

THE CORPORATION OF THE
CITY OF WHITE ROCK
CORPORATE REPORT



DATE: May 30, 2022

TO: Land Use and Planning Committee

FROM: Anne Berry, Director, Planning and Development Services

SUBJECT: Development Variance Permit No. 445 – 15385 Semiahmoo Avenue (DVP 22-008)

RECOMMENDATIONS

THAT the Land Use and Planning Committee recommends 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 per 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. 445.

EXECUTIVE SUMMARY

An application for a Development Variance Permit (DVP) has been received to install an oversized fascia sign and a combined fascia sign (fascia sign and electronic message board sign) at the residential care facility and Peninsula United Church development (currently under construction) located at 15385 Semiahmoo Avenue. A fascia sign is painted on, attached to, or recessed into the face or wall of a building and an electronic message board sign displays illuminated and changing or moving effects, or with moving letters, symbols or a changing message. The channel letterings and electronic message board are proposed to be mounted directly to the buildings and exceed the permissible sign copy area height per the Sign Bylaw. Staff supports the proposed sign variance as it would create minimal impact on adjacent properties.

A draft of Development Variance Permit No. 445 is attached as Appendix A. Appendix B includes location and ortho maps of the property. Appendix C provides a drawing package which includes elevations and renderings. Appendix D contains the Applicant's rationale letter.

INTRODUCTION/BACKGROUND

This is a DVP application from Peninsula United Church ("Applicant") to install two oversized-copy fascia signs at the ongoing construction of a four-storey building. It comprises a seniors' residential care facility and a church (Peninsula United Church) at 15385 Semiahmoo Avenue. The subject property is designated Mature Neighbourhood in the Official Community Plan (OCP)

and is zoned Civic/ Institutional Use Zone (P-1) in the City of White Rock Zoning Bylaw, 2021, No. 2000.

The subject property is irregular and is bound by three street frontages: Buena Vista Avenue, Centre Street, and Semiahmoo Avenue. The site is near White Rock's civic centre; City Hall, Public Library, Fire Hall, RCMP detachment, and the Evergreen Child Care Centre (see Figure 1).

The area to the north is comprised of low-rise (three or four-storey) apartment buildings, and to the immediate south of the site, across Semiahmoo Avenue are a duplex and a triplex. Detached homes make up most of the residences to the east and southeast. The aerial image below depicts the area surrounding the subject property and the proposed signage location.

Figure 1: Aerial Site Map



PROPOSED VARIANCE

The application is intended to modify the provisions of the Sign Bylaw to accommodate oversized-copy fascia signs (a fascia sign and a combined fascia sign) proposed to be installed at two locations on the southwest corner of the building, the stair tower, across the intersection of Centre Street and Semiahmoo Avenue. A fascia sign is a sign painted on, attached to or recessed into the face or wall of a Building. An electronic message board sign is. The signage is proposed to ensure visibility from the three streets but also to help distinguish between the residential care facility and the church. A rendering of the proposed sign is provided as follows (see Figure 2).

Figure 2: Rendering of proposed signages



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 on the stair tower face, across Centre Street (Sign 1 – see Figure 2 above; see Appendix C), consists of three lines of copy (lettering), 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, the combined channel lettering height is considered which is approximately 1.307 metres (4.29 feet).

Similarly, the sign on the stair tower face, across from Semiahmoo Avenue, consists of three lines of copy and an electronic message board sign (Sign 2 – see Figure 2 above; see Appendix C). Per the Sign Bylaw, this is considered a combined fascia sign, therefore the combined channel lettering height and electronic message signboard height combined are approximately 2.52 metres (8.27 feet) Therefore, both signs 1 and 2 exceed the maximum allowable sign copy height in the Sign Bylaw.

Part 7, Section 2.2 of the Sign Bylaw prohibits the changeable sign copy area to exceed 50% of the sign area of an electronic message board sign. In this circumstance, the electronic message board, located below the channel letterings on the stair tower face (Sign 2 – Figure 2, see Appendix C), has a sign copy area which is appropriately 100%, which exceeds the maximum allowable sign area percentage for an electronic message board sign per the Sign Bylaw.

It is to be noted that the proposed fascia signs will be illuminated, channel letterings on both faces of the stair tower will be lit with internal white LED light source and the electronic message board will have a single face frameless LED display. If the illumination from the signages disturbs the neighbouring properties, the applicant can dim or turn off the illumination at a pre-arranged time (see Appendix D).

Recently, a sign permit application for a free-standing sign was applied by another applicant (Superior Signs) for the seniors' residential care facility portion of this project. It will be located at the entrance of the facility, displayed on the front face of a concrete slab facing Buena Vista Avenue (see Figure 3). This sign is permitted as it meets the dimensional requirements of the Sign Bylaw. A sign permit has been issued.

Figure 3: Elevation (left) and rendering (right) of approved freestanding sign for the care facility



If this variance is approved, the applicant would be required to obtain a sign permit for the fascia signs to be installed on the property. If the proposed DVP is denied, the applicant would be required to modify the signs to comply with Section 2.2 and Section 3.3 in the Sign Bylaw.

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 Director has exercised exemption from this requirement.

INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS

The application was referred for review and comments to other City 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. 445; or
2. Defer consideration of Development Variance Permit No. 445 pending further information to be identified.

CONCLUSION

The Applicant proposes to install an oversized-copy fascia sign and an oversized combined 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 on the surrounding neighbourhood. Staff recommends 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, recommend that Council consider approval of Development Variance Permit No. 445 following the electronic public meeting.

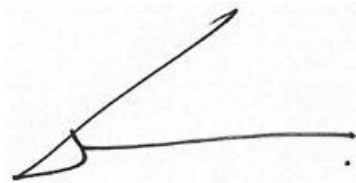
Respectfully submitted,



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 Variance Permit No. 445
Appendix B: Location and Ortho Maps
Appendix C: Drawing Package
Appendix D: Rationale Letter from Applicant