

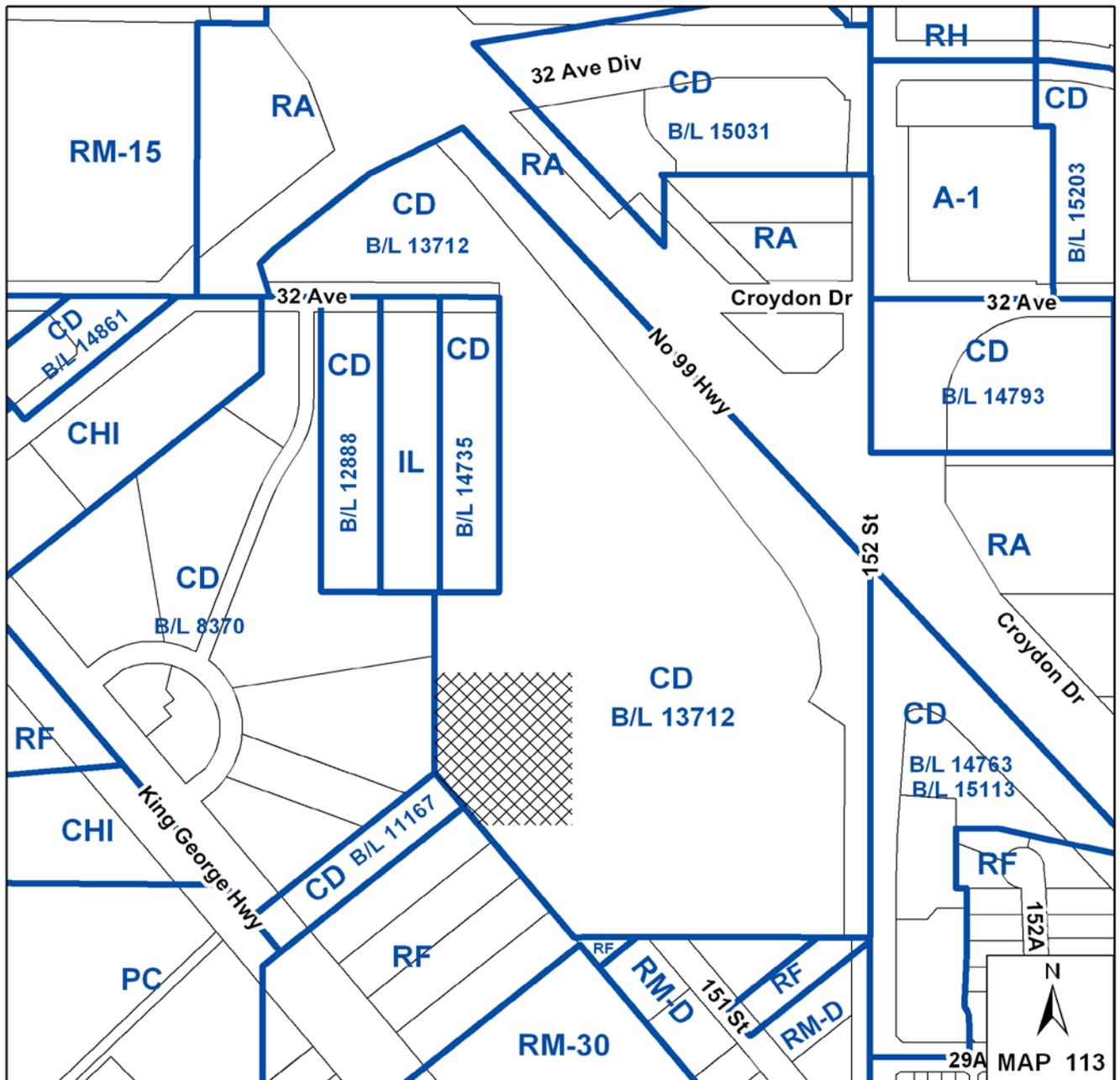
**Proposal:** Development Permit to permit the expansion and fascia improvement of a retail building within a shopping centre; and Development Variance Permit to vary the number of fascia signs.

**Recommendation:** Approval to Proceed

**Location:** Portion of 3033 - 152 St      **Zoning:** CD (By-law No. 13712)

**OCP Designation:** Commercial

**LAP Designation:** Commercial      **Owner:** 585656 B.C. Ltd.



## PROJECT TIMELINE

Completed Application Submission Date: March 31, 2006  
Planning Report Date: May 29, 2006

## PROPOSAL

The applicant is proposing:

- a Development Permit;
- a Development Variance Permit to vary the following by-law regulations:
  - the number of fascia signs is increased from 1 to 12

in order to permit the expansion and redevelopment of a building façade (Canadian Tire) within a shopping centre.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7906-0136-00 in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7906-0136-00, (Appendix V) varying the following, to proceed to Public Notification:
  - (a) number of fascia signs per premise in commercial/industrial zones from 1 to 12.

## REFERRALS

Engineering: The Engineering Department has no objection to the project (Appendix IV).

## SITE CHARACTERISTICS

- **Existing Land Use** Shopping centre, with retail stores and eating establishments.
- **East:** Within the South Point Shopping Centre are 2 multi-tenant commercial buildings, zoned CD (By-law No. 13712), designated Commercial in the OCP.
- **South:** Vacant lots, zoned RF, designated Multiple Residential in the OCP.

- **West:** Car dealership on lots, zoned CD (by-law No. 8370), designated Commercial.
- **North:** Multi-tenant commercial building within the South Point Shopping Centre, zoned CD (By-law No. 13712), designated Commercial in the OCP.

### PLAN AND POLICY COMPLIANCE

OCP Designation: Complies.

LAP Designation: Complies.

### DEVELOPMENT CONSIDERATIONS

#### Background

- The Canadian Tire building is located on a site which was rezoned to a CD Zone, in conjunction with the construction of South Surrey Interchange, to permit the development of a Shopping Centre (South Point Shopping Centre), at the intersection of 32 Avenue, 152 Street and Highway No. 99, on May 31, 1999 (Application No. 7999-0044-00). The CD Zone (By-law No. 13712) was approved to allow predominantly large-format highway oriented retail businesses, with a small percentage (not exceeding 10% of the total floor area) of small-scale retail stores and other commercial space, with the northern portion of the site operated as Park-and-Ride, operated under lease by Translink. The Park-and-Ride operation has now ceased, and some medium scale commercial buildings and a restaurant are being constructed in replacement.
- Canadian Tire has evolved into a more comprehensive household goods supplier, moving beyond automotive supplies to sale of other household items. To reflect that change in its corporate image and architecture, Canadian Tire is introducing their new marketing concept, known as "Concept 20/20". In order to accomplish this initiative, the retail floor space at its South Point location has to be increased and the exterior of the building updated to be consistent with their new store image.
- The fundamental changes to the site plan, elevations and signage are detailed in the Design Review section of this report.
- The overall net increase to the building area is approximately 771.2 square metres (8,301.4 sq.ft.), as shown on the site plan attached as Appendix VI.
- As a result of this expansion, 37 of the existing 44 parking stalls along the west property line are deleted in order that the current traffic circulation is maintained.
- Notwithstanding the removal of these parking stalls, the overall parking available remains well within Bylaw requirements.

- While the overall fascia signage areas are within the allowable limits of the Sign Bylaw No. 13656, and the number of signs has decreased from the existing number approved under Development Permit No. 7900-0035-00, the number of fascia signs still exceed by-law requirements and the applicant is seeking a variance to increase the number of fascia signs from one (1) to twelve (12).

### DESIGN PROPOSAL AND REVIEW

- The existing building design is based on the common corporate design for Canadian Tire, expressing the following design elements: metal roofing, use of common exterior materials and colour themes, extension of canopies and glazed trellis along the façade, vertical bands and wall patterns.
- A major component of the "Concept 20/20" architectural package is the inclusion of the "Living", "Fixing", "Playing", "Driving" on the front elevation of the store. This tag line reflects the much wider range of goods and services offered at Canadian Tire.
- The entry facade is lowered and elongated to create a greater focal point to the store, thereby, eliminating a large portion of the blank wall and increasing the storefront glazing.
- Signage details have fundamentally changed to reflect the "Concept 20/20" marketing. "Driving", "Playing", "Fixing" & "Living" replaces the old signs of "Tires", "Parts", "Service & Garden Centre".
- The newer "Concept 20/20" signs, including "Canadian Tire", the Canadian Tire logo, "Living", "Fixing", "Playing", "Driving" are higher-quality, single-letter illuminated signs. The balance of signs on the building would continue to be externally illuminated.
- In summary, the changes to the existing building exterior and interior are as follows:
  - Increase the retail floor area from 2,631.9 square metres (28,330.5 sq.ft.) to 4,091.2 square metres (44,038.8 sq.ft.) by reducing the warehouse area;
  - Remove the indoor garden centre awning;
  - Remove a portion of the existing pre-cast panels around the main entry to make way for a new entry feature configuration;
  - Create a new entry feature and configuration as shown on east elevation;
  - Maintain the remaining wide leg of white pre-cast concrete panel to the left of the existing main doors and paint red;
  - Paint existing building metal cladding from white to "Putnam Ivory" (a light tan);
  - Provide a new green horizontal datum band on the east (front) elevation;

- Paint parapet flashing from red to green along all elevations;
- Remove red aluminum trim cap at service area entrance and reinstall clear anodized aluminum;
- The new exterior wall for expansion areas to be metal cladding to match existing, painted as described above; and
- Remove non-illuminated Canadian Tire signs and replace with new illuminated and non-illuminated "Concept 20/20" Canadian Tire signs as shown on south and west elevations.

### ADVISORY DESIGN PANEL

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

### BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the maximum number of fascia signs per premise from one (1) to twelve (12).

Applicant's Reasons:

- The existing building currently features 17 fascia signs on two elevations, 9 of which are affixed to the main premises frontage that faces east to the parking lot. The total area of the existing signage package is 64.5 square metres (694.8 sq.ft.), which complies with the combined allowable area of 81.7 square metres (879.9 sq.ft.) available for the 89.4-metre (293.3 ft) premises frontage.
- The proposed building features 12 fascia signs, with 7 along the main premises frontage. The total area of the proposed signage package is 61.8 square metres (665.3 sq.ft.), which complies with the combined allowable area of 81.7 square metres (879.9 sq.ft.) available for the 89.4-metre (293.3 ft) premises frontage.
- Technically, there are only two fascia signs advertising "Canadian Tire". The rest are directional signs, which direct customers to sections of the store where the four main activity items, namely "Driving", "Playing", "Fixing" and "Living", are located.
- In summary, the project would realize the modest decrease in overall sign area of 2.7 square metres (29.5 sq.ft.), and a decrease in the total number of existing fascia signs by 5.
- This request is appropriate in this condition due to the particular scale and length of the Canadian Tire building. The number of signs also forms a significant architectural benefit by distributing the allowable signage area into a number of smaller signs for an architectural form of this size, and offer proportional balance and increased visual interest on the large façade. In this regard, signage is an opportunity to help reduce the spread of uninterrupted wall for this large-format single user.

**Staff Comments:**

- Canadian Tire has used fascia signage as an integral part of its corporate image. The signage is commonly integrated to the architecture of the building.
- The number of fascia signage has decreased by five (5) from the existing number approved under Development Permit No. 7900-0035-00.
- The new signage is in keeping with the scale of the building, and is an integral part of the architecture, expressed by the three dimensional forms of the signs. For these reasons of articulation and high quality, the proposed variance can be supported.

**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.	Proposed Site Plan, Typical Floor Plans and Elevations, Landscape Plans and Perspective
Appendix IV.	Engineering Summary
Appendix V.	Development Variance Permit No. 7906-0136-00
Appendix VI.	Site Plan Showing the Building Expansion

**INFORMATION AVAILABLE ON FILE**

- Detailed Engineering Comments dated May 8, 2006.
- Soil Contamination Review Questionnaire prepared by Richard Coulter dated May 8, 2006.

How Yin Leung  
Acting General Manager  
Planning and Development

AGA/kms

v:\wp-docs\planning\plncom06\05191011.aga.doc  
KMS 5/19/06 10:32 AM



## DEVELOPMENT DATA SHEET

Existing Zoning: CD (By-law No. 13712)

Required Development Data	Minimum Required / Maximum Allowed	Proposed
<b>LOT AREA*</b> (in square metres)		
Gross Total		
Road Widening area		
Undevelopable area		
Net Total		90,895 m <sup>2</sup>
<b>LOT COVERAGE</b> (in % of net lot area)		
Buildings & Structures	50%	27.6%
Paved & Hard Surfaced Areas	n/a	47%
Total Site Coverage	n/a	74.6%
<b>SETBACKS</b> ( in metres)		
Front	n/a	
Rear	n/a	
Side #1 (West)	7.5 m	12.2 m
Side #2 (Southwest)	7.5 m	13.5 m
<b>BUILDING HEIGHT</b> (in metres/storeys)		
Principal	12 m	7.4 m
Accessory	4.5 m	n/a
<b>NUMBER OF RESIDENTIAL UNITS</b>		
Bachelor		
One Bed		
Two Bedroom		
Three Bedroom +		
Total		
<b>FLOOR AREA: Residential</b>	n/a	
<b>FLOOR AREA: Commercial</b>		
Retail		
Office		
Total		
<b>FLOOR AREA: Industrial</b>		
<b>FLOOR AREA: Institutional</b>		
<b>TOTAL BUILDING FLOOR AREA</b>	45,447.5 m <sup>2</sup> **	25,061.54 m <sup>2</sup> **

\* *If the development site consists of more than one lot, lot dimensions pertain to the entire site.*

\*\*

## Development Data Sheet cont'd

Required Development Data	Minimum Required / Maximum Allowed	Proposed
DENSITY		
# of units/ha /# units/acre (gross)		
# of units/ha /# units/acre (net)		
FAR (gross)		
FAR (net)	0.5	0.28
AMENITY SPACE (area in square metres)		
Indoor		
Outdoor		
PARKING (number of stalls)		
Commercial		
Industrial		
Residential Bachelor + 1 Bedroom		
2-Bed		
3-Bed		
Residential Visitors		
Institutional		
Total Number of Parking Spaces	835	1,153
Number of disabled stalls		19
Number of small cars		
Tandem Parking Spaces: Number / % of Total Number of Units		
Size of Tandem Parking Spaces width/length		

Heritage Site	NO	Tree Survey/Assessment Provided	NO
---------------	----	---------------------------------	----

CONTOUR MAP FOR SUBJECT SITE

