



## **9.4 Development Permit Area No. 2 – Commercial**

### **9.4.1 Scope**

All lands designated Commercial on Schedule “C” are part of DPA No. 2.

### **9.4.2 Category**

Section 919(1)(f) of the *Local Government Act* – form and character, commercial.

### **9.4.3 Justification**

Traditionally, Esquimalt’s commercial areas have not been developed on the basis of a particular theme or concept. The design and form of commercial development has been rather haphazard and, as a result, the Esquimalt Village and other local commercial areas do not have the cohesiveness nor the attractiveness they could have.

When asked in a recent questionnaire to identify what they disliked most about Esquimalt, an overwhelming number of respondents identified the lack of a downtown commercial area, with appropriate shops and services, and the appearance of Esquimalt Road in the village core.

Where new development is to occur within Esquimalt’s commercial core, that development should add to the pedestrian appeal and overall appearance of the street through features such as easily accessible entrances, street furniture and public art, landscaping and attractive exterior finishing materials, and by their orientation to the street rather than to a parking lot or internal square.

The goals for Development Permit Area No. 2 are:

- a) to enhance the aesthetic image of Esquimalt’s commercial district, particularly those areas that are considered community focal points, such as the Village, the Head Street/Esquimalt Road intersection and major entrance points to the municipality;
- b) to revitalize existing commercial areas by encouraging a variety of businesses;
- c) to encourage growth in the tax base through diversified commercial development and redevelopment of existing commercial areas; and
- d) to encourage integrated residential/institutional/commercial uses in commercial areas.

### **9.4.4 Requirements of Owners of Land within the Development Permit Area**

- a) Owners of land within Development Permit Area No. 2 must not do any of the following without first obtaining a development Permit in accordance with the guidelines for this Development Permit Area:
  - i) subdivide lands; or
  - ii) construct or alter a building or structure;without first obtaining a Development Permit in accordance with the guidelines of this Development Permit Area.
- b) Exemptions:

The following do not require a development permit:

  - i) construction of buildings or structures less than 10 square metres in area;

- ii) minor additions to existing structures where the floor area of the addition does not exceed 10 percent of the ground floor area of the structure;
- iii) emergency repairs to existing structures and public walkways where a potential safety hazard exists;
- iv) fences;
- v) the cutting of trees as permitted by the municipal tree protection bylaw; and
- vi) replacement or changing of existing signs, provided the sign area is not to be increased.

#### **9.4.5 Guidelines for Owners of Land within the Development Permit Area**

- a) Commercial building facades should be appropriate to a pedestrian shopping area with windows facing the street and doors opening onto the street rather than onto a courtyard or laneway. (See image)
- b) Ornamental lighting that not only highlights the building but also increases the amount of light falling onto pedestrian areas should be used wherever possible. However, commercial lighting should not create unnecessary glare or shine directly into neighbouring residential properties.
- c) Buildings should be designed and sited to minimize the creation of shadows on public spaces.
- d) Where possible, weather protection (i.e. awnings and canopies) should be provided above all pedestrian walkways including walkways to on-site parking areas.
- e) Off-street parking areas should be located either at the rear of commercial buildings or underground. Surface parking should be screened with landscaping. Large parking areas should contain additional islands of landscaping.
- f) The design of new commercial buildings, including areas use for parking, should incorporate Crime Prevention through Environmental Design (CPTED) principles.
- g) Buildings may be located at the front property line in order to create a pedestrian-oriented environment, except where vehicle visibility is affected and on those streets that have been identified as requiring future road widening.
- h) Landscape screening and fencing should be located around outdoor storage areas and garbage and recycling receptacles.
- i) Retention and protection of trees and the natural habitat is encouraged wherever possible.





## CORPORATION OF THE TOWNSHIP OF ESQUIMALT

Municipal Hall, 1229 Esquimalt Road, Esquimalt, B.C. V9A 3P1  
Website: [www.esquimalt.ca](http://www.esquimalt.ca) Email: [info@esquimalt.ca](mailto:info@esquimalt.ca)

Voice: (250) 414-7100  
Fax: (250) 414-7111

August 14, 2017

# DEVELOPMENT VARIANCE PERMIT NOTICE

An application for a Development Permit and Development Variance Permit has been received from the registered owner of 860 Esquimalt Road.

### **Purpose of the Application:**

The owner of the property is proposing a new façade and new signage for the existing building (A&W). The proposed new signs do not comply with Sign Regulation Bylaw, 1996, No. 2252, therefore the following variances are requested:

**Sign Regulation Bylaw, 1996, No. 2252, - Canopy Signs - Section 9.4.2 (b) Location** – An increase to the allowed height of a sign on a canopy from 1.0 meters to 1.6 metres;

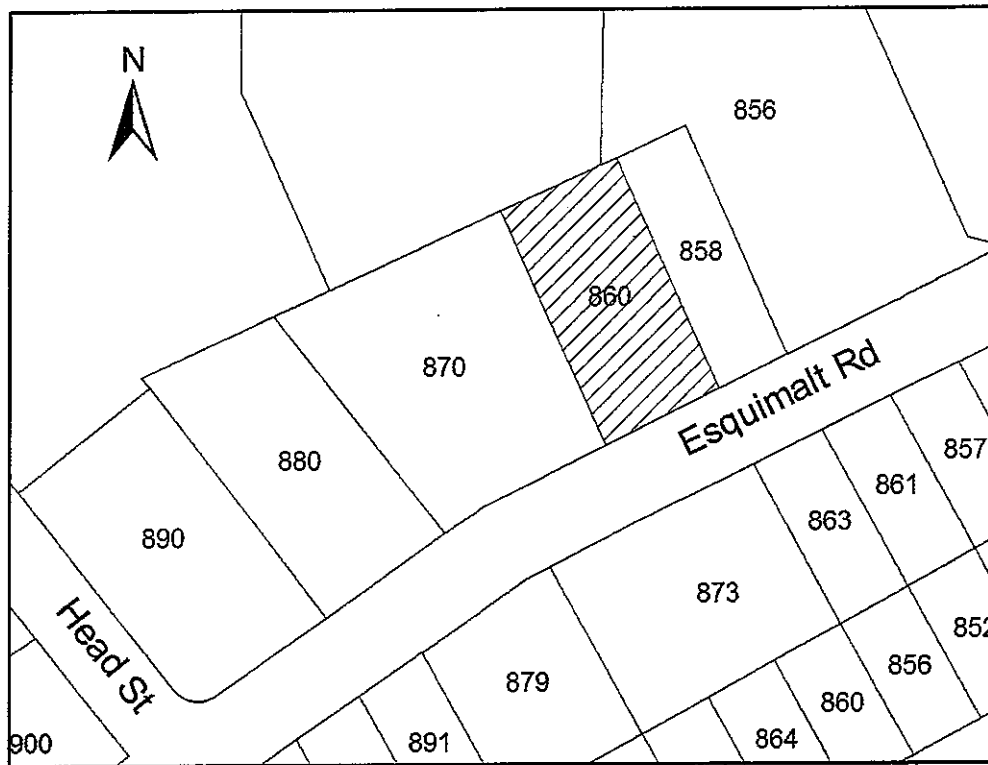
**Sign Regulation Bylaw, 1996, No. 2252 – Section 6.1 (i) Prohibitions** – A variance to the restriction that no more than 3 types of signs be allowed per business, to allow up to 4 types of signs (canopy, fascia, freestanding and posters) at this location;

**Sign Regulation Bylaw, 1996, No. 2252 – Section 6.1 (c) Prohibitions** – A variance to allow 'posters' to be placed on a commercial location, allowing the 3 posters on the West elevation adjacent to the drive thru window;

**Sign Regulation Bylaw, 1996, No. 2252 – 9.8.2 (a) Freestanding Signs – Location** – A variance to the requirement that a freestanding sign shall not be located within 30 metres of a residential zone to allow a freestanding sign not less than 19 metres from a residential zone (the building located across Esquimalt Road);

**Sign Regulation Bylaw, 1996, No. 2252 – 9.8.2 (b) Freestanding Signs – Location** – A variance to the requirement that a freestanding sign shall not be located within 2 metres of any intersecting property lines, to allow a freestanding sign to be located not less than 0.15 metres from an intersecting property line;

**Sign Regulation Bylaw, 1996, No. 2252 – 9.8.3 (b) Freestanding Signs – Location** – A variance to allow a freestanding sign to exceed the 0.3 ratio of sign area per lineal metre of street frontage to allow a sign area of 0.45 per lineal metre of street frontage [i.e. where the sign area = 13.54 m<sup>2</sup>, and the street frontage = 30.5 m<sup>2</sup>].



**Site Location:** 860 Esquimalt Road – A&W  
[PID 001-132-331, Lot 1 Section 11 Esquimalt District Plan 23904]

The Municipal Council will consider this application at the **Regular Meeting of Council commencing at 7:00 p.m., Monday, August 28, 2017 in the Council Chambers, Esquimalt Municipal Hall, 1229 Esquimalt Road, Esquimalt, B.C.** Affected persons may make representations to Council at that time, or submit a written submission prior to that date, to the Municipal Hall at the address noted above or via email to [corporate.services@esquimalt.ca](mailto:corporate.services@esquimalt.ca).

Information related to this application may be reviewed at the Development Services counter, Esquimalt Municipal Hall, 1229 Esquimalt Road, Esquimalt, B.C., anytime between the hours of 8:30 a.m. and 4:30 p.m. from August 14, 2017 until August 28, 2017 inclusive [excluding Saturdays, Sundays and Statutory Holidays].

ANJA NURVO  
CORPORATE OFFICER

*Personal information contained in communications to Council and its Committees is collected under the authority of the Community Charter and Local Government Act and will be used to assist Council members in decision making. Please note that your comments relating to this matter will form part of the Township's public record and may be included in a public agenda and posted on our website. Questions regarding the collection of personal information may be referred to the Director of Corporate Services at 250-414-7135.*