

Signage Bylaw Variance – General Description of Proposal

We request a variance to the White Rock Signage By-law, to enable the following:

- Increase the size of illuminated channel lettering reading **Peninsula United Church** on Semiahmoo Ave. (south) side of the tower to 14" tall, 3" deep
- Install illuminated channel lettering, 14" tall, reading **Peninsula United Church** on the Centre Street (west) side of the tower and the corner of Centre Street and Semiahmoo Avenue.
- Install an LED reader-board, 96" by 48", below the lettering on the Semiahmoo Ave (south) side of the tower. Please see specifications and illustrations attached.

Rationale

Peninsula United Church shares the building with an adult residential care facility.

Peninsula United (formerly First United) provides, in addition to programs for its own members, services, activities and space to community groups

It is important that users and the general public can distinguish the Church from the Care Facility, and can easily identify where we are.

There are no residential neighbours opposite the church on Centre Street to be disturbed by the illuminated signage.

There are a number of residences opposite the church on Semiahmoo Ave. Should illumination from the signage be disturbing to them, we will have the capacity to dim or turn off the illumination at an agreed-upon time.