NOTICE OF PUBLIC MEETING – MAY 16, 2022

DEVELOPMENT VARIANCE PERMIT NO. 443

CIVIC ADDRESS: 1532 Johnston Road (See Site Map)

PURPOSE: The Development Variance Permit (DVP) would replace the

existing fascia sign with an oversized fascia sign at the White Rock Players' Club. The channel lettering proposed to be mounted directly to the building's bulkhead, above the entrance to the Player's club, exceeds the permissible sign copy area height for a fascia sign.



Documents:

Author	Document	Item#
Acting Director of Planning and	Land Use and Planning Committee corporate report	R-1
Development Services	dated April 11, 2022	
Corporate Administration Department	Minutes – Various Extracts	R-2

Written Submissions:

Author	Date Received	Resident?	Status	Item #
None to date.				

Last revised: 28 April 2022

THE CORPORATION OF THE CITY OF WHITE ROCK

15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6

NOTICE OF DEVELOPMENT VARIANCE PERMIT 1532 JOHNSTON ROAD

NOTICE is hereby given that the Council of the City of White Rock will hold an opportunity for public participation for a Public Meeting on **MONDAY**, **MAY 16**, **2022**, at **5:00 P.M.** in accordance with the *Local Government Act* and the *Planning Procedures Bylaw*; and further

NOTICE is hereby given that Council will consider this same application at the Regular Council Meeting scheduled for **MONDAY**, **MAY 30**, **2022**, at **7:00 P.M.** in the Council Chambers at the White Rock City Hall.

At the May 16, 2022 Public Meeting, all persons who deem their interest in property is affected by the proposed application shall be afforded an opportunity to be heard **in person**, **via telephone or by forwarding written submissions** reflecting matters contained in the proposed application that is the subject of the Public Meeting.

DEVELOPMENT VARIANCE PERMIT NO. 443

CIVIC ADDRESS: 1532 Johnston Road (See Site Map)

PURPOSE: The Development Variance Permit (DVP) would replace the existing fascia sign with an oversized fascia sign at the White Rock Players' Club. The channel lettering proposed to be mounted directly to the building's bulkhead, above the entrance to the Player's club, exceeds the permissible sign copy area height for a fascia sign.

Further details regarding the subject of the Public Meeting may be obtained from the City's Planning and Development Services Department at City Hall by contacting 604-541-2136 | planning@whiterockcity.ca.

1. Submit written comments to Council:

You may provide your submission by:

- Mailing to White Rock City Hall, 15322 Buena Vista Avenue, White Rock, BC V4B 1Y6, or hand delivery to the Corporate Administration Office; or
- Emailing Mayor and Council at <u>clerksoffice@whiterockcity.ca</u> with the following subject line:
 - O DVP No. 443 1532 Johnston Road



www.whiterockcity.ca

Notice of Development Variance Permit No. 443 -1532 Johnston Road (DVP 22-004)

Public Meeting – May 16, 2022, and Council consideration at the May 30, 2022 Regular Council Meeting Page 2

2. You may register to speak to the Public Meeting item via telephone:

Registration will be open from 12:00 p.m. (noon) to 4:00 p.m. on the date of the Public Meeting, May 16, 2022. Registration will only be available during this time. Once you register, you will be sent an email with further instructions.

Register to speak by emailing clerksoffice@whiterockcity.ca or calling 604-541-2127

If you miss the noted registration period, please watch the live meeting at the following link: whiterockcity.ca/Agendas as there will be an opportunity for you to call in for a limited period of time.

3. You may attend the Public Meeting in person:

Members of the public who wish to speak will be provided an opportunity to do so in Council Chambers at City Hall.

<u>Note:</u> Correspondence that is the subject of a Public Hearing, Public Meeting, or other public processes will be included, in its entirety, in the public information package and will form part of the public record. Please contact the Corporate Administration Department at 604-541-2275 (or include a request on your written submission) if you have any concern with your personal information being included in the public information package.

Council shall not receive further submissions from the public or interested persons concerning the application after the Public Meeting has been concluded.

<u>Note</u>: Council will consider the application at the Regular Council meeting on May 30, 2022.

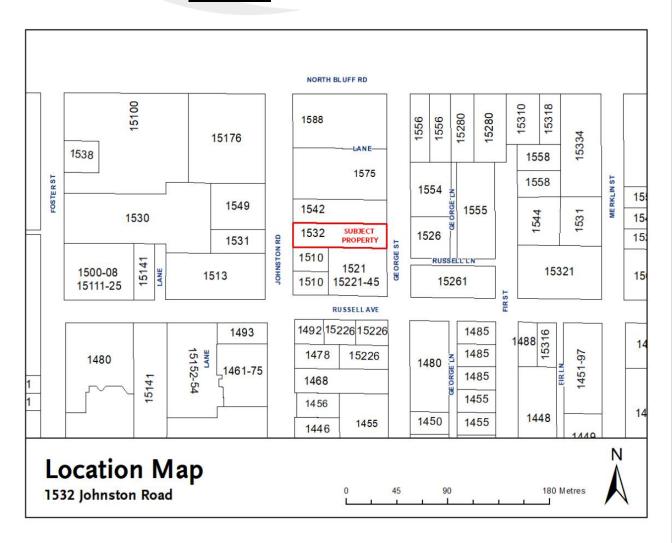
Both meetings will be streamed live and archived through the City's web-streaming service.

The proposed application and associated reports can be viewed online on the agenda and minutes page of the City website, www.whiterockcity.ca, under Council Agendas from May 3, 2022, until May 16, 2022. If you are unable to access the information online, please contact the Corporate Administration department at 604-541-2212, between the hours of 8:30 a.m. and 4:30 p.m., or leave a voicemail and staff will ensure you have the information made available to you.



Notice of Development Variance Permit No. 443 -1532 Johnston Road (DVP 22-004)
Public Meeting – May 16, 2022, and Council consideration at the May 30, 2022 Regular Council Meeting Page 3

SITE MAP: 1532 Johnston Road



May 3, 2022 Tracey Arthur, Director of Corporate Administration



THE CORPORATION OF THE

CITY OF WHITE ROCK CORPORATE REPORT



DATE: April 11, 2022

TO: Land Use and Planning Committee

FROM: Joseph A. Calenda, Acting Director, Planning and Development Services

SUBJECT: Development Variance Permit No. 443 – 1532 Johnston Road (DVP 22-004)

RECOMMENDATIONS

THAT the Land Use and Planning Committee recommend that Council:

- 1. Direct Planning staff to obtain public input through a public meeting conducted as an electronic meeting with notice of the meeting given in accordance with Section 466 of the *Local Government Act*, including notice in newspapers and distribution by mail to property owners / occupants within 100 metres of the subject property; and
- 2. Following the electronic public meeting, recommend that Council consider approval of Development Variance Permit No. 443.

EXECUTIVE SUMMARY

An Application for a Development Variance Permit (DVP) has been received to replace the existing fascia sign with an oversized fascia sign at the White Rock Players' Club located at 1532 Johnston Road. The channel lettering proposed to be mounted directly to the building's bulkhead, above the entrance to the Player's club, exceeds the permissible sign copy area height for a fascia sign.

Staff support the application as the proposed signage is consistent with what was previously installed on this portion of the building, complements existing signage with adjacent commercial development (Oceana PARC, Scotiabank and Bosley's), and creates minimal nuisance to adjacent properties. While this Application is exempt from the development permit process, the proposed design and detail is consistent with the Town Centre Development Permit Area guidelines. As the Application solely seeks a variance to the City's Sign bylaw, it is also exempt from conducting a public information meeting at the discretion of the Director. Staff recommend that the project proceed to a public meeting.

A draft of Development Variance Permit No. 443 is attached as Appendix A. Appendix B includes location and ortho photo maps of the property. Appendix C provides a site plan and elevations. Appendix D contains the Applicant, Priority Permit's rationale letter.

INTRODUCTION/BACKGROUND

The City of White Rock has received a DVP Application from Priority Permits ("Applicant") to replace an existing fascia sign with an oversized-copy fascia sign at the White Rock Players' Club

located at 1532 Johnston Road ('Property'). The Property is designated Town Centre in the Official Community Plan ('OCP') and is zoned Town Centre Area Commercial/Residential Zone (CR-1) in the City of White Rock Zoning Bylaw, 2021, No. 2000.

Located southeast of the intersection of Johnston Road and North Bluff Road, White Rock Players' Club (1532 Johnston Road) is a volunteer based non-profit organization that functions as a theatre for the White Rock community. The properties to the northwest and southwest of the subject property comprises of retail stores, office spaces and other commercial businesses, many having frontage Johnston Road. The aerial image below depicts the area surrounding the subject property and the varied signage location.

Figure 1: Aerial Site Map



Proposed Variance

The Application is intended to modify the provisions of the Sign Bylaw to accommodate an oversized-copy fascia sign proposed to be installed on the top-right corner over the entrance of the White Rock Players' Club. A rendering of the proposed sign is provided as follows.

Figure 2: Rendering of options for proposed signage





FOR REFERENCE ONLY - NOT TO SCALE



Part 7, Section 3.3 of the Sign Bylaw prohibits the sign copy area of a fascia sign from exceeding beyond 0.61 metres (2.0 feet) in height. In this circumstance, the sign consists of three lines of copy, each of which is less than the maximum sign copy height of 0.61 metres. But since these three lines of copy form one sign which is also the new logo for the business, the combined channel lettering height is considered, which is approximately 1.705 metres (5.6 feet). Therefore, this exceeds the maximum allowable sign copy height in the Sign Bylaw. No other variances are requested or required to accommodate this proposal.

If this variance is approved, the Applicants would be required to obtain a sign permit for the fascia sign for it to be installed on the property. If the proposed DVP is denied the property owners would be required to modify the fascia sign to comply with the allowable sign copy area height limit in the Sign Bylaw.

Three other fascia signs for White Rock Players' Club are also to be located on the wall face fronting Johnston Road and on the eastern wall of the building (facing George Street), which is permitted as it meets the dimensional requirements of the Sign Bylaw (see Figure 3 below). At the time the Applicant submitted their sign permit application for these signs, staff confirmed that while three of the four proposed signs met the Sign Bylaw requirements, the sign above the entrance (the subject of this variance application) did not meet the Sign bylaw requirements. A sign permit was issued for the three signs on the building. A site plan, along with relevant building elevations, are included in Appendix C.



Figure 3: Site Plan showing approved signs and the proposed sign requiring a variance

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

As per the Planning Procedures Bylaw No. 2234, development variance permit applications that solely seek variances to the City's Sign Bylaw are exempt from conducting a public information meeting ('PIM') and from installing a public notification sign on the property at the discretion of the Director of Planning and Development Services. Staff has no issues with the Application and the Acting Director has exercised exemption from this requirement.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The Application was referred for review and comments to the Building, Engineering, Operations, Parks, Parking and Fire Departments. There are no outstanding issues to be resolved as they relate to this DVP.

ALIGNMENT WITH STRATEGIC PRIORITIES

This proposal does not align with or respond to any specific project or Council Strategic Priority.

OPTIONS / RISKS / ALTERNATIVES

Alternate options are that the Land Use and Planning Committee can recommend that Council:

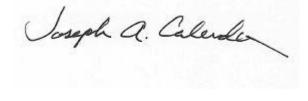
- 1. Reject Development Variance Permit No. 443; or
- 2. Defer consideration of Development Variance Permit No. 443 pending further information to be identified.

CONCLUSION

The Applicant proposes to install an oversized-copy fascia sign which does not meet the dimensional requirements for fascia signs in the Sign Bylaw. While the sign will be visible from

adjacent properties and public thoroughfares, there is minimal perceived impact to the surrounding neighbourhood. Staff recommend seeking public input through a public meeting conducted as an electronic meeting with notice of the meeting given in accordance with Section 466 of the *Local Government Act*, including notice in newspapers and distribution by mail to property owners / occupants within 100 metres of the subject property and following the electronic public meeting, recommend that Council consider approval of Development Variance Permit No. 443

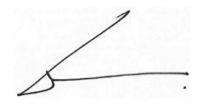
Respectfully submitted,



Joseph A. Calenda Acting Director, Planning and Development Services

Comments from the Chief Administrative Officer

I concur with the recommendations of this corporate report.



Guillermo Ferrero Chief Administrative Officer

Appendix A: Draft Development Variance Permit No. 443

Appendix B: Location and Ortho Photo Maps

Appendix C: Site Plans and Elevation

Appendix D: Rationale Letter from Applicant

Appendix A

Draft Development Variance Permit No. 443

THE CORPORATION OF THE CITY OF WHITE ROCK



DEVELOPMENT VARIANCE PERMIT NO. 443

1. This Development Variance Permit No. 443 is issued to WHITE ROCK PLAYERS
CLUB
 as the owner and shall apply only to ALL AND SINGULAR that certain parcel or tract of land and premises situate, lying and being in the City of White Rock, in the Province of British Columbia, and more particularly known and described as:

Legal Description: Lot 3, Except: West 7 Feet (Reference Plan EPP68636), Section 11, Township 1, New Westminster District Plan 8437

PID: 011-306-599

As indicated on Schedule A

- 2. This Development Variance Permit No. 443 is issued pursuant to the authority of Section 498 of the *Local Government Act, R.S.B.C. 2015, Chapter 1* as amended, and in conformity with the procedures prescribed by "White Rock Planning Procedures Bylaw, 2017, No. 2234," as amended.
- 3. The provisions of the "White Rock Sign Bylaw, 2010, No. 1923," as amended, is varied as follows:
 - (a) Part 7, Section 3.3 is varied to read as follows:

"The Sign Copy Area shall not exceed 1.71 metres (5.6 feet) and shall not exceed 45% of the Sign Area."

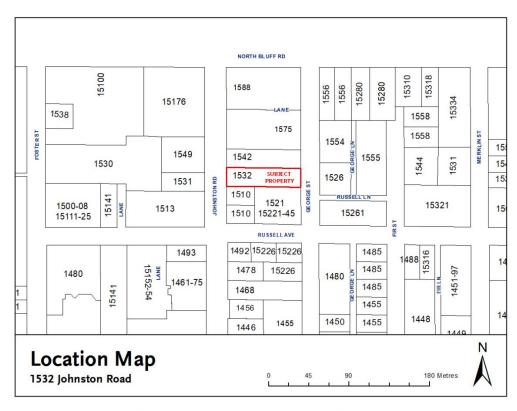
4. Said lands shall be developed in accordance with all terms, conditions, and provisions of this permit and any plans and specifications attached to this permit which shall form a part hereof.

Terms and Conditions:

- (a) The varied signage plan shall substantially conform to the plans attached hereto as Schedule B.
- 5. Where the holder of this Permit does not receive final approval of a sign permit for the varied signage within two (2) years after the date this Permit was issued, the Permit shall lapse, unless the Council, prior to the date the permit would have lapsed, has authorized the extension of the Permit.
- 6. This permit does not constitute a Sign Permit, or a Building Permit.

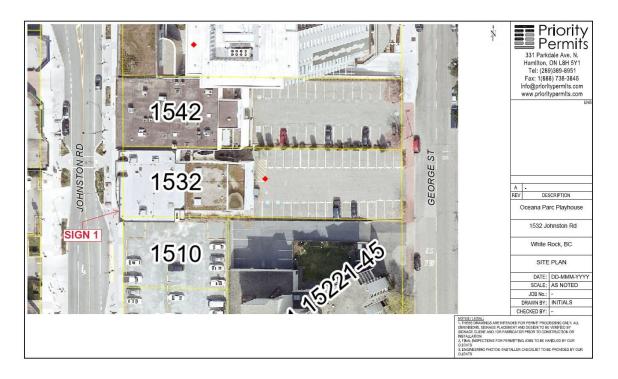
Authorizing	Resolution	passed 2022.	by	the	Council	on	the		day	of
-	ment variance y of	-				hite R	ock, F	British Co	lumbia	, the
-	te Seal of THE Y OF WHITE presence of:				50					
Mayor – Dari	ryl Walker									
Director of C	orporate Adm	ninistratio	n – T	racey	Arthur					

Schedule A Location and Ortho Map

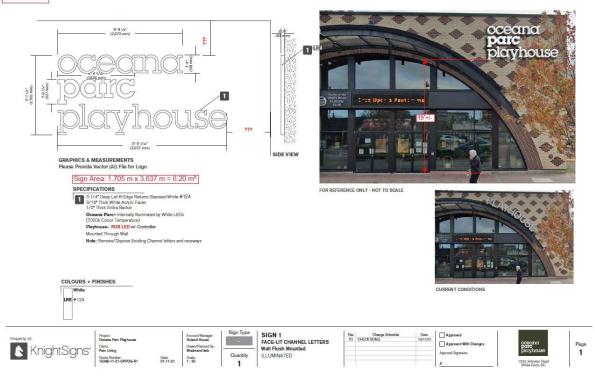




Schedule B The Plans

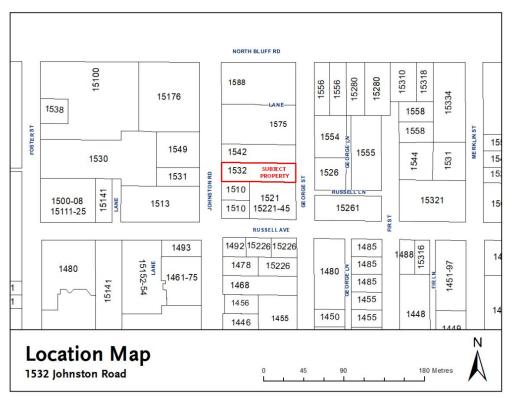


SIGN 1



Appendix B Location and Ortho Photo Maps

Appendix B Location and Ortho Map





Appendix C Site Plans and Elevation



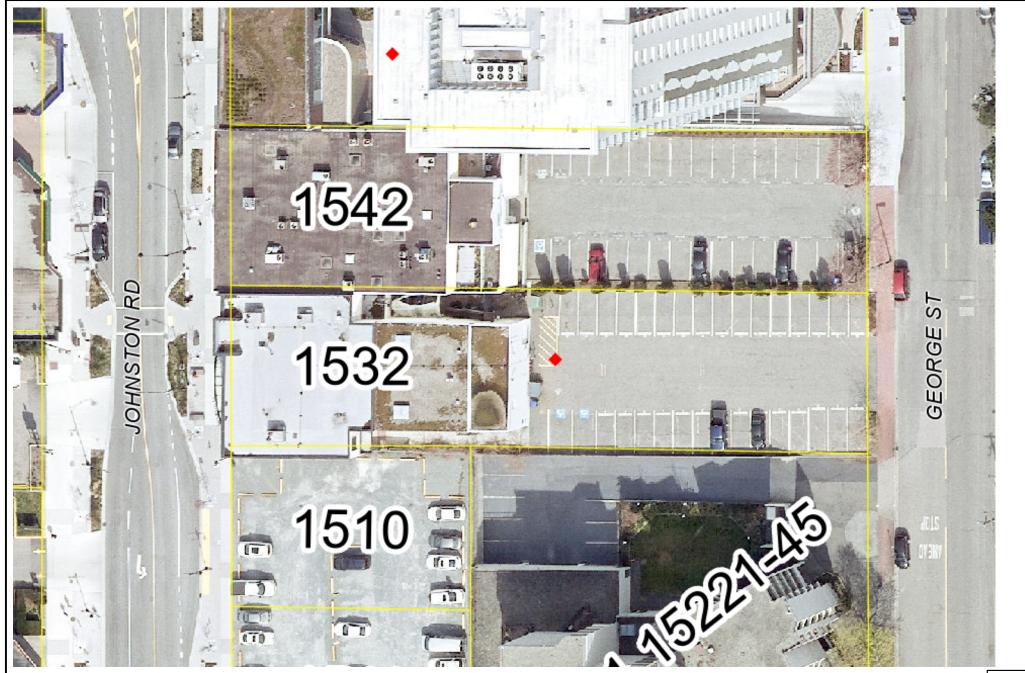


331 Parkdale Ave. N. Hamilton, ON L8H 5Y1 Tel: (289)389-8951 Fax: 1(888) 738-3846 info@prioritypermits.com www.prioritypermits.com

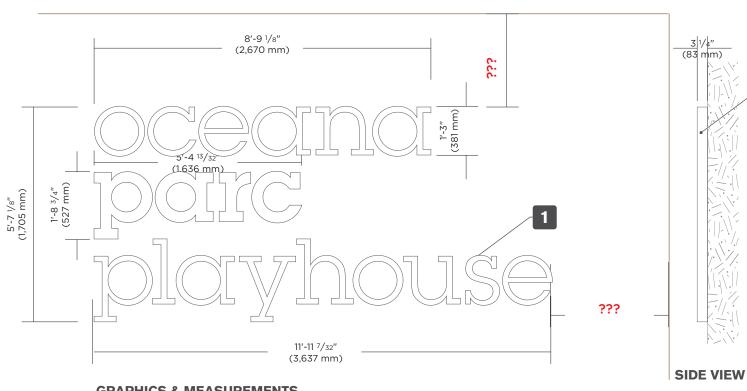
Α	-					
REV	DES	SCRIPTION				
Oceana Parc Playhouse						
	1532 Jo	hnston Rd				
White Rock, BC						
SITE PLAN						
DATE: DD-MMM-YYYY						
SCALE: AS NOTED						
	JOB No.:	-				
	DRAWN BY:	INITIALS				
CH	IECKED BY:	-				

- NOTES / LEGAL:

 1. THESE DRAWINGS ARE INTENDED FOR PERMIT PROCESSING ONLY. ALL DIMENSIONS, SIGNAGE PLACEMENT AND DESIGN TO BE VERIFIED BY SIGNAGE CLIENT AND / OR FABRICATOR PRIOR TO CONSTRUCTION OR INSTALLATION
- 2. FINAL INSPECTIONS FOR PERMITTING JOBS TO BE HANDLED BY OUR
- 3. ENGINEERING PHOTOS / INSTALLER CHECKLIST TO BE PROVIDED BY OUR CLIENTS







GRAPHICS & MEASUREMENTS

Please Provide Vector (AI) File for Logo

Sign Area: 1.705 m x 3.637 m = 6.20 m²

SPECIFICATIONS

3-1/4" Deep Let-R-Edge Returns Standard White #124 3/16" Thick White Acrylic Faces 1/2" Thick Sintra Backer

Oceana Parc- Internally Illuminated by White LEDs (7000k Colour Temperature)

Playhouse- RGB LED w/ Controller

Mounted Through Wall

Note: Remove/Dispose Existing Channel letters and raceways

COLOURS + FINISHES

White

LRE #124



FOR REFERENCE ONLY - NOT TO SCALE



CURRENT CONDITIONS



Oceana Parc Playhouse

16348-11-21-OPPDG-R1

Account Manager: Roland House Drawn/Revised By: Shabnam/deb Scale:

1:30

Date:

01-11-21

Sign Type Quantity

SIGN 1 **Wall Flush Mounted**

FACE-LIT CHANNEL LETTERS ILLUMINATED Page 20 of 41

Rev.	Change Schedule	Date	Approved
R1	CHECK SCALE	10/11/21	
			Approved With Chang
			Approval Signature:
			Y

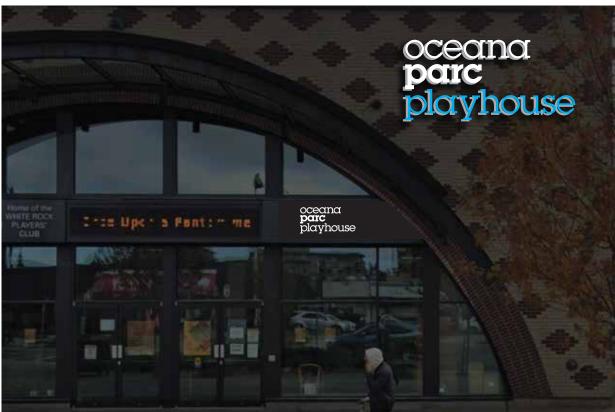


White Rock, BC

Page

SIGN 1





FOR REFERENCE ONLY - NOT TO SCALE





Project:
Oceana Parc Playhouse
Client:
Parc Living

 Quote Number:
 Date:

 16348-11-21-OPPDG-R1
 01-11-21

Account Manager: Roland House

Drawn/Revised By: Shabnam/ Deb

Scale:

1:30

Sign Type -

Quantity

SIGN 1
FACE-LIT CHANNEL LETTERS
Wall Flush Mounted
ILLUMINATED
Page 21 of 41

Rev. R1	Change Schedule ADD TO PACKAGE	Date 10/11/21

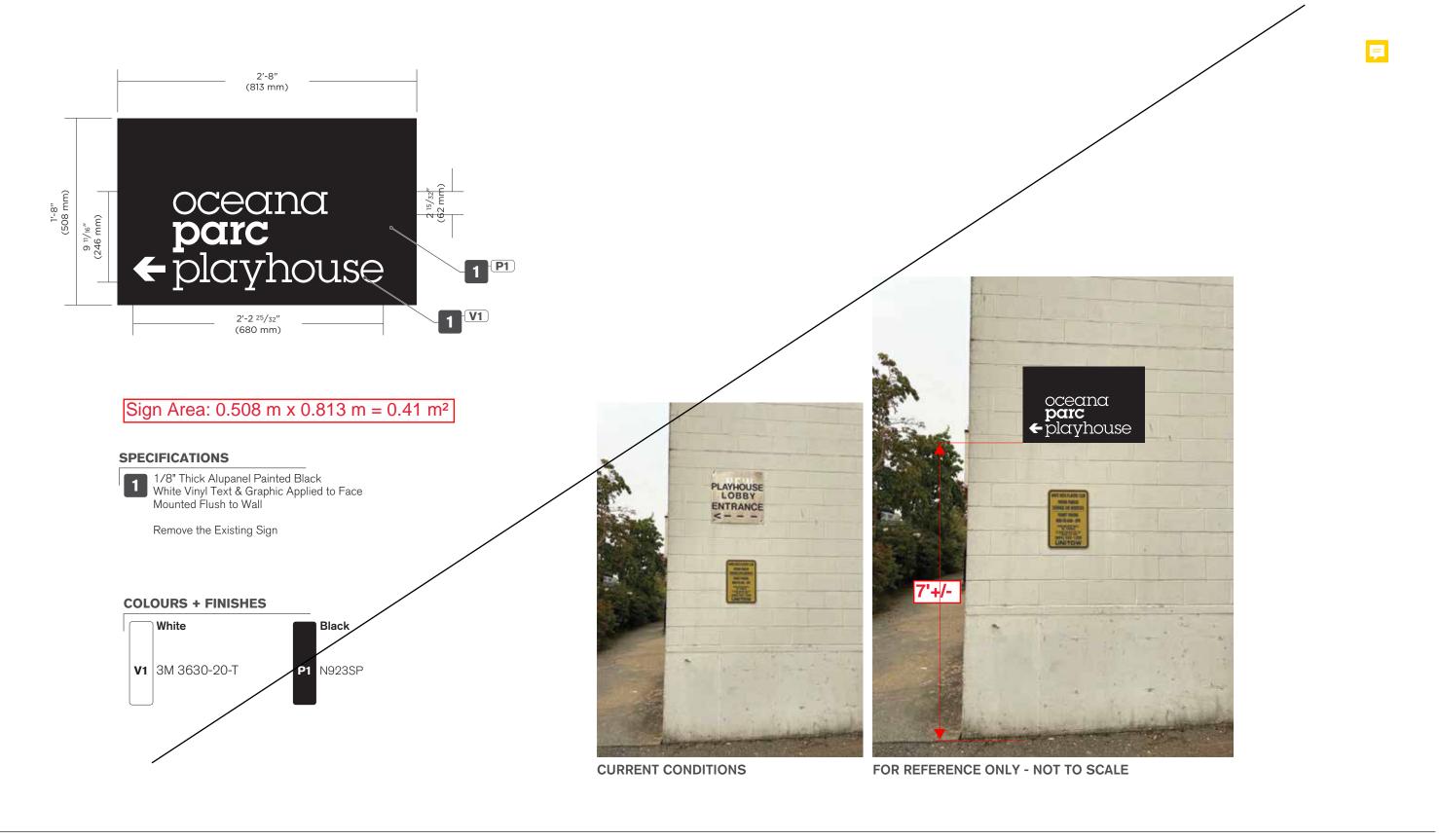
Approved

Approved With Changes

Approval Signature:



SIGN 2 - New Sign to Replace the Existing





Project:
Oceana Parc Playhouse
Client:
Parc Living
Quote Number:

16348-11-21-OPPDG-R1

Account Manager:
Roland House

Drawn/Revised By:
Shabnam/Deb

Date: Scale:
01-11-21 1:10

Sign Type

Quantity

SIGN 4
ALUPANEL
Mounted Flush to Wall

NON ILLURANGE 722 of 41

Rev. Change Schedule Date
R1 CHANGE TO BLACK 10/11/21

Approved
Approved With Changes
Approval Signature:

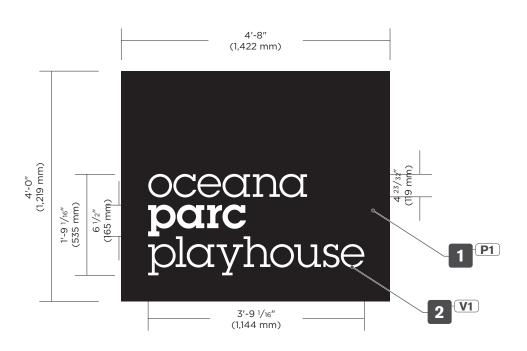


Page **5**

SIGN 3 - Reface



SIGN 4 - Reface



Sign Area: $1.219 \text{ m} \times 1.422 \text{ m} = 1.73 \text{ m}^2$

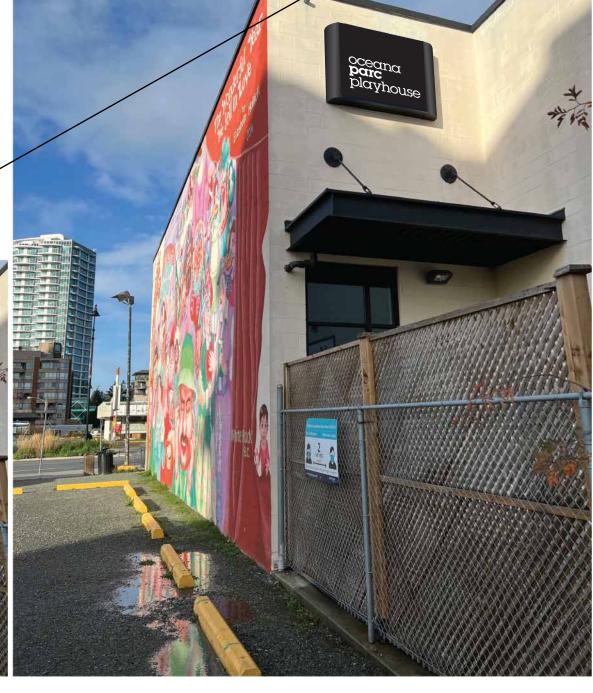
SPECIFICATIONS

- 10g Alum Face Routed Out Copy,
 Painted Black w/ Ex-12 Retainer, Face Over Frame
 *Install: Make sure all the lighting is in good working order
- 1/2" Clear Acrylic Push Thru w/ Translucent White Vinyl Applied to Face
- Repaint bullnose ends 3

COLOURS + FINISHES







CURRENT CONDITIONS



Oceana Parc Playhouse

Quote Number:

16348-11-21-OPPDG-R1 01-11-21

Account Manager: Roland House Drawn/Revised By: Shabnam/Deb

Scale:

1:20

Sign Type Quantity

SIGN 3 **CABINET REFACE** W/ Push Thru

ILLUMINAT Page 24 of 41

Rev.	Change Schedule	Date	Approved
R1	CHANGE TO BLACK	10/11/21	
			Approved With
			Approval Signature:
			X

Changes

oceana **parc** playhouse 1532 Johnston Road

White Rock, BC

Page

Door Vinyl - No Permits Required





Oceana Parc Playhouse

16348-11-21-OPPDG-R1

Date: **01-11-21**

Account Manager: Roland House Drawn/Revised By: Shabnam/Deb Scale: **1:5**

Sign Type

Quantity

SIGN 5 **DOOR VINYL**

NON ILLUMINATED

Page 25 of 41





Page

Appendix D

Rationale Letter from Applicant

Letter of Rationale

1532 Johnston Rd | Oceana Parc Playhouse

Development Variance Application

Dear City of White Rock,

We ask that you please consider a variance approval to allow one new high quality, internally illuminated channel letter sign to replace an existing canopy sign for Oceana Parc Playhouse.

While the combined, stacked-copy height of the sign exceeds the maximum copy height of 0.61m (2.0 ft), the sign consists of three lines of copy, each of which is less than the maximum allocated 0.61m (2.0 ft) copy height. Each line's copy is no greater than 0.53m (1-8") in height, or 0.08m UNDER the allowance for copy height.

If the combined sign height was revised to comply with the bylaw at just 0.61m, the letter height would be difficult to read at just 0.19m (~7.5 inches) height per line. This could increase distractions due to illegible letter sizes, while also creating unnecessary inaccessibilities for the visually impaired. White Rock Playhouse is a volunteer based non-profit organization that is a theatre for the community, and adequate exposure is necessary for its' continued success and community services.

It is for the above reasons that we ask you to please consider allowing the proposed sign, granting a variance for all know and unknown by-law deficiencies required for our current sign proposal.

Jordan Desrochers

Priority Permits Ltd.

22738 124 Ave

Maple Ridge, BC

V2X 4K1

604 477 9650

Jordan@PriorityPermits.com

MINUTE EXTRACTS REGARDING DEVELOPMENT VARAINCE PERMIT NO. 443 1532 JOHNSTON ROAD

Land Use and Planning Committee Meeting April 11, 2022

4. <u>DEVELOPMENT VARIANCE PERMIT NO. 443 - 1532 JOHNSTON ROAD</u> (DVP 22-004)

Corporate report dated April 11, 2022 from the Acting Director of Planning and Development Services titled "Development Variance Permit No. 443 - 1532 Johnston Road (DVP 22-004).

The Director of Planning and Development Services provided an overview of the corporate report.

The following point was noted by a Member of Council:

would like to see White Rock incorporated into the sign

Motion Number: 2022-LU/P-006 It was MOVED and SECONDED

THAT the Land Use and Planning Committee recommend that Council direct Planning staff to obtain public input through a public meeting conducted as an electronic meeting with notice of the meeting given in accordance with Section 466 of the *Local Government Act*, including notice in newspapers and distribution by mail to property owners / occupants within 100 metres of the subject property.

Motion CARRIED (6 to 0)

Motion Number: 2022-LU/P-007 It was MOVED and SECONDED

THAT the Land use and Planning Committee following the electronic public meeting, recommend that Council consider approval of Development Variance Permit No. 443.

Voted in the Negative (1): Councillor Johanson

Motion CARRIED (5 to 1)

April 11, 2022

7.2.e LAND USE AND PLANNING COMMITTEE (COUNCILLOR KRISTJANSON, CHAIRPERSON)

The following recommendations are being brought forward from the Land Use and Planning Committee meeting held earlier in the evening.

7.2.e.a DEVELOPMENT VARIANCE PERMIT NO. 443 - 1532 JOHNSTON ROAD (DVP 22-004)

Motion Number: 2022-146
It was MOVED and SECONDED

THAT the Land Use and Planning Committee recommend that Council direct Planning staff to obtain public input through a public meeting conducted as an electronic meeting with notice of the meeting given in accordance with Section 466 of the *Local Government Act*, including notice in newspapers and distribution by mail to property owners / occupants within 100 metres of the subject property.

Motion CARRIED (6 to 0)

Motion Number: 2022-147
It was MOVED and SECONDED

THAT Council following the electronic public meeting, consider approval of Development Variance Permit No. 443.

Voted in the negative (1): Councillor Johanson

Motion CARRIED (5 to 1)