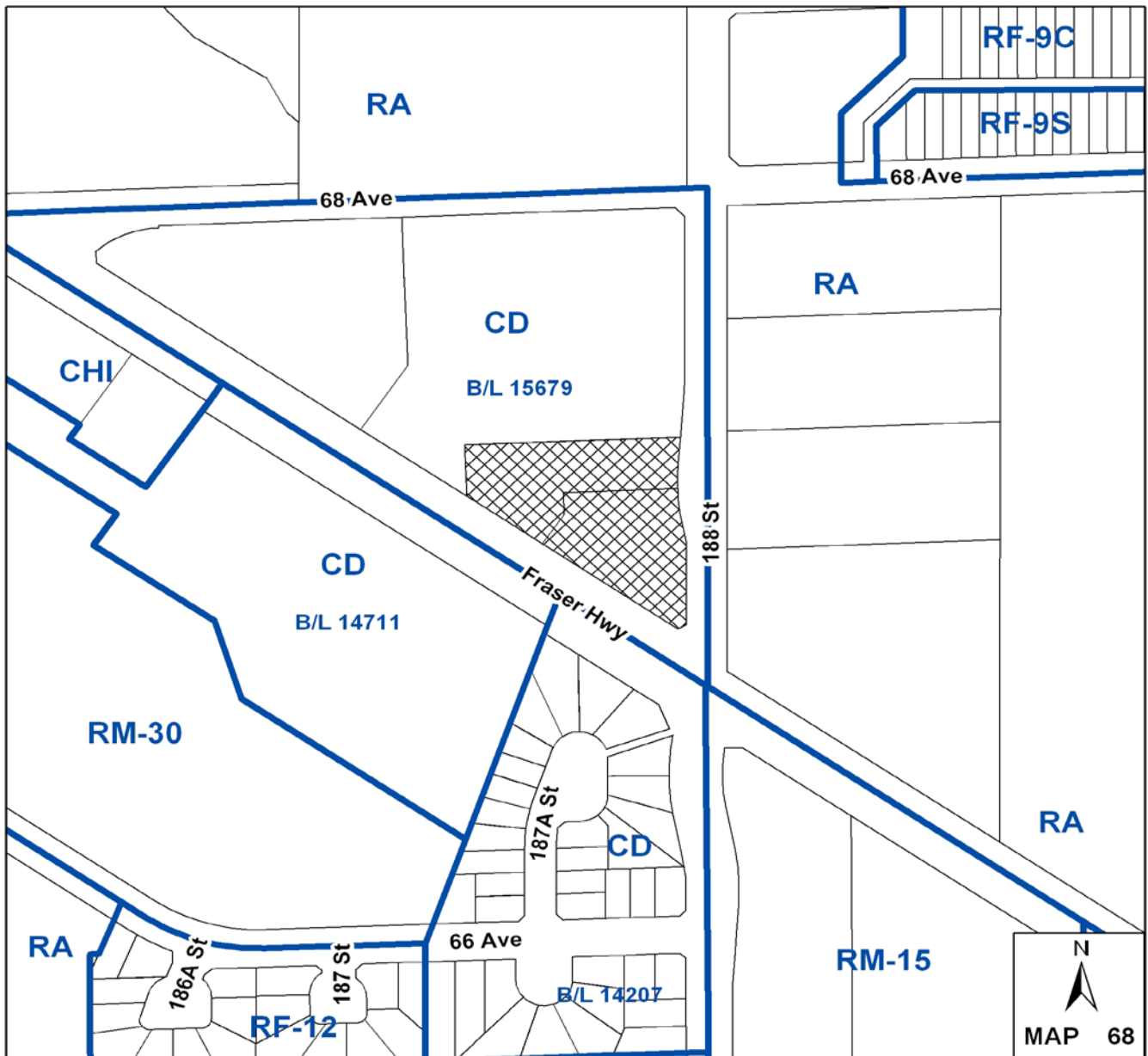


<b>Proposal:</b>	Development Permit to allow a change from awning signs to fascia signs for the existing commercial buildings in the Clayton Crossing Shopping Centre.		
<b>Recommendation:</b>	Approval to Proceed		
<b>Location:</b>	18737 and 18789 Fraser Highway	<b>Zoning:</b>	CD (By-law No. 15498)
<b>OCP Designation:</b>	Commercial	<b>Owner:</b>	Clayton Crossing Annex Ltd.
<b>LAP Designation:</b>	Commercial		



## 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

in order to allow installation of fascia signs instead of awning signs as previously approved, on three buildings in the Clayton Crossing Shopping Centre.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7906-0074-00 generally in accordance with the attached drawings (Appendix III).
2. Council instruct staff to resolve the following prior to final approval:
  - (a) removal of all existing canopy signs, roof top signs and fascia signs that are in contravention to Development Permit No. 7904-0246-00; and
  - (b) submission and approval of sign permit applications for the two existing signs installed without permits, to the satisfaction of the Building Division.

## SITE CHARACTERISTICS

- **Existing Land Use** The site, consisting of 2 separate lots, is now developed and occupied by three one-storey commercial buildings and is part of the Clayton Crossing Shopping Centre.
- **East:** Across 188 Street are acreage parcels forming part of the East Clayton NCP, zoned RA and designated Neighbourhood Commercial in the NCP.
- **South:** Across Fraser Highway is a newly built shopping centre, designated Commercial, zoned CD (By-law No. 14711) and small lot subdivision zoned CD (By-law No. 14207), designated Urban.

- **West and North:** Existing commercial site accommodating a gas station to the west and Extra Foods to the north, zoned CD (By-law No. 15679), which forms part of the original rezoning and Development Permit application for Clayton Crossing Shopping Centre (File No. 7904-0246-00).

## DEVELOPMENT CONSIDERATIONS

### Background

- The subject site forms part of the Clayton Crossing Shopping Centre (Appendix IV) that was previously under a development application (File No. 7904-0246-00), involving 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 V) 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 VI) creating Lot A (which accommodates Shoppers Drug Mart) and Lot B (which accommodates Extra Foods) was subsequently registered at the Land Title Office. Appendix VII shows the location of existing buildings on the entire shopping centre site.
- A separate Development Permit and Development Variance Permit application (No. 7906-0073-00) dealing with signage on Lot A (the most westerly lot in the shopping centre) is also being forwarded to the April 24, 2006 Regular Council - Land Use Meeting.

### Current Proposal

- The approved Development Permit No. 7904-0246-00 for the Clayton Crossing Shopping Centre regulates the form and character of 7 separate buildings (Buildings A-G). The Development Permit also allows the installation of awning signs on 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 is 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 tenants' requests, the owner agreed to allow fascia signs, with awnings to remain for weather protection. Three fascia signs were subsequently approved by staff as a minor amendment to Development Permit No. 7904-0246-00.

- Considering the number of fascia sign requests staff consider it appropriate to formalize the proposed change from awning signs to fascia signs through a Development Permit process.
- While the three existing businesses on Buildings B and C (Lot 2) have been issued sign permits (for fascia signs), it is also appropriate to include these buildings in the proposed Development Permit.

#### Existing and Proposed Building Signage

- The subject site, Lots 1 and 2, accommodates 3 separate buildings. The existing Development Permit No. 7904-0246-00 includes two free-standing signs on the subject site.
- Occupancy and building signage status are indicated as follows:

Building #	Lot #	Business Name/Orientation of the Signs	# of Signs	Type of Signage	Status
A	1	<i>Pub (unoccupied)</i>			
		@Fraser Highway	1	Logo	Proposed
		@Parking Lot, west elevation	1	Fascia	Proposed
		@188 Street	1	Fascia	Proposed
A	1	<i>Pizza Restaurant (unoccupied)</i>			
		@Parking Lot, west elevation	1	Fascia	Proposed
A	1	<i>Prism Hair Salon (unoccupied)</i>			
		@Parking Lot, west elevation	1	Fascia	Proposed
A	1	<i>Liquor Store (unoccupied)</i>			
		@Parking Lot, west elevation	1	Fascia	Proposed
B	2	<i>Cobs Bakery (occupied)</i>			
		@Parking Lot, south elevation	1	Fascia	Installed on awning, with no sign permit
B	2	<i>Taco Restaurant (occupied)</i>			
		@Parking Lot, south elevation	1	Fascia	Installed on fascia, with no sign permit; roof sign and logo sign at north elevation to be removed
B	2	<i>Subway Restaurant (occupied)</i>			
		@Parking Lot, west elevation	1	Fascia	Installed on fascia, with sign permit
C	2	<i>Coast Capital (occupied)</i>			
		@Fraser Highway	1	Fascia	Installed on fascia, with sign permit
		@Parking Lot	2	Fascia & Logo	
C	2	<i>Starbucks Coffee (occupied)</i>			
		@Parking Lot, east elevation	1	Fascia	Installed on fascia, with sign permit
		@Parking lot, north Elevation	1	Fascia	

### 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 three buildings.
- The following summarizes the content of the proposed Development Permit:
  - Building A will have a combination of fascia and logo signs on channel letters as shown on Appendix III;
  - Building B and Building C will be restricted to fascia signs, with one logo for Coast Capital, also on channel letters;
  - 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:
  - Extraneous signage (roof sign and logo sign) on the Taco Restaurant shall be removed;
  - Existing awning sign on the bakery will be removed and replaced with fascia sign; and
  - Where applicable, the tenants should make the corresponding sign permit applications, all of which should be in order prior to the approval of the subject Development Permit.

### INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners
Appendix II.	Contour Map
Appendix III.	Proposed Signage
Appendix IV.	Original Site Plan Under File No. 7904-0246-00
Appendix V.	Approved Subdivision Plan
Appendix VI.	Approved (Revised) Subdivision Plan
Appendix VII.	Site Plan Showing Existing Buildings at Clayton Crossing Shopping Centre

How Yin Leung  
Acting General Manager  
Planning and Development

JDM/kms

v:\planning\plncom06\04191114.jdm.doc  
SEH 7/14/10 10:26 AM

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 Addresses:      18737 and 18789 Fraser Highway
  
  - (b)      Civic Address:          18737 Fraser Highway  
            Owner:                    Clayton Crossing Annex Ltd.  
            PID:                        026-184-702  
            Lot 2 Section 16 Township 8 New Westminster District Plan BCP15574
  
  - (c)      Civic Address:          18789 Fraser Highway  
            Owner:                    Clayton Crossing Annex Ltd.  
            PID:                        026-184-694  
            Lot 1 Section 16 Township 8 New Westminster District Plan BCP15574
  
3.      Summary of Actions for City Clerk's Office

CONTOUR MAP FOR SUBJECT SITE

