



DEVELOPMENT VARIANCE PERMIT NO. DVP00230

SOUTH PARKWAY PLAZA INC
Name of Owner(s) of Land (Permittee)

1, 1275 ISLAND HIGHWAY S
Civic Address

1. This development variance permit is issued subject to compliance with all of the bylaws of the municipality applicable thereto, except as specifically varied by this permit.
2. This permit applies to and only to those lands within the municipality described below, and any and all building structures and other developments thereon:

Legal Description:

LOT 1, SECTION 7, NANAIMO DISTRICT, PLAN VIP67048

PID No. 024-129-682

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

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 side fascia signs are considered to be above the roof line, a variance has been approved to permit the rooftop signs.

4. The permittee, as a condition of the issuance of this permit, shall develop the land described herein strictly in accordance with the following terms and conditions and provisions and in accordance with any plans and specifications attached hereto which shall form a part thereof.

Schedule A Location Plan

Schedule B Variance Rationale

5. If the permittee does not substantially commence the construction permitted by this permit within two years of the date of this permit, this permit shall lapse.
6. This permit prevails over the provisions of the bylaw in the event of conflict.
7. This permit is not a building permit nor does it constitute approval of any signage. Separate applications must be made for a building permit and sign permit.

AUTHORIZING RESOLUTION PASSED BY COUNCIL
THE 12TH DAY OF **MAY**, 2014.



Corporate Officer



Date

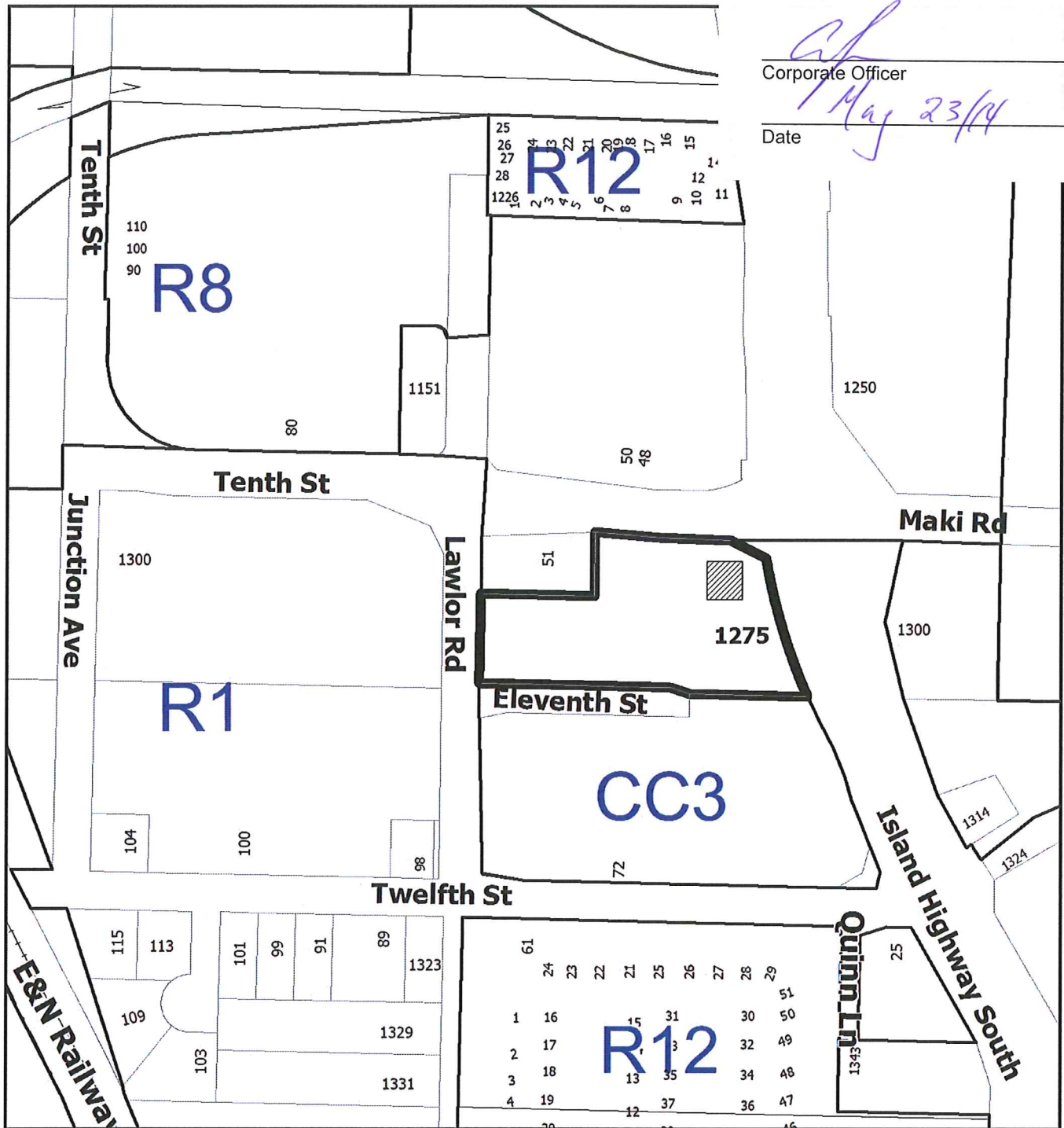
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Prospero attachment: DVP00230

SCHEDULE A

This is Schedule A referred to in the Development Variance Permit.

Corporate Officer

Date



DEVELOPMENT VARIANCE PERMIT NO. DVP00230

LOCATION PLAN

Civic: Unit 1 - 1275 Island Highway S
Lot 1, Section 7, Nanaimo District, Plan VIP67048



Permit Area



Subject Property



This is Schedule B referred to in the Development Variance Permit.

Corporate Officer

Date

Date: April 2, 2014

To: City of Nanaimo – Development Department

From: Marshall Cooper

Subject: Development Variance – Signage – A&W South Parkway Plaza – Variance Rationale

Enclosed is a Development Variance application for A&W South Parkway Plaza. A&W has recently changed their logo slightly which has resulted in all franchisee's having to replace their signage. Our South Parkway Plaza store was built 16 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. On the front elevation, the existing archway will be modified in keeping with A&W's current branding and a new 10' sign will be installed replacing the existing sign. The current channel letters reading "EXPRESS" will be replaced with ones reading "DRIVE THRU". We will then add an architectural feature, which we refer 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. A similar application will happen on the side elevation, replacing the logo and lettering. Surrounding the building will be a backlit band approx 2' high, which will be on the front, side and rear elevations.

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
mail@awnanaimo.com 250-616-1410