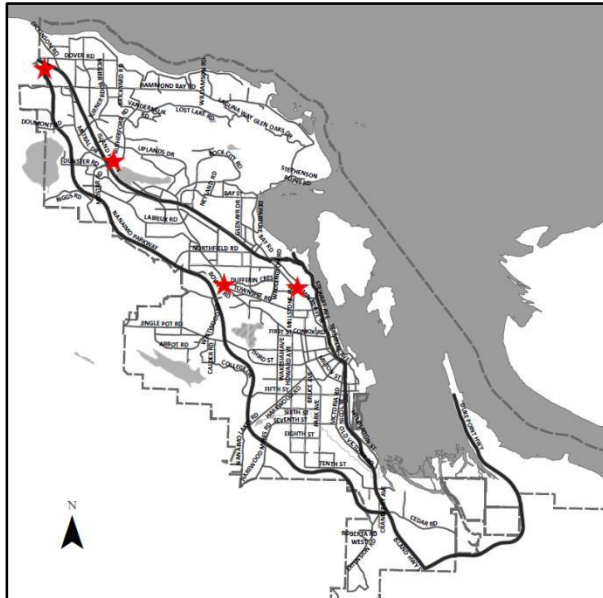


DATE OF MEETING | November 21, 2022

AUTHORED BY | SADIE ROBINSON, PLANNER, CURRENT PLANNING

**SUBJECT** | **DEVELOPMENT VARIANCE PERMIT APPLICATION NOs. DVP414 – 1213 PRINCESS ROYAL AVENUE, DVP436 - 6675 MARY ELLEN DRIVE, DVP437 - 1835 BOWEN ROAD AND DVP438 - 4275 RUTHERFORD ROAD**



**Proposal:**

Variance to allow LED signs at existing commercial sites.



**Zoning:**

CC3-City Commercial Centre  
CC4-Woodgrove Urban Centre  
COR3-Community Corridor

**City Plan Land Use Designations:**

Mixed-Use Corridor  
Secondary Urban Centre

**OVERVIEW**

**Purpose of Report**

To present for Council’s consideration, four development variance permits to allow LED menu board signs at four McDonald’s locations. |

**Recommendation**

That Council issue Development Variance Permits at:

- DVP414 at 1213 Princess Royal Avenue;
- DVP436 at 6675 Mary Ellen Drive;
- DVP437 at 1835 Bowen Road; and,
- DVP438 at 4275 Rutherford Road,

to allow the proposed LED menu board signs. |

**BACKGROUND**

Four concurrent development variance permit applications, DVP414, DVP436, DVP437, and DVP438 were received from Pride Signs Ltd., on behalf of the individual franchise owners to vary the provisions of the City of Nanaimo “Sign Bylaw 1987 No. 2850” (the “Sign Bylaw”), to permit

LED menu board signs for four existing McDonald’s drive-through restaurants at 1213 Princess Royal Avenue; 6675 Mary Ellen Drive; 1835 Bowen Road; and 4725 Rutherford Road.

**Subject Properties & Site Context**

<i>Location</i>	<i>Lot Area</i>	
1213 Princess Royal Avenue	0.28ha	The subject property is located along the southeast boundary of Terminal Park Centre, on the west side of Princess Royal Avenue.
6675 Mary Ellen Drive	2.42ha	The subject property contains the Woodgrove Crossing commercial centre, on the west side of Mary Ellen Drive.
1835 Bowen Road	0.40ha	The subject property is located southwest of the intersection of Bowen Road and Dufferin Crescent.
4725 Rutherford Road	0.48ha	The subject property is located northwest of the intersection of Rutherford Road and Wills Road, adjacent to Nanaimo North Town Centre.

All sites are located within existing commercial centres throughout the City and are surrounded predominantly by a mix of commercial uses.

Signs containing Automated Changeable Copy (e.g. Light Emitting Diodes “LED signs”) are prohibited by the Sign Bylaw, other than the portion of a sign used exclusively to display digital time, temperature, and/or gas price information. The applicant has requested a variance to allow the installation of modernized drive-through menu board signs which are intended to enhance user experiences and lower wait times associated with the drive-through lanes.

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

**DISCUSSION**

**Proposed Development**

The applicant is proposing to replace the existing back-lit menu board signs, installed between 2007 and 2014, with new signage to serve the existing dual drive-through lanes, including one pre-sale menu board and one menu board in each lane, for a total of four LED signs per site.

Menu board signs are exempt from requiring a sign permit provided the sign copy area does not exceed 4.5m<sup>2</sup> per sign, the lettering does not exceed 100mm in height (4 inches), and the signs are only directed toward drive-through patrons. The proposed signage complies with these criteria and would not require a sign permit, however, a variance is required to allow the LED component of the signs.

The proposed pre-sale menu boards are 1.85m<sup>2</sup> in size intended to promote varying specials, while the other menu boards are 3.09m<sup>2</sup> in size, and include an order confirmation screen. The LED copy area will not exceed 60% of each sign with a combined copy area of 5.54m<sup>2</sup> per site, which is a reduction from the existing combined sign copy area of approximately 15m<sup>2</sup> per site. The LED content will include static text and images, with a portion of the image display

transitioning to new text or image every 8-10 seconds. There will be no video or constant animation.

All existing signs are back-lit and double-sided, allowing them to rotate and display the current menu based on the time of day. All proposed signs are single-sided with an LED display that is oriented toward the drive-through lane, and include a solid backing on the side that faces adjacent roadways and parking areas. As the new menu boards are integrated with a speaker and microphone, the existing order station canopies and speaker posts will be removed.

On each site, the existing and proposed signs are oriented toward the drive-through lanes and away from adjacent streets. To help mitigate visibility of the signs offsite, specifically at 1213 Princess Royal Avenue and 4725 Rutherford Road, additional landscaping will be provided in accordance with the proposed Landscape Plans (see Attachment F).

## **Proposed Variance**

### *LED Signs*

In accordance with the Council adopted LED / Animated Signs Development Variance Permit Guidelines (the "Guidelines", Attachment G), the applicant has demonstrated how the proposed LED signs meet the intent of the Guidelines:

- The Guidelines suggest that no more than one LED sign be considered per lot with a maximum area of 9.29m<sup>2</sup>. There are four LED signs proposed for each site, however, they will not exceed a combined sign area of 5.54m<sup>2</sup>;
- The combined sign areas are reduced in comparison to the existing signage;
- The signs will be oriented away from the streets and facing the drive-through lanes, generally in the same location as existing signs to ensure the signs will not be a nuisance or distraction to drivers;
- On two properties, additional landscaping is proposed to augment existing screening;
- The LED sign copy will include predominantly static text and image displays, and the signs will be equipped with an automatic dimming display based on weather conditions and time of day;
- The proposed images have a display time of 8-10 seconds, which exceeds the minimum display time of 6 seconds;
- There are no residential dwellings located within 30m of the proposed signage.

The operational requirements of the Guidelines will be included as conditions of the development variance permits.

Staff reviewed the proposed signs and determined that they are supportable and meet the intent of the Guidelines. The LED signs allow menus to be changed automatically throughout the day without requiring staff to manually change the signs in areas of vehicular traffic or during inclement weather. The orientation of signs toward the drive-through lanes, and the use of automatic dimming in place of the existing back-lit signs supports City Plan policy (C1.8) to minimize artificial light pollution while balancing safety, energy, and dark sky preservation.

The more compact design results in a reduced sign copy area on all sites. The signs are appropriate in scale, and businesses will be able to more effectively serve patrons while reducing the signage elements onsite, as the new signs are integrated with a speaker and microphone allowing removal of the existing order canopies and/or speaker posts. No negative impacts are anticipated and Staff support the proposed variances.

### **SUMMARY POINTS**

- Development Variance Permit Application Nos. DVP414, DVP436, DVP437, and DVP438 propose variances to allow LED menu board signs for McDonald’s drive-through lanes at four locations.
- The proposed signage meets the intent of the LED / Animated Signs Development Variance Permit Guidelines.
- Staff support the proposed variances.

### **ATTACHMENTS**

- ATTACHMENT A: Permit Terms and Conditions
- ATTACHMENT B: Subject Property Maps
- ATTACHMENT C: Site Plans
- ATTACHMENT D: Existing Signage & Structures
- ATTACHMENT E: Proposed Signage
- ATTACHMENT F: Proposed Landscape Plans
- ATTACHMENT G: LED / Animated Signs – Development Variance Permit Guidelines
- ATTACHMENT H: Aerial Photos

#### **Submitted by:**

Lainya Rowett  
Manager, Current Planning

#### **Concurrence by:**

Jeremy Holm  
Director, Development Approvals

Dale Lindsay  
General Manager, Development Services  
/ Deputy CAO

# ATTACHMENT A

## PERMIT TERMS AND CONDITIONS

DVP414 – 1213 Princess Royal Ave

### TERMS OF PERMIT

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

1. *Section 3(22) General Provisions* – to allow LED menu board signs substantially as shown on Attachment E.

### CONDITIONS OF PERMIT

1. The LED signs shall be sited generally as shown on the Site Plans received 2022-OCT-28, as shown in Attachment C.
2. The LED signs shall be constructed substantially in compliance with the Proposed Signage, prepared by Pride Signs Ltd., received 2022-MAR-17, as shown in Attachment E.
3. Landscaping is to be provided substantially in compliance with the Proposed Landscape Plan, prepared by Lanarc Consultants, received 2022-OCT-20, as shown in Attachment F.
4. The LED portions of the signs 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.
5. The LED portions of the signs must include automatic dimming so that light intensity levels are automatically adjusted based on current weather conditions and the time of day.
6. The brightness level of the LED portions of the 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 from the face of the sign.
7. The LED portions of the proposed signs must be turned off any time the drive-through is not in operation.
8. The existing menu board signs and order canopies are to be removed with the installation of the proposed signage.

**DVP436 – 6675 Mary Ellen Drive****TERMS OF PERMIT**

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

1. *Section 3(22) General Provisions* – to allow LED menu board signs substantially as shown on Attachment E.

**CONDITIONS OF PERMIT**

1. The LED signs shall be sited generally as shown on the Site Plans received 2022-OCT-28, as shown in Attachment C.
2. The LED signs shall be constructed substantially in compliance with the Proposed Signage, prepared by Pride Signs Ltd., received 2022-MAR-17, as shown in Attachment E.
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6. The LED portions of the signs must be turned off any time the drive-through is not in operation.
7. The existing menu board signs are to be removed with the installation of the proposed signage.

**DVP437 – 1835 Bowen Road****TERMS OF PERMIT**

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

1. *Section 3(22) General Provisions* – to allow LED menu board signs substantially as shown on Attachment E.

**CONDITIONS OF PERMIT**

1. The LED signs shall be sited generally as shown on the Site Plans received 2022-OCT-28, as shown in Attachment C.
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6. The LED portions of the signs must be turned off any time the drive-through is not in operation.
7. The existing menu board signs and order canopies are to be removed with the installation of the proposed signage.

**DVP438 – 4275 Rutherford Road****TERMS OF PERMIT**

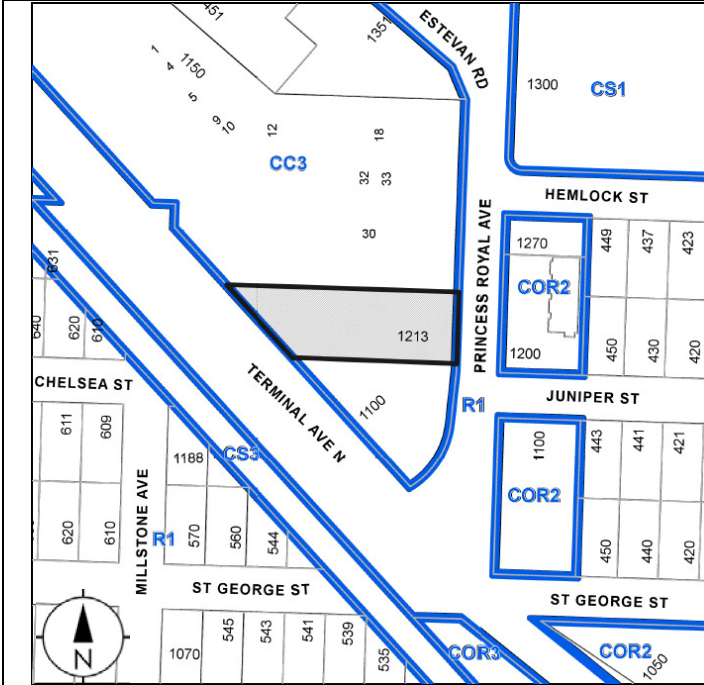
The City of Nanaimo "SIGN BYLAW 1987 NO. 2850" is varied as follows:

1. *Section 3(22) General Provisions* – to allow LED menu board signs substantially as shown on Attachment E.

**CONDITIONS OF PERMIT**

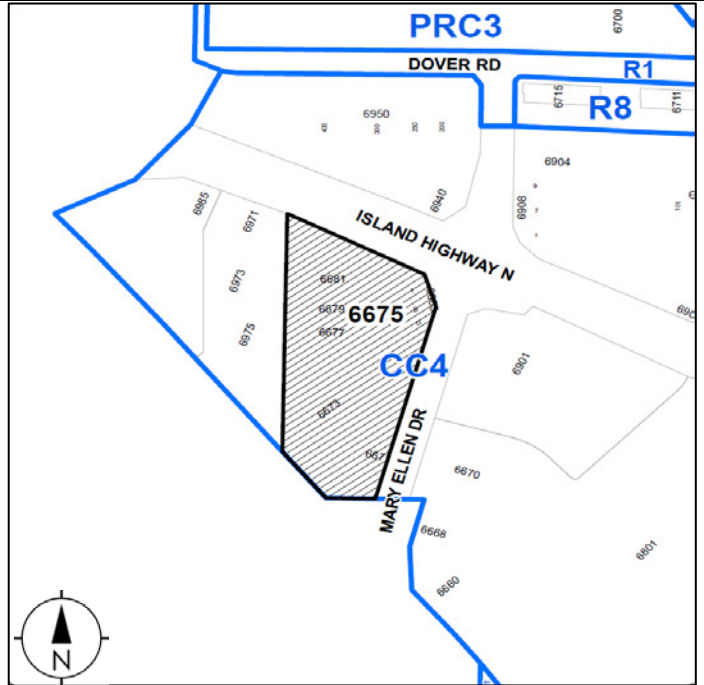
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2. The LED signs shall be constructed substantially in compliance with the Proposed Signage, prepared by Pride Signs Ltd., received 2022-MAR-17, as shown in Attachment E.
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5. The LED portions of the proposed signs must include automatic dimming so that light intensity levels are automatically adjusted based on current weather conditions and the time of day.
6. The brightness level of the LED portions of the 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 from the face of the sign.
7. The LED portions of the signs must be turned off any time the drive-through is not in operation.
8. The existing menu board signs and speaker posts are to be removed with the installation of the proposed signage.

# ATTACHMENT B SUBJECT PROPERTY MAPS



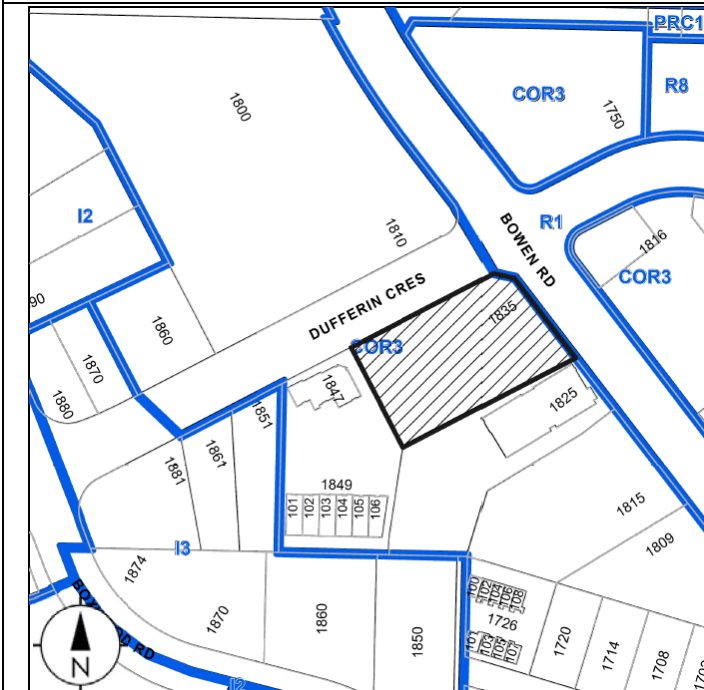
**Development Variance Permit Application No. DVP00414**  
(1213 Princess Royal Avenue)

Legal Description:  
Lot A, Section 1, Nanaimo District, Plan 22841



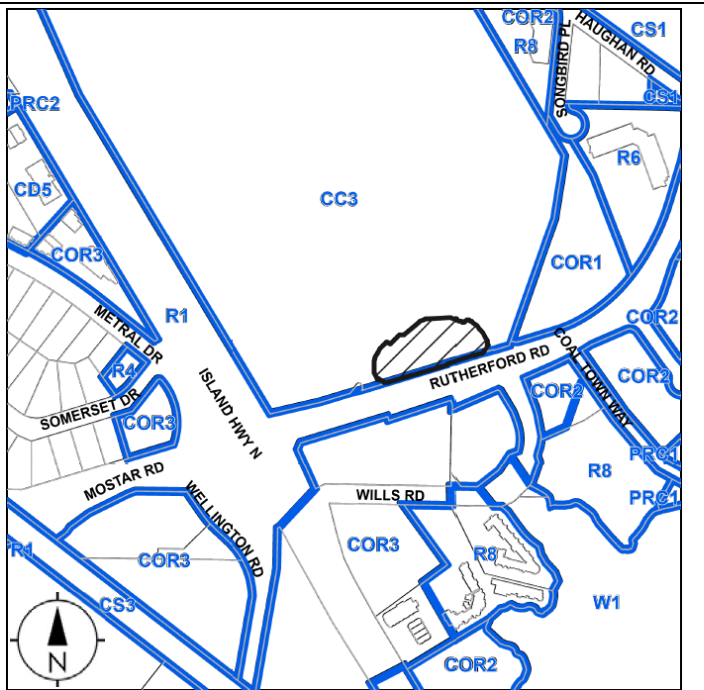
**Development Variance Permit Application No. DVP00436**  
(6675 Mary Ellen Drive)

Legal Description:  
Lot A, District Lot 26, Wellington District, Plan VI63639



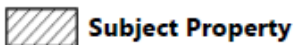
**Development Variance Permit Application No. DVP00437**  
(1835 Bowen Road)

Legal Description:  
Lot 1, Section 15, Range 8, Mountain District, Plan VIP61856



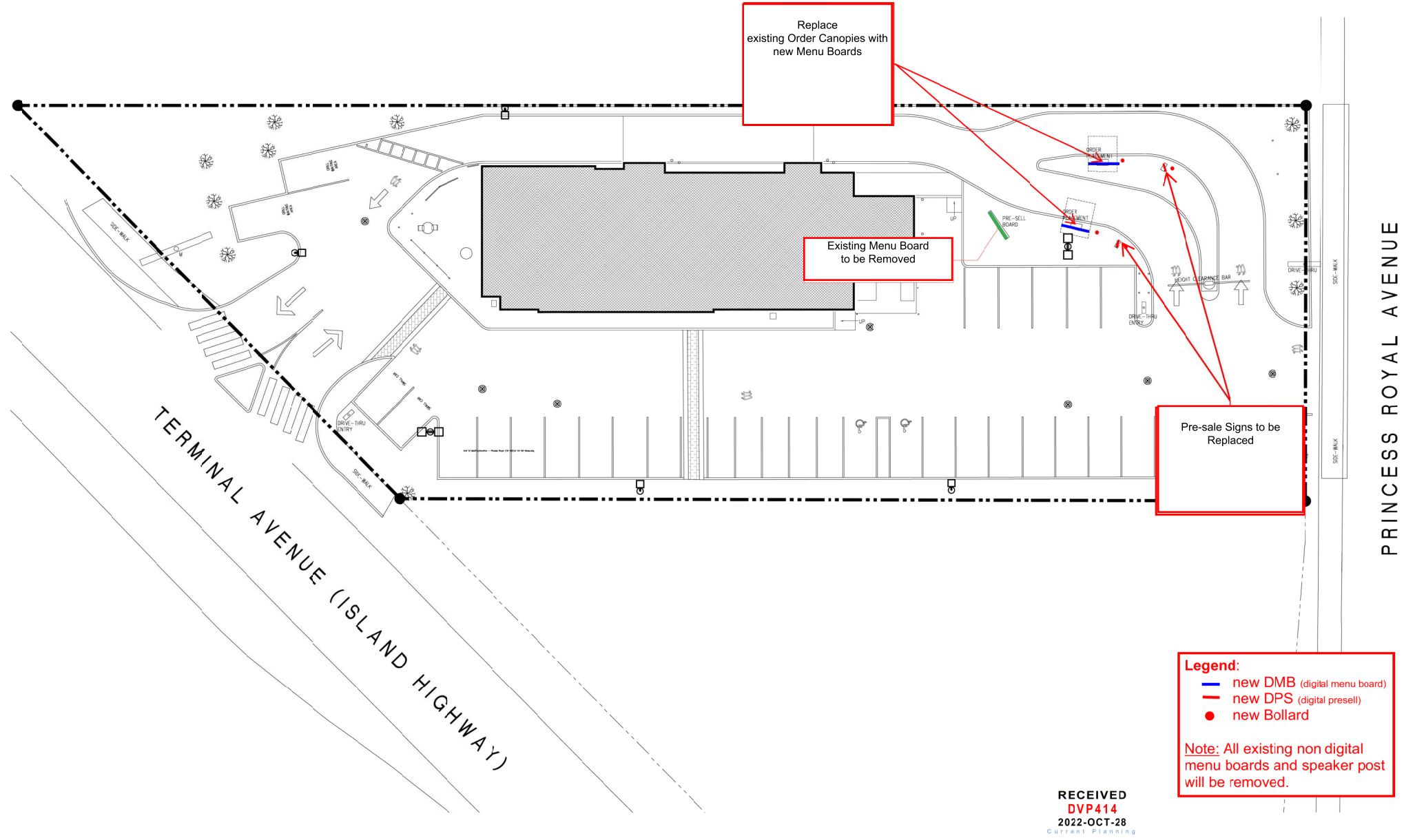
**Development Variance Permit Application No. DVP00438**  
(4725 Rutherford Road)

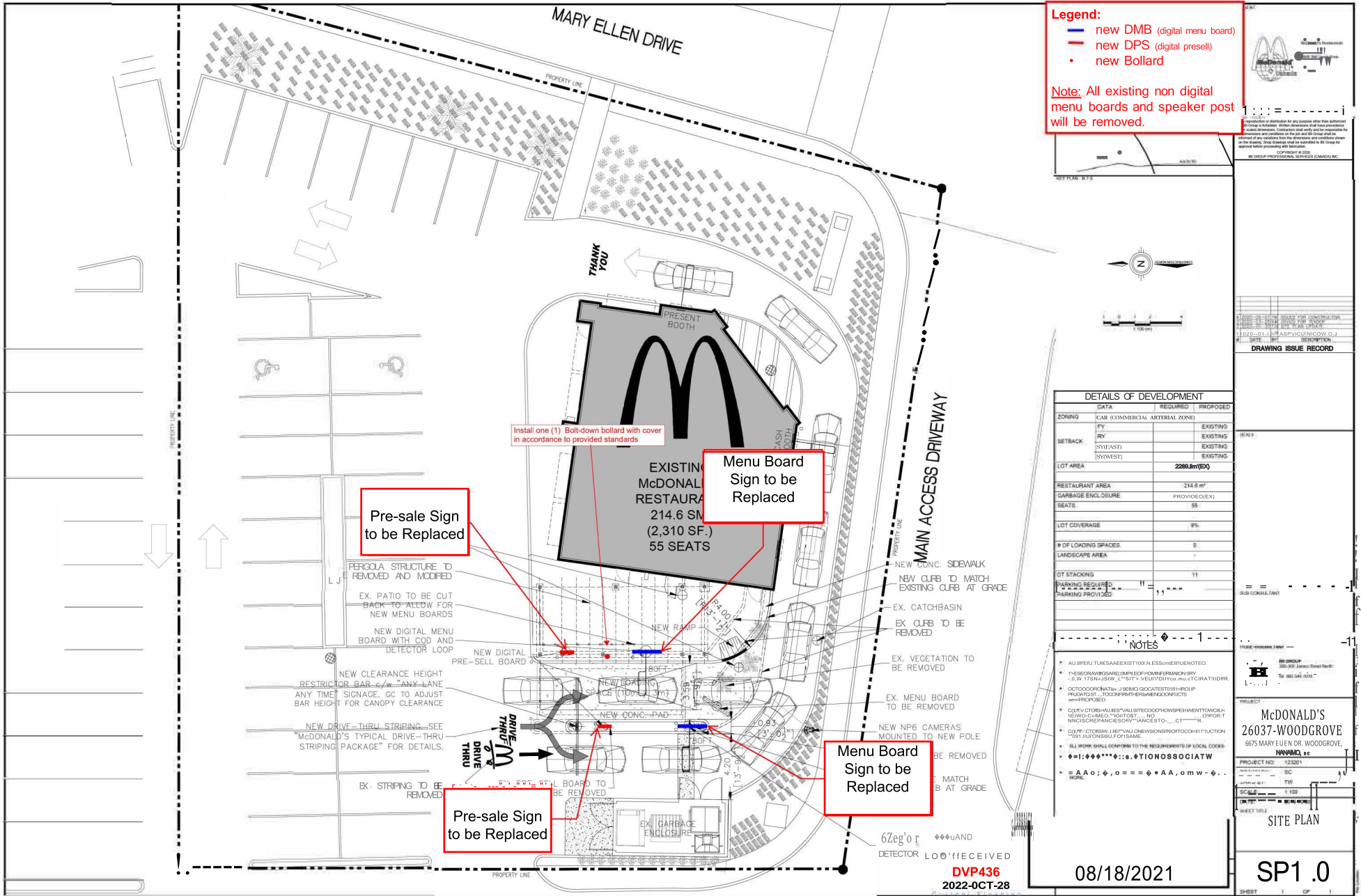
Legal Description:  
Lot B, District Lot 17 and Section 4, Range 4, Wellington District, Plan VIP66202



# ATTACHMENT C SITE PLANS

1213 Princess Royal Avenue





**Legend:**  
 — new DMB (digital menu board)  
 — new DPS (digital presell)  
 • new Bollard

**Note:** All existing non digital menu boards and speaker post will be removed.

DETAILS OF DEVELOPMENT	
DATA	REQUIRED / PROPOSED
ZONING	CAR COMMERCIAL ARTERIAL ZONE
EX	EXISTING
RY	EXISTING
SY(EAST)	EXISTING
SY(WEST)	EXISTING
LOT AREA	2289.8m <sup>2</sup> (EX)
RESTAURANT AREA	214.6m <sup>2</sup>
GARAGE ENCL. CL.URE	PROVIDE(0)(EX)
SEATS	55
LOT COVERAGE	9%
# OF LOADING SPACES	0
LANDSCAPE AREA	
STACKING	11
PARKING REQUIRED	11
PARKING PROVIDED	11

**NOTES**

- ALL WORK SHALL CONFORM TO THE REQUIREMENTS OF LOCAL CODES.
- ALL WORK SHALL CONFORM TO THE REQUIREMENTS OF LOCAL CODES.
- ALL WORK SHALL CONFORM TO THE REQUIREMENTS OF LOCAL CODES.

08/18/2021

**DRAWING ISSUE RECORD**

NO.	DATE	DESCRIPTION
1	08/18/2021	ISSUED FOR PERMIT

**McDONALD'S**  
 26037-WOODGROVE  
 6675 MARY ELLEN DR. WOODGROVE,  
 INDIANA, IN 46186

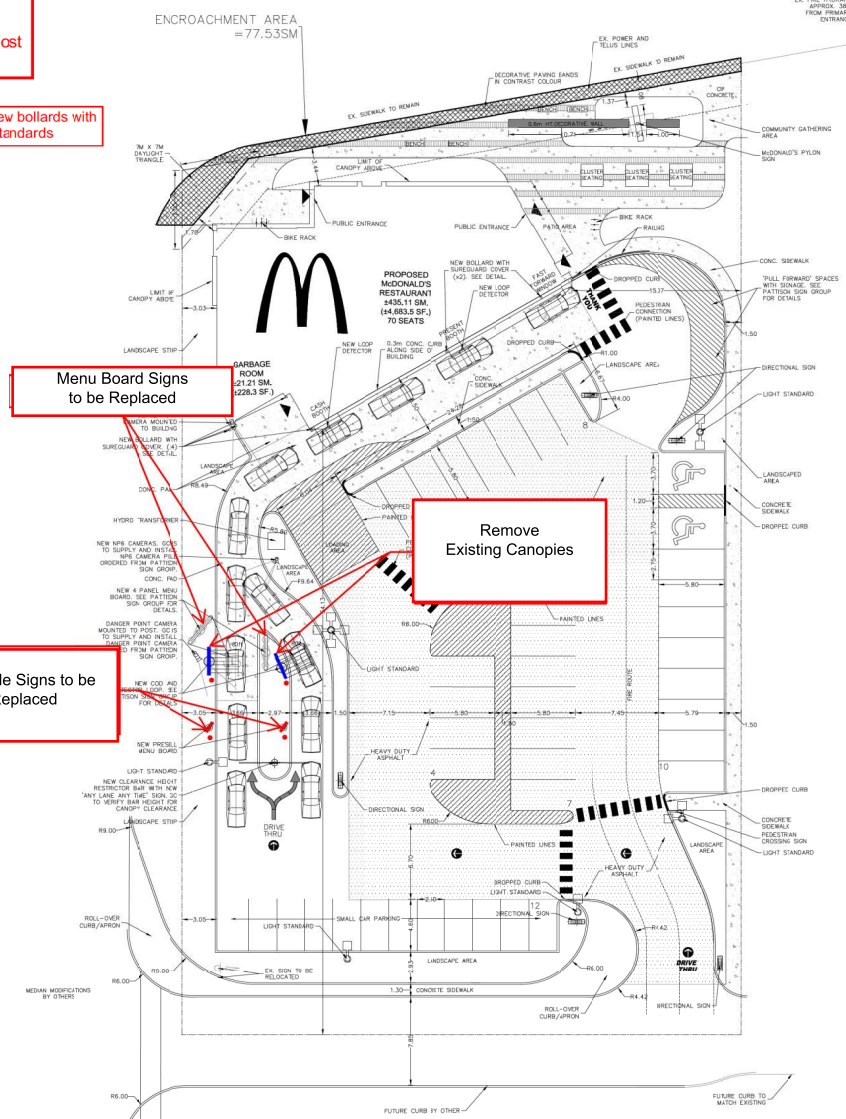
PROJECT NO: 123581  
 SCALE: 1/8" = 1'-0"  
 SHEET TITLE: SITE PLAN  
 SHEET NO: SP1.0

**Legend:**  
 — new DMB (digital menu board)  
 — new DPS (digital presell)  
 ● new Bollard

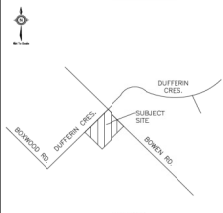
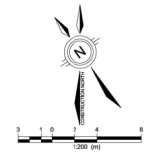
**Note:** All existing non digital menu boards and speaker post will be removed.

Install four (4) southern ground screw bollards with covers in accordance to provided standards

Bowen Road



**APPROVED**  
09/14/2021



KEY MAP - N.T.S.

DETAILS OF DEVELOPMENT		
DATA	REQUIRED	PROVIDED
ZONING	CORRIDOR - ZONE 3	
FY (min)	3.00m	1.57m
FY (max)	6.00m	n/a
SETBACKS	RY	7.50m 45.13m
	INT. SY	3.00m 15.07m
	EXT. SY	3.00m 3.00m
BUILDING HEIGHT	10.00m (max)	6.4m
LOT AREA	4,048.95sq.m (43,983sq.ft)	
RESTAURANT AREA	435.11 sq.m (4,683.5 sq.ft)	
GARBAGE ENCL. AREA	21.21 sq.m (228.3 sq.ft)	
TOTAL BUILDING AREA	456.32 sq.m (4,911.8 sq.ft)	
SEATS	70	
BUILDING COVERAGE	11.3%	
# of LOADING SPACES	1	
GARBAGE ENCLOSURE	ATTACHED	
LANDSCAPE AREA	1,049.24 sq.m (25.9%)	
IMPERVIOUS AREA	2,543.36 sq.m (62.8%)	
DT STACKING	12	
PARKING REQUIRED	39 SPACES	
PARKING PROVIDED	41 SPACES	

Dufferin Crescent

NOTES

- PARKING CALCULATIONS: 1 SPACE PER 3 SEATS PLUS 15 ADDITIONAL SPACES (70 SEATS / 3) + 15 = 38.33 (39) SPACES. TOTAL STALLS REQUIRED = 39. TOTAL STALLS PROVIDED = 41.
- ALL SITE FEATURES ARE EXISTING UNLESS OTHERWISE NOTED.
- THESE DRAWINGS ARE COMPILED FROM INFORMATION SUPPLIED BY MCDONALD'S AND SHALL BE SITE VERIFIED BY CONTRACTOR AT BID TIME.
- CONTRACTOR SHALL VERIFY ALL SITE CONDITIONS PERTINENT TO WORK BEING PERFORMED, PRIOR TO STARTING CONSTRUCTION, AND REPORT ANY DISCREPANCIES OR VARIANCES TO PROJECT MANAGER.
- CONTRACTOR SHALL VERIFY ALL DIMENSIONS PRIOR TO CONSTRUCTION AND BE RESPONSIBLE FOR SAME.
- ALL WORK SHALL CONFORM TO THE REQUIREMENTS OF LOCAL CODES.
- CONTRACTOR SHALL MAKE GOOD ALL EXISTING CONDITIONS THAT ARE DESTROYED BY NEW WORK.
- CONTRACTOR SHALL BE RESPONSIBLE FOR ANY REPAIR OR RELOCATION ASSOCIATED WITH CURBS/ASPHALT/CONC. BASE WORK.
- ALL NEW CURBS TO BE CUT INTO EXISTING ASPHALT AT EXISTING GRADE. CONTRACTOR TO VERIFY THAT SITE DRAINAGE IS NOT NEGATIVELY IMPACTED.
- ALL Pylon Bases, Directional Signs, Road Signs and all Menu Board Components ARE TO BE REPAINTED, PAINT SYSTEMS TO BE DESTROYED BY MCDONALD'S. SURFACES TO BE REPAINTED PRIOR TO PAINTING AS PER ICI RECOMMENDATIONS.
- EXISTING ASPHALT PARKING LOT #3 TO BE REPAIRED, RESEALED AND RESTRIPTED AS SHOWN.



NO	DATE	BY	DESCRIPTION
11	2014 08 26	DN	ISSUED FOR CONSTRUCTION
12	2014 07 09	DN	REVISED CURBS/ASPHALT AT DUFFERIN SW ADDED
8	2014 06 23	DN	ADDITION OF LIGHT STANDARDS AND HYDRO TRANSFORMER
8	2014 05 27	DN	CONTRACTOR TO VERIFY ALL DIMENSIONS AND REPORT ANY DISCREPANCIES OR VARIANCES TO PROJECT MANAGER
7	2014 05 06	DN	RECOMMENDATIONS
10	2014 03 12	DN	BUILDING FOOTPRINT UPDATE
9	2014 03 12	DN	SURVEY PLAN UPDATE
11	2014 02 27	DN	SURVEY PLAN UPDATE
12	2014 02 27	DN	CONTRACTOR TO VERIFY ALL DIMENSIONS AND REPORT ANY DISCREPANCIES OR VARIANCES TO PROJECT MANAGER
8	DATE	BY	DESCRIPTION

**IBI GROUP**  
 308 - 30 Eglington Avenue West  
 Mississauga ON L5R 3E7 Canada  
 Tel 905 502 3550 Fax 905 600 7061  
 ibigroup.com

**BOWEN RD**

**MCDONALD'S RESTAURANTS OF CANADA LIMITED**  
 1835 BOWEN RD  
 NANAIMO, BC

**SITE PLAN**

RECEIVED  
**DVP437**  
 2022-OCT-28  
 Current Planning

LEGAL DESCRIPTION

BEING PART OF LOT 1, SECTION 15, FANSGE & MOUNTAIN DISTRICT, PLAN VP61856, CITY OF NANAIMO, BRITISH COLUMBIA

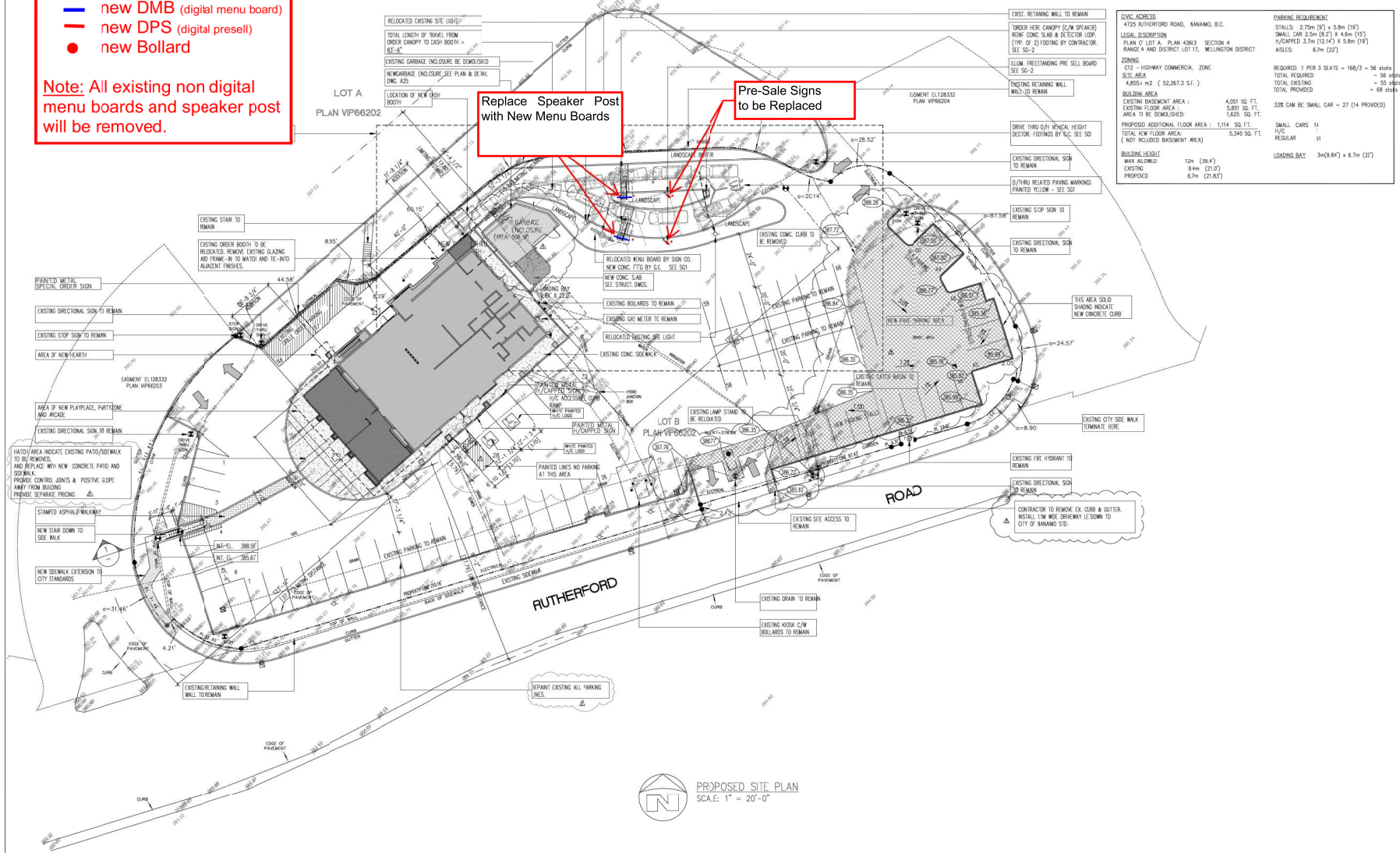
DESIGNED BY: [blank] AS NOTED  
 DRAWN BY: [blank] DATE: [blank]  
 CHECKED BY: [blank] DATE: [blank]  
 DATE: 2014 01 10 SHEET NUMBER: 34645

- Legend:**
- new DMB (digital menu board)
  - new DPS (digital presell)
  - new Bollard

**Note:** All existing non digital menu boards and speaker post will be removed.

Replace Speaker Post with New Menu Boards

Pre-Sale Signs to be Replaced



LEGAL DESCRIPTION		PARKING REQUIREMENT	
4725 RUTHERFORD ROAD, NANAIMO, B.C.		STALLS: 2.75m (9') x 5.8m (19')	
LEGAL DESCRIPTION		SMALL CAR 2.5m (8.2') x 4.6m (15')	
PLAN OF LOT A, PLAN 4883, SECTION 4		1/2 CAPPED 3.7m (12.14') x 5.8m (19')	
RANGE 4 AND DISTRICT LOT 11, WELLINGTON DISTRICT		AULES: 6.7m (22')	
ZONING		REQUIRED: 1 PER 3 SEATS = 168/3 = 56 stalls	
C12 - HIGHWAY COMMERCIAL ZONE		TOTAL REQUIRED = 56 stalls	
SITE AREA		TOTAL EXISTING = 68 stalls	
4,855 +/- m <sup>2</sup> (52,267.3 S.F.)		TOTAL PROVIDED = 68 stalls	
BUILDING AREA		33% CAN BE SMALL CAR = 27 (14 PROVIDED)	
EXISTING FLOOR AREA: 4,051.10 SQ. FT.		SMALL CARS: 14	
EXISTING FLOOR AREA: 3,483 SQ. FT.		1/2 C/REGULAR: 51	
AREA TO BE DEMOLISHED:		LOADING BAY: 3m(9.84') x 6.7m (22')	
PROPOSED ADDITIONAL FLOOR AREA: 1,314 SQ. FT.			
TOTAL NEW FLOOR AREA: 5,340 SQ. FT.			
(NOT INCLUDING BASEMENT AREA)			
BUILDING HEIGHT			
MAX ALLOWED: 12m (39.4')			
EXISTING: 6.4m (21.0')			
PROPOSED: 6.7m (21.8')			

REV	DATE	DESCRIPTION	BY	ISSUE REF
1	08/12/09	ISSUED FOR CONSTRUCTION / CCDFP		
2	AUG/12/09	ADDENDUM #1		
3	AUG/12/09	ISSUE FOR BID		
4	JULY/10/09	ISSUED FOR TENDER		
5	MAR/13/09	RE-ISSUED FOR D.P. AMENDMENT		
6	MAR/06/09	ISSUED FOR D.P. AMENDMENT		

**McDonald's**  
 McDONALD'S RESTAURANTS OF CANADA LIMITED,  
 4400 STILL CREEK DRIVE, BURBANY, B.C. V5C 6C6

CONTRACTOR SHALL VERIFY ALL DIMENSIONS ON SITE. DIMENSIONS SHALL NOT BE SCALED.

CONSULTANT  
**P J LOVICK ARCHITECT**  
 L T E

SUITE 204 - 4050 GRAVELEY STREET  
 BURBANY, BRITISH COLUMBIA  
 V5C 5T6  
 (604) 298-7196 FAX: 298-6081  
 SEAL

PROPOSED SITE PLAN  
 SCALE: 1" = 20'-0"

**RECEIVED**  
**DVP438**  
**2022-OCT-28**  
 Current Planning

PROPOSED SITE PLAN

PROJECT NUMBER	DRAWING NUMBER
08-74	AS1
SCALE	REVISION
AS NOTED	
DATE	
MAY/---/08	

**ATTACHMENT D  
EXISTING SIGNS AND STRUCTURES**

**Existing Signage, Speaker Posts and/or Order Canopies to be Removed**



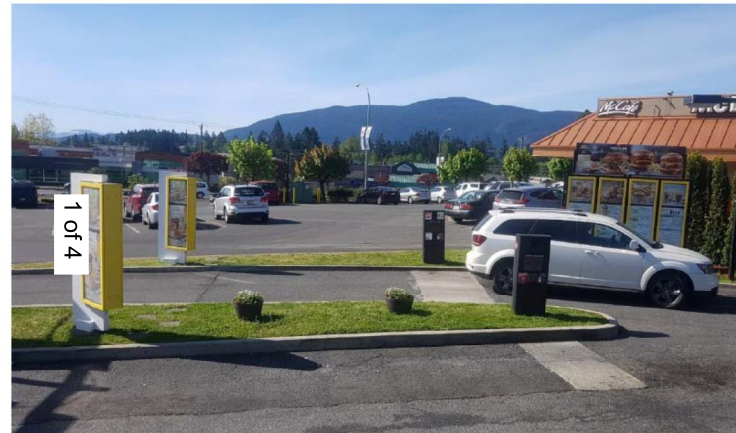
*1213 Princess Royal Avenue*



*6675 Mary Ellen Drive*



*1835 Bowen Road*



*4725 Rutherford Road*

# ATTACHMENT E PROPOSED SIGNAGE - ALL LOCATIONS

S/s Main Menu Board  
Scale: 3/4" = 1'-0"

Drawing No.  
ODMB, 55in Dual Display

Structural Reference:  
MCD\_-MB005717.150B1



TOTAL SIGN AREA = 1.85m<sup>2</sup>

### Material Specifications

1. Internal frame materials: Steel, powder coated Pantone 425 ( Matte Grey )
2. External covers: Aluminum powder coated Pantone 2479C<sup>P</sup> ( Matte Black )
3. External perimeter trim: Aluminum powder coated Pantone 425 ( Matte Grey )
4. Digital display equipment: Samsung outdoor display model OHF ( two included )

### Power & Data Requirements

1. Power supply: 120v Single Phase 60hz 20A
2. Data feed: CAT6 cable with RJ45 Termination ( 2 Required )

### Electrical Requirements

120v

Preliminary Artwork

Approved for Production

July 13, 2017 T. Dodge

Origin: rendering is representative of specific signage. Color / dimensions / material details should be verified using reference drawing specifications. Pride Signs Inc. is not responsible for inherent variations caused by display and for print variations.

REVISION DATES



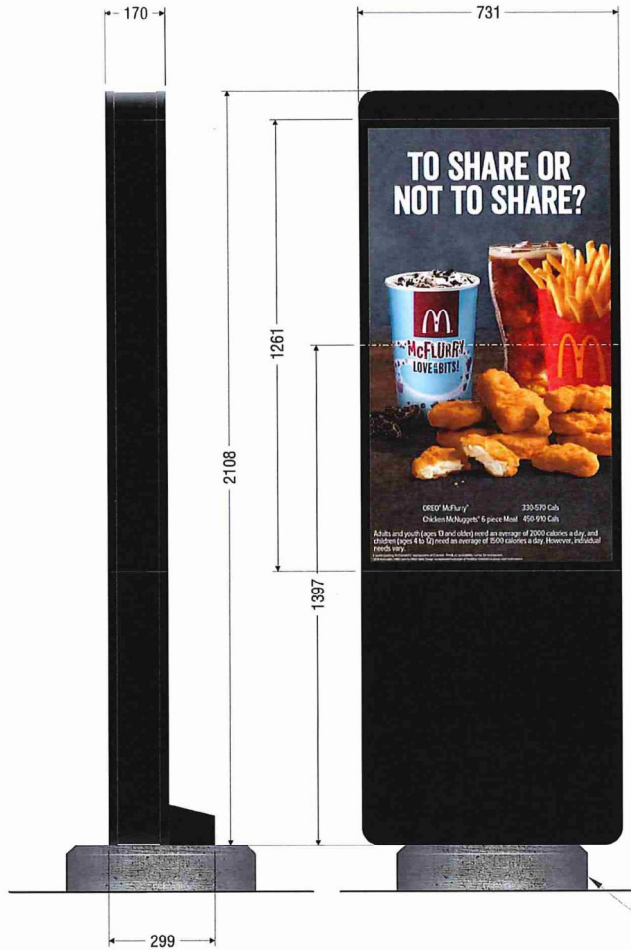
Various Locations  
Canada

McDonald's

DRAWN BY: T. Dodge  
DATE: May 1, 2017

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Current Planning

S/s Pre-Sale Menu Board  
Scale: 3/4" = 1'-0"



TOTAL SIGN AREA = 0.92m2

**Material Specifications**

1. Internal frame materials: Steel, powder coated Pantone 425 ( Matte Grey )
2. External covers: Aluminum power coated Pantone 2479CP ( Matte Black )
3. External perimeter trim: Aluminum power coated Pantone 425 ( Matte Grey )
4. Digital display equipment: Samsung outdoor display model OHF

**Power & Data Requirements**

1. Power supply: 120v Single Phase 60hz 15 A
2. Data feed: CAT6 cable with RJ45 Termination

As per structural drawing ( Site Specific )

Drawing No.  
**ODMB, 55in Single Display**

**Structural Reference:**  
MCD\_-MB005717.150A1

**Electrical Requirements**

**120v**

Preliminary Artwork

Approved for Production

July 13, 2017 T. Dodge

Graphic rendition is representative of specific signage. Colour / dimensional / material details should be verified using manufacturer's specifications. Trade Signs Ltd. is not responsible for inherent variations caused by display and / or print variations.

REVISION DATES:

**PRIDE SIGNS**  
INTERNATIONAL SIGN ASSOCIATION  
255 FINEBUSH ROAD CAMBRIDGE ONTARIO CANADA TEL: 519.622.4040 FAX: 519.622.4031 WWW.PRIDESIGNS.COM

**sacspace**

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**McDonald's**

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DATE: May 1, 2017

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Current Planning



4725 Rutherford Road



Map data ©2022, Map data ©2022, 10 m

The proposed sign face the north and they are partially hidden by the hill. The proposal would be to add some additional trees to help block the proposed signs

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**DVP00438**  
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**ATTACHMENT G**  
**LED/ANIMATED SIGNS - DEVELOPMENT VARIANCE PERMIT GUIDELINES**



**LED / ANIMATED SIGNS**

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

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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 9.29m<sup>2</sup> (100ft<sup>2</sup>) 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.

