

City of Nanaimo
REPORT TO COUNCIL

DATE OF MEETING: 2013-SEP-23

AUTHORED BY: DAVE STEWART, PLANNER
PLANNING & DESIGN SECTION

RE: DEVELOPMENT VARIANCE PERMIT NO. DVP218 – 701, 5800 Turner Road

STAFF RECOMMENDATION:

That Council direct staff to proceed with the required Statutory Notification for Development Variance Permit No. DVP218 at 701 - 5800 TURNER ROAD.

PURPOSE:

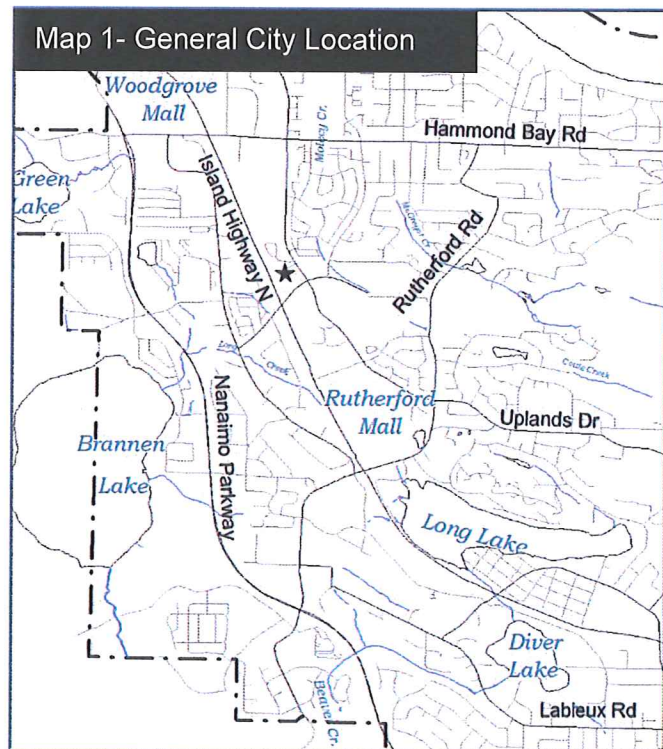
The purpose of this report is to seek Council authorization to vary the provisions of the City of Nanaimo "SIGN BYLAW 1987 NO. 2850" in order to allow a fascia sign above the roof line of the A&W restaurant building located at 701 - 5800 Turner Road.

BACKGROUND:

Subject Property

The subject building is included within the Northridge shopping centre at 5800 Turner Road. The shopping centre is located on the corner of Turner Road and the Island Highway, north of the Longwood shopping centre on the other side of Turner Road and south of the Cedar Grove Drive patio home development. The shopping centre is designated as City Commercial Centre within the Official Community Plan (OCP) and is included within the City Commercial Centre (CC3) zone. The subject property size is 2.6 ha.

The A&W restaurant is located within the south-west portion of the subject property adjacent to the Island Highway. While a mature landscape buffer exists between the



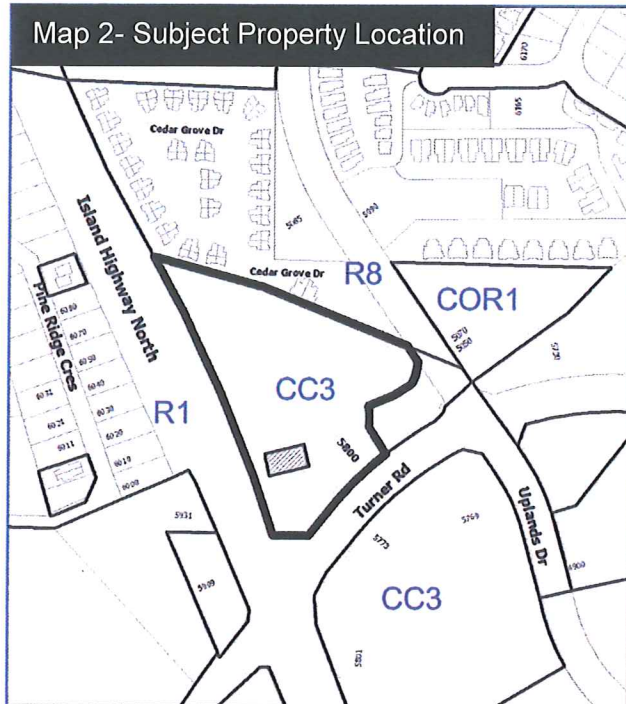
shopping centre and the highway, a portion of the restaurant remains visible from the highway. The restaurant has been at its current location for approximately 18 years.

DISCUSSION:

Proposed Development

As part of a larger corporate re-branding program the A&W restaurant franchise has recently changed their logo. As a result of the logo change all A&W franchises have been instructed to replace their existing signage.

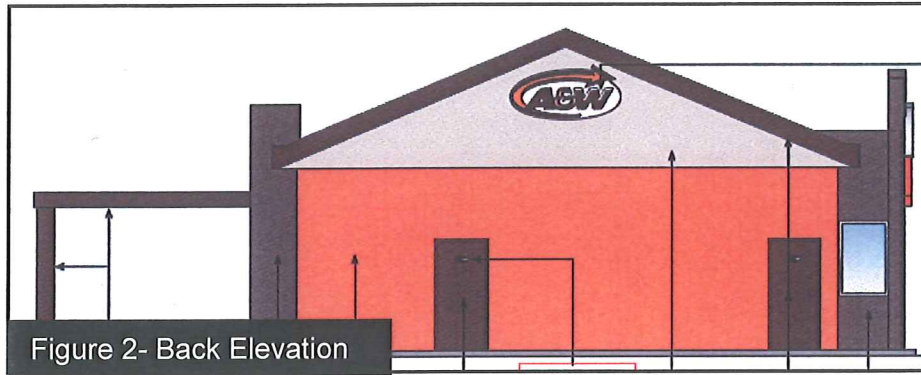
As part of the signage change, the applicant wishes to replace the existing projecting sign on the front elevation, facing the Island Highway, with a new wall mounted fascia sign. The proposed new fascia sign will be installed below the roof peak, but above the roof line of the building, as shown on Figure 1 - Front Elevation. A new illuminated feature (referred to by A&W as a 'mini boomerang') will also be added below the sign.



The City's Sign Bylaw does not permit fascia signs above a roofline unless incorporated within an architectural feature of the building design, therefore a variance is required. In the case of a peaked roof, the roof line is considered the roof of usable or open space within the building; as such any signage within a peak or gable is not permitted.



The applicant also plans to replace the existing fascia logo sign which is currently located on the back elevation to the proposed location above the roof line. A second variance is required to accommodate the signage on the back elevation as shown in 'Figure 2 - Back Elevation'.



Applicant Rationale

A copy of the applicant's Letter of Rationale is included as Attachment A.

Required Variances

Section 3 (6) of the City of Nanaimo "SIGN BYLAW 1987 NO. 2850" prohibits a sign or portion thereof that extends or projects above the roof line of a building. As both the front and back fascia signs are considered to be located above the roof line a variance is required.

Respectfully submitted,

B. Anderson, MCIP
MANAGER
PLANNING & DESIGN SECTION

Concurrence by:

A. Tucker, MCIP
DIRECTOR
PLANNING

T. Seward
ACTING GENERAL MANAGER
COMMUNITY SAFETY & DEVELOPMENT

CITY MANAGER COMMENT:

I concur with the staff recommendation.

Drafted: 2013-SEP-11
Prospero attachment: DVP00218
DS/lb

DVP218



ATTACHMENT A

436420 BC LTD
DBA A&W Northridge
701-5800 Turner Rd
Nanaimo, BC
V9T 6J4

City of Nanaimo
455 Wallace St.
Nanaimo, BC
V9R 5J6

August 21, 2013

Re: Development Variance – Signage – A&W Northridge –VARIANCE RATIONALE

Enclosed is a Development Variance application for A&W Northridge. A&W has recently changed their logo slightly which has resulted in all franchisee's having to replace their signage. Our Northridge store was built 18 years ago and the signage bylaws have changed resulting in a current conflict with present day signage bylaws.

The new signage "cans" are slightly different as a result of A&W incorporating an arrow into the logo. Size is basically the same and sign locations will remain the same with the exception of the sign to be mounted onto the front elevation.

On the front elevation, we currently have a projecting sign, which I would like to replace with a flush mounted sign, seven feet in diameter. This will allow us to add the architectural feature, which we referred to as a "boomerang". This boomerang is part of A&W's new branding and all operators are required to add it to their buildings.

I am requesting, by way of this Development Variance, a variance to the current City of Nanaimo signage bylaws to allow me to stay current with A&W's branding.

Thank you for your consideration

Marshall Cooper
A&W Nanaimo
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250-616-1410



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STORE #332
#701 – 5800 Turner Rd
Nanaimo, BC V9T 6J4
250-756-4076

WOODGROVE MALL
STORE #100
6631 Island Hwy N
Nanaimo, BC V9T 4T7
250-390-3611

VICTORIA CRESCENT
STORE #395
60 Victoria Cres
Nanaimo, BC V9R 5B8
250-753-9960

SOUTH PARKWAY
STORE #369
1-1275 Island Hwy S
Nanaimo, BC V9R 7A4
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