

COUNCIL AGENDA

Date: ~~January 13, 2020~~ **February 10, 2020** Item: ~~9.2~~ **6**

WV

(9.7)

6/R-1

DISTRICT OF WEST VANCOUVER
750 17TH STREET, WEST VANCOUVER BC V7V 3T3

COUNCIL REPORT

Date:	December 13, 2019
From:	Erika Syvokas, Assistant Planner
Subject:	Variance to Sign Bylaw No. 4499, 2007 for #107, 575 16th Street
File:	1010-20-19-104

RECOMMENDATION

THAT proposed Development Variance Permit No. 19-104 for #107, 575 16th Street, as attached to the report dated December 13, 2019 which would amend the Sign Bylaw to allow a projecting sign for Rexall Pharmacy, as described in the report dated December 13, 2019 regarding Variance to Sign Bylaw No. 4499, 2007 for #107, 575 16th Street, be considered at the February 10, 2020 Council meeting; and that notice be given of consideration of the proposed Development Variance Permit.

1.0 Purpose

The purpose of this report is to provide information on Development Variance Permit No. 19-104 for #107, 575 16th Street to vary Part 9 of the Sign Bylaw. The proposal is to add a projecting sign for Rexall Pharmacy.

2.0 Legislation/Bylaw/Policy

2.1 Local Government Act

Pursuant to the *Local Government Act*, a local government may, by bylaw, regulate the number, size, type, form, appearance and location of any signs. A Development Variance Permit is required to vary provisions of a sign bylaw.

2.2 Zoning Bylaw

Pursuant to Zoning Bylaw No. 4662, 2010, the property is zoned CD22 (Hollyburn Medical / 17th Street), which allows for pharmacy and other related commercial uses customarily incidental to a medical office and clinic use.

2.3 Sign Bylaw

Sign Bylaw No. 4499, 2007 regulates the siting and size of signs in the District. Section 9.1 of the sign bylaw limits the number of signs for a business to two signs per business premises frontage and Section 9.2.1 specifies the combination of "one fascia, awning or canopy, and one projecting" sign as being permitted on a single frontage. Section 30.6

states that "a sign for a business premises may be erected or placed only on that side of the building fronting a street". As the proposal is for a third sign on a business with only one street frontage, a variance is required. Council may consider variances to the Sign Bylaw on a property specific basis.

3.0 Official Community Plan

Policy BF-C3 in the Official Community Plan identifies the site within the "Ambleside Village Centre" Development Permit Area. As no new construction or alterations to the existing building are proposed, a Development Permit is not required.

4.0 Financial Implications

Development application fees are paid by the applicant as per the Fees and Charges Bylaw, 4989, 2018. Any additional direct or administrative costs are considered cost recoverable and are born by the applicant.

5.0 Background

5.1 History

A pharmacy has been located in the subject unit for over 25 years. The tenancy of the subject unit has recently changed from Hollyburn Pharmacy to Rexall Pharmacy. The new tenant would like to improve visibility of the business as the store frontage along 16th Street is very small and obscured by trees.

5.2 Previous Decisions

An amendment to the Sign Bylaw was approved by Council in 2002 to provide for a sign for Hollyburn Pharmacy to be located facing a side property line, rather than a street (**Appendix A**). An exterior canopy sign was approved to be located on the south elevation visible from Marine Drive, rather than in a conforming location facing 16th Street. A conforming interior window sign was also permitted to be located facing 16th Street.

A minor amendment delegated to the Director of Planning and Development was approved in July 2019 to change the signage from "Hollyburn Pharmacy" to "Rexall Pharmacy". The replacement signage was in the same location and size as the originally approved signage.

6.0 Analysis

6.1 Site Context

575 16th Street abuts 17th Street to the west, a lane to the north, 16th Street to the east and a gas station abutting Marine Drive to the south (**Appendix B**). The subject unit has two entrances, one off of 16th Street

and a larger main entrance to Hollyburn Medical Centre off of the south elevation facing an internal drive aisle. The subject building sits up the slope higher than the adjacent gas station to the south and the building is oriented towards Marine Drive.

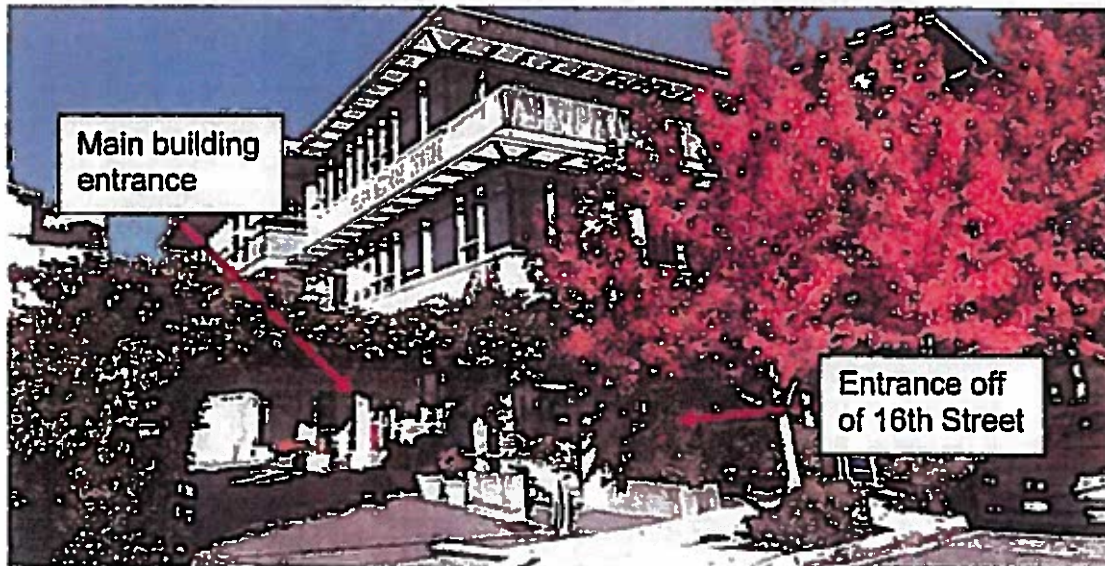


Figure 1: Business entrances

6.2 Discussion

a) Current Signs

There are two existing signs on the business (see photos below):

1. a primary store sign is on the canopy located facing south; and
2. a window sign facing 16th Street.



Figure 2: Canopy sign facing side property line



Figure 3: Window sign facing 16th Street

b) Proposed Sign

The business is proposing to add a third sign to their commercial unit. As shown in Appendix C, a non-illuminated projecting sign is proposed to be mounted perpendicular to the building façade on the east elevation (16th Street). The sign is proposed to be 35" wide by 16" high and 560 square inches (3.89 square feet) in area.

The proposed sign is conforming to the Sign Bylaw, however a variance is required as the 2002 amendment to the Sign Bylaw for this unit specifically permitted a canopy sign to be located on the side of the building facing the south facing property line and stated that "no exterior signage shall be permitted for Hollyburn Pharmacy on the front of the building facing 16th Street".

The site is surrounded by trees and landscaping which block visibility to the existing signage. The tenant is proposing the additional sign to improve visibility to vehicle and pedestrian traffic along 16th Street to help promote this business. It is noted that the sign proposal would comply with the provision in the Sign Bylaw which permits 2 signs per frontage for businesses facing two streets (corner sites) if the adjacent driveway had been defined as a street, sidewalk or lane by being open to the public. Further, the proposed sign is simple, small, in keeping with the existing building signage and does not impact neighbouring residential properties. As such, the proposal is recommended because it provides an unobtrusive means of increasing visibility to the business necessitated by the unique site configuration.

6.3 Sustainability

Not applicable.

6.4 Public Engagement and Outreach

Consistent with the Development Procedures Bylaw, property owners and occupants within 50 metres of the subject property will be notified of the application prior to Council consideration.

6.5 Other Communication, Consultation, and Research

Not applicable.

7.0 Options

7.1 Recommended Option

That council set the date for consideration of the application; and that notice be given of consideration of the proposed Development Variance Permit.

7.2 Considered Options

Council may:

- a) set the date for consideration of the application and request that additional information (to be specified) be provided and available to assist in consideration of the application; or
- b) defer further consideration pending receipt of additional information (to be specified); or
- c) reject the application.

8.0 Conclusion

Staff support the proposed variance as:

- a) The proposed sign does not add to visual clutter or negatively impact neighbouring properties;
- b) The proposed sign is consistent with the character of the Ambleside Village Centre business neighbourhood and the scale of the building; and
- c) The location of the proposed signage provides for better building identification for vehicle and pedestrian traffic along 16th Street.

Subject to written submissions to Council and Council consideration, staff recommend that proposed Development Variance Permit No. 19-104 be advanced to consideration and approved by Council.

Author:



Erika Syvokas, Assistant Planner

Concurrence:



Michelle McGuire,
Manager of Current Planning & Urban Design

Appendices:

- A. November 5, 2002 Council Report Re: Canopy Sign on Side of Building – Hollyburn Pharmacy
- B. Context Plan
- C. Proposed Development Variance Permit No. 19-104 including drawings prepared by Lovett Signs dated May 15, 2019 attached as Schedule A

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Date: November 5, 2002
From: Barbara Marshall, Licence & Bylaw Clerk
Subject: Canopy Sign on Side of Building - Hollyburn Pharmacy.

Page 2

1.0 Background

Pattison Sign Group has applied on behalf of Hollyburn Pharmacy for two signs:

- (1) a conforming illuminated open tube neon 14 sq.ft. inside store window sign on 16th Street; and,
- (2) a non-conforming 29 sq.ft. illuminated canopy sign on the side of the building facing south, parallel to the driveway to the underground parking and Marine Drive.

2.0 Analysis

David Chard, developer of the Hollyburn Medical Centre, advises that the recommended location for exterior signage for the pharmacy would be south facing, rather than in a conforming location facing 16th Street, in order to be sensitive to the apartment building across the street. The sign would be located at the main entrance to Hollyburn Pharmacy and adjacent to the parkade driveway access. It would not conform to the Sign Bylaw because this location faces the side property line whereas Section 709 of the bylaw requires that all signs face the street. The interior signage to identify the secondary 16th Street entrance would conform to the Sign Bylaw.

The proposed concept for signage of the Hollyburn Medical Centre was developed following Council approval of the Development Permit plans. Although the proposed signage including the Hollyburn Pharmacy was illustrated on the plans recommended for approval by the Design Advisory Committee at its meeting held October 11, 2001, at that time no sign application had been made and the bylaw non-conformity had not been identified.

Staff do not normally support requests for signage on the side of a building. It is noted that the signage proposal would comply with provisions for buildings facing two streets (corner sites) if the adjacent driveway had been defined as a street, sidewalk or lane by being open to the public. Also, conforming signage visible from Marine Drive could be located inside the building (the service station would not block the view of such signage) and larger exterior signage could be located facing 16th Street. The proposal is recommended because it would minimize the potential visibility of commercial signage to 16th Street residents and would be in keeping with the commercial nature of Marine Drive.

Document #: 116982

CORPORATION OF THE DISTRICT OF WEST VANCOUVER

**SIGN BYLAW NO. 3775, 1992
AMENDMENT BYLAW NO. 4315, 2002**

(A Bylaw to permit a canopy sign on the side of a building at #107, 575 – 16th Street)

WHEREAS Section 706 states:

"An appeal may be made to Council for permission to place, erect or maintain a sign not provided for by this bylaw, but no permit for such sign shall be issued unless and until authorized by a majority of all the members of the Council and added by amendment to the list of Authorized Signs shown in Schedule "A" to this bylaw, which Schedule is declared an integral part hereto."

NOW THEREFORE, the Municipal Council of the Corporation of the District of West Vancouver in open meeting assembled, enacts as follows:

1. "Sign Bylaw No. 3775, 1992" is amended by adding to Schedule "A":
"A 29 square foot, illuminated, canopy sign may be erected on the first storey grade level, south elevation, on the side of a building at #107, 575 – 16th Street, Hollyburn Pharmacy, West Vancouver in accordance with the attached drawing and no exterior signage shall be permitted for Hollyburn Pharmacy on the front of the building facing 16th Street."
2. This bylaw may be cited as "Sign Bylaw No. 3775, 1992, Amendment Bylaw No. 4315, 2002".

READ A FIRST TIME on

READ A SECOND TIME on

READ A THIRD TIME on

ADOPTED by the Council on

MAYOR

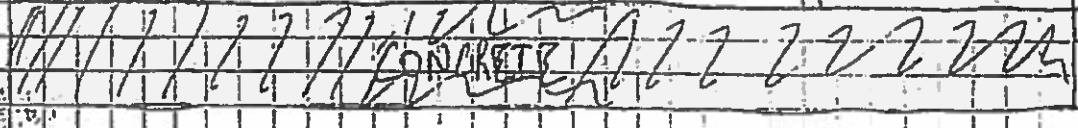
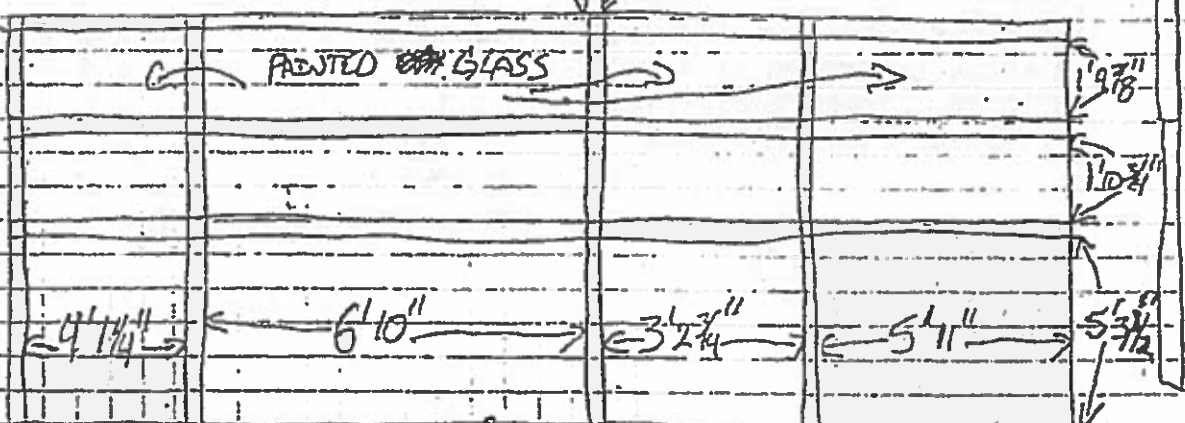
MUNICIPAL CLERK

HILLY BURN PHARMACY

16ST PLAN VIEW

BAR
CEILING
NOT KNOWN
HOW HIGH
CONCRETE
TOLUENE

16TH STREET
FRONT VIEW 2" THICK



HOLLYBURN PHARMACY

INSTALLATION INFORMATION

CHANNEL LETTERS & CHANNEL SHAPE

INSTALL ON FACILITY SUPPLIED FROM SUPPLY
DETAILS SEE PG 2 OF 2

CONSTRUCTION

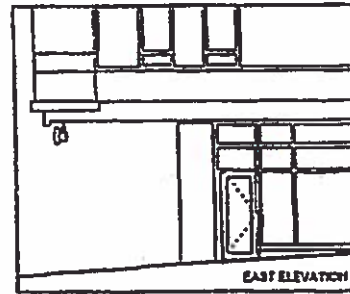
CHANNEL LETTERS
1/2" WHITE PLEXIGLAS FACED ALUMINUM CHANNEL
CHANNEL LETTERS
1/2" WHITE PLEXIGLAS FACED
WITH SPACED MOUNT SURFACE
ALUMINUM CHANNEL
ALUMINUM CHANNEL MOUNT NEAR
SCHEDULE 40 SUPPORT STRUCTURE

GRAPHICS

GRAPHIC
WHITE WITH BLACK LETTERS FONT: UNIVERSAL
LETTERS * SEE RELEASE SET
WHITE GRAPHIC LETTERS

COLOR DATA

WHITE = BLACK 1/2" HIGH
BLACK = BLACK 1/2" HIGH CHANNEL
GRAPHIC = UNIVERSAL
GRAPHIC = UNIVERSAL * SEE RELEASE SET
BLACK/WHITE = UNIVERSAL LETTERS



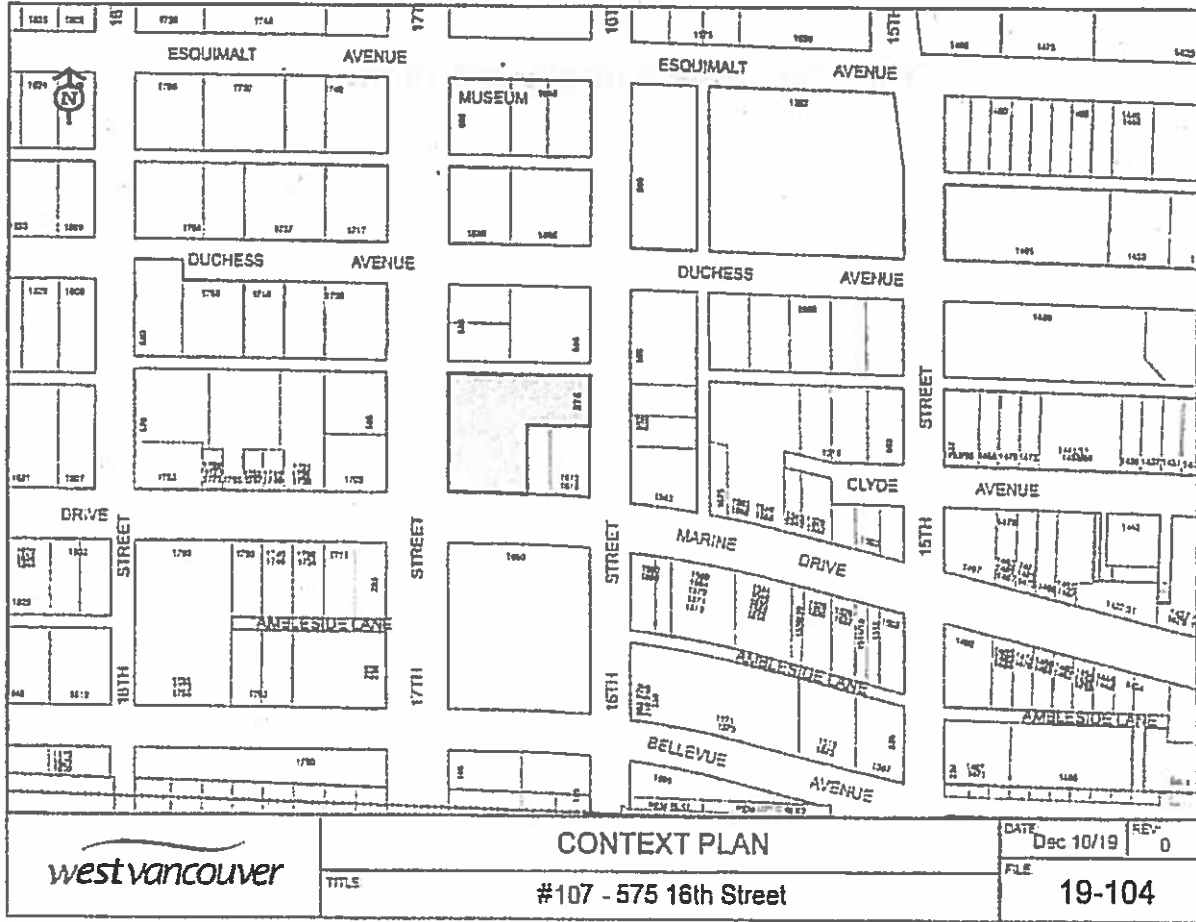
CLIENT: HOLLYBURN PHARMACY West Van - BC	PROJECT: V02-12312A	DATE: SEPT 11, 2002	SALES: B. COLGUY ASST: MARLA SCALE: 1/2" = 1'-0"	PLEASE NOTE FROM TO PRODUCTION 1 R22 2	PATTISON SIGN GROUP
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SCHEDULE 'A'

CANOPY FROM GLADE

REQUESTED 28 b/f

112



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District of West Vancouver
Proposed
Development Permit No. 19-104

CURRENT OWNER: Hollyburn Medical Centre Ltd.

THIS DEVELOPMENT PERMIT APPLIES TO:

CIVIC ADDRESS: #107 – 575 16th Street

LEGAL DESCRIPTION: 025-870-548
STRATA LOT 2 DISTRICT LOT 775 GROUP 1 NEW
WESTMINSTER DISTRICT STRATA PLAN BCS684
TOGETHER WITH AN INTEREST IN THE COMMON
PROPERTY IN PROPORTION TO THE UNIT ENTITLEMENT
OF THE STRATA LOT AS SHOWN ON FORM V
(the 'Lands')

1. This Development Variance Permit No. 19-104 is issued to the Registered Owner to vary the District's Sign Bylaw No. 4499, 2007 as follows:
 - a. A projecting sign may be erected on the 16th Street building facade in accordance with the attached drawings dated May 15, 2019 (see Schedule A).
2. This Development Permit lapses if construction of the additions and renovations has not commenced, under an issued Building Permit, within 24 months of the date this permit is issued.

THE COUNCIL OF WEST VANCOUVER APPROVED THIS PERMIT BY RESOLUTION PASSED ON [ENTER DATE] .

MAYOR

CORPORATE OFFICER

THE REQUIREMENTS AND CONDITIONS UPON WHICH THIS PERMIT IS ISSUED ARE ACKNOWLEDGED AND AGREED TO. IT IS UNDERSTOOD THAT OTHER PERMITS / APPROVALS MAY BE REQUIRED INCLUDING PERMITS / APPROVALS FOR BUILDING CONSTRUCTION, SOIL AND ROCK REMOVAL OR DEPOSIT, BOULEVARD WORKS, AND SUBDIVISION.

Owner: Signature _____

Owner: Print Name above _____

Date _____

FOR THE PURPOSES OF SECTION 2, THIS PERMIT IS ISSUED ON [enter date].
[Insert Council report date & Document #])

Schedules:

A – Drawings prepared by LovettSigns dated May 15, 2019.



Client: Rexall Drugstore
 Location: #107-575 16 Street
 Store Number

Schedule A to proposed
 Development Variance Permit 19-104

120V

1-Blade Sign



Client signature

Client Approval

Approval Date

www.lovettsigns.ca

LovettSigns



575 Southgate Dr. Guelph, ON
 T: 519 822 9559
 F: 519 822 2075
 E: sales@lovettsigns.ca

The representation of the signage depicted on this page is for illustrative purposes only and may not accurately reflect the actual size, location, specifications, or other attributes of the signage. Lovett Signs shall not be responsible or liable for any discrepancy whatsoever between any aspects of the signage as represented herein and the actual signage itself.

Client	Rexall Drugstore	Drawing #	Rexall_VancouverWest_16thStreet - V4	Site checked	yes <input checked="" type="checkbox"/>					
Address	575 16th Street, Vancouver West, BC	Illumination	yes <input checked="" type="checkbox"/> no <input type="checkbox"/>							
Saleperson	Dana McQuatt	Designer	FJ	Start Date	Nov 8, 2018	Revision Date	May 15, 2019	Scale	1" = 10'	

© 2019 Lovett Signs & Signs Inc. A portion of this document will be stamped if the work is within scope or in part of a project.

Rexall
Drugstore

Client: Rexall Drugstore
Location: Vancouver, BC
Store Number: 10000

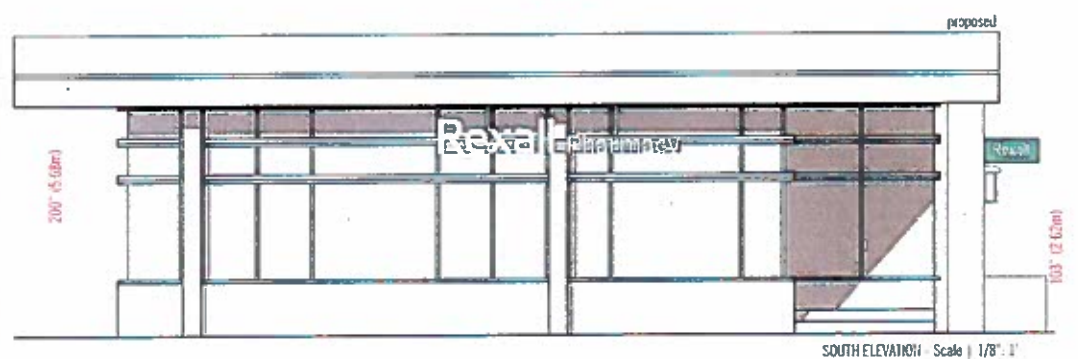
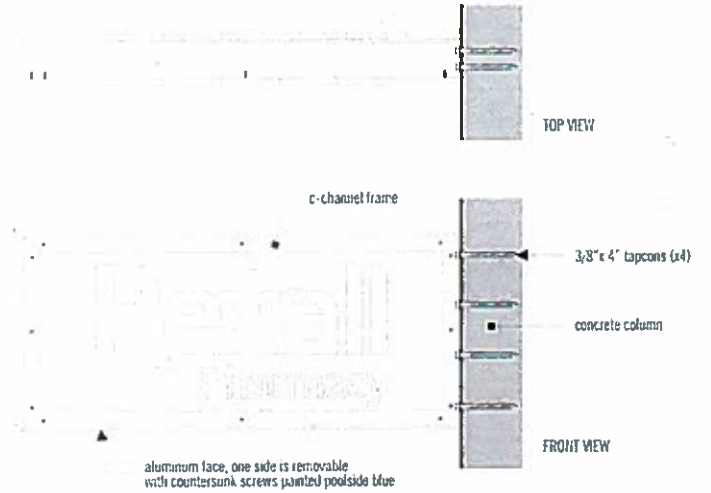


Double Sided Blade Sign

- Aluminum constructed D/S sign box to be painted Poolside blue pms # 326c
- Router aluminum faces to be painted Poolside blue pms # 326c
- "Rexall" Router cut 1/2" white acrylic mounted with silicone and threaded pins
- "Pharmacy" Backed up 3/16" white acrylic
- Signage to be mounted to concrete column

Colour Specifications:

- Pantone 326c



- Poolside Blue
- Arlan Turquoise 2600-307
- Pantone 326c

The representation of the signage depicted on this page is for illustrative purposes only and may not accurately reflect the actual size, location, specifications, or other attributes of the signage. Lovett Signs shall not be responsible or liable for any discrepancy whatsoever between any aspects of the signage as represented herein and the actual signage itself.

Client Approval

Approval Date

www.lovettsgns.ca

Client: Rexall Drugstore
Address: 475 11th Street, Vancouver West, BC
Salesperson: Dara McQuinn

Drawing #: Rexall Vancouver West 11th Street V1
Illumination: yes no
Start Date: Nov 8, 2018 Revision Date: May 15, 2019

Site checked: yes
Scale: 1" = 1'

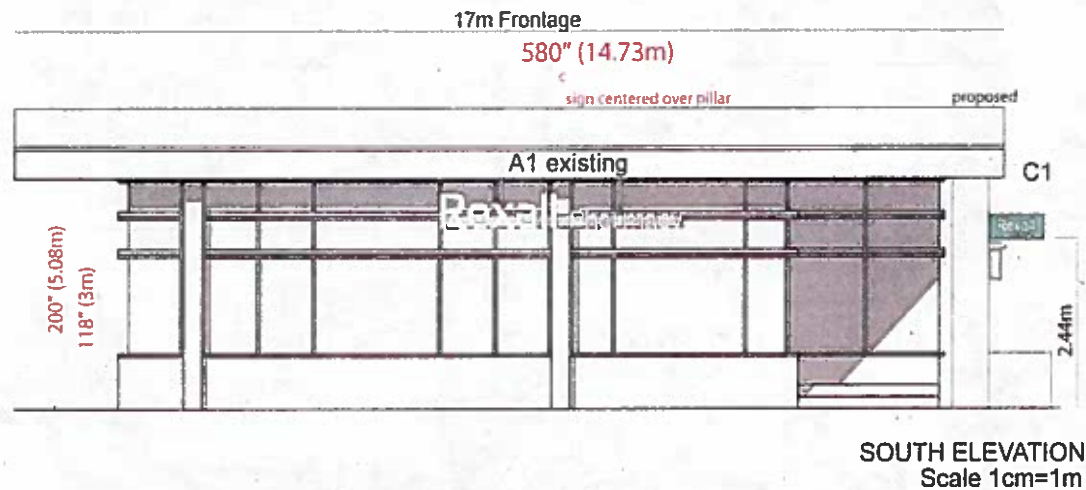
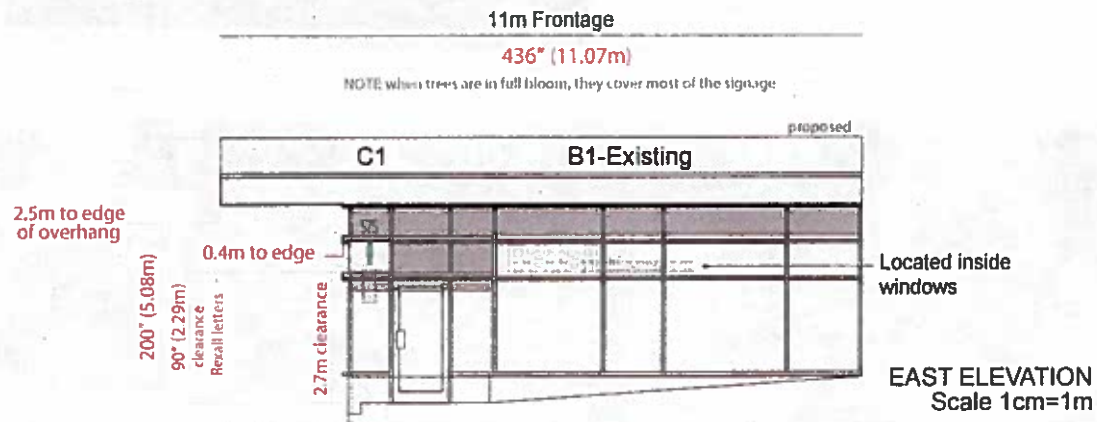
Lovett Signs

82 YEARS

525 Southgate Dr. Guelph ON
T: 519 822 9558
F: 519 822 2075
E: sales@lovettsgns.ca

C

001



Client Approval

Approval Date

www.lovettsigns.ca

Client Rexall Drugstore

Address 575 16th Street, West Vancouver

Drawing # Rexall_VancouverWest_16thStreet_V3

Illumination yes no

Site checked yes no

LovettSigns

82
1144

525 Southgate Dr. Guelph ON
T: 519 822 9988
F: 519 822 2075
E: sales@lovettsigns.ca

Saleperson Dana McQuatt

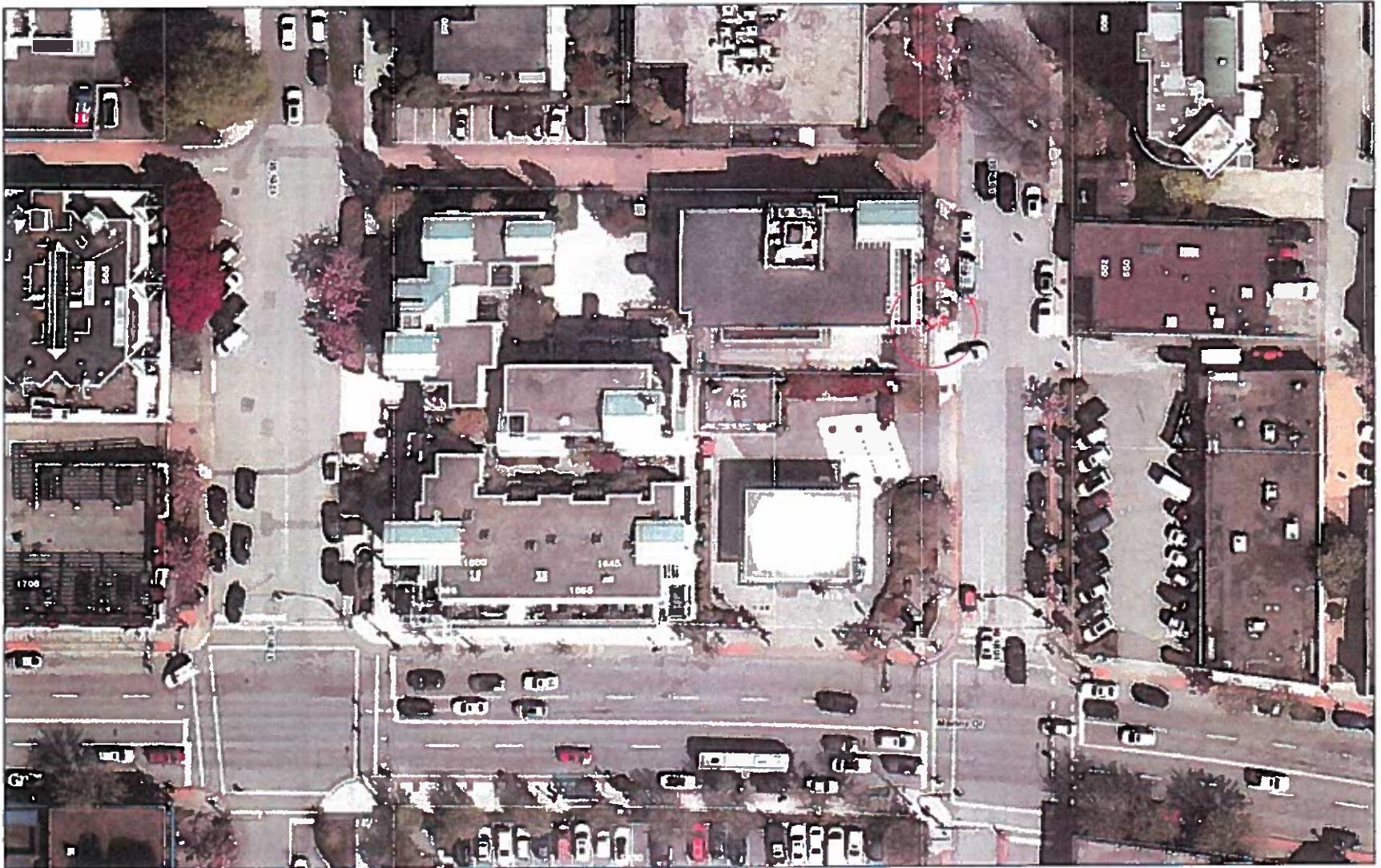
Designer FJ

Start Date Nov 8, 2018

Revision Date Dec 17, 2018

Scale

Site Plan



25.4 0 12.70 25.4 Meters



<p>Client Approval</p>		<p>Approval Date</p>		<p>www.lovettsgns.ca</p>		<p>Client Rexall Drugstore</p>		<p>Drawing # Rexall_VancouverWest_16thStreet - V3</p>		<p>Site checked <input type="checkbox"/></p>	
<p>LovettSigns</p>		<p>82</p>		<p>525 Southgate Dr. Guelph ON T: 519 822 9558 F: 519 822 2075 E: sales@lovettsgns.ca</p>		<p>Address 575 16th Street, West Vancouver</p>		<p>Illumination <input checked="" type="checkbox"/> yes <input type="checkbox"/> no</p>		<p>Scale 1:1</p>	
				<p>Salesperson Dana McQuatt</p>		<p>Design FJ</p>		<p>Start Date Nov 8, 2018</p>		<p>Revision Date Dec 17, 2018</p>	



Site Plan