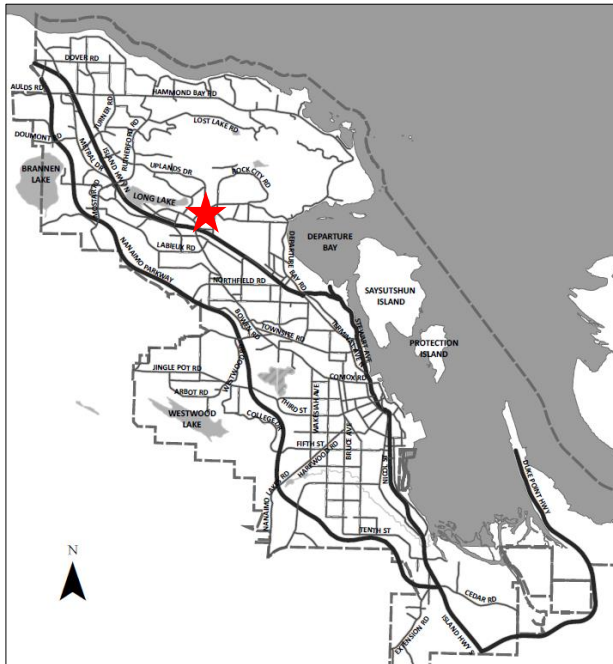


DATE OF MEETING July 7, 2025

AUTHORED BY PAYTON CARTER, PLANNER, CURRENT PLANNING

**SUBJECT DEVELOPMENT VARIANCE PERMIT APPLICATION NO. DVP477 –
4286 DEPARTURE BAY ROAD**



Proposal:

Variances to canopy signage

Zoning:

COR3 – Community Corridor

City Plan Land Use Designation:

Secondary Urban Centre

Lot Area:

4,332m²

DVP



OVERVIEW

Purpose of Report

To present for Council's consideration a development variance permit application to allow two freestanding canopy signs to project above the upper edge of the canopy and increase the maximum allowable sign height of two signs on an existing gas bar at 4286 Departure Bay Road.

Recommendation

That Council issue Development Variance Permit No. DVP477 for the installation of two freestanding canopy signs with variances as outlined in the "Proposed Variances" section of the Staff Report dated 2025-JUL-07.

BACKGROUND

A development variance permit application, DVP477, was received from Country Signs, on behalf of Kocana Investment Ltd., to vary the provision of the "Sign Bylaw 1987 No. 2850" (the Sign Bylaw) to allow two freestanding canopy signs to project above the upper edge of the canopy, and to increase the maximum allowable vertical dimension (sign height) of the signs on an existing gas bar at 4286 Departure Bay Road.

Subject Property and Site Context

The subject property is located within the Long Lake neighbourhood, northeast of Country Club Centre and southeast of Long Lake. It is a corner lot located with the Country Club Secondary Urban Centre with a variety of local-serving businesses located onsite, including a gas bar, restaurants, salons, and an office. The surrounding neighbourhood is characterized by medium-density residential development, local-serving commercial businesses, and a large shopping centre.

Statutory notification has taken place prior to Council's consideration of the variances.

DISCUSSION

Proposed Development

The applicant is proposing to install two illuminated freestanding canopy signs for an existing Petro-Canada gas station. The proposed signage is in the shape of the Petro-Canada logo and a portion of each sign will project above the upper edge of the existing canopy on the northeast and southwest sides. The height of the proposed signs is 1.85m. The canopy will be illuminated red (backlit) on the northwest and southeast elevations, where the proposed signage will be installed.

Proposed Variances

Canopy Signs

In accordance with the Sign Bylaw, freestanding canopies are permitted to have signage on all sides except that no sign shall project above the upper edge and the sign height shall not exceed 1.5m. A portion of the proposed signs will project above the upper edge of the freestanding canopy and have a sign height of 1.85m, a requested variance of 0.35m.

The applicant has requested the variance to conform to the national branding of Petro-Canada, including illumination and sign dimensions.

Schedule 'C' Development Variance Permit Guidelines of the Sign Bylaw indicates that requested variances for canopy signs are to be reviewed on its relative merits.

While the signs are proposed to have backlit illumination, Staff support the proposed variances as there is separation from surrounding residential uses (approximately 50m) and the site is commercially developed. Additionally, the proposed variances will not impact existing uses occurring on the site, and the proposed signs are part of the comprehensive signage replacement for the gas bar.

SUMMARY POINTS

- Development Variance Permit Application No. DVP477 is to allow two freestanding canopy signs to project above the upper edge of the freestanding canopy and increase the maximum allowable sign height at 4286 Departure Bay Road.
- The proposed signs do not negatively impact the commercial use of the site.
- Staff support the proposed variances.

ATTACHMENTS

ATTACHMENT A: Permit Terms and Conditions
ATTACHMENT B: Subject Property Map
ATTACHMENT C: Site Plan
ATTACHMENT D: Elevations
ATTACHMENT E: Renderings

Submitted by:

Lainya Rowett
Manager, Current Planning

Concurrence by:

Jeremy Holm
Director, Planning & Development

ATTACHMENT A PERMIT TERMS AND CONDITIONS

TERMS OF PERMIT

The “Sign Bylaw 1987 No. 2850” is varied as follows:

1. *Section (3)(E) Canopy Signs*– to allow a maximum of two freestanding canopy signs to project above the upper edge of the canopy, and to increase the maximum allowable vertical dimension of two freestanding canopy signs from 1.5m to 1.85m, as shown on Attachments D and E.

CONDITIONS OF PERMIT

1. The subject property shall be developed in accordance with the Elevations, prepared by K Paul Architect., dated 2023-OCT-20 as shown in Attachment D.

The map displays a residential area with various zoning districts and individual lots. The highlighted property at 4286 is located on Norwell Dr, between Barons Rd and Departure Bay Rd. The surrounding area includes streets like Barons Rd, Departure Bay Rd, Wassell Way, Country Club Dr, Divot Dr, and Norwell Dr. Zoning districts shown are CC3, COR1, COR2, COR3, CS1, R5, and R1. Lot numbers are labeled for numerous properties throughout the map.



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CANOPY ID LOCATION

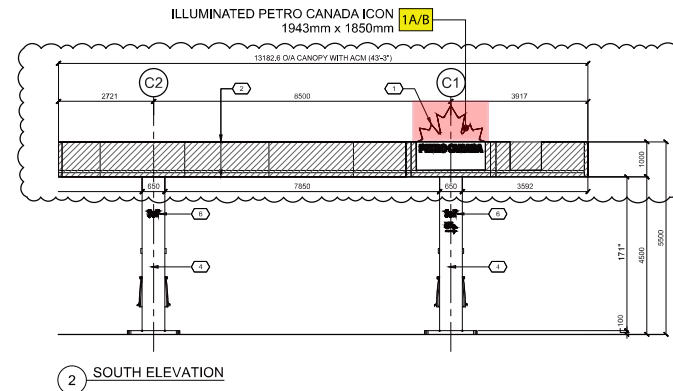
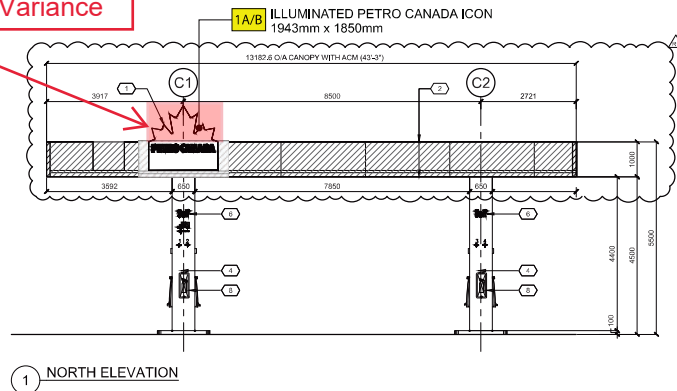


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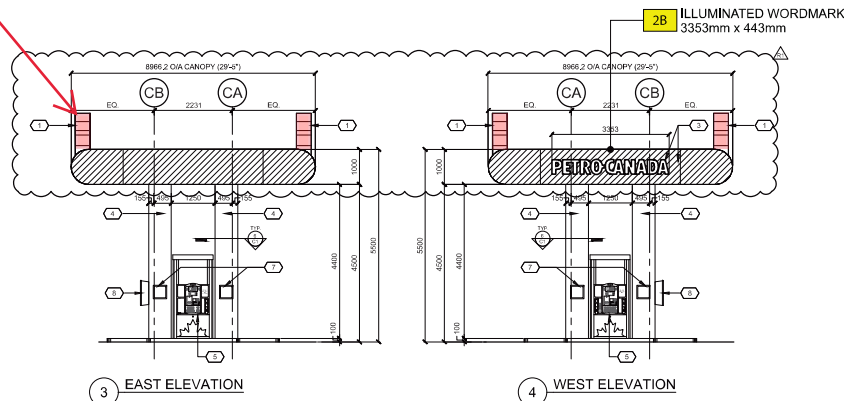
ATTACHMENT D ELEVATIONS

PROPOSED ACM CANOPY SECTION THRU W LED ILLUMINATION RED BAND RECESS TYP.

Proposed Variance

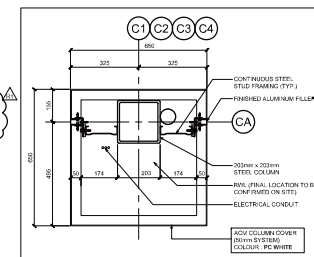


Proposed Variance



NO.	PRODUCT	SPECIFICATION & COLOUR
1	ALUMINUM COMPOSITE METAL PANELS	VARIETY GRAY TRANSPARENT
2	ALUMINUM COMPOSITE METAL PANELS	1000MM WIDE ALUMINUM WITH INTERNAL REVEAL GLASS RED CANOPY COLOR (P/P) REVEAL
3	ALUMINUM COMPOSITE METAL PANELS	1000MM WIDE RED FLAT PANELS (C/W INTERNAL REVEAL) ILLUMINATED SIGN BOX WITH WHITE ACETIC CLIP THROUGH LETTERS
4	ALUMINUM COMPOSITE METAL PANELS	COLOR: BLACK
5	CAS DISPENSER UNIT	
6	TRIPLE LETTER DISPENSER	
7	SWAP FRAME DISPLAY UNIT	
8	TRIPLE EXTINGUISHER	COLOR: P/P WHITE

5 FINISH SCHEDULE
SCALE: N.T.S.



REVISION TABLE			
REV.	DESCRIPTION	DATE	BY
1	ISSUE CANOPY DESIGN	20 JUL 23	
2			
3			
4			
5			
6			
7			
8			
9			
10			
ISSUE TABLE			
TO	FROM	DATE	BY
	CONDITIONS OF APPROVAL - OP	06 JUL 23	
	CITY BUILDING PERMIT	06 JUL 23	
	CITY RETURN FOR PERMIT	20 OCT 23	
METRIC			
ALL DIMENSIONS ARE IN MILLIMETERS UNLESS OTHERWISE NOTED. CONTRACTOR TO VERIFY ALL DIMENSIONS PRIOR TO COMMENCEMENT OF WORK. ALL DIMENSIONS TO BE REFERRED TO THE PROJECT MANUAL. DO NOT SCALE DRAWINGS.			
SCALE:			
CONTRACTOR:			
K. PAUL ARCHITECT CONSULTING - TRANSFORM & CREATE 1001 Highway 10, Suite 101 Nanaimo, BC V9T 1G7 Tel: 250.755.1111 Fax: 250.755.1112 Email: k.paul@kpaularchitect.com			
PROJECT:			
GAS BAR CANOPY ELEVATIONS & DETAIL			
PROJECT:			
DRAWN BY: C1			
CHECKED BY: N.T.S.			
DATE DRAWN: OCT 2023			
CHECKED BY: OCT 2023			
APPROVED BY: NOT SIGNED			
SHEET NO./TOTAL NO.			
C1			

PETRO-CANADA
Site #: -

Date: December 30, 2024
Location: Nanaimo BC, 4286 Departure Bay Rd
Job Number:

Designer: Vinotha Muthaiah
Rev. No.: -
This is an original unpublished drawing created by Country Signs Inc. It is submitted for your personal use in connection with a project being prepared for you by Country Signs Inc. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced or exhibited in any fashion.

CONCEPT ART: SIGNAGE DIMENSIONS SUBJECT TO: SITE SURVEY, ENGINEERING & CITY APPROVAL

Appd:
Appd:

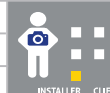


PHOTO COMPLETED WORK, ALL SIDES
■ IS INSTALLED AS PER ARTWORK
■ IS FULLY CLEANED & ILLUMINATED
PHOTO INTERIOR OF ALL RETROFIT PYLON S



T: 1.800.748.0277
E: info@countrysigns.ca
W: countrysigns.ca

CANOPY ID CONVERSION MOCKUP

Existing End



Proposed End



Existing Site



Proposed Site



Date: December 20, 2024

PROJECT
BINDER

Site #: -

Prepared for:
PETRO CANADA
Location: Nanaimo, BC
4286 Departure Bay Rd

Prepared by:
Country Signs
T: 1.800.748.0277
info@countrysigns.ca
countrysigns.ca



Project Manager:
Rebecca Garland
T: 416.678.9981

After Hours:
Brad Butterfield
T: 416.254.3002

Brand Standards /
Design Development:
Vinotha Muthaiah



PETRO-CANADA Site #:-	Date: December 30, 2024	Designer: Vinotha Muthaiah	This is an original unpublished drawing created by Country Signs Inc. It is submitted for your personal use in connection with a project being prepared for you by Country Signs Inc. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced or exhibited in any fashion.	Appd:		 INSTALLER	 CLIENT	PHOTO COMPLETED WORK, ALL SIDES ■ INSTALLED AS PER ARTWORK ■ IS FULLY CLEANED & ILLUMINATED ■ PHOTO INTERIOR OF ALL RETROFIT PYLON S		T: 1.800.748.0277 E: info@countrysigns.ca W: countrysigns.ca
	Location: Nanaimo BC, 4286 Departure Bay Rd	Rev. No: -		Appd:						
	Job Number:	CONCEPT ART: SIGNAGE DIMENSIONS SUBJECT TO: SITE SURVEY, ENGINEERING & CITY APPROVAL								

CANOPY DAY / NIGHT ILLUMINATION



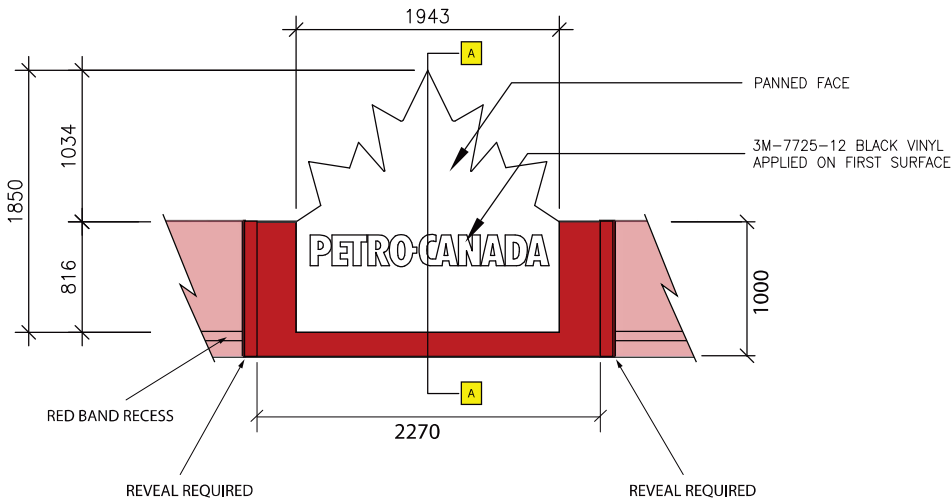
<div>PETRO-CANADA</div> <div>Site #:-</div>	Date: December 30, 2024	Designer: Vinotha Muthaiah	<div>This is an original unpublished drawing created by Country Signs Inc. It is submitted for your personal use in connection with a project being prepared for you by Country Signs Inc. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced or exhibited in any fashion.</div>	Appd:		<div><div><div><div></div></div><div>INSTALLER</div></div><div><div><div></div></div><div>CLIENT</div></div></div> <div>PHOTO COMPLETED WORK, ALL SIDES ■ INSTALLED AS PER ARTWORK ■ IS FULLY CLEANED & ILLUMINATED ■ PHOTO INTERIOR OF ALL RETROFIT PYLON S</div>	<div><div>COUNTRY SIGNS</div></div> <div>T: 1.800.748.0277 E: info@countrysigns.ca W: countrysigns.ca</div>	
	Location: Nanaimo BC, 4286 Departure Bay Rd	Rev. No: -		Appd:				
	Job Number:	CONCEPT ART: SIGNAGE DIMENSIONS SUBJECT TO: SITE SURVEY, ENGINEERING & CITY APPROVAL						

PROPOSED ICON ACM CANOPY PANEL

AREA OF LOGOS: 38.7 SQ FT OR 3.6m
WEIGHT: 265LBS OR 120kg



NEW ICON ASSEMBLY



PROPOSED ICON ASSEMBLY

1A/B ILLUMINATED PETRO CANADA ICON 1943mm x 1850mm



<div>PETRO-CANADA</div> <div>Site #: -</div>	Date: December 30, 2024	Designer: Vinotha Muthalaih	This is an original unpublished drawing created by Country Signs Inc. It is submitted for your personal use in connection with a project being prepared for you by Country Signs Inc. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced or exhibited in any fashion.	Appd:		<div><div></div><div><div>■</div><div>■</div><div>■</div></div><div>PHOTO COMPLETED WORK, ALL SIDES</div><div>■ INSTALLED AS PER ARTWORK</div><div>■ IS FULLY CLEANED & ILLUMINATED</div><div>PHOTO INTERIOR OF ALL RETROFIT PYLON S</div><div><div>■</div><div>INSTALLER</div><div>CLIENT</div></div></div>	<div><div></div><div>T: 1.800.748.0277</div><div>E: info@countrysigns.ca</div><div>W: countrysigns.ca</div></div>
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