

# DVP22-0050 2002 Enterprise Way

Development Variance Permit Application



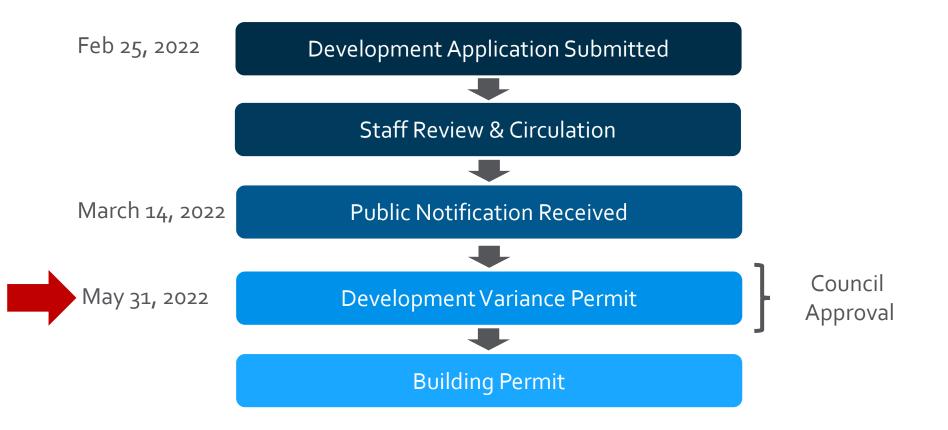


### Proposal

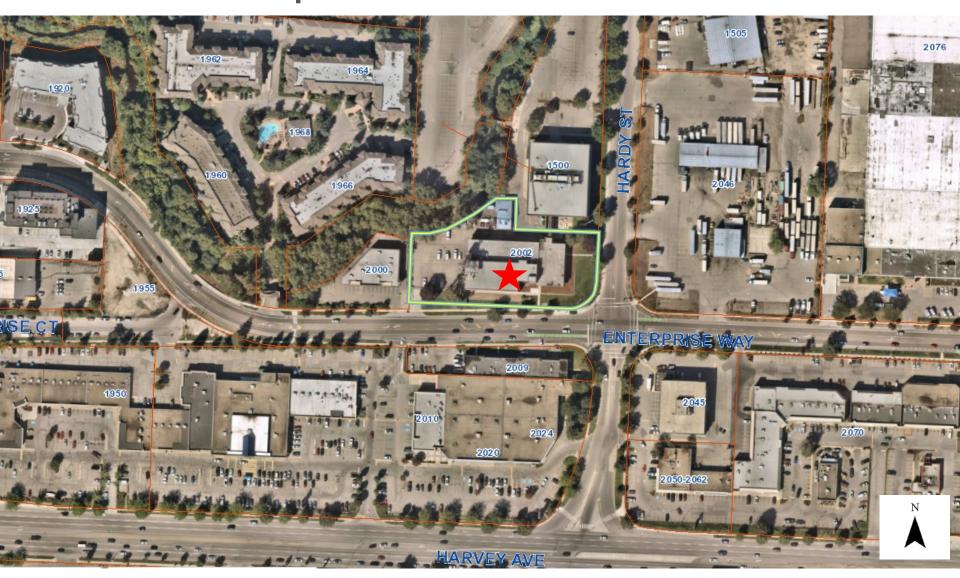
➤ To review a Staff recommendation to <u>NOT</u> issue a Development Variance Permit to vary the maximum size of an electronic message centre on the subject property.

#### **Development Process**

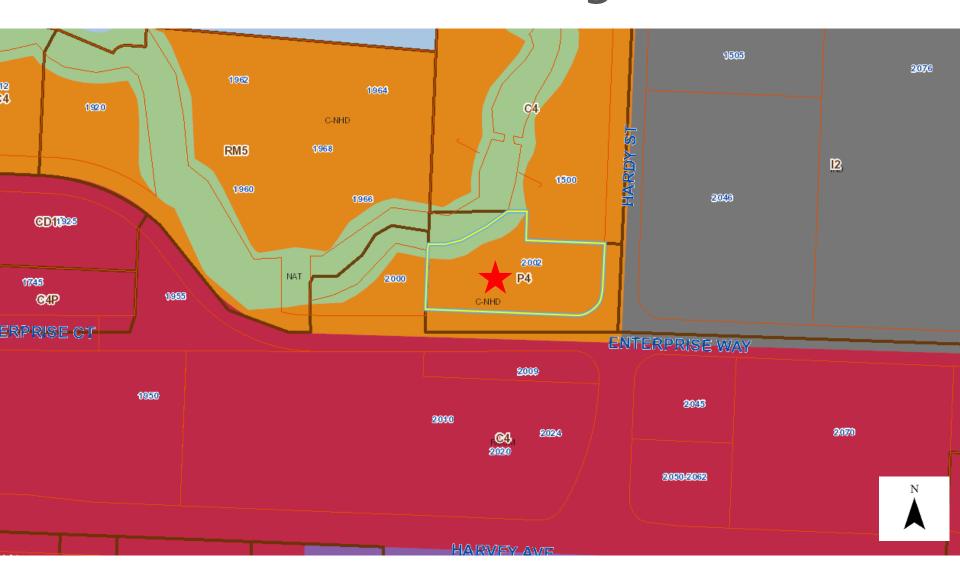




## Context Map



## Future Land Use / Zoning

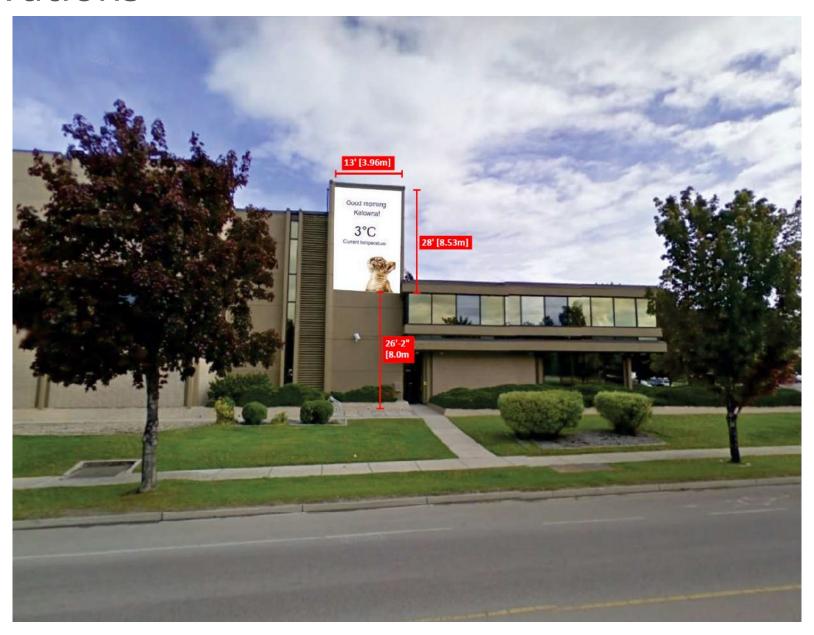




## Project details

- ► In 2016, Council approved variances to the number and size of signs to allow a banner sign and two vinyl window signs on the subject property.
- ► Applicant is proposing to replace the existing banner sign with a digital sign.
- ➤ Requires a variance to the maximum size of an electronic message centre from 2.0 m² to 33.82 m².

#### Elevations





#### Staff Recommendation

- ➤ Staff recommend **non-support** for the Development Variance Permit:
  - ► Significant deviation from Sign Bylaw regulations
  - ▶ Inconsistent with OCP Development Permit Guidelines
  - ► Electronic message centres are permitted only in public and institutional zones and are not intended for corporate branding or marketing.



### Conclusion of Staff Remarks