

DATE OF MEETING | December 17, 2018 |

AUTHORED BY | CALEB HORN, PLANNING ASSISTANT, CURRENT PLANNING |

SUBJECT | **DEVELOPMENT VARIANCE PERMIT APPLICATION NO. DVP369 – 3135 MEXICANA ROAD** |

OVERVIEW

Purpose of Report

To present for Council’s consideration, a development variance permit to allow an animated sign at 3135 Mexicana Road. |

Recommendation

That Council issue Development Variance Permit No. DVP369 at 3135 Mexicana Road with a variance to allow an animated sign. |

BACKGROUND

A development variance permit application, DVP369, was received by Hi-Lite Signs on behalf of the Nanaimo-Ladysmith School District (SD68) to vary the provisions of “Sign Bylaw 1987 No. 2850” (the “Sign Bylaw”) to replace the existing freestanding sign at 3135 Mexicana Road with a new freestanding sign containing two animated faces.

The subject property is the site of Wellington Secondary School located in the Wellington neighbourhood. Surrounding properties include single residential dwellings to the north, east, and southeast, medium-density residential to the west, and corridor zoning to the southwest.

Subject Property

<i>Zoning</i>	CS1 – Community Service Zone One
<i>Location</i>	The subject property is located at the northwest intersection of Departure Bay Road and Mexicana Road.
<i>Total Lot Area</i>	4.63ha
<i>Official Community Plan (OCP)</i>	Map 1 – Future Land Use – Neighbourhood

Statutory Notification has taken place prior to Council’s consideration of the variance. |

DISCUSSION

Proposed Development

The proposed freestanding sign is located along the Departure Bay Road frontage and will replace the existing freestanding sign near the vehicle exit. The sign will utilize the existing

freestanding sign's footing and concrete base. The proposed sign is 4.27m high and 5.1m² in area. A portion of each side of the sign will be LED/animated, creating two animated sign faces, one facing west and one facing east, each being 3.5m² in area.

Proposed Variance

LED / Animated Signs

The Sign Bylaw does not allow for LED/animated signs except in order to display digital time, temperature, and/or gas price information. On 2011-FEB-14, City Council adopted the LED/Animated Signs Development Variance Permit Guidelines (the "Guidelines", see Attachment E). The Guidelines assist Council and Staff when evaluating Development Variance Permit applications for animated signs.

The Guidelines suggest that no more than one animated sign should be considered per lot and the maximum area of the animated sign should not exceed 9.29m². The proposed sign will contain two animated faces on a single freestanding structure, with a combined total area of 7m² for both animated faces. Staff have determined that the proposed sign meets the intent of the Guidelines and is supportable. The operational requirements of the Guidelines will be stipulated through the development variance permit conditions and in the required sign permit.

By replacing the existing freestanding sign with an animated sign at Wellington Secondary School, SD68 will be able to more effectively and more efficiently communicate information to staff, students, parents, and the public than by using the existing static signs that need to be manually updated. The proposed sign will contain automatic dimming LED displays and will be more energy efficient than the existing illuminated freestanding sign. The animated faces will be oriented away from the residential dwellings on the opposite side of Departure Bay Road and will be turned off between the hours of 10 p.m. and 6 a.m. Given the efforts to minimize impacts on neighbours, no negative impacts are anticipated.

Staff support the proposed variance.

See Attachments for more information.

SUMMARY POINTS

- Development Variance Permit Application No. DVP369 proposes a variance to allow an animated sign.
- The proposed freestanding sign will contain two 3.5m² animated faces.
- Given the efforts to minimize impacts on neighbours, no negative impacts are anticipated.
- Staff support the proposed variance.

ATTACHMENTS

ATTACHMENT A: Permit Terms and Conditions
ATTACHMENT B: Location Plan
ATTACHMENT C: Site Plan
ATTACHMENT D: Elevation Drawings
ATTACHMENT E: LED / Animated Signs – Development Variance Permit Guidelines
ATTACHMENT F: Aerial Photo

Submitted by:

L. Rowett
Manager, Current Planning

Concurrence by:

D. Lindsay
Director, Community Development

ATTACHMENT A PERMIT TERMS AND CONDITIONS

TERMS OF PERMIT

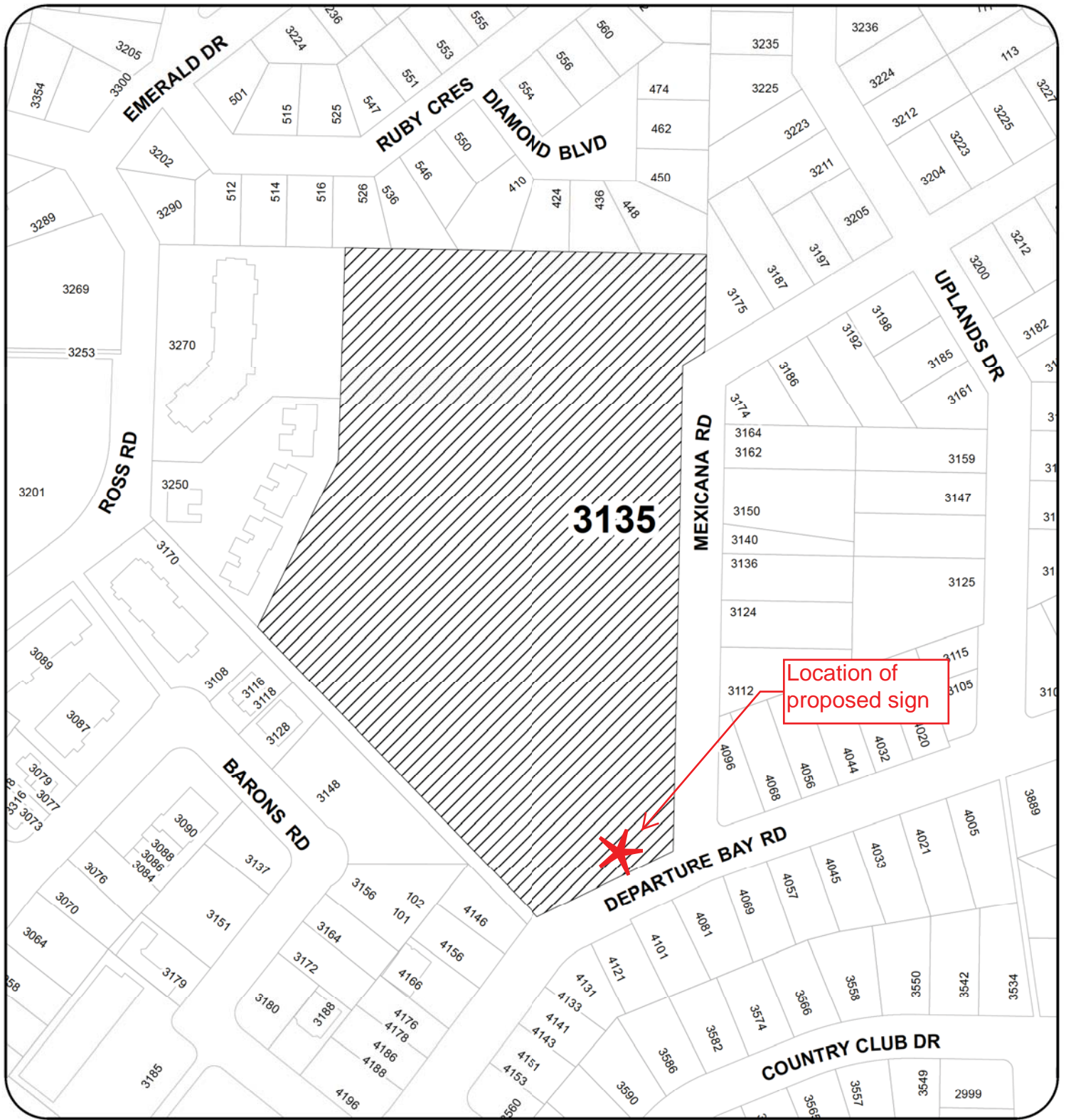
The City of Nanaimo "SIGN BYLAW 1987 NO. 2850" is varied as follows:

1. *Section 3(22) General Provisions* – to allow a sign which is animated or includes animated changeable copy.

CONDITIONS OF PERMIT

1. The proposed freestanding sign shall be located generally as shown on the Site Plan received 2018-OCT-15, as shown in Attachment C.
2. The proposed freestanding sign shall be constructed generally in accordance with the Elevation Drawings received 2018-OCT-15, as shown in Attachment D.
3. The animated portions of the proposed sign are limited to static images only which must be displayed for a minimum display period of six seconds per image. The use of animation effects to transition from one static image to the next will be permitted. Maximum transition time is three seconds. Continuous video, flashing or scrolling type signs are not permitted.
4. The animated portions of the proposed sign must include automatic dimming so that light intensity levels are automatically adjusted based on current weather conditions and the time of day.
5. The brightness level of the animated portions of the proposed sign shall not be more than 0.3 foot candles over ambient levels, as measured using a foot candle meter at a distance of 30m from the face of the sign.
6. The animated portions of the sign must be turned off between the hours of 10 p.m. and 6 a.m.

ATTACHMENT B
LOCATION PLAN



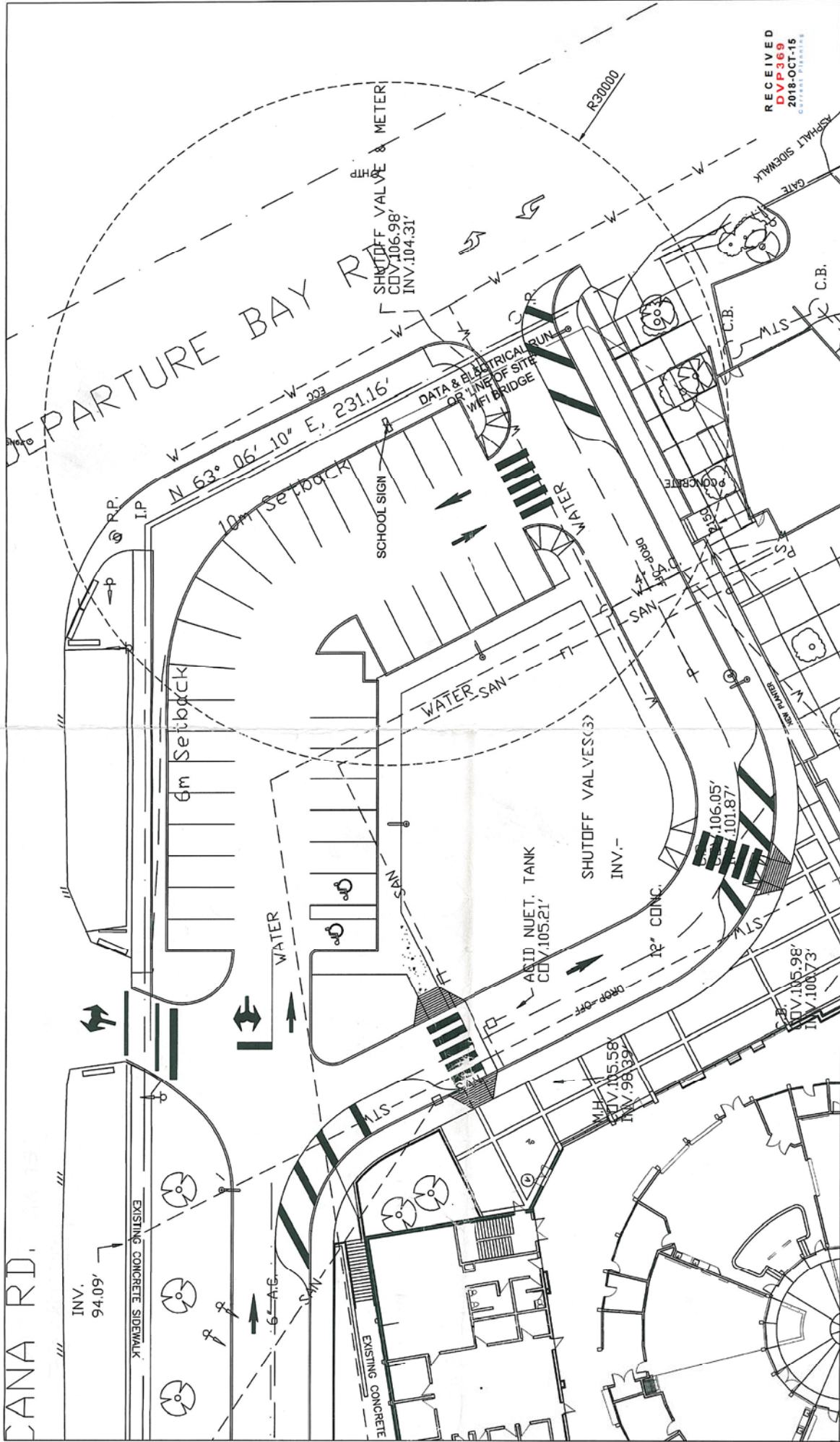
DEVELOPMENT VARIANCE PERMIT NO. DVP00369
LOCATION PLAN




Subject Property

Civic: 3135 MEXICANA ROAD
Legal Description: LOT 1, SECTION 5, WELLINGTON
PLAN 16516, WELLINGTON JR SECONDARY

**ATTACHMENT C
SITE PLAN**



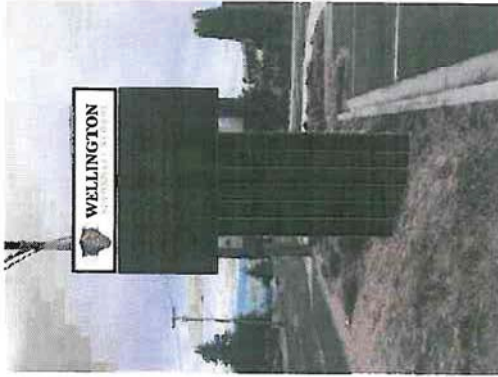
RECEIVED
DVP 369
2018-OCT-15
COURTESY PHILLIPS

 NANAIMO LADYSMITH PUBLIC SCHOOLS	LOCATION 215 - WELLINGTON SECONDARY SCHOOL	ADDRESS 33135 MEXICANA ROAD, NANAIMO, V9T 2W8	DRAWING TITLE PARTIAL SITE PLAN	DATE: 2018	SCALE: 1:300	SHEET #: 1 OF 1	APPROVED BY: MR	DRAWN BY: BB	THE NANAIMO-LADYSMITH SCHOOL DISTRICT DOES NOT GUARANTEE THE ACCURACY OF THE INFORMATION CONTAINED IN THESE DRAWINGS. ALL DRAWING DETAILS AND MEASUREMENTS SHOULD BE VERIFIED IF IMPORTANT.
				SHEET SIZE: B					

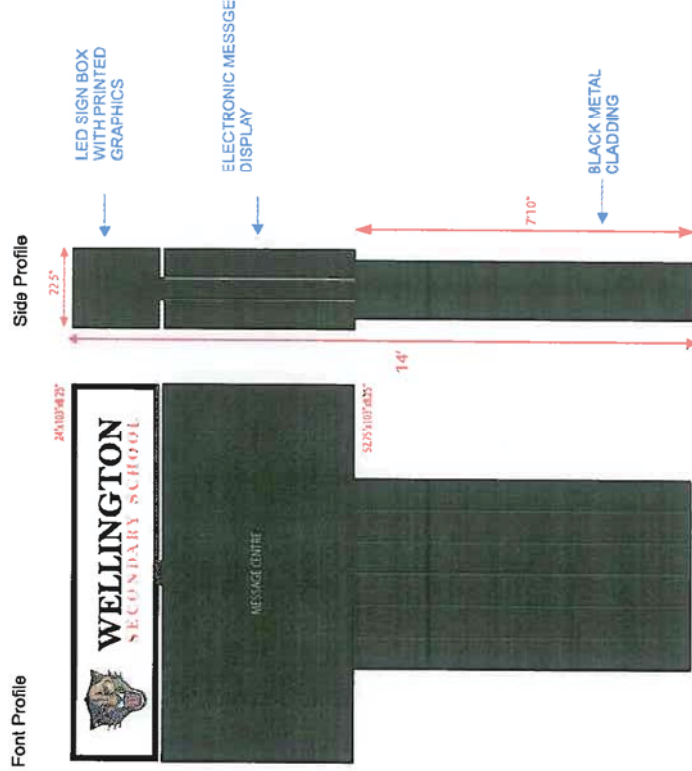
ATTACHMENT D
ELEVATION DRAWINGS

Wellington Secondary School

Proposing Sign



Existing Sign



EXISTING CONCRETE BASE
TO REMAIN AS IS

PLEASE REVIEW AND LOOK OVER ARTWORK CAREFULLY



*****Type of sign**

Quantity: 1

Size:

Type: D/S Message display sign

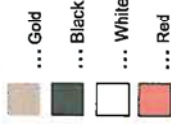
Lighting: LED

Returns:

Face: 3/16" white polycarbonate

Mounted: POLE MOUNTED TO FOUNDATION

Colour Specifications



Note*

Footling to remain is as per engineer foundation review by HAROLD ENGINEER

CONCEPT ONLY

Not finalized until confirmed by survey, permits and shop drawings
colours shown are for presentation purposes only



HI-lite Signs is a CSA approved signage facility, Working with an approved facility that is certified by the Canadian standard association (csa) Ensures that your illuminated signage is designed and made in accordance with the latest safety regulations

***All artwork, layout & designs are property of HI-lite Signs. Clients are subject to fees if copied or duplicated.**



LED / ANIMATED SIGNS

Guidelines / Operational Requirements to be Considered as Part of the Development Variance Permit Application Process

The following are to be considered by applicants and used by staff and Council when evaluating DVP applications for LED / animated signs:

1. LED / animated signs that are only visible inside a building do not require a permit.
2. The maximum size of the LED / animated sign is 9.29m² (100ft²) and no more than one LED / animated sign shall be permitted per lot.
3. Window LED / animated signs are permitted up to 50 percent of the window area in which it is situated.
4. No LED / animated sign shall be permitted unless it can be demonstrated not to be a nuisance that distracts or impairs safe vehicle operation.
5. No LED / animated signs shall be permitted on properties fronting or adjacent to the Nanaimo Parkway.
6. Sign copy is limited to static images only which must be displayed for a minimum display period of six seconds per image. The use of animation effects to transition from one static image to the next will be permitted. Maximum transition time is three seconds. Continuous video, flashing or scrolling type signs are not permitted.
7. All LED / animated signs must include automatic dimming so that light intensity levels are automatically adjusted based on current weather conditions and the time of day.
8. The brightness level of all LED / animated signs shall not be more than 0.3 foot candles over ambient levels, as measured using a foot candle meter at a distance of 30m (98.42ft) from the face of the sign.
9. Where a residential dwelling is located within 30m (98.42ft) of the sign face, and for all LED / animated signs on lands zoned Institutional, the sign must be turned off between the hours of 10pm and 6am. Where the business is open past 10pm, the LED sign may remain functional until the close of business hours. An application should provide evidence to demonstrate no conflict will occur with any adjacent residential development.
10. Third-party advertising, except not-for-profit organizations or events, is not permitted except on LED / animated signs located on City-owned property. Third-party advertising for malls is permitted for tenants advertising on the subject property only.

ATTACHMENT F
AERIAL PHOTO



DEVELOPMENT VARIANCE PERMIT NO. DVP00369