGN BYLAW 1987 NO. 2850" is varied as follows:

1. *Section 3(22) General Provisions* – to allow an animated sign generally as shown on Attachment D.

CONDITIONS OF PERMIT

1. The proposed freestanding sign shall be located generally as shown on the Site Plan received 2018-OCT-04, as shown in Attachment C.
2. The proposed freestanding sign shall be constructed generally in accordance with the Elevation Drawings received 2018-OCT-04, as shown in Attachment D.
3. The LED/animated portions of the proposed sign are limited to static images only which must be displayed for a minimum display period of six seconds per image. The use of animation effects to transition from one static image to the next will be permitted. Maximum transition time is three seconds. Continuous video, flashing or scrolling type signs are not permitted.
4. The LED/animated portions of the proposed sign must include automatic dimming so that light intensity levels are automatically adjusted based on current weather conditions and the time of day.
5. The brightness level of the animated portions of the proposed sign shall not be more than 0.3 foot candles over ambient levels, as measured using a foot candle meter at a distance of 30m from the face of the sign.
6. The animated portions of the sign must be turned off between the hours of 10 p.m. and 6 a.m.

ATTACHMENT B
LOCATION PLAN



DEVELOPMENT VARIANCE PERMIT NO. DVP00367

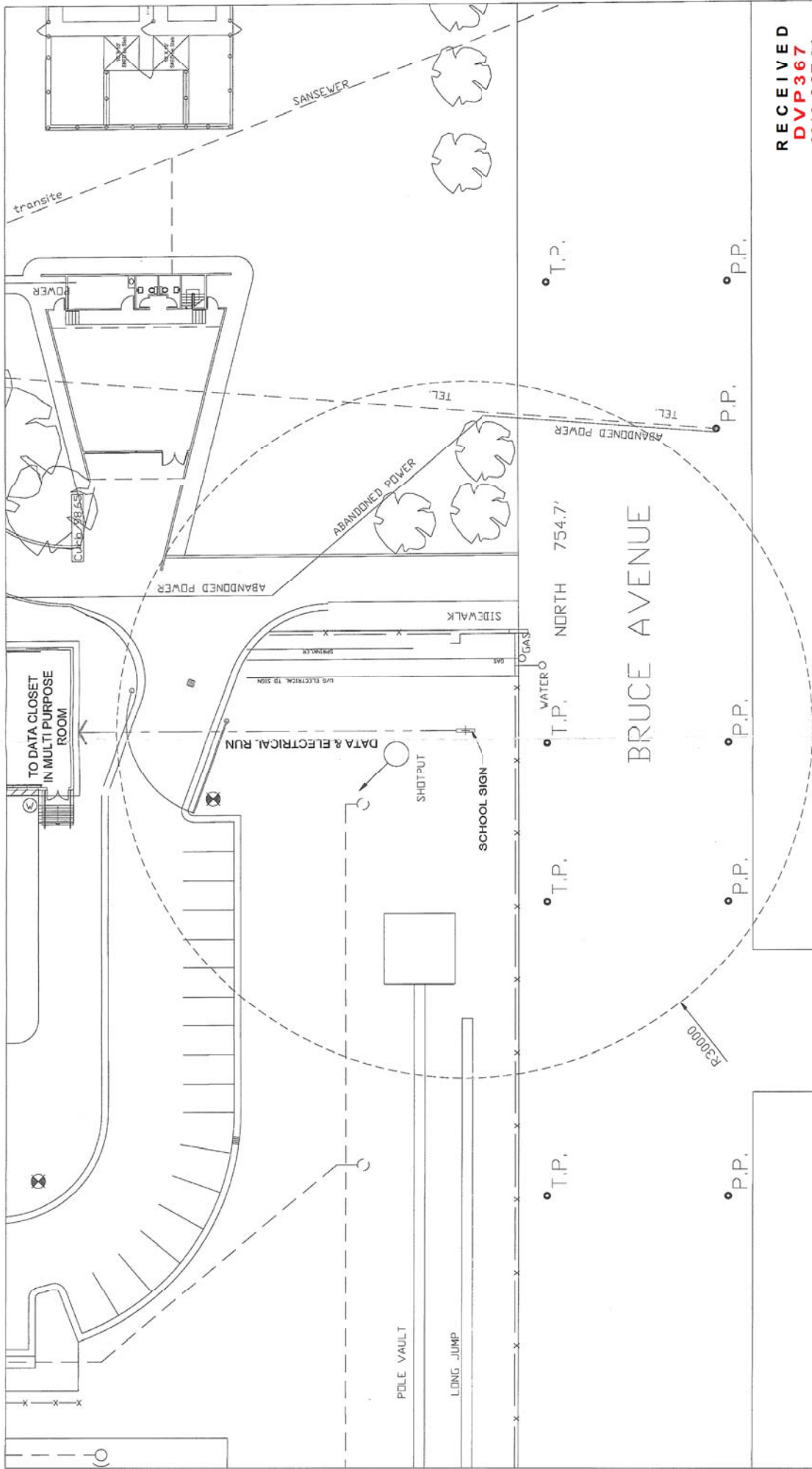
LOCATION PLAN

Civic: 550 SEVENTH STREET



Subject Property

ATTACHMENT C SITE PLAN



RECEIVED
DVP367
2018-OCT-04
Current Planning & Subdivision

THE NANAIMO-LADYSMITH SCHOOL DISTRICT DOES NOT GUARANTEE THE ACCURACY OF THE INFORMATION CONTAINED IN THESE DRAWINGS. ALL DRAWING DETAILS AND MEASUREMENTS SHOULD BE VERIFIED IF IMPORTANT.

DATE: 2018	SHEET SIZE: B	DRAWN BY: BB
SCALE: 1:300	SHEET #: 1 OF 1	APPROVED BY: MR

LOCATION	ADDRESS	DRAWING TITLE
----------	---------	---------------

211-JOHN BARSBY SECONDARY SCHOOL	765 BRUCE AVENUE NANAIMO BC, V9R 3Z2	PARTIAL SITE PLAN
----------------------------------	---	-------------------

LOCATION	ADDRESS	DRAWING TITLE
----------	---------	---------------

NANAIMO LADYSMITH PUBLIC SCHOOLS

ATTACHMENT D ELEVATION DRAWINGS John Barsby Community School

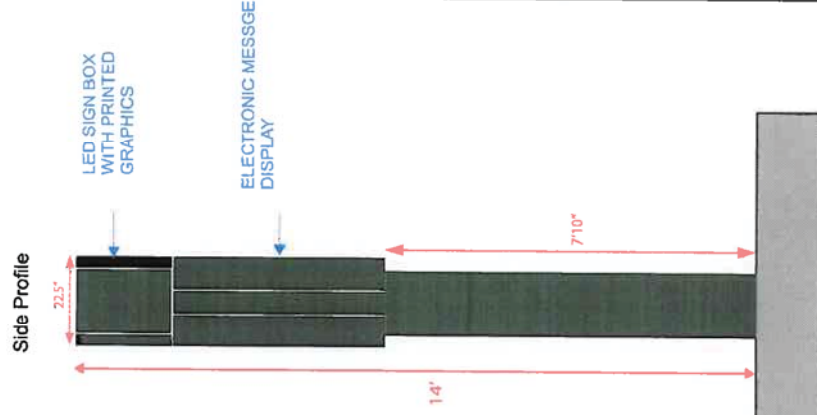
Proposing Sign



Font Profile



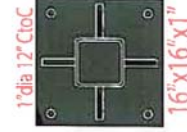
Side Profile



EXISTING FOOTING TO REMAIN AS IS

Existing footing 60'x96'x7'

PLEASE REVIEW AND LOOK OVER ARTWORK CAREFULLY



*****Type of sign**

Quantity: 1

Size:

Type: D/S Message display sign

Lighting: LED

Returns: Ex7 Frame

Face: 3/16" white polycarbonate

Mounted: POLE MOUNTED TO FOUNDATION

Colour Specifications

- ... Red
- ... Black
- ... White
- ... Grey

Note*

Footling to remain as is as per engineer foundation review by HAROLD ENGINEER

CONCEPT ONLY

Not finalized until confirmed by survey, permits and shop drawings

colours shown are for presentation purposes only

RECEIVED

DVP 367

2018-OCT-04

Current Planning & Subdivision



Hi-lite Signs
1586 Anderson Road Comox, BC
brandon@hilightsigns.net
www.hilightsigns.net



Hi-lite Signs is a CSA approved signage facility. Working with an approved facility that is certified by the Canadian standard association (csa) Ensures that your illuminated signage is designed and made in accordance with the latest safety regulations

***All artwork, layout & designs are property of Hi-lite Signs. Clients are subject to fees if copied or duplicated.**



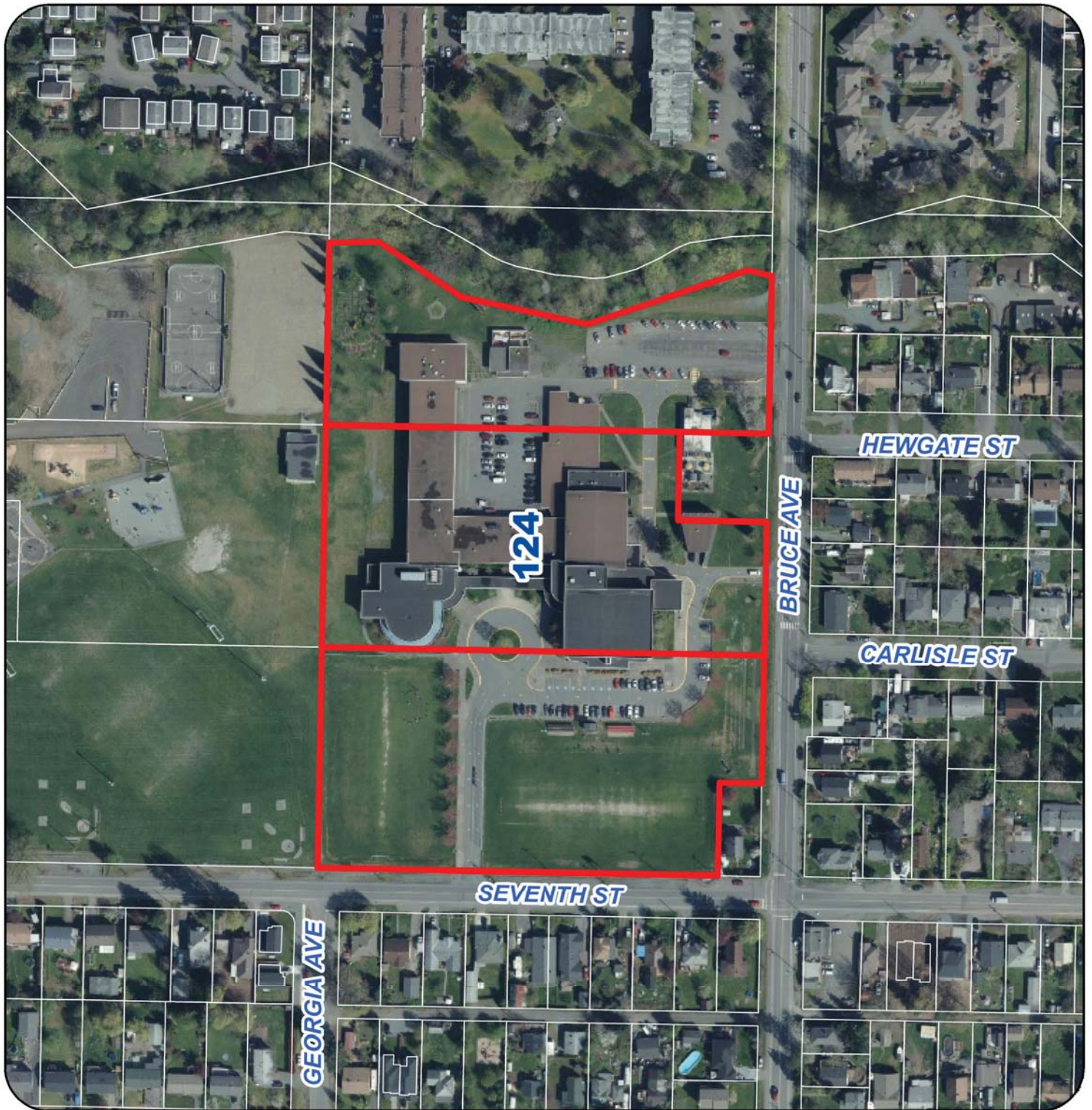
LED / ANIMATED SIGNS

Guidelines / Operational Requirements to be Considered as Part of the Development Variance Permit Application Process

The following are to be considered by applicants and used by staff and Council when evaluating DVP applications for LED / animated signs:

1. LED / animated signs that are only visible inside a building do not require a permit.
2. The maximum size of the LED / animated sign is 9.29m² (100ft²) and no more than one LED / animated sign shall be permitted per lot.
3. Window LED / animated signs are permitted up to 50 percent of the window area in which it is situated.
4. No LED / animated sign shall be permitted unless it can be demonstrated not to be a nuisance that distracts or impairs safe vehicle operation.
5. No LED / animated signs shall be permitted on properties fronting or adjacent to the Nanaimo Parkway.
6. Sign copy is limited to static images only which must be displayed for a minimum display period of six seconds per image. The use of animation effects to transition from one static image to the next will be permitted. Maximum transition time is three seconds. Continuous video, flashing or scrolling type signs are not permitted.
7. All LED / animated signs must include automatic dimming so that light intensity levels are automatically adjusted based on current weather conditions and the time of day.
8. The brightness level of all LED / animated signs shall not be more than 0.3 foot candles over ambient levels, as measured using a foot candle meter at a distance of 30m (98.42ft) from the face of the sign.
9. Where a residential dwelling is located within 30m (98.42ft) of the sign face, and for all LED / animated signs on lands zoned Institutional, the sign must be turned off between the hours of 10pm and 6am. Where the business is open past 10pm, the LED sign may remain functional until the close of business hours. An application should provide evidence to demonstrate no conflict will occur with any adjacent residential development.
10. Third-party advertising, except not-for-profit organizations or events, is not permitted except on LED / animated signs located on City-owned property. Third-party advertising for malls is permitted for tenants advertising on the subject property only.

ATTACHMENT F
AERIAL PHOTO



DEVELOPMENT VARIANCE PERMIT NO. DVP00367