

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: July 29, 2024

TO: Mayor and Council

FROM: Anne Berry, Director, Planning and Development Services

SUBJECT: Amendment to Major Development Permit 390 (Signage) – 1586, 1590, 1594, 1598 Nichol Road (MJP00037)

RECOMMENDATIONS

THAT Council:

1. Receive the corporate report dated July 29, 2024, from the Director of Planning and Development Services, titled “Amendment to Major Development Permit No. 390 (Signage) – 1586, 1590, 1594, 1598 Nichol Road (MJP00037);”
 2. Waive the requirements for a Public Information Meeting, Advisory Design Panel review and a Public Meeting for the amendment to Development Permit No. 390; and
 3. Approve the Major Development Permit No. 390-01.
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EXECUTIVE SUMMARY

On April 10, 2017, Council adopted an Official Community Plan (OCP) amendment bylaw and zoning amendment bylaw for the 5-storey mixed-use development, “Beachborough”, at the corner of North Bluff Road and Nichol Road. Together with the adoption of the OCP amendment, Council adopted Major Development Permit No. 390 on May 15, 2017, which included the Commercial signage plan for the site. The City has received an application to amend Development Permit No. 390 to change the location of the commercial unit signages.

The draft Major Development Permit No. 390-01 is included in Appendix A, the location and ortho maps of the property are included in Appendix C, and the proposed drawings are included in Appendix D.

PREVIOUS COUNCIL DIRECTION

Motion # & Meeting Date	Motion Details
2017-225 May 15, 2017	That Council approve Development Permit No. 390 (Texor – Issuance of Major Development Permit) (MJP 16-004) for 14022 North Bluff Road.

INTRODUCTION/BACKGROUND

The subject property is designated ‘Neighbourhood Commercial’ in the Official Community Plan (OCP). It is zoned ‘CD-56 – Comprehensive Development Zone’ in the City of White Rock Zoning Bylaw, 2024, No. 2506. The subject property is located at the southeast corner of North Bluff Road and Nichol Road. The surrounding area comprises predominantly of single-family homes (see Figure 1 below).



Figure 1 - Orthographic Map

ANALYSIS

The Applicant, being the strata owners of the four commercial units at 1586, 1590, 1594, and 1598 Nichol Road has applied to amend this Comprehensive Sign Plan (“CSP”) for the Beachborough development, which was originally approved as part of the Development Permit

(“DP”) No. 390 in May 2017 (see Appendix B). The original location of the signs is shown in Figure 2 below.



Figure 2: Original Sign Location

Proposed Amendment

The Applicant is requesting an amendment to the CSP to mount the fascia signs to the exterior face of the wall (see Figure 3 below). Currently, the CSP requires signs to be mounted on metal rails between two wooden beams installed between each commercial unit. According to the Applicant, as the rails were not included as part of the original construction of the building, installation of the metal rails would incur additional financial costs for the business operator (see Appendix E).



Figure 3: Proposed Sign Location – Streetscape View

The Applicant has submitted a letter of support from the Strata owners of the Beachborough development in support of the proposed amendment to the comprehensive sign plan (see Appendix F).

Sign Bylaw requirements

Part 7 Section 3 of the City’s Sign Bylaw, 2010, No. 1923 pertains to Fascia Signs and is the relevant Bylaw section for this proposal. Part 7 Section 3.1.1. of the Sign Bylaw states the following:

For all buildings constructed after the date of the adoption of this Bylaw, Fascia Signs shall be recessed into the building so that the façade sign is flush with the exterior wall of the building, except that individual channel letter, neon letter or pin-mounted letter signs may extend up to 20.5cm (8 inches) from the building façade.

As the original Major DP 390 was approved in 2017 and is following the adoption of the City’s Sign Bylaw, the proposal complies with this section of the Sign Bylaw. The proposed amendment is to place the signs adjacent to each commercial unit entrance doorway flush with the exterior wall of the building (see Figure 4 below).

Additionally, the Applicant is proposing the signs to be placed vertically, adjacent to each commercial unit entrance doorway (see Figure 4 below). Part 7 Section 3.4 of the Sign Bylaw states the following:

Where consistent with the provisions of a Comprehensive Sign Plan, the Sign Copy Area may be placed vertically, in which case the horizontal dimension shall not exceed 0.61 metres (2.0 feet) in width.

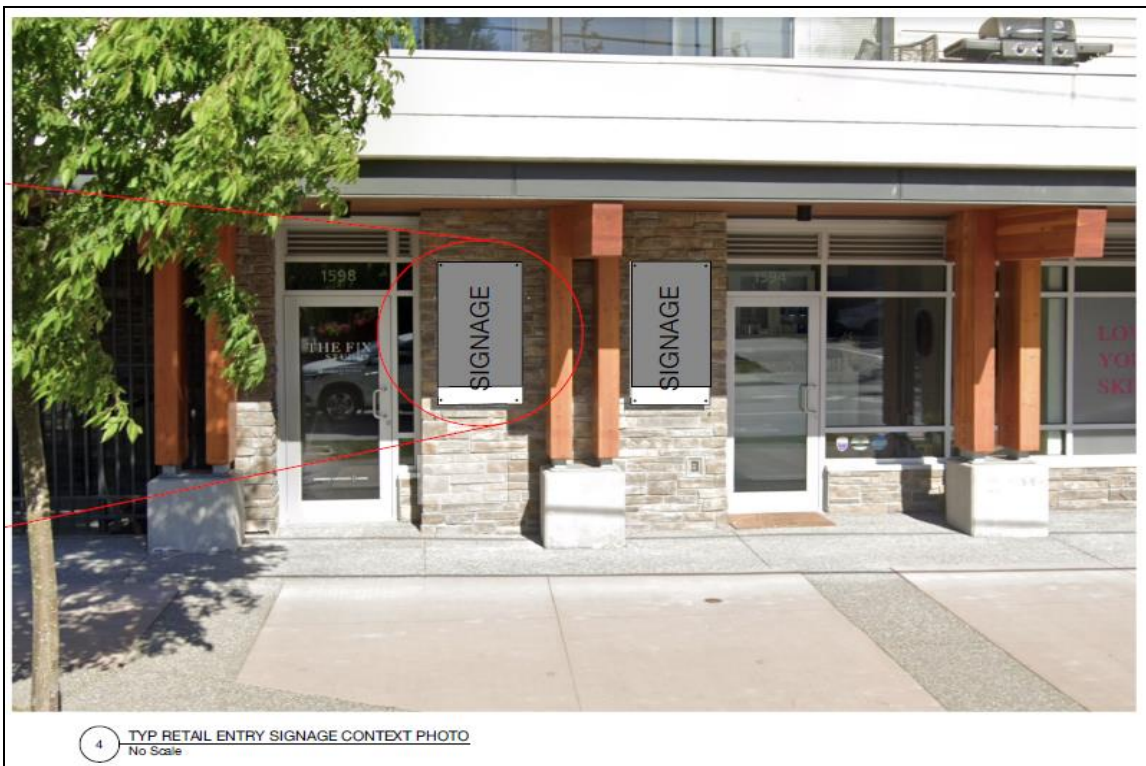


Figure 4: Proposed Signage Context

If Major DP 390-01 is approved, the proposed sign copy area will comply with Part 7, Section 3.4 of the City’s Sign Bylaw.

DPA Guidelines

The proposal requires an amendment to the Major Development Permit and must be reviewed against the ‘Neighbourhood Commercial’ Development Permit Area (DPA) Guidelines.

The street front commercial space is designed at a scale that is appropriate for pedestrians and the neighbourhood as such the proposed signage would not alter the current form and character of the development.

Upon assessment, Staff concludes that the application meets the intent of the DPA guidelines and complies with relevant sections of the Sign Bylaw. Consequently, it is recommended that the Council consider the issuance of DP 390-01.

COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS

The City’s Planning Procedure Bylaw states that a Major Development Permit application is subject to a Public Information Meeting, an Advisory Design Panel review and a Public Meeting. As the overall scale, form and character of the building will not change with the proposed amendment and due to the minor nature of the proposed changes, staff recommend that Council waive these requirements.

The Applicant has installed a development sign on the subject property in accordance with the City’s Planning Procedure Bylaw.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The Planning Division referred the application for review to the Building Division. The Building division noted the Applicant will be required to obtain an Envelope Consultant or Architect to address the sign attachment points to confirm the continuity of the building envelope as part of the Sign Permit application review. Staff do not have any other concerns about the proposal.

OPTIONS / RISKS / ALTERNATIVES

Alternatives to the staff recommendations include:

1. Deny amendment to Development Permit No. 390-01; or
2. Defer consideration of amending Development Permit No. 390-01 pending a Public Information Meeting and/or review by the Advisory Design Panel, and/or Public Meeting.

*Note: If Council declines approval of the permit, then reasons should be provided to the Applicant as to why and how the proposal can be amended further, to achieve approval.

CONCLUSION

The purpose of this corporate report is to inform Council of an application to amend the existing comprehensive sign plan for this mixed-use Beachborough (1590 Nichol Road) development. Staff recommend Council waive the requirement of a Public Information Meeting, submission to the Advisory Design Panel and Public Meeting, to streamline the process and consider issuance of the draft Development Permit No. 390-01.

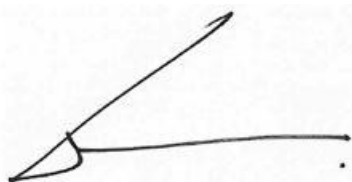
Respectfully submitted,



Anne Berry
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 Permit No. 390-01
- Appendix B: Development Permit No. 390
- Appendix C: Location and Ortho Maps
- Appendix D: Architectural Drawings
- Appendix E: Development Application (Applicant's Rationale for the proposed amendment)
- Appendix F: Letter of Support from Strata Owners