



THE CORPORATION OF THE CITY OF VERNON

REPORT TO COUNCIL

SUBMITTED BY: Michelle Austin
Current Planner

COUNCIL MEETING: REG ☒ COW ☐ I/C ☐
COUNCIL MEETING DATE: December 12, 2022
REPORT DATE: November 30, 2022
FILE: 3090-20 (DVP00581)

SUBJECT: DEVELOPMENT VARIANCE PERMIT APPLICATION FOR 4803 PLEASANT VALLEY ROAD

PURPOSE:

To review a development variance permit application to increase allowable sign area for two street frontages.

RECOMMENDATION:

THAT Council support Development Variance Permit 00581 (DVP00581) to vary Sign Bylaw 4489, Part III, Section A.1. for Lot A, Sec 11, TP 8, ODYD, Plan EPP21497 (4803 Pleasant Valley Road), as outlined in the report titled "Development Variance Permit Application for 4803 Pleasant Valley Road" dated November 30, 2022 and respectfully submitted by the Current Planner, by increasing the maximum sign area of Fascia Signs on a building wall for two street frontages from 28m² to 68.8m², in addition to existing business name signs, as follows:

- a) 11 signs, each 4ft², for a combined sign area of 44ft² (4.1m²) on the south elevation (fronting Silver Star Road);
- b) 5 signs, each 105.8ft², for a combined sign area of 529.1ft², plus 2 signs, each 41.9ft², for a combined sign area of 83.8ft² and a total area of 612.9ft² (56.9m²) on the west elevation (fronting Pleasant Valley Road); and
- c) 2 signs, each 41.9ft², for a combined sign area of 83.8ft² (7.8m²) on the north elevation (fronting the parking lot);

AND FURTHER, that Council's support of DVP00581 is subject to the following:

- a) That the signage generally complies with the elevation drawings (Attachment 3) to be attached to and form part of DVP00581.

ALTERNATIVES & IMPLICATIONS:

1. THAT Council not support Development Variance Permit 00581 (DVP00581) to vary Sign Bylaw 4489, Part III, Section A.1. for Lot A, Sec 11, TP 8, ODYD, Plan EPP21497 (4803 Pleasant Valley Road), as outlined in the report titled "Development Variance Permit Application for 4803 Pleasant Valley Road" dated November 30, 2022 and respectfully submitted by the Current Planner, to increase the maximum sign area of Fascia Signs on a building wall for two street frontages from 28m² to 68.8m², in addition to existing business name signs, as follows:

- a) 11 signs, each 4ft², for a combined sign area of 44ft² (4.1m²) on the south elevation (fronting Silver Star Road);
- b) 5 signs, each 105.8ft², for a combined sign area of 529.1ft², plus 2 signs, each 41.9ft², for a combined sign area of 83.8ft² and a total area of 612.9ft² (56.9m²) on the west elevation (fronting Pleasant Valley Road); and

- c) 2 signs, each 41.9ft², for a combined sign area of 83.8ft² (7.8m²) on the north elevation (fronting the parking lot);

Note: This alternative would prohibit the addition of any more fascia signs as the existing total area of all fascia signs on the building exterior currently exceeds the maximum allowable sign area of 28m² (301.39ft²). The current sign area was approved by a variance in 2019.

ANALYSIS:

A. Committee Recommendations:

At its meeting of November 15, 2022, the Advisory Planning Committee passed the following resolution:

THAT Council support Development Variance Permit 00581 (DVP00581) to vary Sign Bylaw 4489, Part III, Section A.1. for Lot A, Sec 11, TP 8, ODYD, Plan EPP21497 (4803 Pleasant Valley Road) as outlined in the report titled "Development Variance Permit Application for 4803 Pleasant Valley Road" dated November 10, 2022 and respectfully submitted by the Current Planner, by increasing the maximum sign area of Fascia Signs on a building wall for two street frontages from 28m² to 68.8m², in addition to existing business name signs, as follows:

- a) 11 signs each 4ft² for a combined sign area of 44ft² (4.1m²) on the South Elevation (fronting Silver Star Road);
- b) 5 signs each 105.8ft² for a combined sign area of 529.1ft² plus 2 signs each 41.9ft² for a combined sign area of 83.8ft² for a total area of 612.9ft² (56.9m²) on the West Elevation (fronting Pleasant Valley Road); and
- c) 2 signs each 41.9ft² for a combined sign area of 83.8ft² (7.8m²) on the North Elevation (fronting the parking lot);

AND FURTHER, that Council's support of DVP00581 is subject to the following:

- a) *That the signage generally complies with the elevation drawings (Attachment 3) to be attached to and form part of DVP00581.*

B. Rationale:

1. The subject property is located at 4803 Pleasant Valley Road, at the intersection of Pleasant Valley Road and Silver Star Road (Figures 1 and 2). It is the site of the Butcher Boys Food Store and Silver Star Liquor Store.
2. The owners have applied for a development variance permit to increase the area of all fascia signs on a building wall from 28m² to 68.8m², apportioned as follows:

- 11 signs, each 4ft², for a combined sign area of 44ft² (4.1m²) on the south elevation (fronting Silver Star Road);

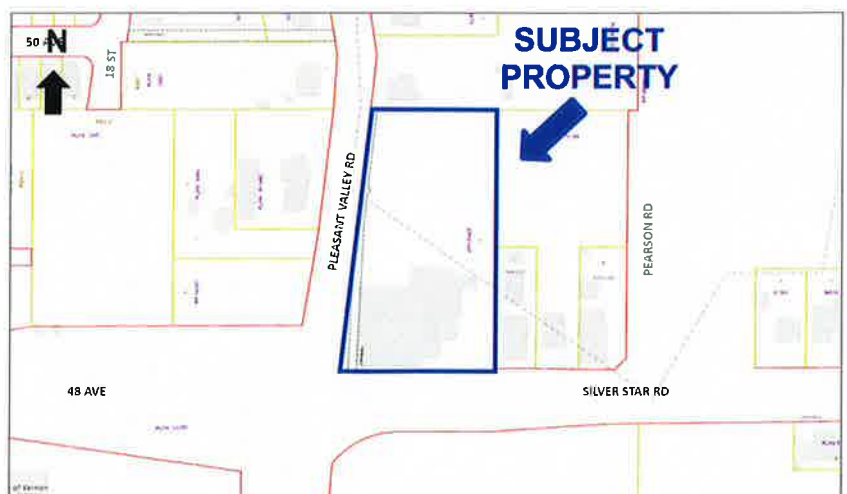


Figure 1: Property Location Map

- 5 signs, each 105.8ft², for a combined sign area of 529.1ft², plus 2 signs, each 41.9ft², and a combined sign area of 83.8ft² for a total area of 612.9ft² (56.9m²) on the west elevation (fronting Pleasant Valley Road); and
- 2 signs, each 41.9ft², for a combined sign area of 83.8ft² (7.8m²) on the north elevation (fronting the parking lot).

3. The City regulates signs on private property under Sign Bylaw 4489 (Attachment 1). This bylaw limits the total area of all fascia signs on a building wall to 1m² (10.76ft²) per 1m (3.28ft) of lineal building wall to which the sign is affixed, up to a maximum sign area of 14m² (150.69ft²). Only the street frontage of the business on which the sign is located is used for sign area calculations.



Figure 2: Aerial View of Property

4. In 2019, Council approved DVP00460 for the subject property to vary the maximum sign area permitted for company name signs on the north (facing the parking lot), south (facing Silver Star Road) and west (facing Pleasant Valley Road) building elevations based on drawings provided. DVP00460 included five images of fresh colorful produce on the south building elevation that have not been installed. A maximum sign area was not included in the approval. The company name signs have been installed as shown in Attachment 2.
5. For this variance application, the owner would like to add signage to the north (facing the parking lot), south (facing Silver Star Road) and west (facing Pleasant Valley Road) building elevations. The existing building has approximately 53 lineal meters on the elevation facing Silver Star Road and 52m on the elevation facing Pleasant Valley Road, significantly greater than the maximum 14 lineal meter measurement used to determine the maximum sign area of 14m² per street frontage. Because the building has frontage along two streets, the total area of all fascia signs on the walls can be doubled to 28 m². Further, the location of signs is not limited to building elevations facing a public street. The signs can be located on all elevations.
6. The location and examples of the proposed signage are shown on Attachment 3 and Attachment 4. For the south elevation (fronting Silver Star Road), using the aluminum frames that are currently in place, the concept is to install black and white historical images reflecting the Butcher Boys business and surrounding community, such as aerials of agricultural lands, the evolution of the site development, etc. For the west elevation (fronting Pleasant Valley Road), colorful photos of fresh fruits and vegetables, deli products and other foods are being proposed to help identify the building as a grocer to passersby. Images reflecting seasonal changes (e.g. Christmas, Thanksgiving, summer produce) are proposed for the north elevation (fronting the parking lot).
7. The existing building facades fronting Silver Star Road and Pleasant Valley Road have little architectural detail to break up the mass. The proposed signage would add colorful visual elements that draw attention to the commercial business and create more interest from the street.

8. Administration supports the variance request to increase sign area for the following reasons:

- a) The existing building consists of large relatively blank walls. Additional colorful signage would improve the aesthetics of the building.
- b) The proposed signage would highlight the history of Butcher Boys, local farms and orchards, and local fresh fruits, vegetables, meats, etc.
- c) A building with 14m of frontage along two streets would be allowed to have the same size sign area as the Butcher Boys building, which is substantially larger (approximately 52m by 53m). It seems logical that a much larger building could be afforded additional sign area. The size and scale of the proposed signage is appropriate for the size of the existing building.

C. Attachments:

Attachment 1: Sign Regulations

Attachment 2: Building Photos

Attachment 3: Elevations

Attachment 4: Example Photos for Signage

D. Council's Strategic Plan 2019 – 2022 Goals/Action Items:

The subject application involves the following goals/action items in Council's Strategic Plan 2019 – 2022:

➤ N/A

E. Relevant Policy/Bylaws/Resolutions:

Sign Bylaw 4489, Part III – General Specifications, A. Fascia Signs

1. Sign Area

- a) The total area of all fascia signs on a building wall shall not exceed 1 m² (10.76 ft²) per 1 m (3.28 ft) of lineal building wall to which the sign is affixed, up to a maximum sign area of 14 m² (150.69 ft²).
- b) Only the street frontage of the business on which the sign is located shall be used for sign area calculations.

- 2. Section 498 of the *Local Government Act* (LGA) gives a local government the authority to issue, by resolution, a development variance permit that varies the provision of a sign bylaw. Section 526 of the LGA gives a local government the authority to regulate signs, by bylaw, including the number, size, type, form, appearance and location.

BUDGET/RESOURCE IMPLICATIONS:

N/A

Prepared by:

Approved for submission to Council:

X Michelle Austin
Signer 1
Michelle Austin
Planner, Current Planning

Will Pearce
Will Pearce, CAO

Date: 05. DEC. 2022

X Kim Flick
Signer 2
Kim Flick
Director, Community Infrastructure and Development

REVIEWED WITH

- | | | |
|---|---|---|
| <input type="checkbox"/> Corporate Services | <input type="checkbox"/> Operations | <input type="checkbox"/> Current Planning |
| <input type="checkbox"/> Bylaw Compliance | <input type="checkbox"/> Public Works/Airport | <input type="checkbox"/> Long Range Planning & Sustainability |
| <input type="checkbox"/> Real Estate | <input type="checkbox"/> Facilities | <input checked="" type="checkbox"/> Building & Licensing |
| <input type="checkbox"/> RCMP | <input type="checkbox"/> Utilities | <input type="checkbox"/> Engineering Development Services |
| <input type="checkbox"/> Fire & Rescue Services | <input type="checkbox"/> Recreation Services | <input type="checkbox"/> Infrastructure Management |
| <input type="checkbox"/> Human Resources | <input type="checkbox"/> Parks | <input type="checkbox"/> Transportation |
| <input type="checkbox"/> Financial Services | | <input type="checkbox"/> Economic Development & Tourism |
| <input checked="" type="checkbox"/> COMMITTEE: APC (Nov. 15/22) | | |
| <input type="checkbox"/> OTHER: | | |

PART III - GENERAL SIGN SPECIFICATIONS**A. FASCIA SIGNS****1. Sign Area**

- a) The total area of all fascia signs on a building wall shall not exceed 1.0 m² (10.76 ft.²) per 1.0 m (3.28 ft.) of lineal building wall to which the sign is affixed, up to a maximum sign area of 14.0 m² (150.69 ft.²).
- b) Only the street frontage of the business on which the sign is located shall be used for sign area calculations.

2. Projection

- a) A fascia sign shall not project more than 0.3 m (0.98 ft.) horizontally from the building face to which it is attached.
- b) Where more than one fascia sign is permitted, the signs may be extended horizontally along each street frontage to meet at the corner of the building common to both signs.
- c) A fascia sign shall not extend above the roof line of a building to which it is affixed.

3. Clearance

- a) A fascia sign shall have a minimum vertical clearance from grade of 2.75 m (9.0 ft.)

B. PROJECTING SIGNS**1. Sign Area**

- a) The area of a projecting sign shall not exceed 2.8 m² (30.13 ft.²).

2. Projection

- a) A projecting sign shall not project more than 3.0 m (9.84 ft) horizontally from the exterior wall of a building face to which it is attached.



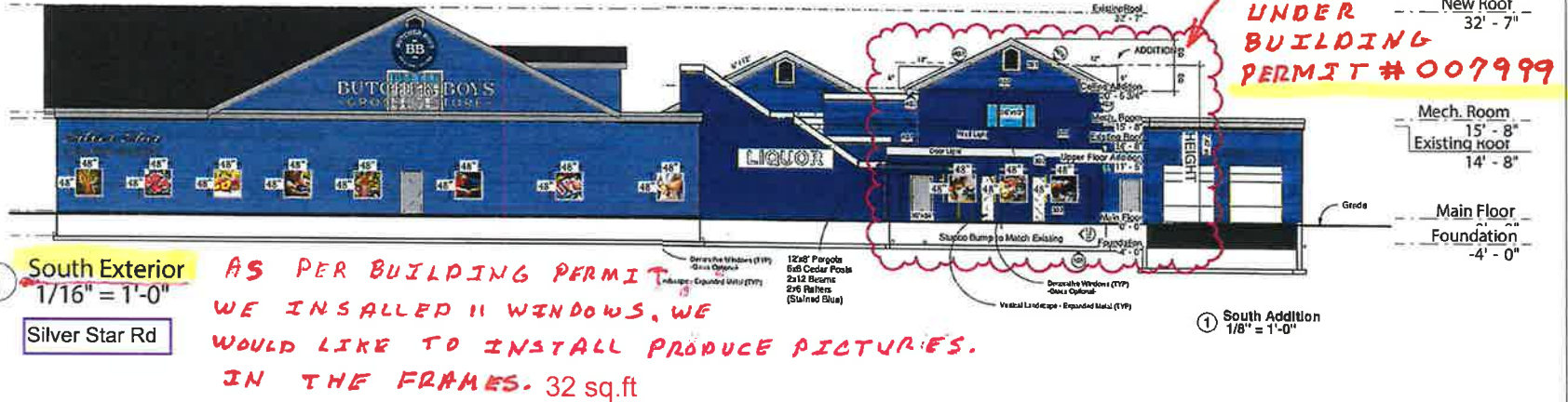
Photo 1: North Exterior – facing the parking lot

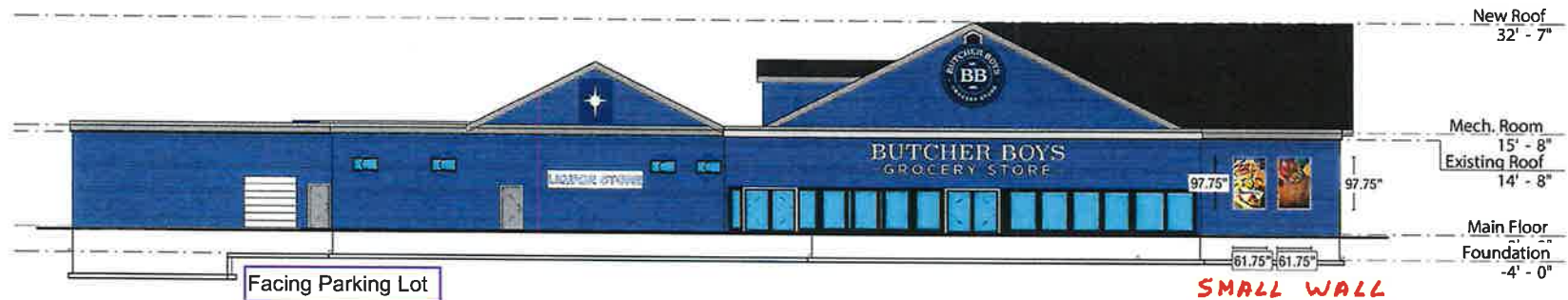


Photo 2: West Exterior – facing Pleasant Valley Road



Photo 3: South Exterior – facing Silver Star Road





① North Exterior
1/16" = 1'-0"

SMALL WALL
~ 286 SQ FT.
2x "SIGN"
"ART" ~ 83 SQ FT



② East Exterior
1/16" = 1'-0"

Entrance off 48th Ave (Loading Bays)

