



February 8, 2021

DEVELOPMENT VARIANCE PERMIT NOTICE

Dear resident,

There is an application for a Development Variance Permit to construct a new Freestanding Sign in your neighbourhood. The Township Recreation Department has proposed to replace the sign at 1151 Esquimalt Road (Archie Browning Sports Centre) with a new larger sign having a video display screen.

What does this mean?

As part of the application, the public has an opportunity to provide input to Council regarding the proposed change.

The proposed sign needs to be considered by Council because it requires several variances from the Township's Sign Regulation Bylaw, 1996, No. 2252. The bylaw can be found on the Township's website at <https://www.esquimalt.ca/government-bylaws/bylaws-enforcement/bylaws/sign-regulation-bylaw-consolidated>

Purpose of the application:

The applicant is requesting the following variances to **Sign Regulation Bylaw, 1996, No. 2252**:

Vary **Part 6 - Prohibitions** – to allow the Freestanding Sign to occasionally have third-party advertising (for community event related advertisers) and therefore, act as a billboard

Vary **Part 7 - General Provisions - Section 9.8.1** - to allow the Freestanding Sign to be located on a property frontage of less than 30 metres (i.e., property has a 7.62 metre frontage on Esquimalt Road)

Vary **Part 7 - General Provisions - Section 9.8.2 (a)** - to allow the Freestanding Sign to be located within 20 metres of a residential zoned property (i.e., from 30 metres to 20 metres)

Vary **Part 7 - General Provisions - Section 9.8.2 (b)** - to allow a Freestanding Sign to be located 1.4 metres from a property line (i.e., from 2.0 metres to 1.4 metres)

Vary **Part 7 - General Provisions - Section 9.8.2 (c)** - to allow the Freestanding Sign to be larger than the landscaped area in which it sits. (i.e., sign area of 30.54 m² and landscaped area of 29.95 m²)

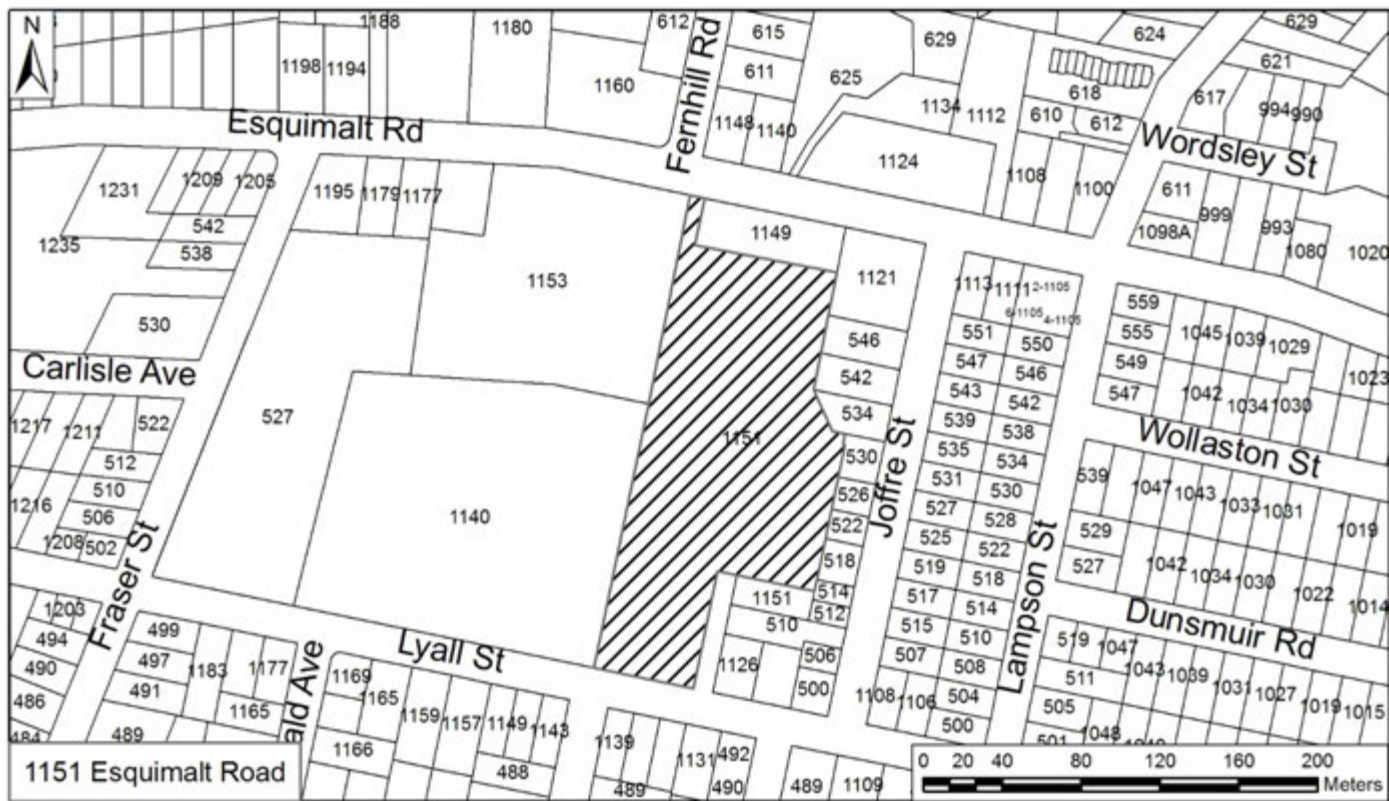
1229 Esquimalt Road
Esquimalt BC V9A 3P1
t. 250-414-7103
f. 250-414-7160
www.esquimalt.ca

"Please turn over"

Vary **Part 7 - General Provisions - Section 9.8.3 (b)** - to allow the area of the Freestanding Sign to be greater than 20 square metres (i.e., from 20 m² to 30.52 m²)

To allow the installation of a new Freestanding Sign (pilon sign) with video display to replace the smaller existing manual display Freestanding Sign. The display screen will allow Esquimalt Recreation staff to advertise community programs and events and will act as a billboard for third party advertising on occasion when connected with a community event.

Site Location: 1151 Esquimalt Road



Description of land:

- Parcel Identifier (PID): 001-122-134
- Legal description: Lot A, Section 11, Esquimalt District, Plan 4208

Input opportunities:

The Municipal Council will consider this application at the **Regular Meeting of Council commencing at 7 p.m., Monday, February 22, 2021 in the Council Chambers, Esquimalt Municipal Hall, 1229 Esquimalt Road, Esquimalt B.C.**

Due to COVID-19 and pursuant to Ministerial Order No. 192 the public may not attend the Council Meeting in person. Affected persons may address Council electronically (by telephone) during the 'Electronic Public Input' portion of the agenda, or submit a written letter, prior to that date, to the municipal hall at 1229 Esquimalt Road, Esquimalt, BC, V9A 3P1 or via email to corporate.services@esquimalt.ca. Please direct written correspondence to the Corporate Services department prior to noon on the date of the meeting in order to be considered as "Late Items" to the published agenda. To arrange for telephone input please call 250-414-7135 before 4:30 p.m. on the day of the meeting and speak with the Corporate Officer.

A copy of the Development Variance Permit can be found on the Township's website at www.esquimalt.ca website from February 8, 2021 until February 22, 2021 by viewing the Development Tracker. <https://www.esquimalt.ca/business-development/development-tracker/development-variance-permit-applications>.

Alternatively, it may be viewed by appointment at the Municipal Hall by calling Development Services at 250-414-7103, between 8:30 a.m. and 4:30 p.m., Monday to Friday from February 8, 2021 until February 22, 2021.

Please note:

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 Corporate Officer at 250-414-7100 or corporate.services@esquimalt.ca.

More information about the project: Karen Hay, Development Services; 250-414-7179

More information about development at the Township of Esquimalt: Esquimalt.ca/development

Thank you,

Rachel Dumas, Corporate Officer

250-414-7100



THE MAST
20' Tall Engineered Steel

THE NAME
Dimensional Acrylic Lettering
with Illuminated Extrusion

THE BOW
Dual Cobblers with Painted and
Illuminated Interiors - Painted in
Battleship Grey Metallic

THE DISPLAY
Millinium 16mm Pitch RGB
LED Displays

THE RUDDER
Dual Cobblers with
Interior Paint and
Illumination - Green

THE WATER
Digital Print of Gradual
Spacing Water in a
Griffith Protected Film

THE BRAND
Dimensional Acrylic Lettering
with Illuminated Extrusion and
Full Colour Logo

THE WAKE
Engineered Concrete Forming
in Wave Design to Simulate
the Breaking Water

GFX
"SHIP SHAPE"

Archie Browning Sports Centre
Digital Pylon Sign - The Ship

Client: Township of Esquimalt
Sales: B. Aced
Designer: D. Julio
File: 10935 - Archie Browning Pylon.pdf
2020revA

Job# 10935

Start Date: Jan 13, 2020
Revisions: Jan 12, 2021



Approved: Sample Revisions Pick Up

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