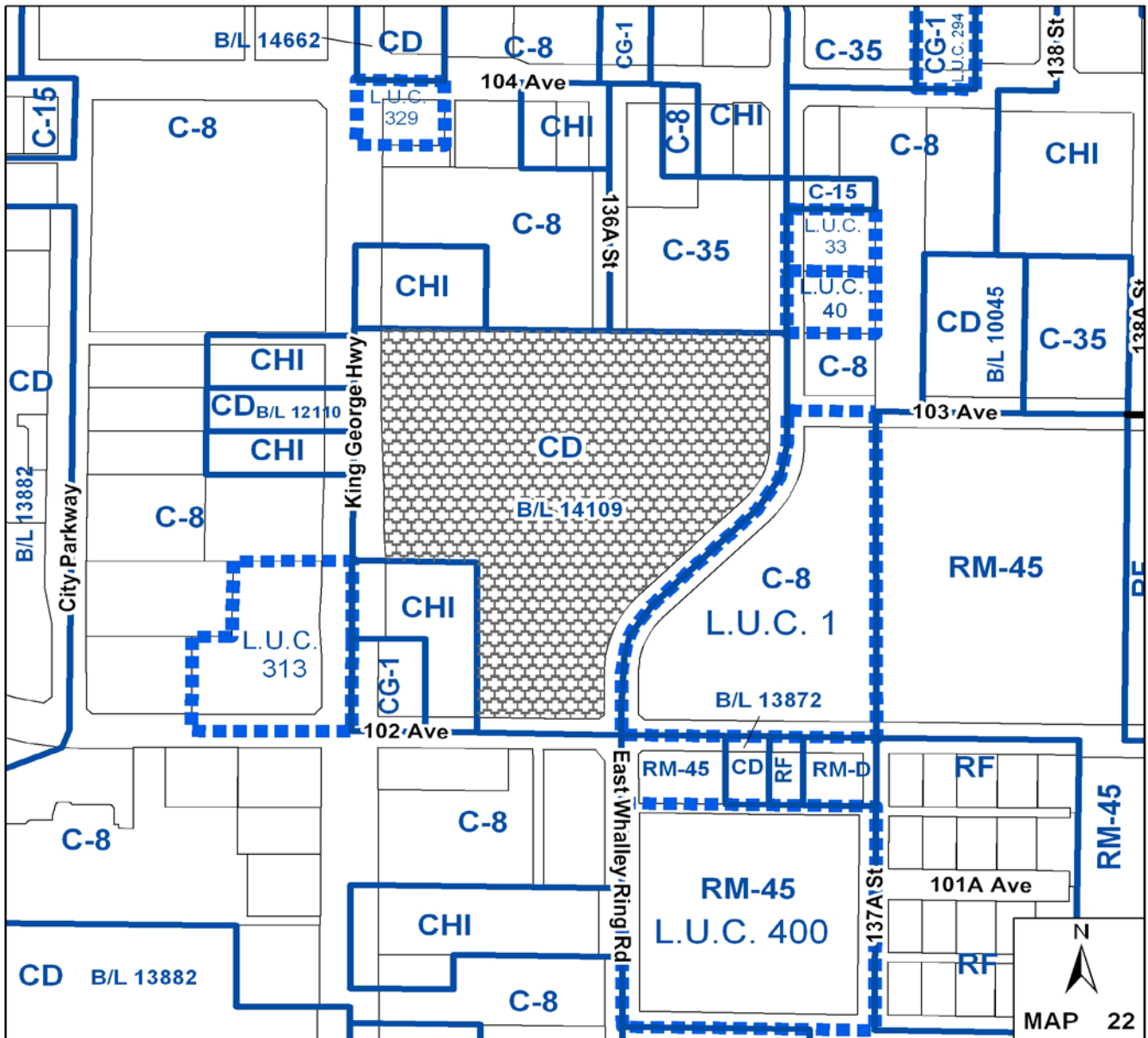


**Proposal:** Development Permit to permit new signage at an existing Canadian Tire store. Development Variance Permit to vary the maximum number of fascia signs.

**Recommendation:** Approval to Proceed

**Location:** 13665 - 102 Avenue      **Zoning:** CD

**OCP Designation:** Commercial      **Owner:** KBK No. 196 Ventures Ltd.



### PROJECT TIMELINE

Completed Application Submission Date: October 3, 2005  
Application Revision & Re-submission Date: January 9, 2006  
Planning Report Date: January 30, 2006

### PROPOSAL

The applicant is proposing:

- a Development Permit; and
- a Development Variance Permit to vary the Sign By-law to:
  - increase the maximum number of fascia signs from 4 to 13

in order to permit the development of new signage on the existing Canadian Tire store in City Centre.

### RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7905-0317-00 generally in accordance with the attached drawings (Appendix V).
2. Council approve Development Variance Permit No. 7905-0317-00, varying the following, to proceed to Public Notification:
  - (a) to vary the Sign By-law to increase the maximum number of fascia signs from four (4) to thirteen (13).
3. Council instruct staff to resolve the following issues prior to final approval:
  - (a) submission of a landscaping cost estimate to the specifications and satisfaction of the City Landscape Architect; and
  - (b) approval of Development Variance Permit No. 7905-0317-00.

### 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 IV).

## SITE CHARACTERISTICS

- **Existing Land Use** Canadian Tire retail store.
- **Significant Site Attributes** The building's front entrance façade faces the parking lot south of the store. The building has shared parking and access with A & W Restaurant and Save-On Foods.
- **East:** Across East Whalley Ring Road, commercial properties, zoned C-8 and regulated under LUC No. 1, designated Commercial.
- **South:** McDonalds drive-through restaurant, zoned CHI, designated Commercial.
- **West:** Save-On Foods store sharing a common wall with the Canadian Tire store, zoned CD (By-law No. 14109), designated Commercial.
- **North:** Commercial properties, zoned C-8 and C-35, designated Commercial.

## PLAN AND POLICY COMPLIANCE

OCP Designation: Complies.

## DEVELOPMENT CONSIDERATIONS

### Background

- The Canadian Tire retail store is part of a larger commercial centre zoned CD (By-law No. 14109) and is located at 13665 – 102 Avenue. Other major tenants of this 4.08-hectare (10.07 acre) site include Save-On Foods and A & W Restaurant with a drive-through. The Canadian Tire building is attached through a shared wall with the Save-On Foods store.
- The subject site was retrofitted in 1998 from K-Mart to Canadian Tire under Development Permit No. 7998-0073-00. A comprehensive signage package for the Canadian Tire store, including ten (10) fascia signs, was approved as part of the Development Permit. In 2000, the site was rezoned from C-8 to CD (By-law No. 14109) to permit the construction of an A & W Restaurant with a drive-through component.

### Design Proposal and Review:

- The applicant has submitted a comprehensive Development Permit application to update the existing fascia signs to reflect Canadian Tire's new corporate identity. The applicant is also requesting a Development Variance Permit to permit an increase in the maximum number of fascia signs from four (4) to thirteen (13). The Development Permit also proposes an increase in a small portion of the parapet height on the front elevation near the main entrance from 8.0 metres (26 ft.) to 9.5 metres (31 ft.).

- In addition to signage changes, Canadian Tire proposes to alter the existing colour scheme of the building from white and red to tan, red and green as part of its Canada-wide program to standardize the look and feel of its stores.
- The signage proposal includes the addition of 4 new illuminated fascia signs spelling the words, 'driving', 'living', 'playing' and 'fixing'; a decrease in the size of the main Canadian Tire sign; and the elimination of one existing fascia sign reading 'garden centre'.
- The fascia sign above the main entrance reading 'Canadian Tire' is proposed to be illuminated.
- Six planters will be installed along the edge of the sidewalk that runs along the south façade .
- City staff have reviewed and are satisfied with the proposed changes.

### BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the maximum number of fascia signs permitted in the Sign By-law from 4 to 13.

Applicant's Reasons:

- The increase in total signage area is appropriate given the length and scale of the existing building.

Staff Comments:

- There are currently ten (10) fascia signs on the Canadian Tire store. This signage was approved under Development Permit No. 7998-0073-00 on June 1, 1998.
- With the adoption of the current Sign By-law on March 22, 1999, the maximum number of fascia signs now permitted on this site for each tenant is four (based on one fascia sign per road frontage). Given 10 fascia signs existing, for practical purposes, this Development Variance Permit application is to permit an additional three fascia signs.
- The increased number of fascia signs is in keeping with the scale of the building and the length of the southern façade (main entrance). The total area of fascia signage that would be permitted, under the Sign By-law, given the length of the premise frontage is 143.6 square metres (15,458 sq.ft.). However, the proposed signage at 84.8 square metres (912.8 sq.ft.) is considerably less than would be permitted.
- The addition of landscaped planters will help soften the southern elevation.
- Planning and Development Department staff can support the requested variance.

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.	Contour Map
Appendix III.	Engineering Summary
Appendix IV.	Proposed Site Plan, Elevations and Landscape Plan
Appendix V.	Development Variance Permit No. 7905-0317-00

INFORMATION AVAILABLE ON FILE

- Detailed Engineering Comments dated November 28, 2005.

Murray Dinwoodie  
General Manager  
Planning and Development

CM/kms

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SEH 7/19/10 9:40 AM

Information for City Clerk

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

1. (a) Agent:       Name:                Alex Polacco, Tevrex Real Estate Group Inc.  
                  Address:             Suite 300, Windsor Square  
  1959 - 152 Street  
  White Rock, B.C. V4A 9E3  
                  Tel:                     604-542-4800
  
2.       Properties involved in the Application
  - (a)      Civic Address:         13665 - 102 Avenue
  
  - (b)      Civic Address:         13665 - 102 Avenue  
          Owner:                 KBK No. 196 Ventures Ltd.  
          PID:                    000-498-556  
          Lot 59 Section 26 Block 5 Range 2 New Westminster District Plan 33336
  
3.       Summary of Actions for City Clerk's Office
  - (a)      Proceed with Public Notification for Development Variance Permit No. 7905-0317-00.

CONTOUR MAP FOR SUBJECT SITE

