

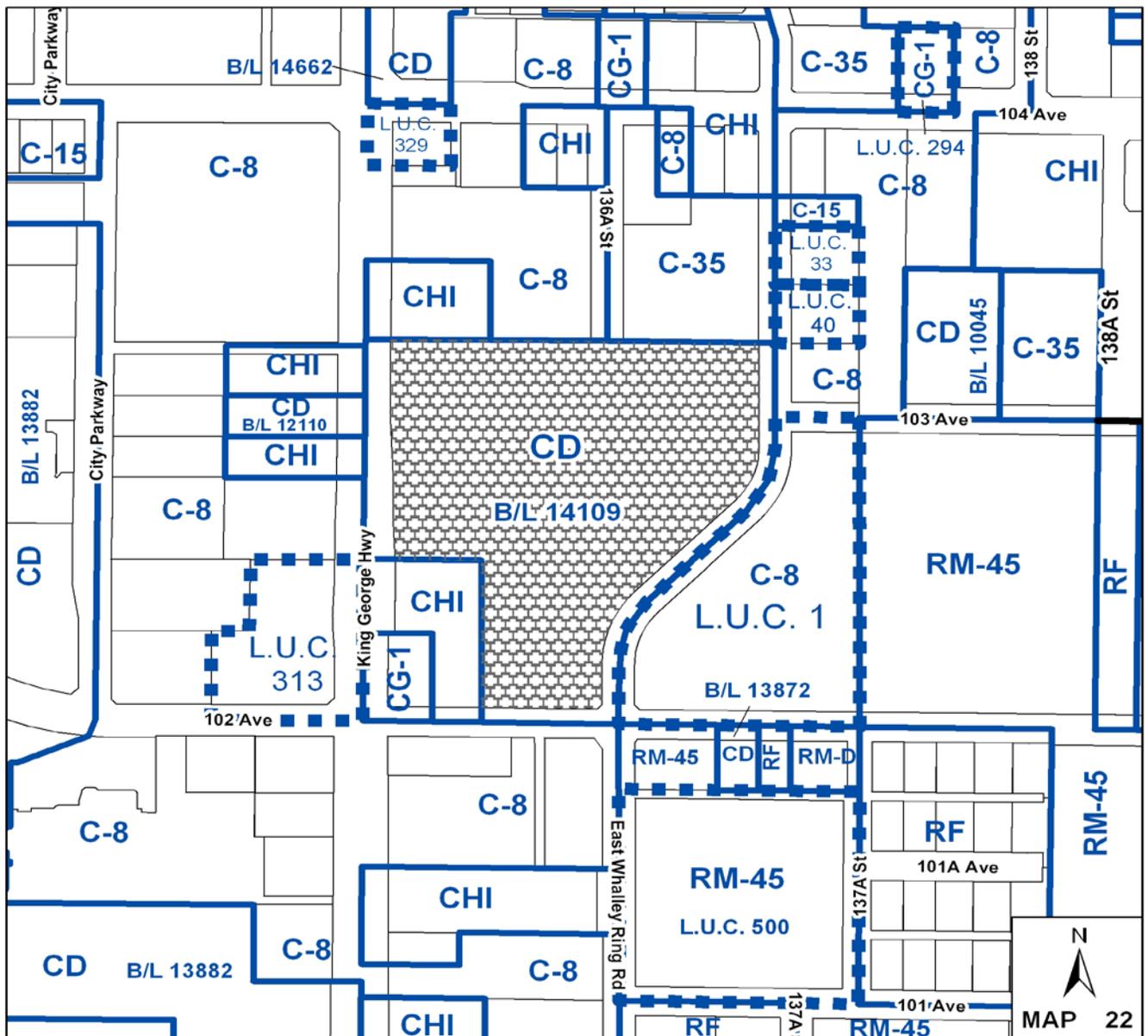
Proposal: Development Permit to permit new fascia signage and reconfigure parking. Development Variance Permit to increase the maximum allowable height of a free-standing sign from 3.66 metres (12 ft.) to 10.67 metres (35 ft.) and to increase the allowable width of a free-standing sign.

Recommendation: Approval to Proceed

Location: 10312 King George Hwy **Zoning:** CD (By-law No. 14109)

OCP Designation: Commercial

Owner: KBK No. 196 Ventures Ltd.



PROJECT TIMELINE

Completed Application Submission Date: December 5, 2005
Planning Report Date: February 20, 2006

PROPOSAL

The applicant is proposing:

- a Development Permit; and
- a Development Variance Permit to vary the Sign By-law to:
 - increase the maximum allowable height of a free-standing sign from 3.66 metres (12 ft.) to 10.67 metres (35 ft.); and
 - permit the width of the free-standing sign to exceed two-thirds of the height of the free-standing sign

in order to permit the development of new signage and reconfigure parking at the existing PriceSmart Foods store in City Centre.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7905-0391-00 in accordance with the attached drawings.
2. Council approve Development Variance Permit No. 7905-0391-00, (Appendix V) varying the following, to proceed to Public Notification:
 - (a) to vary the Sign By-law to increase the maximum allowable height of a free-standing sign from 3.66 metres (12 ft.) to 10.67 metres (35 ft.); and
 - (b) permit the width of the free-standing sign to exceed two-thirds of the height of the free-standing sign.
3. Council instruct staff to resolve the following issue prior to final approval:
 - (a) approval of Development Variance Permit No. 7905-0391-00.

REFERRALS

Engineering: The Engineering Department has no concerns with the project as the site is fully serviced (Appendix IV).

SITE CHARACTERISTICS

- **Existing Land Use** Shopping centre anchored by PriceSmart Foods (formerly Save-On Foods) and Canadian Tire stores.
- **East:** Across East Whalley Ring Road, Future Shop and Toys 'R Us, regulated by Land Use Contract 1, designated Commercial.
- **South:** McDonald's drive-through restaurant, zoned CHI, designated Commercial.
- **West:** Across King George Highway, commercial properties zoned CHI and CD (By-law No. 12110), designated City Centre.
- **North:** Commercial properties zoned CH1 (Burger King), C-8 (London Drugs) and C-35, designated Commercial.

PLAN AND POLICY COMPLIANCE

OCP Designation: Complies.

DEVELOPMENT CONSIDERATIONS

Background

- The PriceSmart Foods store (the former Save On Foods) is part of a larger commercial centre zoned CD (By-law No. 14109) located at 13665 – 102 Avenue in City Centre. Other major tenants of this 4.08 hectare (10.07 acre) site include a Canadian Tire store and A & W Restaurant with a drive-through. The PriceSmart Foods building is attached through a shared wall to the Canadian Tire store.
- A development permit (6783-388) was approved in 1983 to permit the construction of the PriceSmart Foods store (the former Save On Foods). This development permitted two fascia signs.
- The building is currently undergoing some cosmetic exterior renovations (replacement of existing cladding with new cladding and painting based on the previously approved Development Permit.

CURRENT APPLICATION

- The applicant has submitted a proposal to update the existing fascia signs to reflect a change in company identification from Save-On Foods to PriceSmart Foods. The applicant is also requesting a Development Variance Permit to permit an increase in the maximum allowable height of a free-standing sign from 3.66 metres (12 ft.) to 10.69 metres (35 ft.) and to permit the width of the free-standing sign to exceed two-thirds of the height of the sign. Some parking stalls will be eliminated immediately in front of the main entrance to accommodate the new free-standing sign and to increase the size of existing disabled parking stalls.

DESIGN PROPOSAL AND REVIEW

- The new free-standing sign is proposed to be constructed in front of the main entrance, which is located along the south face of the building. This new sign is intended to appear like an extension of the building's front façade rather than a free-standing sign and identifies the main store entry. The sign (new entrance feature) will be 21.95 metres (72 ft.) in width and 10.69 metres (35 ft.) in height. The structure will be constructed using painted structural steel. The proposed free-standing sign has a total sign area of 24.51 square metres (263.86 sq.ft.) (Appendix III).
- The signage proposal also includes the replacement of the existing illuminated fascia sign along the west elevation facing King George Highway. The sign will include blue cut out letters with the new store name and store logo in green with a total sign area of 24.51 square metres (263.86 sq.ft.).
- An illuminated fascia sign is proposed along the southern elevation reading "pharmacy". The sign proposes green cut out letters (and a small square area for a phone number) with a total sign area of 4.84 square metres (52.15 sq.ft.).
- The combined sign area of the two proposed fascia signs and the free-standing sign (53.87 square metres/579.87 sq. ft.), is less than what would be permitted under the Sign By-law (i.e. 68.8 square metres (740.6 sq.ft.).
- The total number of parking stalls is proposed to be reduced from 491 to 482, which meets the parking requirements of the Zoning By-law. The size of the 4 existing parking stalls for the disabled, immediately in front of the main entrance will be increased in width from 3.6 metres (11.8 sq.ft) to 5.66 metres (18.57 sq.ft).

ADVISORY DESIGN PANEL

This application was not referred to the ADP but was reviewed by staff and found satisfactory.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variances:

- To increase the maximum allowable height of a free-standing sign from 3.66 metres (12 ft.) to 10.69 metres (35 ft.); and
- To permit the width of the free-standing sign to exceed two-thirds of the height of the free-standing sign.

Applicant's Reasons:

- The sign acts as a new entrance feature rather than as a free-standing sign.

Staff Comments:

- The maximum height of a principal building under the CD By-law regulating this site is 12 metres (40 ft). The proposed sign structure at 10.69 metres (35 ft.) is less than the maximum allowable height of a principal building.
- While the feature/sign is a separate structure, with its own foundation, the proposed free-standing sign visually acts as an extension of the building façade. The sign is only separated by a few inches from the building's front façade. The feature provides an aesthetic benefit to the building's façade.
- The proposed width of the free-standing sign is 21.95 metres (72 ft.). This width is twice the height of the proposed sign but is in keeping with the scale of the building. The width of the food store building is approximately 60.0 metres (196.9 ft.).
- Staff, therefore, support the proposed variances.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Contour Map
Appendix III.	Proposed Site Plan and Elevations
Appendix IV.	Engineering Summary
Appendix V.	Development Variance Permit No. 7905-0391-00

INFORMATION AVAILABLE ON FILE

- 3 copies Site Plan/Elevations
- Detailed Engineering Comments dated January 25, 2006.
- Soil Contamination Review Questionnaire prepared by Moruely Coffman dated December 13, 2005.

Murray Dinwoodie
General Manager
Planning and Development

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Information for City Clerk

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

1. (a) Agent: Name: Ian Annand
 Address: 700 - 1190 Melville Street
 Vancouver, B.C. V6E 3W1
 Tel: 604-637-2640

2. Properties involved in the Application
 - (a) Civic Address: 10312 King George Highway

 - (b) Civic Address: 10312 King George Highway
 Owner: KBK No. 196 Ventures Ltd.
 PID: 000-498-556
 Lot 59 Section 26 Block 5 North Range 2 New Westminster District Plan
 33336

3. Summary
 - (a) Proceed with Public Notification for Development Variance Permit No. 7905-0391-00.

CONTOUR MAP FOR SUBJECT SITE

