

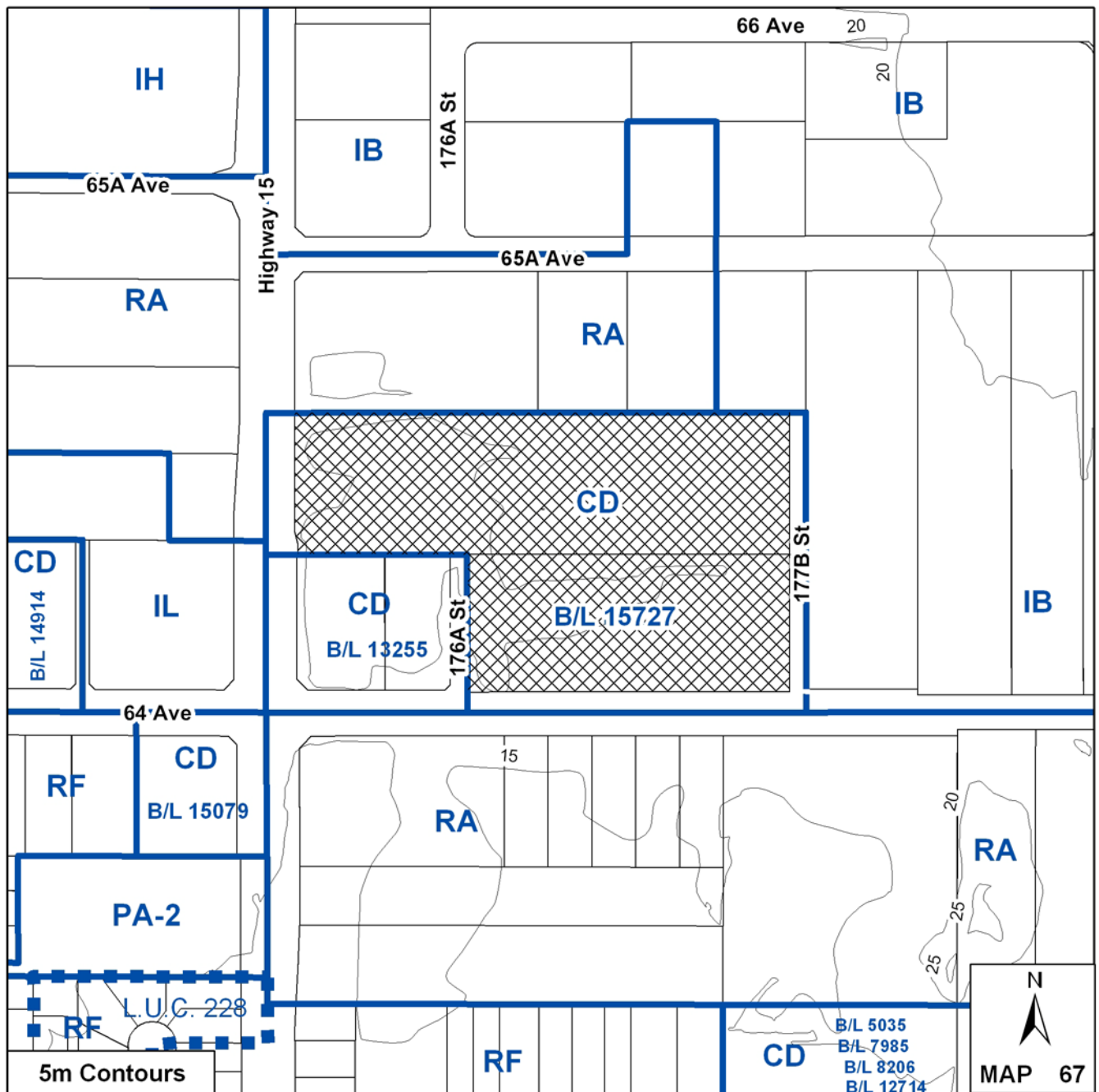
**Proposal:** DP to establish signage guidelines for the Cloverdale Crossing Shopping Centre. DVP to allow additional fascia signs and to increase the height of one free-standing sign.

**Recommendation:** Approval to Proceed

**Location:** 6460 – 176 Street & 17755 – 64 Avenue      **Zoning:** CD (By-law No. 15727)

**OCP Designation:** Commercial

**LAP Designation:** Commercial      **Owner:** Richmond Holdings Ltd.



## PROJECT TIMELINE

Original Application Submission Date: June 29, 2006  
Application Revision Submission Date: September 19, 2006  
Planning Report Date: September 25, 2006

## PROPOSAL

The applicant is proposing:

- a Development Permit; and
- a Development Variance Permit to vary the Sign By-law as follows:
  - to increase the number of fascia signs from one (1) sign to a maximum of nine (9) involving seven (7) tenants in seven (7) buildings; and
  - to increase the height of a free-standing sign from 4.5 metres (15 ft.) to 6 metres (20 ft.)

in order to allow the installation of signage in the newly-built shopping centre in Cloverdale.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7906-0334-00 generally in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7906-0334-00, (Appendix IV) varying the following, to proceed to Public Notification:
  - (a) to vary the Sign By-law to increase the maximum number of fascia signs as follows:
    - i. from 2 to 9 for one tenant in Building A;
    - ii. from 2 to 3 for one tenant in Building C;
    - iii. from 2 to 4 for one tenant in Building D;
    - iv. from 2 to 4 for one tenant in Building E;
    - v. from 2 to 11 for one tenant in Building F;
    - vi. from 2 to 3 for one tenant in Building G; and
    - vii. from 2 to 4 for one tenant in Building J.
  - (b) to increase the maximum height of a free-standing sign on 177B Street from 4.5 metres (15 ft.) to 6 metres (20 ft.).

## SITE CHARACTERISTICS

- **Existing Land Use** Newly approved Cloverdale Crossing Shopping Centre, rezoned to CD By-law No. 15727, currently in various stages of construction.
- **East:** Across 177B Street, multi-tenant industrial building, zoned IB, designated Industrial.
- **South:** Across 64 Avenue, the City's Millennium Park.
- **West:** Drive-in restaurant and gas station, zoned CD (By-law No. 13255), designated Industrial. Across 176 Street are acreage parcels zoned RA and split-designated Agricultural and Industrial.
- **North:** Acreage parcels, all of which are designated Industrial. A vacant parcel at the corner of 176 Street and 65A Avenue and 2 adjacent lots with existing homes are zoned RA; the parcel at 17740 – 65A Avenue is vacant, zoned IB, the easterly 20-m. (65-ft.) wide portion of which has been dedicated as road (177B Street) in conjunction with the just completed rezoning application of the subject site.

## DEVELOPMENT CONSIDERATIONS

### Background

- The subject site, consisting of 2 separate lots, was previously under a development application (File No. 7904-0318-00), which involved an OCP amendment from Industrial to Commercial and a rezoning from RA to CD in order to allow the development of a shopping centre. The OCP amendment and rezoning by-laws (15726 and 15727) received Final Adoption on November 7, 2005 and the Development Permit was approved on the same date.
- Development Permit No. 7904-0318-00 regulates the form and character of 9 separate buildings (identified as Buildings A to H and J, there is no Building I), including a food store (Building J) which was previously considered for Save-On Foods but now is planned to accommodate Price Smart Foods. Due to the need to evaluate the signage being proposed at the time of rezoning (which also required a separate Development Variance Permit to address multiple signage, among other things), the applicant agreed to proceed with Final Adoption of the OCP and rezoning by-laws and final approval of the Development Permit, with the intent of submitting a separate application dealing with signage issues at a later date.
- Consequently, the approved Development Permit No. 7904-0318-00 stipulates that any signage shown on the drawings that are attached to the development permit do not form part of the approval and that no sign permit can be issued based on the approved Development Permit No. 7904-0318-00.

### Current Proposal

- The application involves a Development Permit in order to establish signage guidelines as well as specific sign details for each of the proposed tenants within the shopping centre. A separate Development Variance Permit (DVP) is being requested, seeking to vary specific provisions of the Sign By-law.
- The Development Permit dealing with signage will supplement the approved Development Permit No. 7904-0318-00.

### *General Signage Guidelines:*

- The Development Permit shall establish the following signage guidelines:
  - Except for the standard logo signs, which may be in box form, all signs shall be in channel letters.
  - Where applicable, the permitted sign shall be installed above the main door of the relevant business premise.
  - Sign areas shall be restricted below the roof lines.
  - Sign variances shall be restricted to those buildings that are identified in Schedule A that forms part of Development Variance Permit No. 7906-0334-00 (see Appendix IV).
  - Signs shall be installed using a uniform system of installation as identified in Appendix V.
  - The proposed text of each sign shall be restricted within the area as identified in Appendix V.
- The Development Permit provides specific details for confirmed tenants as shown in Appendix III.
- For business premises that have no known tenants (one premise on Building B and 5 premises on Building H), the Development Permit will show the required location of the fascia sign for each of the potential tenants. The type of signage (fascia in channel letters) will be specified, all of which will be installed based on the specifications identified in the Development Permit drawings.
- The 6 unknown tenants (1 in Building B and 5 in Building H) will be restricted to one sign each.

BY-LAW VARIANCES AND JUSTIFICATION

## (a) Proposed Variance:

- To vary the Sign By-law to allow additional fascia and logo (also considered fascia) signs on specific building elevations as indicated in the following table:

Lot #	Building	Proposed Business Name/Location of the Signs	# of Allowed Fascia Signs	# of Proposed Fascia Signs	Requested Variance
2	A	<i>TD Canada Trust Bank</i>			
		@ 64 Avenue @west elevation @north elevation @east elevation Total	2	3 0 3 <u>3</u> 9	7
	C	<i>Tim Horton's</i>			
		@ 64 Avenue @west elevation @north elevation @east elevation Total	2	1 0 1 <u>1</u> 3	1
"K"	D	<i>Blockbuster Video</i>			
		@south elevation @west elevation @north elevation @east elevation Total	2	1 0 2 <u>1</u> 4	2
	E	<i>G &amp; F Financial</i>			
		@south elevation @176 Street @north elevation @east elevation Total	2	1 1 1 <u>1</u> 4	2
	F	<i>Boston Pizza</i>			
		@south elevation @176 Street @north elevation @east elevation Total	2	5 3 0 <u>3</u> 11	9
	G	<i>Starbucks Coffee</i>			
		@south elevation @west elevation @north elevation @east elevation Total	2	1 1 0 <u>1</u> 3	1
	J	<i>Price Smart Foods</i>			
		@south elevation @west elevation @north elevation @177B Street Total	2	3 1 0 <u>0</u> 4	2

## Applicant's Rationale:

- The proposed multiple signage shown on the building elevations project the corporate image of each establishment and assist in maintaining the corresponding identity.
- In line with aggressive market positioning, each of these establishments aims to project high visibility, which is achieved mainly by distinct and multiple signage, which are considered critical in each of the establishment's marketing initiatives.
- The additional signs provide customers' ease in locating the business.
- The proposed number of signs is consistent with the number of signs that have been previously allowed in other locations in Surrey (e.g., TD Canada Trust in Guildford and Boston Pizza in Nordel Way).

## Staff Comments:

- The Sign By-law allows one fascia sign for each road or premise frontage.
- Three municipal roads, i.e. 176 Street to the west, 177B Street to the east and 64 Avenue to the south, border two separate lots comprising the subject site. With each lot bordering two roads, each tenant is entitled to 2 fascia signs.
- Of the 12 confirmed tenants, 7 tenants in 7 separate buildings are seeking additional fascia signs, ranging from 1 to 9 extra signs each.
- Two confirmed tenants, TD Canada Trust and Boston Pizza Restaurant, are requesting 7 and 9 additional signs, respectively.
- On the other hand, Building B on Lot 2 and Building H on Block "K" do not require a variance. The attached drawings on Appendix III indicate that each of the six (6) unconfirmed tenants on these two buildings (one tenant on Building B and 5 tenants on Building H) would have one fascia sign.
- Where the number of fascia signs exceeds those that are permitted under the Sign By-law, the proposed sign area for each establishment with multiple signage is within the maximum sign area permitted under the Sign By-law for each tenant. Below is a table illustrating the above based on buildings with the most number of proposed fascia signs:

Building / Tenant	Permitted Sign Area	Proposed Sign Area
Building A: TD Canada Trust and Subway with 9 fascia signs	32 sq. m. (342 sq. ft.)	19.5 sq. m. (210 sq. ft.)
Building F: Boston Pizza Restaurant with 11 fascia signs	20.6 sq. m. (222 sq. ft.)	11.5 sq. m. (124.5 sq. ft.)

- The number, scale and signage design complement the scale and design of the shopping centre and are in keeping with the shopping centres of this size.

- Staff agree that multiple signage will facilitate business visibility and assist in marketing, therefore, staff support the applicant's request for multiple signage on the above-noted establishments.

(b) Proposed Variance:

- To vary the Sign By-law to increase the maximum height of one free-standing sign on 177B Street from 4.5 metres (15 ft.) 6 metres (20 ft.).

Applicant's Rationale:

- The increase in height will assist those customers accessing 177B Street to easily identify the existing establishments in the shopping centre.
- The three (3) other proposed free-standing signs for the site located on 176 Street, at the 64 Avenue entrance and at the corner of 64 Avenue and 177B Street will conform to the Sign By-law, which stipulates a maximum height of 6 metres (20 ft.).

Staff Comments:

- As a general rule, the maximum height of free-standing signs is restricted to 4.5 metres (15 ft.) except for specific portions of the City's arterial roads. The 4.5-metre (15 ft.) tall signs are generally intended for neighbourhood commercial areas.
- 177B Street is not a residential street. Instead, it serves commercial and industrial traffic. A taller sign will have no impact on the adjacent industrial buildings. Therefore, staff can support the proposed variance.
- Each of the three (3) other proposed free-standing signs shall conform to the maximum height requirement of 6 metres (20 ft.).

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. 7906-0334-00
Appendix V.	Proposed Sign Installation System and Sign Area

How Yin Leung  
Acting General Manager  
Planning and Development

APPENDIX IInformation for City Clerk

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

1. (a) Agent:       Name:               Mr. Arash Farbahi, The Abbarch Partnership Architects  
                  Address:           1830, Bentall One, 505 Burrard Street  
  Vancouver, B.C. V7X 1M6  
                  Tel:                       604-669-4041

2.       Properties involved in the Application

- (a)       Civic Addresses:       6460 – 176 Street and 17755 – 64 Avenue
- (b)       Civic Address:       6460 – 176 Street  
          Owner:                Richmond Holdings Ltd.  
          PID:                   000-857-742  
          Block "K" Except: Firstly: Part on Plan BCP14245; Secondly: Part Dedicated  
          Road on Plan BCP21570, Section 17 Township 8 New Westminster District  
          Plan 15472
- (c)       Civic Address:       17755 – 64 Avenue  
          Owner:                Richmond Holdings Ltd.  
          PID:                   005-715-067  
          Lot 2 Except: Part Dedicated Road on Plan BCP21570, Section 17 Township 8  
          New Westminster District Plan 52914

3.       Summary of Actions for City Clerk's Office

- (a)       Proceed with Public Notification for Development Variance Permit No. 7906-0334-00.



### CONTOUR MAP FOR SUBJECT SITE

