



Staff Report to the Planning, Zoning and Affordable Housing Committee

DATE: Monday, January 31, 2022

DEPARTMENT: Planning

APPLICATION NO.: DVP21-0015

SUBJECT: Application for a Development Variance Permit to vary the total permitted area of façade sign from 37.78m², previously varied by DVP99-0005, to allow for a total façade sign area of 53.43m² for Staples at 789 McCallum Road.

PURPOSE

Jordan Desrochers of Priority Permits Ltd. has applied on behalf of Staples and the property owners 318219 British Columbia Ltd. for a Development Variance Permit to increase the total allowable area of façade signage to 53.43 m² from the previously varied 37.78 m².

BACKGROUND

PREVIOUS APPLICATIONS

DVP99-0005 – In 1999, a Development Variance Permit was obtained to allow a fascia signage with an area of 37.78 m² with the condition that no free-standing sign be permitted on the site. At the time of issuance, the total allowable area of fascia signage was 20m² (215.3 ft²).

DVP05-0003 – In 2005, an application was submitted for a Development Variance Permit to allow banner signage on the west face of the Staples building. Council rejected this application for a variance.

Table 1: Site Data

<i>Applicant</i>	Jordan Desrochers (Priority Permits Ltd.)
<i>Owner</i>	318219 British Columbia Ltd.
<i>Civic Address</i>	789 McCallum Road
<i>Legal Description</i>	Lot 1, Section 112, Range 3 Esquimalt District, Plan VIP68719, PID No. 024-464-457
<i>Size of Property</i>	9,386 m ² approximate

<i>DP Areas</i>	Commercial
<i>Zoning Designation</i>	W2 (Large Format Business)
<i>OCP Designation</i>	Mixed Use Employment Centre

SITE AND SURROUNDING AREA

The subject property is located south of a new multi-family residential development on Gateway Rd and City Gate Blvd, across McCallum Road from the subject property, as well as west of Best Buy and Save on Foods, east of Costco, and north of Costco gasoline service station.

The surrounding land uses are as follows:

Table 2: Surrounding Land Uses

	Zoning	Use
<i>North</i>	MUE2 (Mixed Use Employment 2)	Multi-family residential
<i>East</i>	BP1 (Business Park 1)	Commercial
<i>South</i>	W1 (Special Wholesale)	Parking and commercial
<i>West</i>	W1 (Special Wholesale)	Parking and large-scale commercial

COMMENTS

DEVELOPMENT PROPOSAL

As mentioned above, the applicant is asking for an increase in the total allowable area of the façade signage for Staples from the previously varied area of 37.78m² to 53.43m², an increase of 15.65 m². This will allow them to replace the three existing non-conforming sign copies with updated signs of a similar aesthetic and scale.

The sign locations are shown in Appendix C attached to this report. Sign 1 (31.25 m²) is to be located on the westerly elevation of the building above the main entrance, and to face the internal access route and parking lot. Sign 2 (11.09m²) is to be located on the northerly elevation, facing McCallum Road, to target vehicular and pedestrian traffic traveling eastbound and westbound on McCallum Road. Sign 3 (11.09m²) is to be located on the easterly elevation, near northeast corner of the building, facing the internal access route. Due to the increasing elevation west on McCallum Road, sign 3 will be visible from the Millstream Road and McCallum Road intersection, as well as to the vehicular and pedestrian traffic traveling westbound on McCallum Road.

Council may wish to note that these new, larger signs have already been installed and that fading of the

metal façade has left the area under the older signage still visible. Council may also wish to note that Staples has erected a banner sign, similar to what was rejected by Council in 2005 on the west-facing (facing Costco) of the building. Council may wish to have Staples refinish the red background on their building and remove the banner signage as a condition of issuance of this Development Variance Permit.

Table 3: Proposal Data

Permitted by Bylaw No.1250	Varied by DVP99-0005	Proposed by DVP Application
25 m ² or 17%, whichever is less	37.78 m ²	53.43 m ²

OPTIONS:

Option 1

THAT the Planning, Zoning, and Affordable Housing Committee recommend:

1. That Council direct staff to provide notice that Council will consider issuing a Development Variance Permit for the property at 789 McCallum Rd with the following variances:
 - a) That Section 10(a)(i) of Sign Bylaw No. 1250 be varied to increase the total allowable façade sign area to 53.43m².

Subject to the following terms and conditions:

- i. That the signs must reflect only the information and esthetic in accordance with the plans attached to this report as Appendix A and B, and may only be placed in the locations as shown on the site map in Appendix C;
- ii. That the red background of the building be suitably refinished so that the area that was under the previous signage is no longer of a different colour from the remainder of the façade;
- iii. That the banner sign on the west façade of the building be removed;

OR Option 2

THAT the Planning, Zoning, and Affordable Housing Committee recommend:

1. That Council reject this application for development variance permit and require applicant to remove signage that is in excess of 37.78m².

SUBMITTED BY: Anastasiya Mysak, Planning and Land Development Technician

Concurrence: Leah Stohmann, MCIP, RPP, Deputy Director of Planning and Subdivision

Concurrence: Matthew Baldwin, MCIP, RPP, Director of Planning and Subdivision

Concurrence: Michelle Mahovich, P.Eng, P.Geo, Director of Engineering and Public Works

Concurrence: Michael Dillabaugh, CPA, CA, Director of Finance

Concurrence: Marie Watmough, Acting Director of Corporate Services

Concurrence: Darren Kiedyk, Chief Administrative Officer

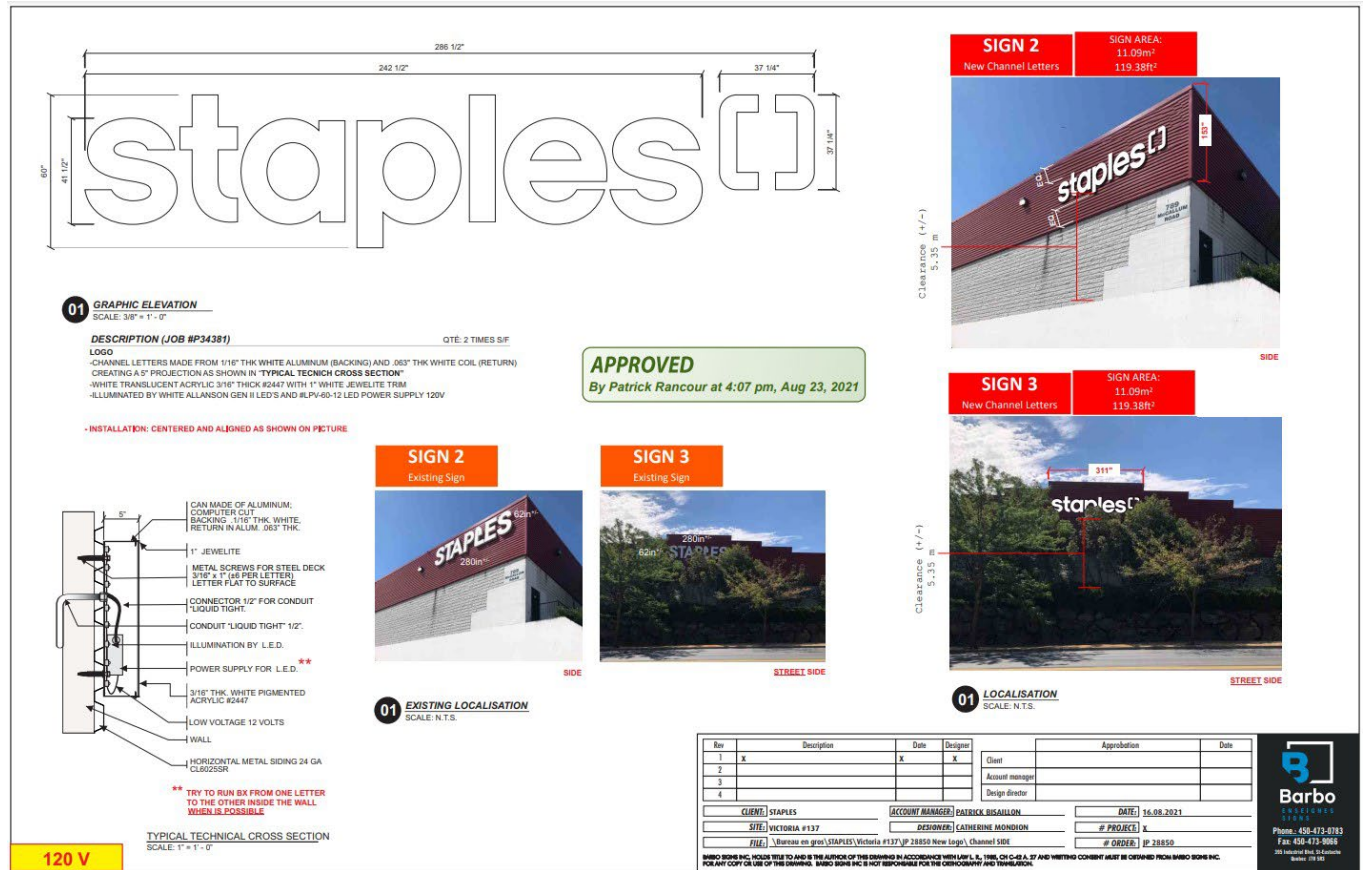
Appendix A

SIGN 1



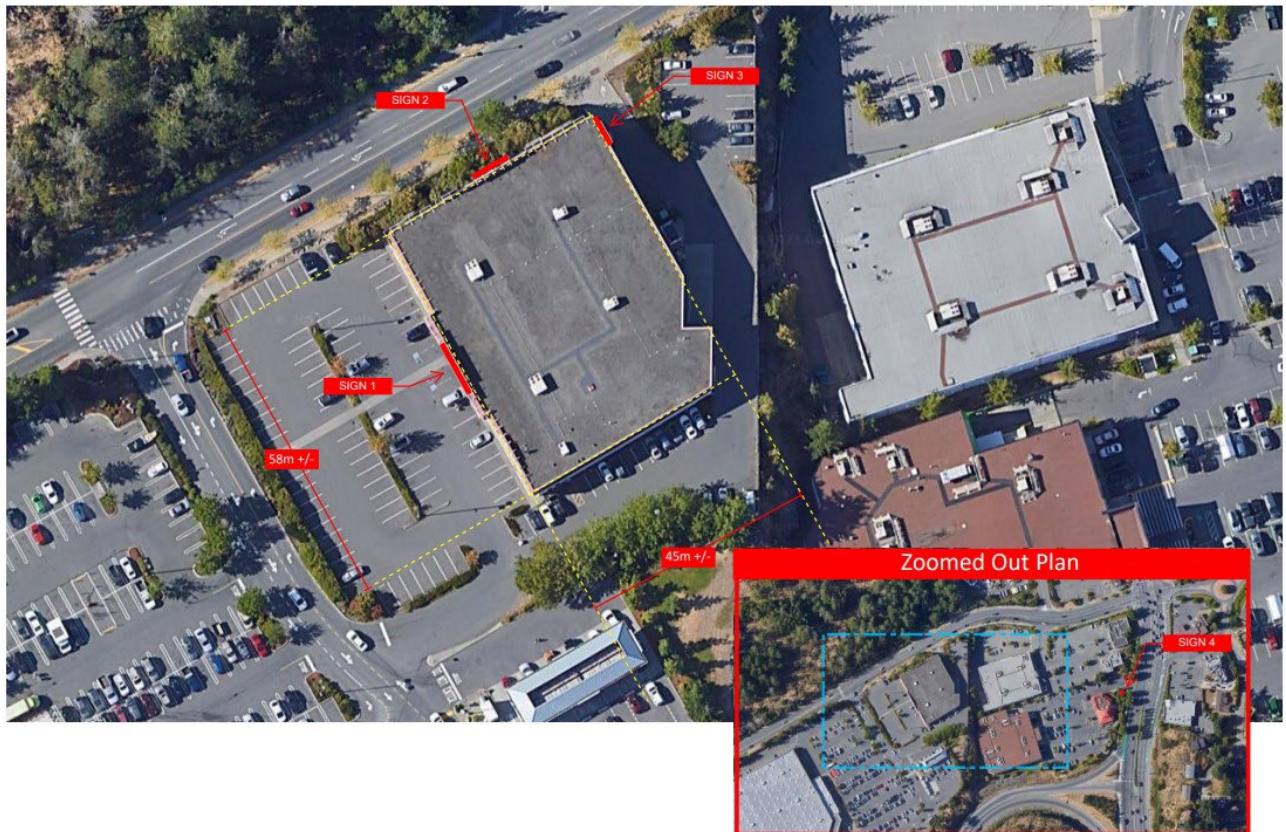
Appendix B

SIGNS 2 AND 3



Appendix C
SIGN LOCATION MAP

789 McCallum Rd



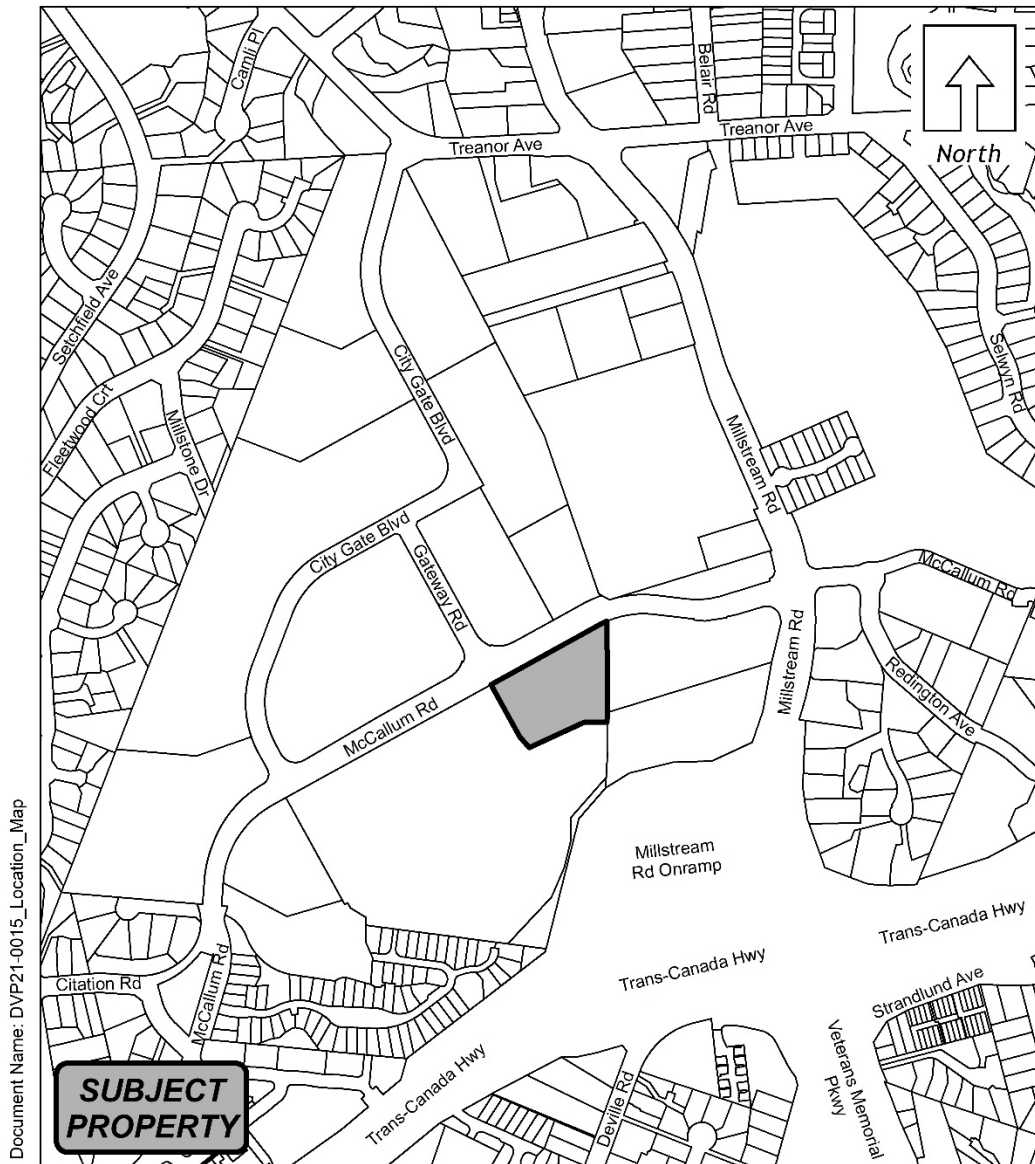
Appendix D

LOCATION MAP

DEVELOPMENT VARIANCE PERMIT

(DVP21-0015)

789 McCallum Rd



Appendix E

SUBJECT PROPERTY MAP

**DEVELOPMENT VARIANCE PERMIT
(DVP21-0015)
789 McCallum Rd**

