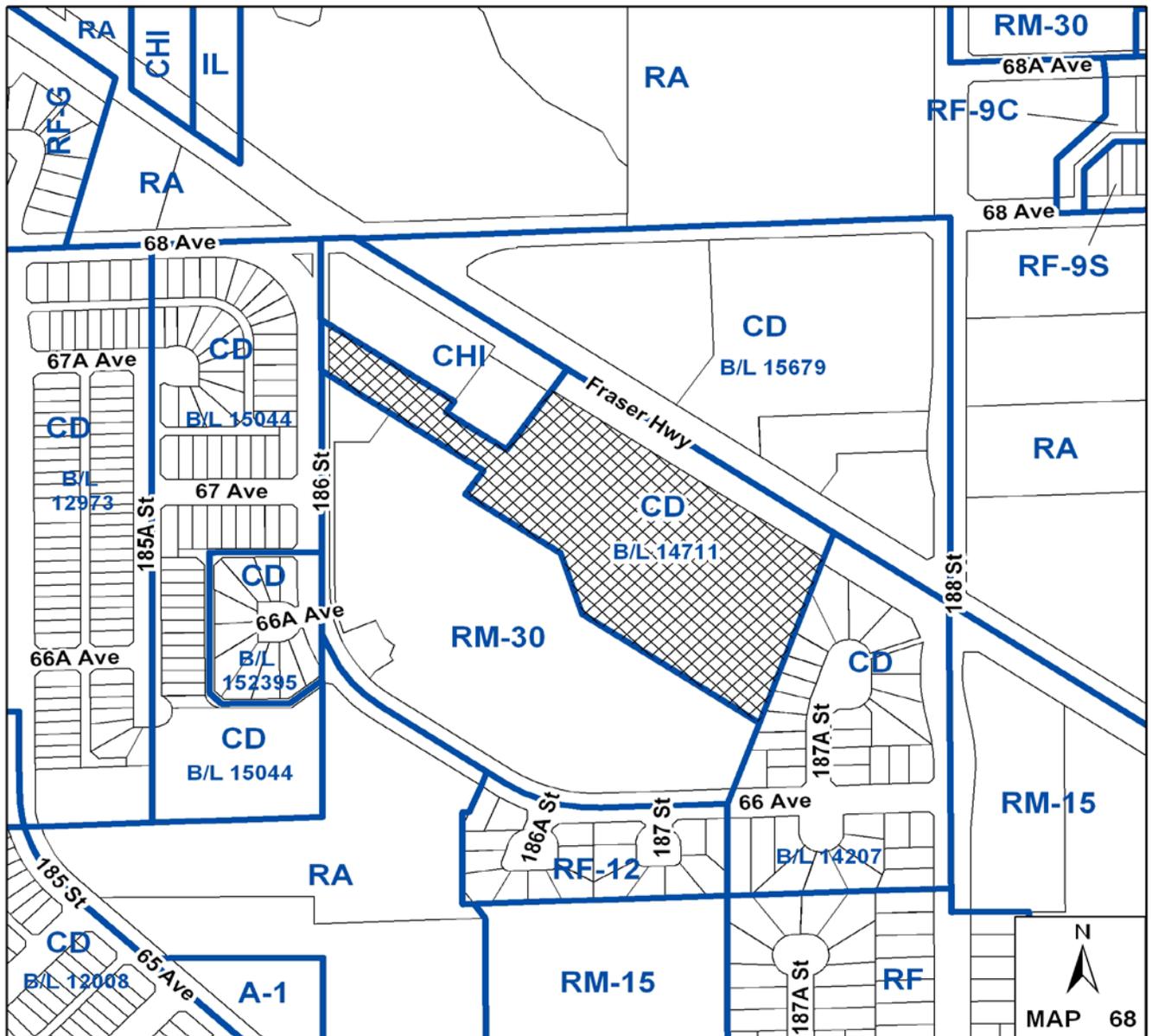


**Proposal:** Development Variance Permit to increase the maximum sign area of an on-site directional sign and to increase the maximum number of fascia signs.

**Recommendation:** Approval to Proceed

<b>Location:</b> 18682 Fraser Highway	<b>Zoning:</b> CD (By-law No. 14711)
<b>OCP Designation:</b> Commercial	
<b>NCP Designation:</b> Commercial	<b>Owner:</b> Trademark Property Group Ltd.



## PROJECT TIMELINE

Completed Application Submission Date: June 13, 2006  
Planning Report Date: September 25, 2006

## PROPOSAL

The applicant is proposing:

- a Development Variance Permit to relax the following Sign By-law regulations:
  - to increase the maximum sign area of one (1) on-site directional sign from 0.4 square metre (4 sq.ft.) to 2.0 square metres (22 sq.ft.); and
  - to increase the maximum number of fascia signs for one tenant from two (2) to seven (7)

in order to permit additional signs on the Westminster Savings Credit Union building.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7906-0274-00, (Appendix V) varying the following, to proceed to Public Notification:
  - (a) to vary the Sign By-law to increase the maximum sign area of one (1) on-site directional sign from 0.4 square metre (4 sq.ft.) to 2.0 square metres (22 sq.ft.); and
  - (b) to vary the Sign By-law to increase the maximum number of fascia signs for one tenant from two (2) to seven (7).

## REFERRALS

Engineering: No concerns (Appendix IV).

## SITE CHARACTERISTICS

- **Existing Land Use** Hillcrest Village Shopping Centre
- **East:** Small residential lots, zoned CD (By-law No. 14207), designated Single Family Residential in the North Cloverdale East NCP.

- **South:** Townhouse, zoned RM-30, designated Townhouse/Cluster (30 upa) in the North Cloverdale NCP.
- **West:** Across 186 Street, single family homes, zoned CD (By-law No. 15044), designated Single Family Residential in the North Cloverdale East NCP.
- **North:** Across Fraser Highway, Clayton Crossing Shopping Centre, zoned CD (By-law No. 15679), designated Commercial in the OCP.

### PLAN AND POLICY COMPLIANCE

OCP Designation: Complies

NCP Designation: Complies

### DEVELOPMENT CONSIDERATIONS

#### Background

- The subject site is located on the south side of Fraser Highway within the North Cloverdale East Neighbourhood Concept Plan (NCP) area. The site is zoned "Comprehensive Development" (CD By-law 14711). This Comprehensive Development Zone allows development of a community shopping centre with drive-through establishments. Since the adoption of the CD By-law NO. 14711 and approval of the associated Development Permit 7900-0245-00 regulating the form and character of the development, Hillcrest Village Shopping Centre has been constructed on the subject site.
- The Hillcrest Village Shopping Centre is a 2.7-hectare (6.6 acre) shopping centre with six (6) buildings developed on the site (Appendix VI). Services in Hillcrest Village Shopping Centre currently include a drug store, grocery store, restaurants and a variety of personal service businesses.

#### Current Proposal

- The Westminster Savings Credit Union, located in Building E at the northeast corner of the shopping centre site, has two (2) existing fascia signs approved under Development Permit No. 7900-245-00, in accordance with the Sign By-law.
- The owner of Hillcrest Village Shopping Centre, Trademark Property Group Ltd., is requesting a Development Variance Permit on behalf of the Westminster Savings Credit Union to allow for an increase to the permitted sign area of one (1) on-site directional sign (in the form of a free-standing sign) and an increase in the number of permitted fascia signs from two (2) to seven (7).

- The proposed on-site directional sign has a total sign area of 2.0 square metres (22 sq. ft.) and is a free-standing sign with a height of 1.8 metres (6 ft.). The Sign By-law restricts on-site directional signs to a maximum area of 0.4 square metre (4 sq. ft.) and free-standing signs to a height of 4.5 metres (15 ft.). The Sign By-law defines a 'directional sign' as a "sign indicating the name and direction to a business, place, event or other establishment which is located on the premises to which it pertains".
- A total of seven (7) fascia signs are proposed for the building. Three (3) of the total number of proposed signs are existing signs, of which two (2) have already been issued with Sign Permits. In Commercial areas, the Sign By-law permits only one (1) fascia sign for each premise or lot frontage. That is, under the Sign By-law, one (1) fascia sign is permitted for the lot frontage on Fraser Highway and one (1) is permitted for the lot frontage on 186 Street.
- The seven (7) proposed fascia signs have a combined sign area of 19.2 square metres (206.2 sq. ft.). The proposed sign area is within the maximum sign area of 21.5 square metres (231.8 sq. ft.) permitted for the premise frontage under the Sign By-law.

### PRE-NOTIFICATION

Pre-notification letters and development proposal signs are not required for Development Variance Permit applications.

### DESIGN PROPOSAL AND REVIEW

- The building currently has three existing signs, two of which have been issued Sign Permits. A fascia sign with the name of the business is located on the Fraser Highway frontage. Two fascia signs indicating the location of the drive-through ATM are located on the north and south sides of the canopy over the driveway of the drive-through ATM.
- The applicant is proposing four (4) new fascia signs. Two (2) fascia signs having the business name and logo would be located facing into Hillcrest Village Shopping Centre complex on the west and south facades of the building. Two (2) fascia signs having only the business logo would be located the northeast and southeast parts of the building.
- A double-face illuminated, on-site directional sign is proposed. This free-standing sign would be located at the entrance to the driveway for the drive-through ATM. There is surface parking to the east and west of the sign and a vehicular link to 66 Avenue to the south.
- The design of the fascia signs and the on-site directional sign (in the form of a free-standing sign) have been reviewed by City staff and have been found to be satisfactory.

BY-LAW VARIANCES AND JUSTIFICATION

## (a) Requested Variance:

- To vary the Sign By-law to relax the maximum sign area of one on-site directional sign (in the form of a free-standing sign) from 0.4 square metre (4 sq. ft.) to 2.0 square metres (22 sq. ft.).

## Applicant's Reasons:

- The on-site directional sign must be visible given its location. Its proposed location is at the entrance to the driveway for the drive-through ATM and there is surface parking to the east and west of the sign and a vehicular link to 66 Avenue to the south.

## Staff Comments:

- The zoning and development permit for this lot were intended to permit development of drive-through establishments in a community shopping centre. The on-site directional sign (and two of the fascia signs) are intended to identify the drive-through component of a business.
- Staff support the requested variance.

## (b) Requested Variance:

- To vary the Sign By-law to relax the maximum number of fascia signs from two (2) to seven (7).

## Applicant's Reasons:

- Two of the proposed fascia signs do not have any text and are only of the business logo. One logo located over southwest facing doorway is required to indicate the public entrance to the building and one logo located on the northwest portion of the building provides indication to eastbound traffic on Fraser Highway of the location of the business.
- Three fascia signs having the business name and logo are needed to identify the location of the building from each of the directions from which the public may approach—that is, from Fraser Highway and from within the shopping centre complex, west and south of the Credit Union building.
- Two of the fascia signs provide locational information for the driveway entrance and exit for the drive-through ATM.

## Staff Comments:

- The Westminster Savings Credit Union is a free-standing building within a larger commercial shopping complex. The increased number of fascia signs allows identification of the business for members of the public approaching multiple directions—that is, from Fraser Highway and from within the shopping centre.

- The proposed signs fit with the overall design of the building. Different roof shapes, colours and textures give the appearance of multiple facets to each face of the building, and accommodate the placement of an increased number of fascia signs.
- With the exception of the two signs indicating the location of the drive-through ATM, all the proposed fascia signs are channel letters or logos that are not enclosed within a restricted area. Only the two signs above the drive-through ATM have a copy area (which is the shape enclosing the figures on the sign), and the copy area as a percentage of the sign area for these two signs is within the maximum permitted by the Sign By-law.
- Staff support the requested 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.	Building Site Plan and Sign Elevations
Appendix IV.	Engineering Summary
Appendix V	Development Variance Permit No. 7906-0274-00
Appendix VI.	Hillcrest Village Shopping Centre Site Plan

How Yin Leung  
Acting General Manager  
Planning and Development

HC/pmr

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CONTOUR MAP FOR SUBJECT SITE

