

City of Nanaimo

REPORT TO COUNCIL

DATE OF MEETING: 2014-MAY-12

AUTHORED BY: DAVE STEWART, PLANNER, PLANNING & DESIGN SECTION

RE: DEVELOPMENT VARIANCE PERMIT NO. DVP230 – 1, 1275 ISLAND HIGHWAY SOUTH

STAFF RECOMMENDATION:

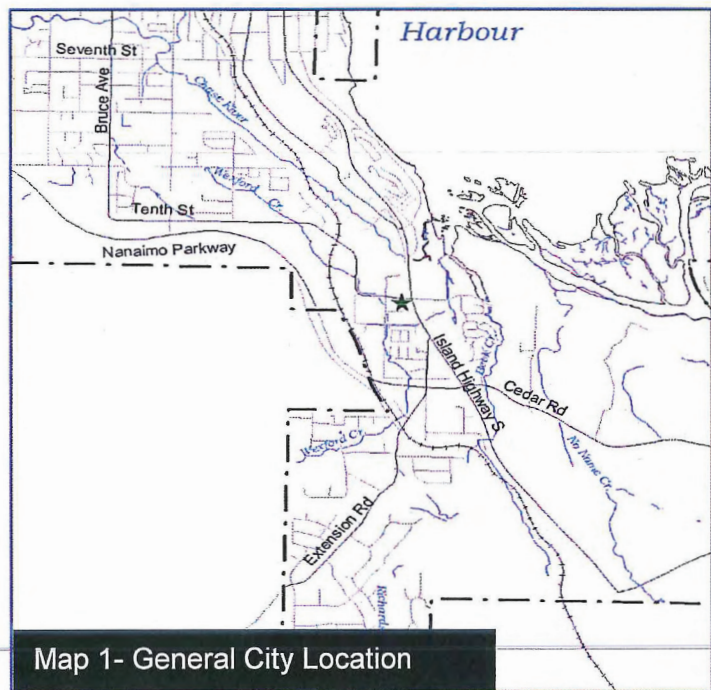
That Council issue Development Variance Permit No. DVP230 at 1, 1275 Island Highway South in order to allow a fascia sign above the roof line.

PURPOSE:

The purpose of this report is to obtain Council authorization to permit a rooftop sign.

BACKGROUND:

A Development Variance Permit application was received from RED APPLE NANAIMO HOLDINGS INC. (Mr. Marshall Cooper), on behalf of South Parkway Plaza Ltd. 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 1, 1275 Island Highway South.



Map 1- General City Location

At the Council Meeting held 2014-APR-28, Council approved Statutory Notification for Development Variance Permit DVP230.

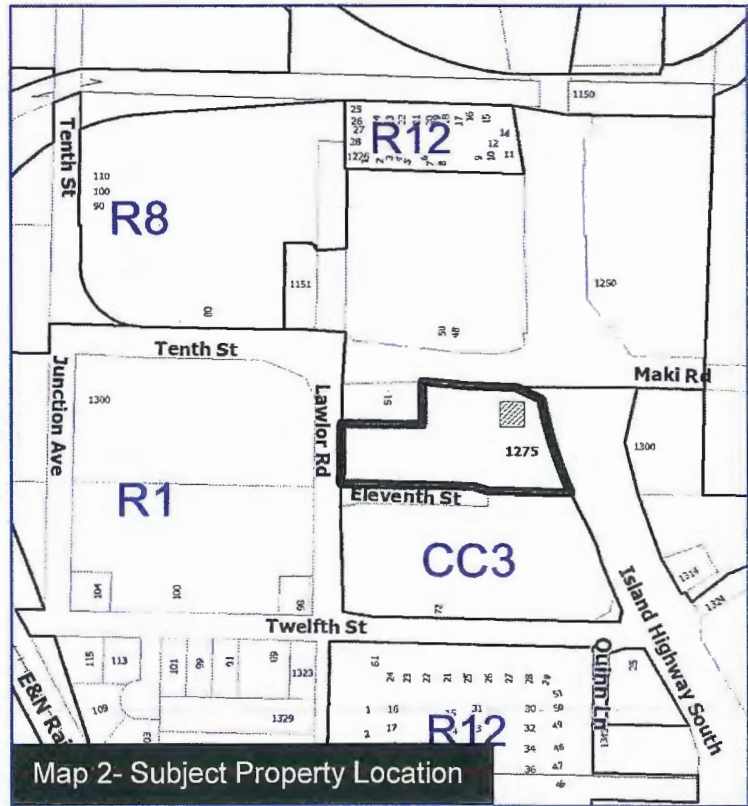
Subject Property:

| | |
|------------|--|
| Zoning | CC3 - City Commercial Centre |
| Location | The restaurant is located in South Parkway Plaza. The property is located on the corner of Tenth Street, Lawlor Road and the Island Highway. |
| Total Area | 10,768 m ² (2.7 acres) |

☒ Council
☐ Committee.....
☒ Open Meeting
☐ In-Camera Meeting
Date: 2014-MAY-12

The subject building is included within the South Parkway Plaza at 1275 Island Highway South. The plaza, in conjunction with Southgate Shopping Centre across the street, acts as the commercial centre within the Chase River Neighbourhood. The subject property is located within the Town Centre and is designated as Mainstreet Commercial within the Chase River Neighbourhood Plan. The plaza is designated as City Commercial Centre within the Official Community Plan (OCP) and is included within the City Commercial Centre (CC3) zone.

The A&W restaurant shares a building with Subway restaurant. The building is located within the northeast portion of the subject property adjacent to the Island Highway and Tenth Street. The A&W frontage is visible from Tenth Street.



DISCUSSION:

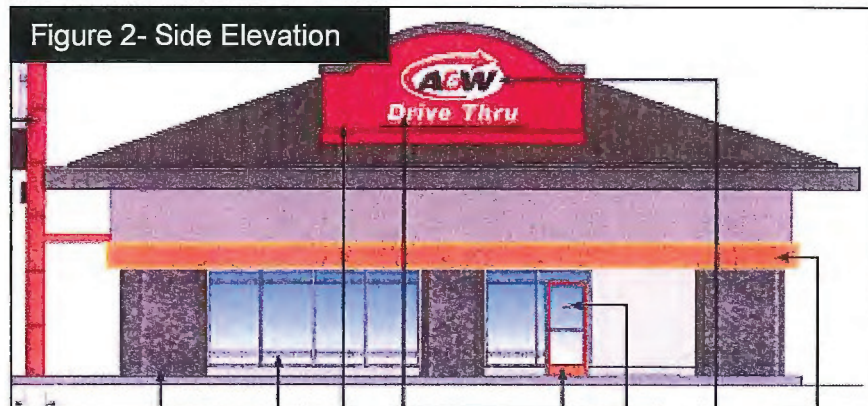
Proposed Development

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.

The current restaurant includes a legal non-conforming roof top sign. As part of the signage change, the applicant wishes to replace the existing archway sign on the front elevation, facing the Island Highway, with the new branded signage. A new illuminated feature (referred to by A&W as a 'mini boomerang') will also be added below the sign. The proposed archway signage is shown below as Figure 1 - Front Elevation.



The roof top sign on the side elevation, facing Tenth Street, will also be replaced with the new corporate logo. The proposed side elevation signage change is shown below as Figure 2 - Side Elevation.



Both of the proposed fascia signage changes will be installed above the roof line of the building. 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.

Applicant Rationale

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

Required Variance

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 located above the roof line, a variance is required.

Staff supports the requested variance and recommends that Council approve this application.

Respectfully submitted,

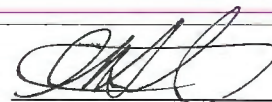


B. Anderson
MANAGER
PLANNING & DESIGN SECTION

Concurrence by:



D. Lindsay
DIRECTOR
COMMUNITY DEVELOPMENT



I. Howat
GENERAL MANAGER
CORPORATE SERVICES

CITY MANAGER COMMENT:

I concur with the staff recommendation.

ATTACHMENT A



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