

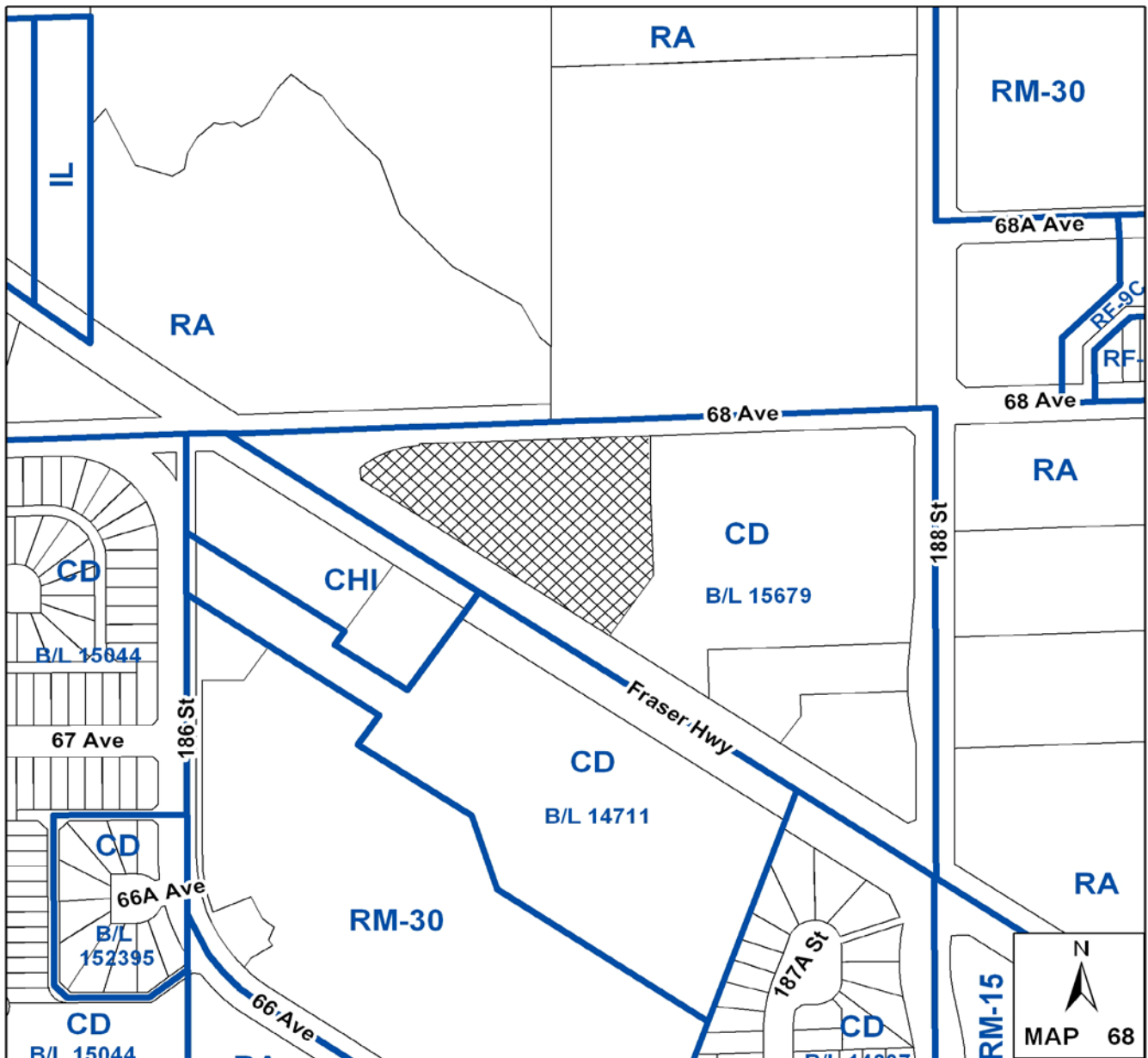
Proposal: Development Permit to allow a change from awning signs to fascia signs. Development Variance Permit to allow additional signage on the existing drug store in the Clayton Crossing Shopping Centre.

Recommendation: Approval to Proceed

Location: 18655 Fraser Highway **Zoning:** CD (By-law No. 15679)

OCP Designation: Commercial

LAP Designation: Commercial **Owner:** Clayton Crossing Shopping Centre Limited



PROJECT TIMELINE

Completed Application Submission Date: February 27, 2006
Application Revision & Re-submission Date: April 4, 2006
Planning Report Date: April 24, 2006

PROPOSAL

The applicant is proposing:

- a Development Permit; and
- a Development Variance Permit to vary the following Sign By-law regulations:
 - to increase the number of fascia signs for Building G from 2 to 9; and
 - to increase the sign area from 54 sq.m. (581 sq.ft.) to 61 sq.m. (656 sq.ft.)

in order to allow installation of signage in the newly built Shoppers Drug Mart in East Clayton.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7906-0073-00 generally in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7906-0073-00, (Appendix IV) varying the following, to proceed to Public Notification:
 - (a) to increase the maximum number of fascia signs for the single tenant in Building G (Shoppers Drug Mart) from 2 fascia signs to a total of 9 fascia signs; and
 - (b) to increase the maximum sign area from 54 sq.m. (581 sq. ft.) to 61 sq.m. (656 sq. ft.).
3. Council instruct staff to resolve the following issues prior to final approval:
 - (a) removal of all existing signage that has not been included in Development Permit No. 7906-0073-00; and
 - (b) submission of sign permit applications for the proposed signage installed without permits, to the satisfaction of the Building Division.

SITE CHARACTERISTICS

- **Existing Land Use** The site is one of four lots that constitutes the Clayton Crossing Shopping Centre.
- **East:** Extra Foods, zoned CD (By-law No. 15679), designated Commercial, which forms part of the original rezoning for the Clayton Crossing Shopping Centre.
- **South-West:** Across Fraser Highway, vacant acreage parcels with existing commercial uses designated Urban in the OCP and Townhouse/Cluster (8-15 units/acre) in the North Cloverdale East NCP, zoned CHI.
- **North:** Across 68 Avenue, acreage residential parcel forming part of the East Clayton West NCP expansion area with a rezoning application (File No. 7904-0317-00) from RA to CD (at Third Reading) to permit 104 apartment units and 139 townhouse units.

DEVELOPMENT CONSIDERATIONS

Background

- The subject site forms part of Clayton Crossing Shopping Centre that was previously under a development application (File No. 7904-0246-00) (Appendix V), which involved an OCP amendment from Suburban to Commercial, a rezoning from RA to CD and a development permit in order to allow the development of a shopping centre. The OCP amendment and rezoning by-laws (14137 and 15498 respectively) received Final Adoption on December 13, 2004 together with the Development Permit.
- The subdivision plan (Appendix VI) creating 4 newly reconfigured lots (out of 4 parent lots) was subsequently registered at the Land Title Office.
- A further rezoning and subdivision of the newly registered parcels (Lots 2 and 3) was pursued under File No. 7905-0024-00 in response to a prospective owner's request to acquire a larger site for the then proposed food store. The associated Rezoning By-law No. 15679 was granted Final Adoption on March 7, 2005. The revised subdivision plan (Appendix VII) creating Lots A and B was registered at the Land Title Office.
- The approved Development Permit No. 7904-0246-00 regulates the form and character of 7 separate buildings (Buildings A-G). The subject application involves Lot A only accommodating Buildings G and F.
- Except for Building G on Lot A, all buildings on Lots 1, 2 and A are multi-tenanted. All the business premises, except for one CRU, are now either occupied or leased to prospective tenants. The existing building on Lot B is solely occupied by Extra Foods.
- A separate Development Permit No. 7904-0074-00) dealing with Lots 1 and 2 for signage is also in process (to be dealt with concurrently at the same Land Use meeting).

Current Proposal

- The approved Development Permit No. 7904-0246-00 allows the installation of awning signs in all buildings. However, as each business premise became available for lease, existing and prospective tenants confirmed their preference for fascia signs in lieu of canopy signs. They argued that the visibility of the signs are compromised when installed on awnings. Unlike fascia signs that are installed on a vertical face of a structure and, therefore, are highly visible, awnings are installed on an angle, making the signs not as visible.
- To accommodate the tenant's request, the owner agreed to allow fascia signs, with awnings to remain for weather protection. No signs have been installed on the most westerly building, however, 7 signs have been installed on the easterly building (Shoppers Drug Mart) without sign permits and 5 of them are contrary to Development Permit No. 7904-0246-00.
- Considering the number of requests for fascia signs for this shopping centre site, staff consider it appropriate to formalize the proposed change from awning signs to fascia signs through a Development Permit process.
- The table below shows the signage situation on the subject site:

Building #	Lot #	Business Name/Orientation of the Signs	No. of Signs	Type of Signage	Status
F	A	<i>Video Store</i> @Parking Lot, east elevation @Fraser Highway	1 1	Fascia Fascia	Proposed Proposed
		<i>Millers Clothing Store</i> @Parking Lot, east elevation	1	Fascia	Proposed
		Tanning Salon @Parking Lot, east elevation	1	Fascia	Proposed
		Dental Clinic @Parking Lot, east elevation	1	Fascia	Proposed
G	A	<i>Shoppers Drug Mart</i> @68 Avenue	3	2 Logos & 1 fascia	3 signs installed, with no permit
		@Parking lot, south elevation	3	2 Logos & 1 fascia	3 signs installed, with no permit
		@Parking lot, west elevation	2	1 Logo & 1 fascia	One fascia sign installed, with no permit
		@Parking Lot, east elevation	1	1 Logo	Proposed

Conditions for Approval of the Development Permit

- The proposed Development Permit will supplement the existing Development Permit No. 7904-0246-00 by incorporating the proposed and existing signage for each of the commercial retail units (CRUs) located on the two buildings.
- The following summarizes the content of the proposed Development Permit:
 - Building F and Building G will be restricted to fascia and logo signs on channel letters as shown on Appendix III;
 - The size of specific signs shall conform with the Sign By-law; and
 - Box signs will not be permitted.

The following will be required to be satisfied prior to final approval being in order for consideration:

- Where applicable, the tenants should make the corresponding sign permit applications.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary the maximum number of permitted fascia signs on Building G (Shoppers Drug Mart) from two fascia signs to 9 fascia signs.

Applicant's Reasons:

- Building G on Lot A is occupied by one of the shopping centre's anchor tenant, Shoppers Drug Mart.
- Over the last several years, at least three (3) new Shoppers Drug Mart stores have been opened in Surrey (Nordel, Fleetwood and Clayton) as a result of the drug store's active corporate expansion. In line with aggressive market positioning, the store aims to project high visibility, which is achieved mainly by distinct and multiple signage. The store's high visibility factor is considered critical given the strong competition with the neighbouring shopping centre located south of Fraser Highway.
- As the site's anchor tenant, the store is expected to draw customers to the site, thereby boosting the economic viability of smaller establishments and the shopping centre as a whole.
- While this particular tenant proposes to have multiple signage, a great majority of the tenants are applying for one (1) sign each, though each is entitled to at least two (2) signs (based on one fascia sign per road frontage). As a result, any perception of sign clutter is restricted mainly to this particular building.

Staff Comments:

- The Sign By-law allows one fascia sign per business for each road frontage. Due to the subject building being occupied by 1 tenant, only 2 fascia signs are permitted.
- A total of 9 signs are being requested, exceeding the Sign By-law requirements by 7 signs.
- Of the 9 proposed fascia signs, 6 are logo signs.
- Building G is 16,568 sq.ft. in size. Due to the size of the single tenant building, staff support the applicant's request.

(b) Requested Variance:

- To allow an increase in the maximum amount of sign area for Building G (Shoppers Drug Mart) from 54 sq.m. (581 sq.ft.) to 61 sq.m. (656 sq.ft.).

Applicant's Reasons:

- The additional signs (from 2 to 9) have correspondingly exceeded the maximum sign area requirement. A larger sign area is required to accommodate the additional signage.
- The building is large compared to the rest of the buildings and smaller signs will not be as visible from the main roads

Staff Comments:

- The Sign By-law requires that the combined sign area on a lot shall not exceed 0.3 sq. m. (0.3 sq. ft.) per linear foot of premise frontage.
- Building G has frontage length of approximately 55 metres (180 ft.), resulting in maximum allowable sign area of 54 sq. m (581 sq. ft.).
- Based on the total number of signs (9) and the proposed size of each sign, a total sign area of 61 sq. m. (656 sq. ft.) is proposed, exceeding the maximum allowable sign area by 7 sq. m. (75 sq. ft.).
- Given the size and scale of the existing structure, the additional sign area is considered appropriate and, therefore, staff can support the proposed variance.

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 Signage
Appendix IV.	Development Variance Permit No. 7906-0073-00

- Appendix V. Original Site Plan Under File No. 7904-0246-00
- Appendix VI. Approved Subdivision Plan
- Appendix VII. Approved (Revised) Subdivision Plan
- Appendix VIII. Site Plan Showing Buildings Covered by Applications.

How Yin Leung
Acting General Manager
Planning and Development

JDM/kms

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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: Michelle Howe
 Address: 3881 - 159 Street
 Surrey, B.C.
 V3S 0Y3
 Tel: 604-538-7588

2. Properties involved in the Application
 - (a) Civic Address: 18655 Fraser Highway

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 Owner: Clayton Crossing Shopping Centre Limited, Inc. No.
 699230
 PID: 026-221-641
 Lot A Section 16 Township 8 New Westminster District Plan BCP16324

3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7906-0073-00.

CONTOUR MAP FOR SUBJECT SITE

