



Proposal: DP to allow two additional fascia signs on a commercial building.

Recommendation: Approval to Proceed

Location: 15551 Fraser Highway **Zoning:** CD (By-law No. 8705)

OCP Designation: Commercial

LAP Designation: Commercial **Owner:** Eskaylee Enterprises Ltd.

PROJECT TIMELINE

Completed Application Submission Date:	July 20, 2004
Planning Report Date:	October 18, 2004

The applicant is proposing:

- a Development Permit

in order to allow the installation of two (2) additional fascia signs on a commercial property.

The Planning & Development Department recommends that:

1. Council approve the attached Development Permit No. 7904-0293-00 (Appendix IV), authorized the Mayor

and Clerk to sign the Development Permit, and authorize the transfer of the Permit to the heirs, administrators, executors, successors and assigns of the title of the land within the terms of the Permit.

REFERRALS

Engineering: The Engineering Department has no objection to the project subject to the completion of Engineering servicing requirements as identified in the attached (Appendix III).

SITE CHARACTERISTICS

- **Existing Land Use** Neighbourhood commercial mall.
- **East:** Across 156 Street, single family dwellings and vacant lots, zoned RF, designated Urban.
- **South:** Across Fraser Highway, Chevron Gas Station and McDonald's Restaurant, zoned CD (By-law Nos. 15067 and 11150), designated Commercial, and townhouses, zoned CD (By-law No. 7293).
- **West:** Intersection of 88 Avenue and Fraser Highway.
- **North:** Across 88 Avenue, church and low density townhouses, zoned PA-2 and RM-15, designated Urban.

PLAN AND POLICY COMPLIANCE

OCP Designation: Complies.

LAP Designation: Complies.

DEVELOPMENT CONSIDERATIONS

- The subject property is part of a neighbourhood commercial mall located to the south of 88 Avenue at Fraser Highway and 156 Street.
- The site was rezoned under Application No. 5686-0313-00 from Gasoline Service Station Zone (C-G) and Family Residential Zone (R-F) to Comprehensive Development Zone (By-law No. 8705) to permit a neighbourhood convenience centre which included local commercial uses, a restrictive number of highway commercial uses and a self-serve gas bar. The rezoning received final adoption on June 6, 1986.
- The Development Permit associated with the rezoning which was approved on the same date, permitted the occupant of the subject site to install a freestanding sign and one fascia sign on the south side of the building facing onto Fraser Highway. However, with the construction of this neighbourhood commercial centre, the occupant installed two (2) additional fascia signs without a Development Permit and without a sign permit.
- This commercial building is occupied by 8 tenants. Tim Hortons occupies the most westerly unit.
- Changes to Tim Horton's marketing have resulted in a need to modify the logo. Consequently an application has been submitted for a Development Permit in order to allow for the replacement of the two fascia signs using

the updated logo.

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DESIGN PROPOSAL AND REVIEW
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- The proposed fascia signs are to be located on the west and south building façades.
- The applicant's premise frontage allows for a maximum sign area of 14.6 m² (158 sq. ft.) for all signs. The combined sign area for all three fascia signs is 11.7 m² (126 sq. ft.) which is within the area requirements of the Surrey Sign By-law.
- The two proposed replacement signs identify the business using illuminated stylized channel lettering. The red colour of the lettering integrates into the overall building design as it incorporates the red colour of the roofing material used for the building.
- The design of the fascia signs have been reviewed by City staff and has been found satisfactory.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners, Action Summary and Project Data Sheets
Appendix II.	Site Plan and Sign Design
Appendix III.	Engineering Summary
Appendix IV.	Development Permit No. 7904-0293-00

INFORMATION AVAILABLE ON FILE

- Detailed Engineering Comments dated September 23, 2004.

Murray Dinwoodie
General Manager
Planning and Development

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APPENDIX I

Information for City Clerk

Legal Description and Owners of all lots that form part of the application:

1. (a) Agent:

Name:	TDL Group
Address:	7460 - 51 Street, SE Calgary, Alberta T2C 4B4
Tel:	403-205-7448

2. Properties involved in the Application

- (a) Civic Addresses: 15551 Fraser Highway
- (b) Civic Address: 15551 Fraser Highway
Owner: Eskaylee Enterprises Ltd.
PID: 005-534-356
Lot 1 Section 26 and 35 Township 2 Plan 73022

3.

- (a) Proceed with Public Notification for Development Variance Permit No. 7904-0293-00.