

City of Nanaimo
REPORT TO COUNCIL

DATE OF MEETING: 2013-APR-22

AUTHORED BY: DAVID STEWART, PLANNER
PLANNING & DESIGN SECTION

RE: DEVELOPMENT VARIANCE PERMIT NO. DVP00209 - 2468 KENWORTH ROAD

STAFF RECOMMENDATION:

That Council direct staff to proceed with the required Statutory Notification for Development Variance Permit No. DVP00209 at 2468 KENWORTH ROAD.

PURPOSE:

The purpose of this report is to seek Council authorization to vary the provisions of "SIGN BYLAW 1987 NO. 2850", in order to allow for the placement of four free-standing signs on the subject property.

BACKGROUND:

A development variance permit application was received from, DEHOOG & KIERULF ARCHITECTS INC on behalf of 1774768 ONTARIO LIMITED, to vary the provisions of the City of Nanaimo "SIGN BYLAW 1987 NO. 2850", to permit the placement of four free-standing pylon signs.

Notification must take place prior to Council's consideration of the approval of the variance.

Subject Property

The subject property, located at 2468 Kenworth Road (Schedule A) is within Highway Industrial Zone (I1) and is designated as Industrial within the Official Community Plan (OCP). The surrounding area includes a mixture of commercial and industrial uses, including a number of other car sales lots.

The subject property has a total lot area of 1.38 hectares (3.4 acres) and is located between Kenworth Road to the south and the Island Corridor Railway line and the E & N trail way to the north. The railway and trail corridor buffers the property from the Island Highway to the immediate north.

DISCUSSION:

Proposed Development

On 2012-JUN-8, the City issued a Development Permit for three new car dealership buildings and one small associated building for a car rental and car wash business. The proposed car dealership development consists of the following buildings:

- Mercedes Benz – 933.55 m² (10,050 ft²)
- BMW – 1,026.6 m² (11,051 ft²)
- Subaru – 772.17 m² (8,312.8 ft²)
- Car rental/detailing shop – 299.38 m² (3,223 ft²)

Both the proposed BMW and the Mercedes Benz buildings will be located to the rear of the property and will face out towards the Island Highway (Schedule B). The applicant has designed the buildings so that the front façade of both buildings face the highway.

Three of the four proposed signs are individual signs related to the three car dealerships onsite. The fourth sign will be a site sign which will identify all businesses located on the property. The proposed car rental/detailing shop will not have a free-standing sign. The proposed signs are as follows:

- Site Sign (Schedule C)
- BMW/Mini Sign (Schedule D)
- Mercedes Sign (Schedule E)
- Subaru Sign (Schedule F)

All signs meet the individual size requirements for signage within an industrial zone.

Applicant's Rationale

A copy of the owner's letter of rationale is attached (Schedule G).

Required Variances

Section (5) (i) of the Sign Bylaw No. 2850 limits the number of free-standing signs on a site to no more than one per highway frontage of a site, to a maximum of three signs per site. As the subject property technically has only one frontage, a variance to increase the allowable number of signs per highway frontage from one to four is required, this represents a variance of three signs. As the applicant plans to construct four signs on the property, a variance to increase the number of permitted signs per site from three to four is also required, this represents a variance of one sign.

Staff Comment

While the subject property technically has only one frontage (Kenworth Road), the proposed development will clearly be visible from the Island Highway and will effectively appear similar to a through lot. A number of signs fronting the rail/trail corridor (which in turn fronts the highway) exist along neighbouring properties and Staff and Council in the past have supported the location of these signs. If the rail/trail corridor facing the highway was to be considered frontage, the applicant would be permitted two signs on the property.

The applicant's original plan was to subdivide the property into two separate lots along the proposed right-of-way as shown on the submitted site plan (Schedule B). The applicant has since decided not to subdivide and instead keep all four buildings on the same property. If the subdivision were to occur, the required variance would be reduced to one additional sign per lot for the rail/trail frontage only. The applicant's decision not to subdivide has not altered the appearance of the proposed development however it has increased the required variance from one sign per property to four free-standing signs.

Overall the proposed development will include four independent businesses within four distinct buildings, for this reason the applicant feels a sign variance to allow one sign per building is required.

Respectfully submitted,

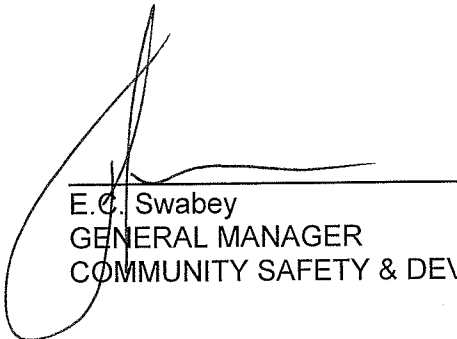


B. Anderson, MCIP
MANAGER
PLANNING & DESIGN SECTION

Concurrence by:



A. Tucker, MCIP
DIRECTOR
PLANNING



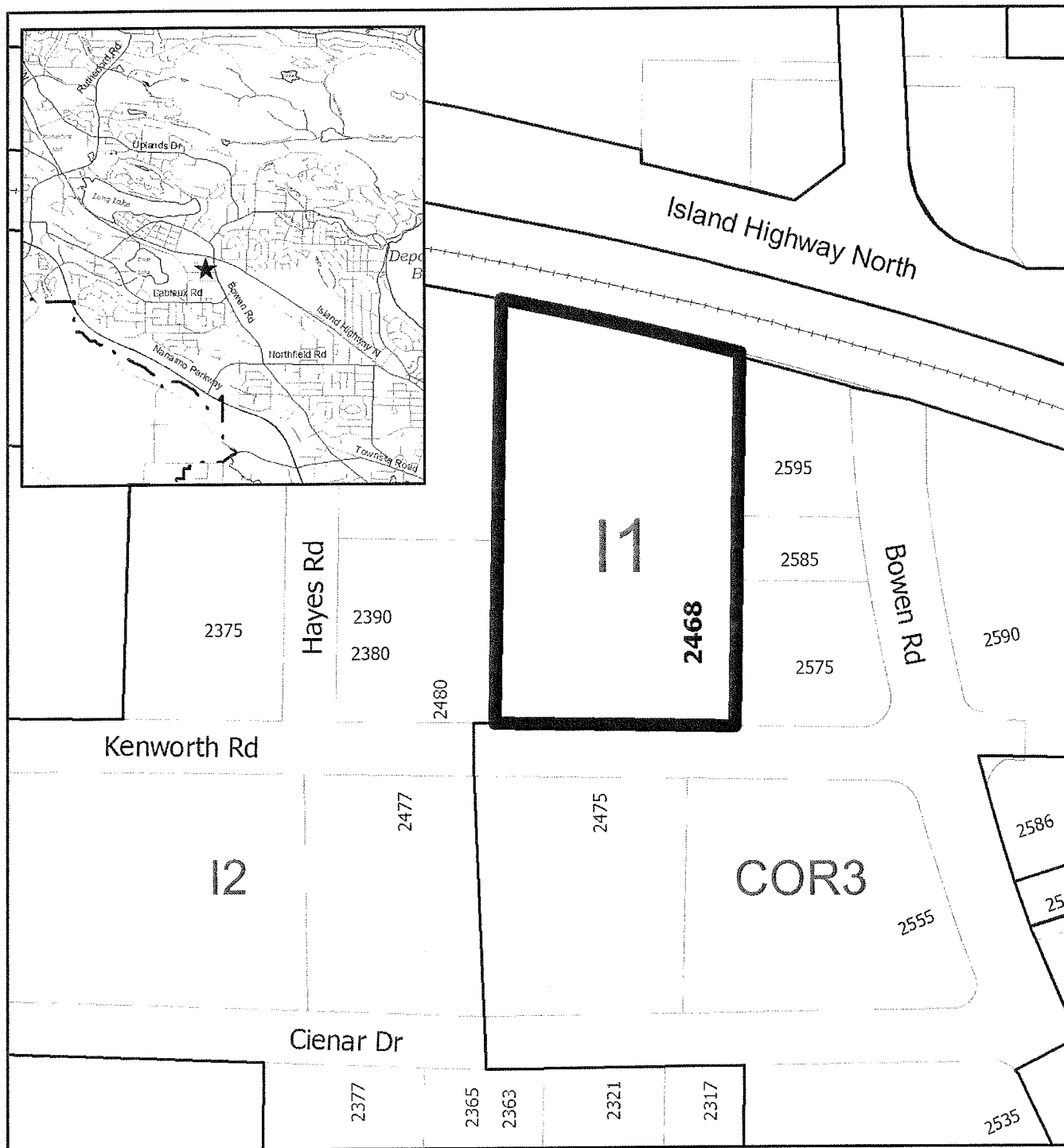
E.C. Swabey
GENERAL MANAGER
COMMUNITY SAFETY & DEVELOPMENT

CITY MANAGER COMMENT:

I concur with the staff recommendation.

Drafted: 2013-APR-10
Prospero attachment: DVP00209
DS/lb

SCHEDULE A



DEVELOPMENT VARIANCE PERMIT NO. DVP00209



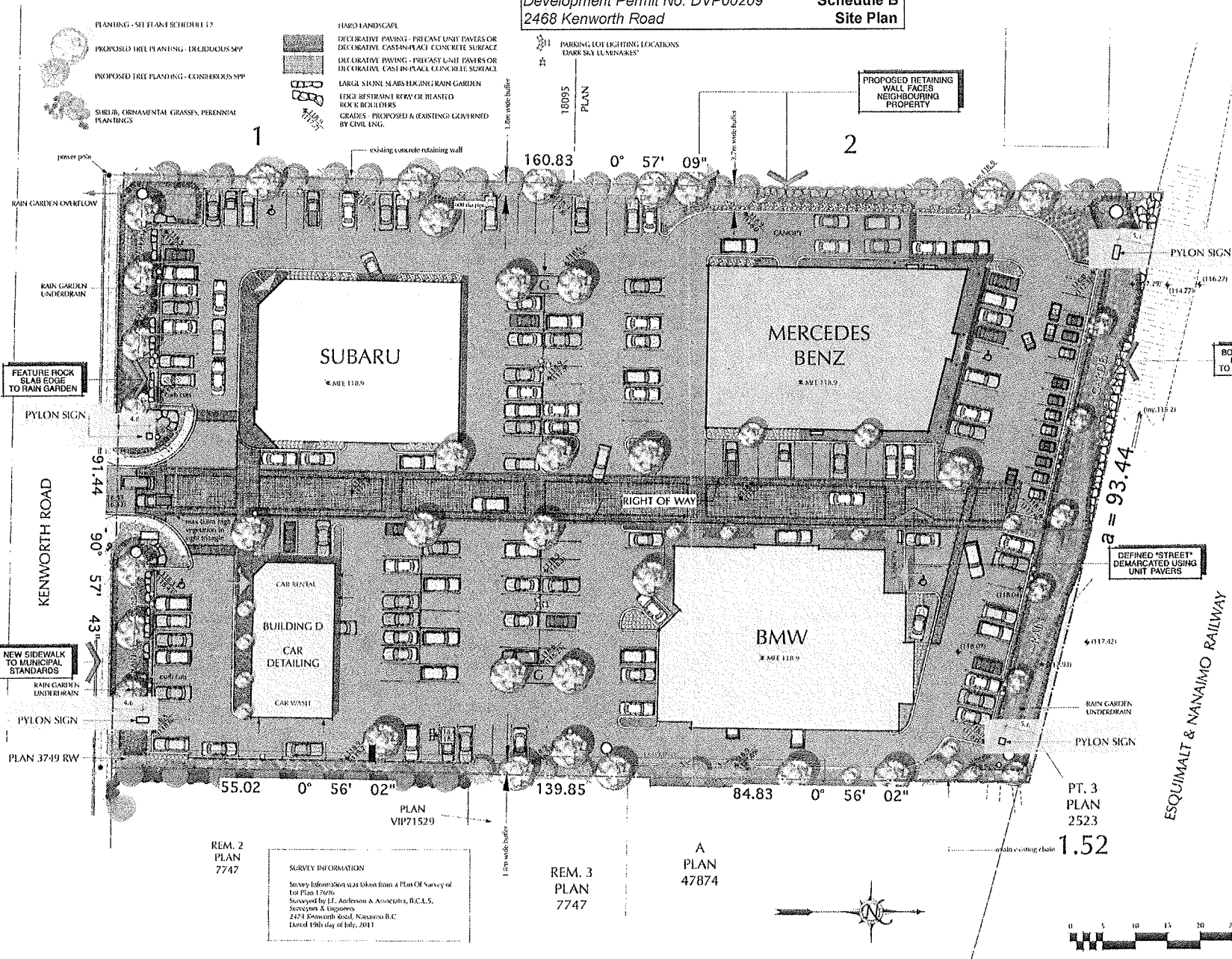
LOCATION PLAN

Civic: 2468 Kenworth Road

 **Subject Property**

Development Permit No. DVP00209 Schedule B
2468 Kenworth Road Site Plan

SMALL & ROSSSELL
LANDSCAPE ARCHITECTS
3012 meadow road, suite 101, v1v8
s 250-421-9407
e 250-440-7001
design@smallrosssell.com
www.smallrosssell.com



LANDSCAPE STANDARDS
THE LANDSCAPE ARCHITECTS SHALL BE RESPONSIBLE FOR THE DESIGN AND INSTALLATION OF THE LANDSCAPE STANDARDS TO BE INSTALLED IN ACCORDANCE WITH THE CITY OF NANAIMO'S LANDSCAPE STANDARDS. THE STANDARDS SHALL BE SUBJECT TO AN APPROVED SITE PLAN FOR THE PROJECT AND SHALL BE GOVERNED BY THE CITY OF NANAIMO'S LANDSCAPE STANDARDS.

BOULDER EDGE RESTRAINT TO RAIN GARDEN

REVISION: 4 APRIL 2013
REVISED PYLON BASE SIZES & ALIGNMENT

NO.	DESCRIPTION	DATE
1	ISSUED FOR DEV. MANAGEMENT PERMIT	4 Apr-13
2	ISSUED FOR DEV. MANAGEMENT PERMIT	4 Feb-13
3	REVISION ISSUED FOR DEV. PERMIT	24 Jan-13
4	ISSUED FOR DEVELOPMENT PERMIT	19 Dec-12
5	ISSUED FOR THE APPLIC. DESIGN ISSUE	14 Dec-12

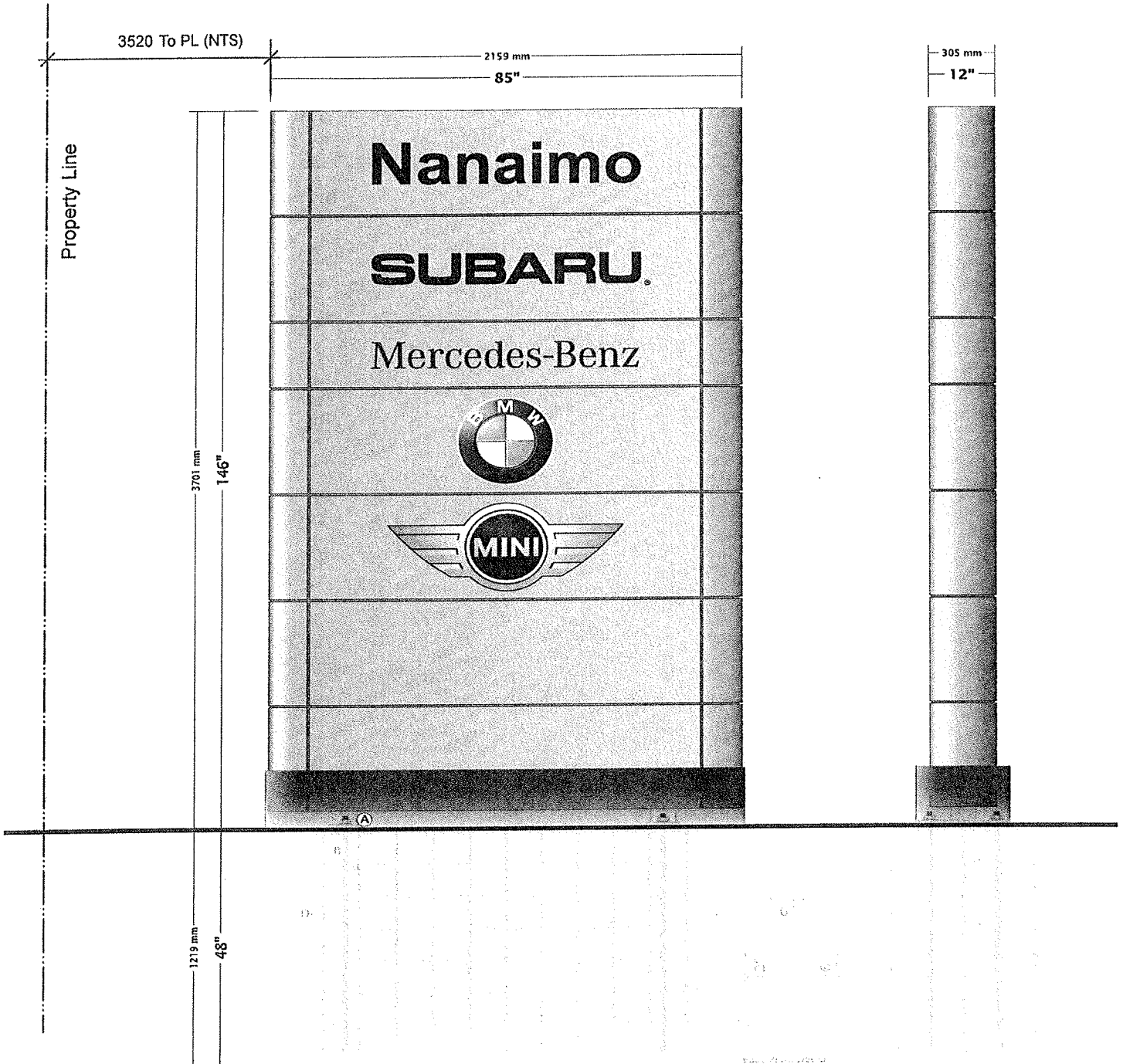
Sheet Information

Date	01/12/2011
Drawn	sjs
Checked	car
Scale	1:250
Title	

2468 KENWORTH RD.
NANAIMO, BC.

LANDSCAPE PLAN

Sheet
L1



A: 1/8"X6"X1" Thick Steel Base Plate
B: 48"X1" Dia. Base Bolts with 6" Kick
C: 3/4" Steel Rebar Cage
D: 4'-0"X6'-0"X30" Concrete Base

HOUSTON SIGN
Custom Designed & Manufactured Signs



PROOF NO. 01
PRODUCTION DATE: January 30/13
PRODUCTION METHOD: CorelDRAW X5

SALES PERSON: Dan Houston
DESIGNER: Joe Eastman

SIGN TYPE: Pylon Sign
SIGN DIMENSIONS: Noted

SIGN CONSTRUCTION DETAILS:
Rework of Existing Pylon

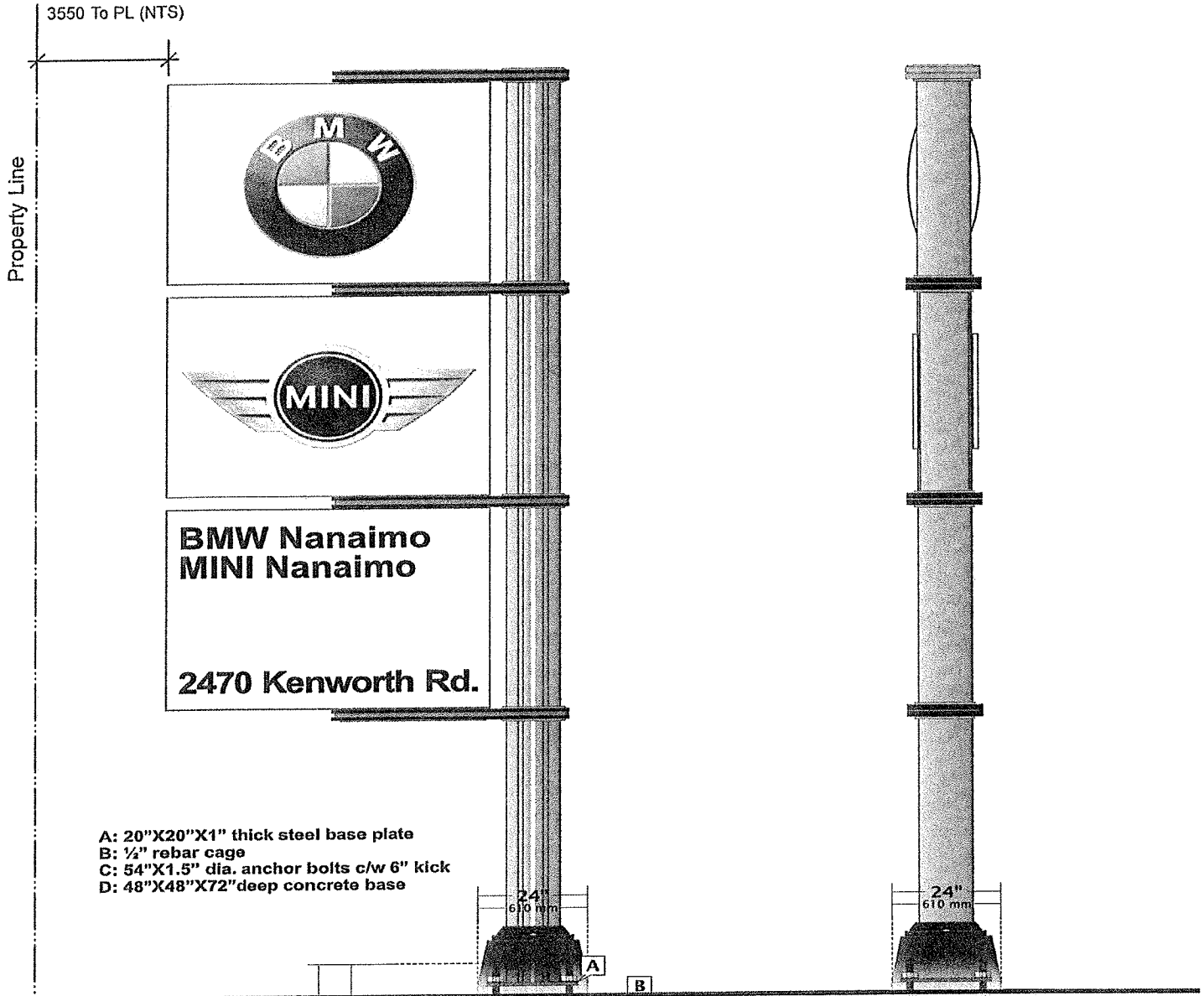
APPROVED BY: _____
TITLE: _____ DATE: _____
NOTES: _____



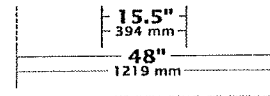
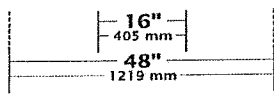
ALL DESIGNS ARE THE PRIVATE PROPERTY OF HOUSTON SIGN SO LTD. REPRODUCTION WITHOUT WRITTEN CONSENT IS PROHIBITED

PROOF NO. 1

DVP209



- A: 20"X20"X1" thick steel base plate
- B: 1/2" rebar cage
- C: 54"X1.5" dia. anchor bolts c/w 6" kick
- D: 48"X48"X72" deep concrete base



PROOF NO. 01
 PRODUCTION DATE: January, 28/13
 PRODUCTION METHOD: CorelDRAW X3
 SCALE: 1:24

SALES PERSON: Dan Houston
 DESIGNER: Joe Eastman

SIGN TYPE: Pylon Sign
 SIGN DIMENSIONS: Noted

SIGN CONSTRUCTION DETAILS:
 Supplied Pylon Sign & Pole
 Concrete Base c/w Rebar & Anchor Bolts

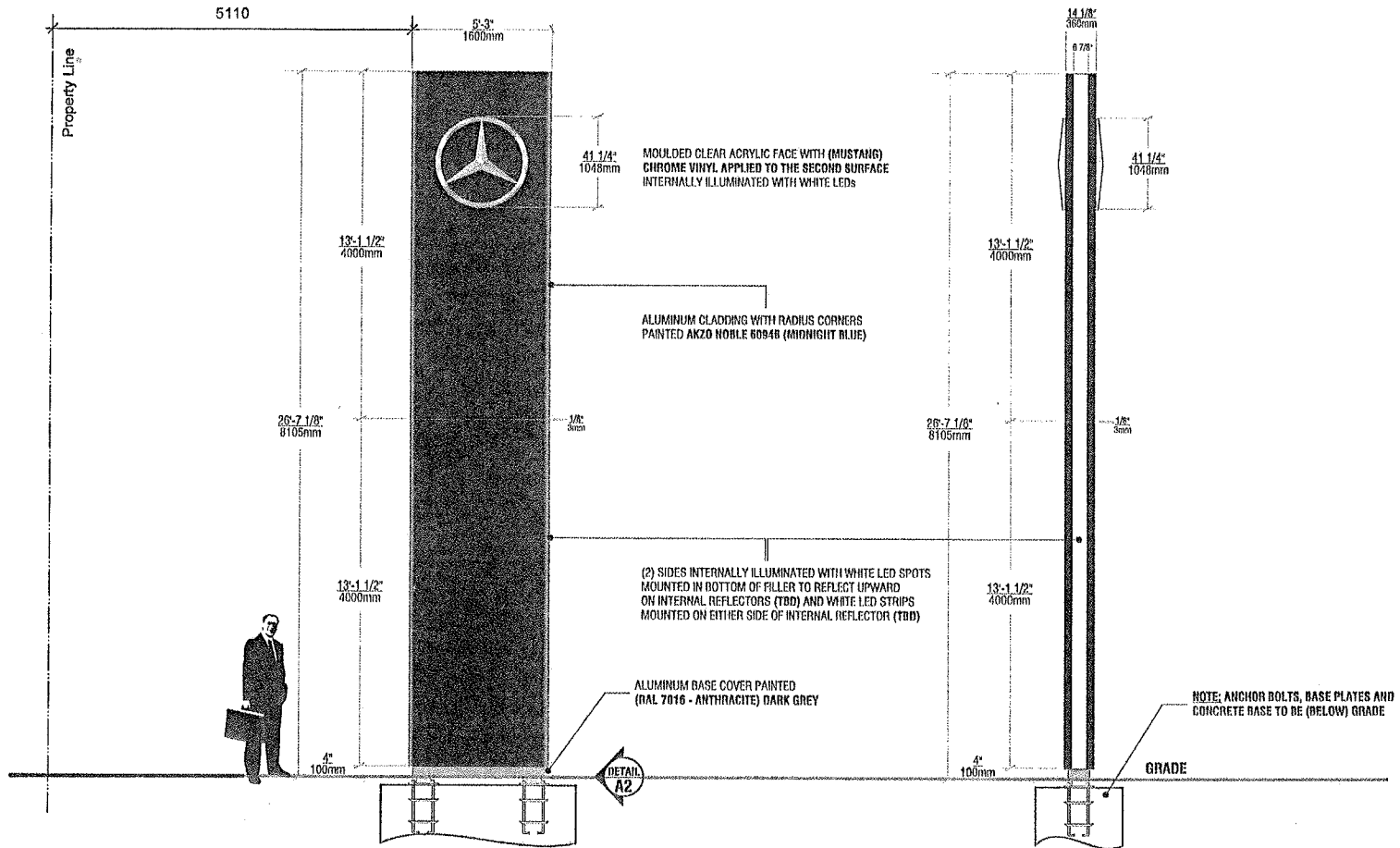
APPROVED BY: _____
 TITLE: _____ DATE: _____
 NOTES: _____

DVP209

Development Permit No. DVP00209
2468 Kenworth Road

Schedule E
Mercedes Sign

NEW D/S ILLUMINATED PYLON SIGN TEK-TP1060183-024063-001
Pylon Sign Type: 130



CONCEPTUAL ARTWORK ONLY - NOT TO BE USED FOR PRODUCTION UNTIL APPROVED BY ENGINEERING

NOTE: ALL PAINT COLOURS AND SPECS TO BE VERIFIED BY MERCEDES BENZ PRIOR TO RELEASE



Customer: MERCEDES BENZ
Address: 2474 KENWORTH RD., NANAIMO BC
Designer: SDH
Acct. Rep: TERRY SWIATY

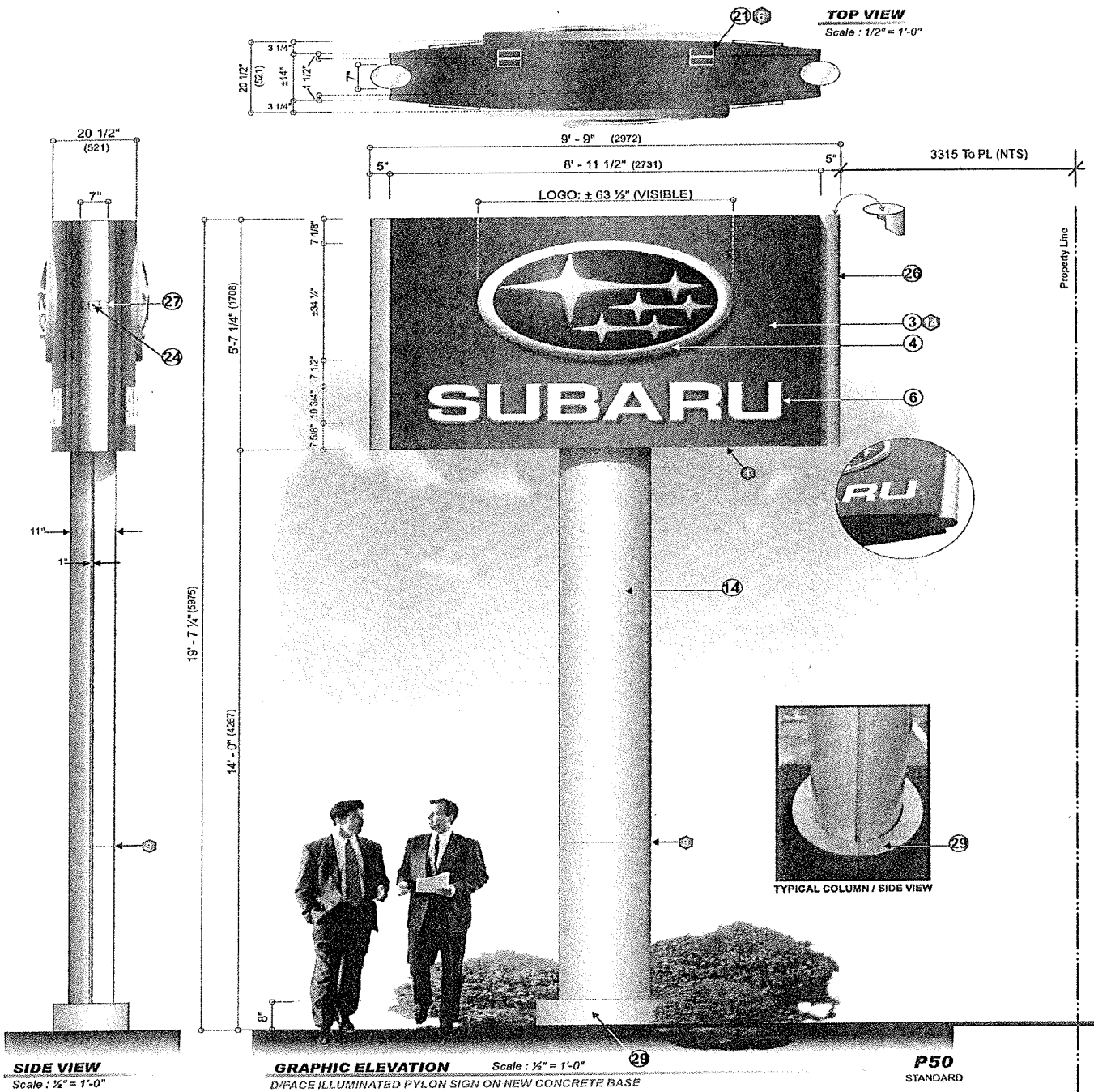
Drawing No: 44154
Scale: 1/4" = 1'-0"
Sheet: 1
Date: OCT. 29/12



REVISION / ECH:
01-OCT. 30/12-REDUCE STAR LOGO SIZE AS SPEC'D

Approval:

Date:

DA209



 TRANSWORLD SIGNS 9310 Parkway, Montreal, QC, H1J 1N7 Phone: (514) 352-8639 Fax: (514) 352-0386 E-mail: info@transworldsigns.com <small>This drawing, including graphic logo, is the intellectual property of Transworld Signs Company and shall not be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of Transworld Signs Company.</small>	Revisions					
	No	Description	Date	By		
	No 1					
	No 2				Customer SUBARU	
	No 3	X			Address	Date
	No 4	X				16/10/2008
	No 5	X			Rep. R. CAMPBELL	Work Order
No 6	X			Designer J. Brisebois	Drawing # 210P50-NewBase	

DVP209

April 04, 2013

Mr Dave Stewart, MCIP
Planner, Planning and Design Section
Community Safety and Development
City of Nanaimo
238 Franklyn Street
Nanaimo, BC V9R 5J6

Re: Development Variance Permit
 Additional Pylon Signage
 2476 and 2468 Kenworth Road, Nanaimo, BC

977 Fort Street
Victoria, BC V8V 3K3
T 250.658.3367
F 250.658.3397
mail@dhk.ca
www.dhk.ca

Dear Mr Stewart,

The new car dealerships currently being constructed at the above address received development approval from Council on June 08, 2012. This DP allows for the construction of 3 new car dealership buildings and one smaller associated building for a car rental and car wash. In effect this lot will support 4 separate free standing business. From the outset, our design drawings have shown a pylon sign for each of these buildings, two on Kenworth Road and 2 facing onto the highway on the north side, behind the E&N Rail right of way. After our first presentation to Design Panel in January 2012, we were directed to provide a comprehensive signage program. This program, detailing these 4 pylon signs, was presented to, and approved by, Design Panel in February 2012.

Originally, the intention was to subdivide the parcel into two separate lots, each with one pylon sign on Kenworth Road and one facing the highway. Each would have required a variance for the addition pylon sign. The design was always presented with the understanding that a variance would be requested for these additional signs. Through the course of developing the design it was determined that a sub division was unpractical, and it was made clear at our second presentation to design panel that a variance would be required to increase the number of pylon signage from 1 to 4.

The rationale for 4 separate pylon signs can be summarized as follows:

1. This is a large lot with 4 separate business in individual buildings.
2. Each sign will have a different design.
3. Each sign will be constructed to a very high quality.
4. The signs are well spaced along each of the two frontages so at any time only two signs are visible.

5. The Mercedes and BMW dealerships, although accessed from Kenworth Road, have their primary frontages facing the highway, and it is appropriate for their free standing signs to be located near their respective front doors. These two signs face onto the highway from behind the E&N rail right of way so are set well back from road.
6. The pylon signage was reviewed and approved by Design Panel.

In summary, this property is being developed as if it were 4 separate lots with 4 separate buildings with signage appropriate to each. Given the above rationale, we feel that this request for a sign variance is reasonable and consistent with other signage for adjacent businesses.

I trust this addresses any concerns you may have and respectfully request that this Development Variance Permit be approved.

977 Fort Street
Victoria, BC V8V 3K3
T 250.658.3367
F 250.658.3397
mail@dhk.ca
www.dhk.ca

Sincerely yours,

Peter de Hoog, Architect MAIBC MRAIC
de Hoog & Kierulf architects