

REQUEST FOR DECISION

DATE: April 22, 2025

TOPIC: Development Variance Permit Application

PROPOSAL: DVP 25-01 908 Northwest Boulevard – Sign Variance

PROPOSED BY: Joel Comer, Director of Community Services

DIVISION: Community Services

SECTION 1: SUMMARY

Phuong Phan (the Applicant), on behalf of Ruth Huscroft and Ian Ferguson (the Owners), requests Council consideration of allowing a total of two fascia signs on the building located at 908 Northwest Boulevard, legally described as: LOT 2 DISTRICT LOT 524 KOOTENAY DISTRICT PLAN 4452.

The maximum number of fascia signs permitted under Sign Bylaw No. 1797, 2014, is one. At the time of writing this report, no public feedback was received.

Staff Recommendation:

THAT Council RECEIVES the Request for Decision from the Director of Community Services regarding Development Variance Permit 25-01 to vary Sign Bylaw No. 1797, 2014;

AND FURTHER THAT Council DIRECTS Staff to issue Development Variance Permit 25-01 to vary Sign Bylaw No. 1797, 2014, Section 7.3 Maximum # / Type of Permanent Signs Allowed from “One (1) fascia sign” to “Two (2) fascia signs” per business frontage, totalling two fascia signs on the building located at 908 Northwest Boulevard.

SECTION 2: BACKGROUND

The Council Direction Request, considered by Council on March 25, 2025, includes additional background information and the submitted application.

Notice of Application (Appendix B) was provided to tenants and owners within 60m of the subject property on April 3, 2025 (mailed to owners) and April 9, 2025, (hand-delivered to tenants). The draft Development Variance Permit is attached as Appendix A.

SECTION 3: ISSUE ANALYSIS / DISCUSSION

Without variance, the building is limited to one fascia sign. Due to the orientation of the building and road curvature, the visibility of the business is limited when travelling south. The addition of a sign on the north building face increases the business' visibility to southbound traffic.

Environmental Considerations

None identified.

Social Considerations

None identified.

Economic Considerations

None identified.

SECTION 4: ORGANIZATION IMPLICATIONS

Legislative Considerations (Policies and/or Bylaws)

Sign Bylaw No. 1797, 2014

- Specifies the maximum of one fascia sign per business frontage. The business has one business frontage.

Development Application Procedures Bylaw No. 1984, 2024

- Outlines the Development Variance Permit process, including public notice.

Local Government Act – Division 9

- Outlines local government powers and requirements regarding the consideration, issuance, and public notice for Development Variance Permits.
- Council must consider all applications for Development Variance Permits.

Strategic Focus

Economic Health – Business Friendly.

Reconciliation Considerations

None identified.

Communication Considerations

Public notice was given in accordance with the Development Application Procedures Bylaw and the *Local Government Act*. No public feedback was received at the time of writing this report.

SECTION 5: FINANCIAL IMPLICATIONS

Included in Financial Plan:	Financial Plan Amendment Required:
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☐ Yes ☐ No ☒ N/A

☐ Yes ☒ No ☐ Next Budget Cycle

None identified.

SECTION 6: OPTIONS AND ALTERNATIVES

Option 1:

Council approves the Development Variance Permit.

- Subject property will be permitted two fascia signs, improving business visibility.

Option 2:

Council denies the Development Variance Application.

- Subject property will be permitted one fascia sign.

SECTION 7: RECOMMENDATIONS

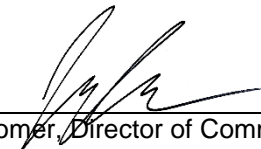
That Council passes the following resolution(s):

THAT Council RECEIVES the Request for Decision from the Director of Community Services regarding Development Variance Permit 25-01 to vary Sign Bylaw No. 1797, 2014;

AND FURTHER THAT Council DIRECTS Staff to issue Development Variance Permit 25-01 to vary Sign Bylaw No. 1797, 2014, Section 7.3 Maximum # / Type of Permanent Signs Allowed from "One (1) fascia sign" to "Two (2) fascia signs" per business frontage, totalling two fascia signs on the building located at 908 Northwest Boulevard.

SECTION 8: SUBMITTED AND REVIEW

This report is respectfully submitted by:


Joel Comer, Director of Community
Services

I concur with the staff recommendation.


Michael Moore, Chief Administrative Officer

PowerPoint: ☐ Yes ☒ No

Attachments

Appendix A – Draft Development Variance Permit.

Appendix B – Public Notice Package.

References

No references for this report.