

18 October 2013

City of Nanaimo
455 Wallace Street
Nanaimo, B.C.
V9R 5J6

Attention: Gary Noble, RPP, Development Approval Planner

Re: Tim Hortons – Restaurant, 2980 Island Hwy., Nanaimo, B.C.

DESIGN RATIONALE

The subject building is an existing Tim Hortons Restaurant located at 2980 Island Highway. It presently has a low profile fascia that extends only a few inches above the roof level. Tim Hortons is presently engaged in a Canada wide rebranding/upgrade program that provides a new interior and exterior design that has been created specifically for each region. This building has recently gone through these design changes but our signage approval has inadvertently lagged behind the Building Permit approval and construction schedule.

We now have a newly renovated façade with a large feature wall clad in fiber cement stone paneling that extends approximately 4 ft. – 6 in. above the roof line. This new design also features striped awnings over the windows, and a decorative metal band running horizontally above the awnings.

Both of these features are dramatically illuminated by goose neck light features that are centered over each window. The final piece of the design is of course the traditional ‘Tim Hortons’ red lettering signage. In the combination described above, and reusing the existing signage, the top of the sign will be approximately 3 ft. – 8 in. above the roof line.

The new fascia line transforms the building, and gives it a much improved appearance, especially in relation to the neighboring buildings in the plaza. This feature wall will also provide a partial screen for the roof top equipment. However, if we install the sign as per the sign by-law i.e.: below the roof line, we would need to delete the awnings, the decorative metal band and the gooseneck lighting. In doing this we would have a large expanse of fascia with no features, and a total loss of the intended effect of the new design.

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Design Rationale
Tim Hortons – 2980 Island Highway

The proposed location for the sign is really the only highly visible location when you consider the surrounding traffic patterns. We now understand that this new design will require a variance to the current City of Nanaimo signage by-laws. It is unfortunate that the construction was complete prior to us realizing the significance of the restrictions in the building by-law.

We are requesting the City's consideration of the situation we are in and would request a Development Variance Permit. Please see the enclosed front elevation showing the proposed new feature wall with the signage described above.

Yours truly,
PJ LOVICK ARCHITECT LTD.



Peter J. Lovick, AIBC, CP, MRAIC, AAA, SAA
PJL/SP