

Staff Report to Council

Planning and Development

FILE: 3090-20-2021-01

REPORT DATE: February 21, 2023

MEETING DATE:

February 28, 2023

TO: Mayor and Council

FROM: Samantha Maki, Acting Director of Planning

SUBJECT: Development Variance Permit Application for Signage at 12150 Golden Ears Way

CHIEF ADMINISTRATIVE OFFICER REVIEW/APPROVAL:



RECOMMENDATION(S):

THAT Council:

- A. Approve the issuance of Development Variance Permit No. 2023-002 for 12150 Golden Ears Way as presented at the February 28th, 2023 Regular Meeting of Council; OR
- B. Other.

PURPOSE

To present an application for a Development Variance Permit to vary the maximum permitted height for two Freestanding Signs, and vary the height and area of one Directional Sign for the Maple Ridge Volkswagen and General Motors at 12150 Golden Ears Way.

☐ Information Report

☒ Decision Report

☐ Direction Report

DISCUSSION

Background:

The Development Permit Application was issued by Council on April 13, 2021. At that time, a sign plan had not been submitted. Once the sign plan was submitted to staff in August 2022, it was determined that three variances were required for the noted signs, leading to this Development Variance Permit (DVP) application.

Applicant: Auto Canada Holdings Inc.
Civic Address: 12150 Golden Ears Way
Property Size: 34,668.79 sq m (0.32 ha)
OCP Designation: Highway Commercial
Zoning: C-1 Highway Commercial
Development Permit Area: DP Area #11- Lougheed Commercial

Relevant Policy, Bylaw or Legislation:

Sign Bylaw No. 2719, 2015 has specific requirements for Freestanding and Directional Signs.

In the Sign Bylaw, a Freestanding Sign is defined as any sign, except billboards, supported independently of and separated from a building or other structure and permanently fixed to the ground.

A Directional Sign is defined as a sign indicating the name and direction only of a business, product, service or event.

The height requirement for Freestanding Signs is stated in Section 8.4 of the Sign Bylaw:

- c. The maximum height of a Freestanding Sign shall not exceed 7.6 m (25 ft.) for commercial frontage along the Lougheed Highway and 2.5 m (8 ft.) elsewhere;

The height and area requirement for Directional Signs is stated in Section 7.2 of the Sign Bylaw:

- b. The sign shall not have more than two (2) faces, each face not exceeding 0.5 sq m (5.38 sq ft);
- c. The sign shall not exceed 1.2 m (3.9 ft.) in height;

Development Variance Permit Proposal

The applicant, Auto Canada Holdings Inc., proposes three new signs for the Maple Ridge Volkswagen and General Motors dealerships that are currently under construction (see Figure 1). Sign SG-3 is a Freestanding Sign, adjacent to the newly constructed site access on Golden Ears Way, for which the applicant is requesting a 1.5 m height variance to allow a maximum height of 9.1 m. Sign GM-12 is another Freestanding Sign adjacent Golden Ears Way for which the applicant is requesting a 1.8 m height variance to allow a maximum height of 9.4 m. Sign SG-4 is a Directional Sign to be located near the on-site round-about that the applicant is requesting a height variance of 0.2 m and an area variance of 0.84 sq m.

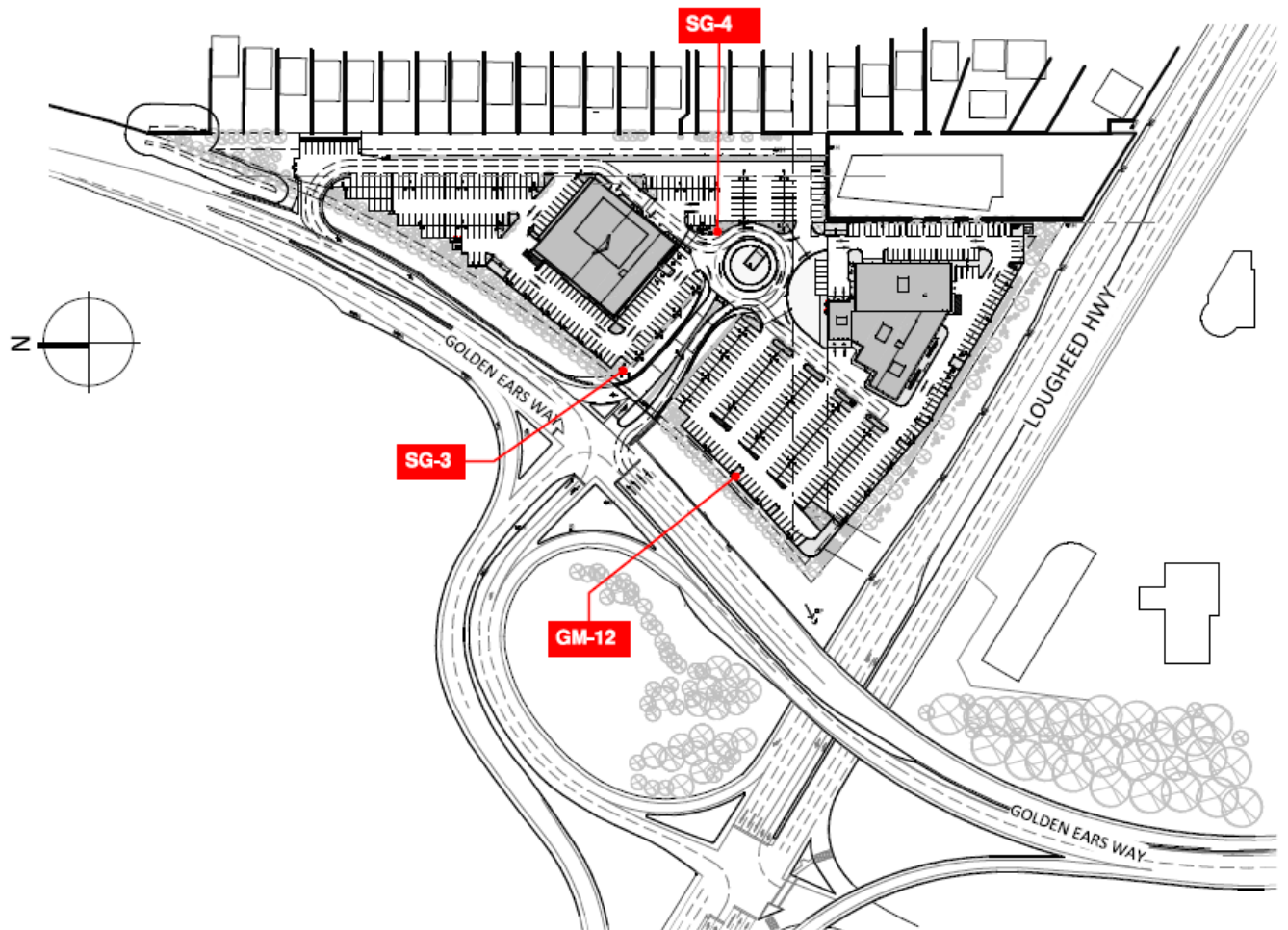


Figure 1: Proposed sign locations

Height Variances

| Sign | Type of Sign | Permitted Maximum Height | Proposed Height | Variance |
|-------|-------------------|--------------------------|--------------------|--------------------|
| SG-3 | Freestanding Sign | 7.6 m (25 ft.) | 9.14 m (30 ft.) | 1.54 m (5 ft.) |
| GM-12 | Freestanding Sign | 7.6 m (25 ft.) | 9.45 m (31 ft.) | 1.85 m (6 ft.) |
| SG-4 | Directional Sign | 1.20 m (3.9 ft.) | 1.22 m (4 ft.) | 0.2 m (0.7 ft.) |

Area Variance

| Sign | Type of Sign | Permitted Maximum Area | Proposed Area | Variance |
|------|------------------|--------------------------|---------------------------|------------------------|
| SG-4 | Directional Sign | 0.5 sq m (5.38 sq ft) | 1.34 sq m (14.4 sq ft) | 0.84 sq m (9 sq ft) |

Other than the height and area variances specified, the proposed signs meet all other regulations in the Sign Bylaw.

Analysis:

The three requested variances for the proposed signs have been reviewed and approved by both TransLink and the Ministry of Transportation and Infrastructure (MOTI) with no concerns.

Two of the Freestanding Signs are located adjacent to major highways and the height variance will enable them to be seen more clearly from these highways. The proposed heights for the two Freestanding Signs are similar to the heights of signs for other vehicle dealerships in the Lower Mainland. For comparison, the City of Maple Ridge sign bylaw stipulates a height maximum of 10.5 m for Freestanding Signs, which exceeds the height requested by this variance.

COUNCIL STRATEGIC PLAN ALIGNMENT

- ☐ Principled Governance ☒ Balanced Economic Prosperity ☐ Corporate Excellence
☐ Community Spirit & Wellbeing ☐ Transportation & Infrastructure Initiatives
☐ Not Applicable

Business Vitality. Foster a vibrant and diverse economy where local businesses thrive.

WORKPLAN IMPLICATIONS

- ☒ Already accounted for in department workplan / no adjustments required
☐ Emergent issue / will require deferral of other priority(ies)
☐ Other

Development application processing is accounted for in the workplan.

FINANCIAL IMPLICATIONS

- ☒ None ☐ Budget Previously Approved ☐ Referral to Business Planning
☐ Other
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There are no financial implications associated with this report.

PUBLIC PARTICIPATION

☒ Inform ☒ Consult ☐ Involve ☐ Collaborate ☐ Empower

Comment(s):

Staff notified all property owners and residents within 50 m (164 ft) of the subject property, as per the City's Development Procedures Bylaw No. 2740, 2016. Any comments or feedback received will be reported to Council prior to consideration of the Development Variance Permit issuance.

KATZIE FIRST NATION CONSIDERATIONS

Referral ☐ Yes ☒ No

SIGN-OFFS

Written by:

Jaimie Jagpal,
Development Services Technician

Reviewed by:

Colin O'Byrne,
Manager of Planning

ATTACHMENT(S):

- A. Location Map
- B. Proposed Sign Locations
- C. SG-3 Sign Plan
- D. GM-12 Sign Plan
- E. SG-4 Sign Plan
- F. Development Variance Permit No. 2023-002