RECOMMENDATION:
That Council approve the amendment to DP-2014-09 for the proposed changes to the comprehensive sign plan for 439 Trans Canada Highway (Lot A, Section 17, Range 6, Quamichan District, Plan 44109), as attached to the July 20, 2015 report of the Planner.
And That staff be directed to issue the Amended Development Permit No. DP-2014-09.

BACKGROUND:
In June 2014, Council authorized Development Permit No. DP-2014-09 for new exterior finishing, a 198 square meter addition, a comprehensive sign plan, and landscaping for the former Ken Evans Ford Dealership building at 439 Trans Canada Highway. The purpose of the renovations was to convert the site to accommodate an expanded Bow-Mel Chrysler dealership, including Fiat sales and Hertz car rentals.

In August 2014, Council authorized an Amendment to DP-2014-09, as the owner decided not to construct the addition, and altered the landscape plan and some of the exterior finishing from the original DP schedules. Attachment A of this report is the Amended DP with Schedules.

Most of the redevelopment is now complete, with the exception of installation of some of the signs. The Fiat signs have been installed. The owner has now applied for another DP amendment to alter the comprehensive sign plan for the remaining signs that have not been installed, as well as for the replacement of a freestanding directional sign with a Hertz sign. In addition, although the August 2014 Amendment showed that new windows would replace the five overhead bay doors, the owner has indicated that the bay doors will remain.

ANALYSIS:
The following table specifies the requested changes to the comprehensive sign plan (Attachment B of this plan shows the proposed Amended Schedule to authorize the revised comprehensive sign plan and finishing):
<table>
<thead>
<tr>
<th>SIGN</th>
<th>DP-2014-09 (AMENDED AUG. 2014)</th>
<th>PROPOSED DP-2014-09 AMENDMENT (JULY 2015)</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hertz Fascia Sign (south face)</td>
<td>1.2 m² (12.9 ft²)</td>
<td>3.1 m² (33.2 ft²)</td>
<td>Incorrect dimensions in the submitted 2014 plans.</td>
</tr>
<tr>
<td>Hertz Fascia Sign (east face)</td>
<td>1.2 m² (12.9 ft²)</td>
<td>3.1 m² (33.2 ft²)</td>
<td>Incorrect dimensions in the submitted 2014 plans.</td>
</tr>
<tr>
<td>Bowmel Customs Fascia Sign</td>
<td>0.7 m² (8 ft²)</td>
<td>5.2 m² (55.5 ft²)</td>
<td>“Truck Center” sign on the north end of the east face replaced with “Bowmel Customs trick your truck”</td>
</tr>
<tr>
<td>Bowmel Fascia Sign</td>
<td>1.11 m² (12 ft²)</td>
<td>-</td>
<td>No signage is proposed in this location, but “Bowmel” is included in the sign above the truck customs centre to the north.</td>
</tr>
<tr>
<td>Freestanding Sign – east of Coronation Ave entrance</td>
<td>1.5 m² (16 ft²)</td>
<td>1.5 m² (16 ft²) (0.4 m² copy area)</td>
<td>Directional “entrance” sign proposed to be replaced with a Hertz sign face (already installed).</td>
</tr>
</tbody>
</table>

Section 7 of the Sign Bylaw is provided below:

**COMPREHENSIVE SIGN PLAN**

A development site that is composed of three (3) or more businesses and over and/or of sufficient complexity to form a comprehensive development unit (e.g. shopping centre, major office complex) located in any of the above districts may apply for exception to this sign schedule for a Comprehensive Sign Plan under a Development Permit. Such plan submitted for approval shall include the location, size, height, color, lighting and orientation of all signs. Exceptions to this Sign Bylaw may only be granted if the sign areas, number and concentration of the plan as a whole conform to the intent of this schedule, and such exception results in an improved relationship between various parts of the plan.

The following is an excerpt from the Highway Corridor Development Permit Area Guidelines:

- All signage must conform to the provision of the City's Sign Bylaw.
- Signs should complement the architectural design and materials of the buildings and the adjacent landscape.
- Multi-tenant buildings must provide a 'sign plan' which identifies the location and style of the various signs, illustrating consistency in signage throughout the development.
While the overall sign area is increased from the Amended DP-214-09 issued in August 2014, the total sign areas for each component of the business (e.g. Hertz, Fiat and Bowmel Chrysler) in the proposed Schedules fall within the permitted sign areas in the Sign Bylaw. The proposed comprehensive sign plan is considered to conform to the intent of the Sign Bylaw. The proposed red colour band incorporated in the “Bowmel Customs” sign will tie in with the red at the south end of the building.

**IMPLICATIONS:**

- **Financial:** N/A
- **Policy:** N/A
- **Strategic Priorities:** N/A
- **Sustainability:** N/A

**ALTERNATE RECOMMENDATIONS:**

1. That Council recommend alterations to the requested amendment to DP-2014-09 for the proposed changes to the comprehensive sign plan for 439 Trans Canada Highway (Lot A, Section 17, Range 6, Quamichan District, Plan 44109), as attached to the July 20, 2015 report of the Planner, prior to approval. (If Council does not consider the proposed comprehensive sign plan to conform with the intent of the Sign Bylaw)

**ATTACHMENTS:**

- Attachment A: DP-2014-09 (Amended August 2014) Schedules
- Attachment B: Proposed DP-2014-09 Amendment & Schedules

Respectfully submitted,

Michelle Geneau, Planner

Reviewed by CAO