

Request for Decision



To: Committee of the Whole

From: **Development, Engineering & Planning**

Date: March 11, 2019

Subject: Development permit No. DP1906 Proposed 10.02m x 1m (32'-10 5/8" x 39") block letter self-illuminated roof signage on the front of the building, a 1.22m (48") diameter self-illuminated roof sign on the side of the building and a 1.82m x 1.85m (71.75" x 72).

Recommendation: **THAT the Committee of the Whole considers whether to recommend that Council approves Development Permit No. 1906 for the following signage for the building located at 7320 4th Street and legally described as Lot A, Plan KAP20156, District Lot 108, Similkameen Division of Yale District:**

- 1) A 10.02m x 1m block letter self illuminated roof sign on the front of the building**
- 2) A 1.22m diameter self illuminated roof sign on the side of the building**
- 3) A 1.82m x 1.85m Free-Standing sign.**

Background

The existing tenant, "The Bargain Shop," has vacated this premise and is being replaced by a new tenant, "Dollarama."

The applicant has applied for a Development Permit to replace the existing Bargain Shop branded roof signage with Dollarama branded roof signage.

The existing front facing roof signage is illuminated by a pendant light bar. The existing roof signage on the side facing roof is not illuminated. Neither the existing nor the proposed Free-Standing signage appears to be illuminated.

The new Dollarama proposed roof signs for both the front and the side of the building are self-illuminated, meaning that the lighting is integral to the signage.

Ownership:

Owner:
BOUNDARY PARK SHOPPING
CENTRE LTD
703 Ebert Avenue
Coquitlam, BC, V3J 7P8
V4H 4V8

Agent:
Not Applicable

Zoning and Policy Context

The property is 2.004 acres (0.811 hectare) in size.

The property is zoned Core Commercial (CC) in Schedule A of the Zoning bylaw. As shown in Table 1 below the property is designated Commercial Core in Schedule B of the Official Community Plan (OCP). The property is in the Historic Downtown Development Permit Area (HD) as shown on Schedule C of the OCP.

Table 1 Property Zoning & OCP Summary			
	Current Zoning	OCP Designation Sch. B	OCP Development Permit Area Sch. C
7320 4 th Street	CC	CC – Commercial Core	HD – Historic Downtown Development Permit Area

Other than the change in the signage for the building and repainting of the building, no external changes are proposed for the building.

Much of the heritage resources that exist in Grand Forks are located in the Historic Downtown area. Council would like to ensure that the heritage resources in the City of Grand Forks are protected, preserved and promoted.

In the Historic Downtown (HD) Development Permit Area (DPA) a commercial development permit is required when replacing an existing sign or canopy where the size and design of the replacement sign or canopy are generally not consistent with the sign or canopy being replaced. Although the location of the signs is generally the same, there are significant differences in the method of illumination of the signs, the type of signs and the size of the signs.

Table 2 below highlights the design guidelines for signs in the HD DPA.

The applicant's rationale in support of the new signage is attached as Appendix A.

There are several buildings in the vicinity of the historic downtown that have lighting similar to that proposed by the applicant. These signs, in general, do not follow the DPA guidelines nor do they follow the general theme in the Hobson report. The presence of these signs does not necessarily give rise to ignoring the intent of the DPA guidelines.

Table 2 - Guidelines for Development Historic Downtown Development Permit Area (“DPA”)	
Development Permit Area Guideline	Comments
1. Historic signs should be maintained if found to be a character defining element of the place;	The existing sign, which does not project from the roof face and is illuminated by a pendant light bar, is more consistent with a historic downtown character as generally described in the 1986 Hobson Report.
2. Lighting should be permanent and should respect the heritage values and character defining elements of the building.	Although not shown in the proposed design heritage style lighting fixtures are available.
3. Lighting that highlights the architecture of the building is encouraged, but that avoids light pollution in the sky.	The existing light avoids light pollution in the sky while the proposed lighting does not. See appendix D

Benefits or Impacts

General

The development is one of the larger retail spaces in the historic downtown. The redevelopment of the space offers an opportunity to continue to expand on the heritage character of the downtown core as evidenced by the new signage and lighting on the Art Gallery.

Strategic Impact



Community Engagement

- The public will have an opportunity to comment on the Development Permit.

Policy/Legislation

Zoning Bylaw, Official Community Plan, Dobson Report.

Attachments

Appendix A

Page 1: Applicant’s Letter in support of the Development Permit Application.

Appendix B

Page 1-3: Development Permit Application

Appendix C

Page 1-5: Dominion Sign Package

Recommendation

THAT the Committee of the Whole considers whether to recommend that Council approves Development Permit No. 1906 for the following signage for the building located at 7320 4th Street and legally described as Lot A, Plan KAP20156, District Lot 108, Similkameen Division of Yale District:

- 1) A 10.02m x 1m block letter self illuminated roof sign on the front of the building**
- 2) A 1.22m diameter self illuminated roof sign on the side of the building**
- 3) A 1.82m x 1.85m Free-Standing sign.**

Options

1. THAT Committee of the Whole accepts the report.
2. THAT Committee of the Whole does not accept the report.
3. THAT Committee of the Whole refers the matter back to staff for further information.