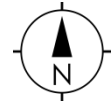


1149 Esquimalt Road - air photo



PART 6 - PROHIBITIONS

6.1 Unless permitted in another bylaw, order of provincial or federal statute, Signs that are not expressly permitted or exempted in this bylaw are prohibited. Without restricting or limiting the generality of the foregoing, the following Signs are specifically prohibited:

- a) billboards;
- b) any Signs which devote more than 30% of the Copy Area to the advertisement of particular products or services sold on the premises at which the Sign is displayed. This provision shall not apply where the name of the product or service is incorporated in the name of the business being conducted on the premises;
- c) any pennants or Posters except as otherwise permitted in this bylaw;
- d) any Roof Signs;
- e) any Signs mounted or supported on the deck of a Canopy which exceed 1.0 metres in height or protrude above the roof line of the building;
- f) any Portable Sign;
- g) any Sign which obstructs any part of a doorway, window or balcony with the exception of permitted Window Signs;
- h) any Flashing, Animated or chasing border Signs where the portion of the Sign which moves or changes colour comprises more than 25% of the Display Surface.
- i) more than three types of Signs, which require a Sign Permit, per business;
- j) any Third Party Advertising Sign;
- k) any Sign which devotes more than 30% of its Sign Area to manual or automatic changeable Copy.



186 Notices
Mailed Oct 27, 2020

October 27, 2020

DEVELOPMENT VARIANCE PERMIT NOTICE

Dear resident,

There is an application for a Development Variance Permit to construct a new sign in your neighbourhood. The Township has received this application from the registered owner of 1149 Esquimalt Road (McDonald's Restaurants of Canada).

What does this mean?

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

These changes need to be considered by Council because they require a variance from the Township's Sign Regulation Bylaw, 1996, No. 2252. The Sign Regulation Bylaw 1996, No. 2252 can be found on the Township's website at <https://www.esquimalt.ca/government/bylaws/bylaws-enforcement/bylaws/sign-regulation-bylaw-consolidated>

Site Location: 1149 Esquimalt Road



Description of land:

- Parcel Identifier (PID): 001-122-134
- Legal description: Lot A, Section 11, Esquimalt District, Plan 42081

"Please turn over"

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

Purpose of the application:

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

Vary Sign Regulation Bylaw, 1996, No. 2252, Part 6 – Prohibitions (6.1)(h) and (k) - To allow an animated (digital) sign board that will have the ability to have animations, changes in colour and copy on more than 30% of the display surface.

The applicant is proposing to update the McDonald's drive-thru menu-board with a digital version that will change with every customer, and show them the items they have ordered. The Sign Regulation Bylaw 1996, No. 2252 prohibits signs with animation that is able to compromise more than 25% of a sign, and changeable copy on more than 30% of a sign.

Input opportunities:

The Municipal Council will consider this application at the **Regular Meeting of Council commencing at 7 p.m., Monday, November 16, 2020 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 the address noted above or via email to corporate.services@esquimalt.ca. 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. 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.

Information related to this application may be reviewed on the Esquimalt.ca website from October 26, 2020 until November 16, 2020 by viewing the Development Tracker. <https://www.esquimalt.ca/business-development/development-tracker/development-variance-permit-applications>.

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](https://www.esquimalt.ca/development)

Thank you,

Rachel Dumas, Corporate Officer

250-414-7100