

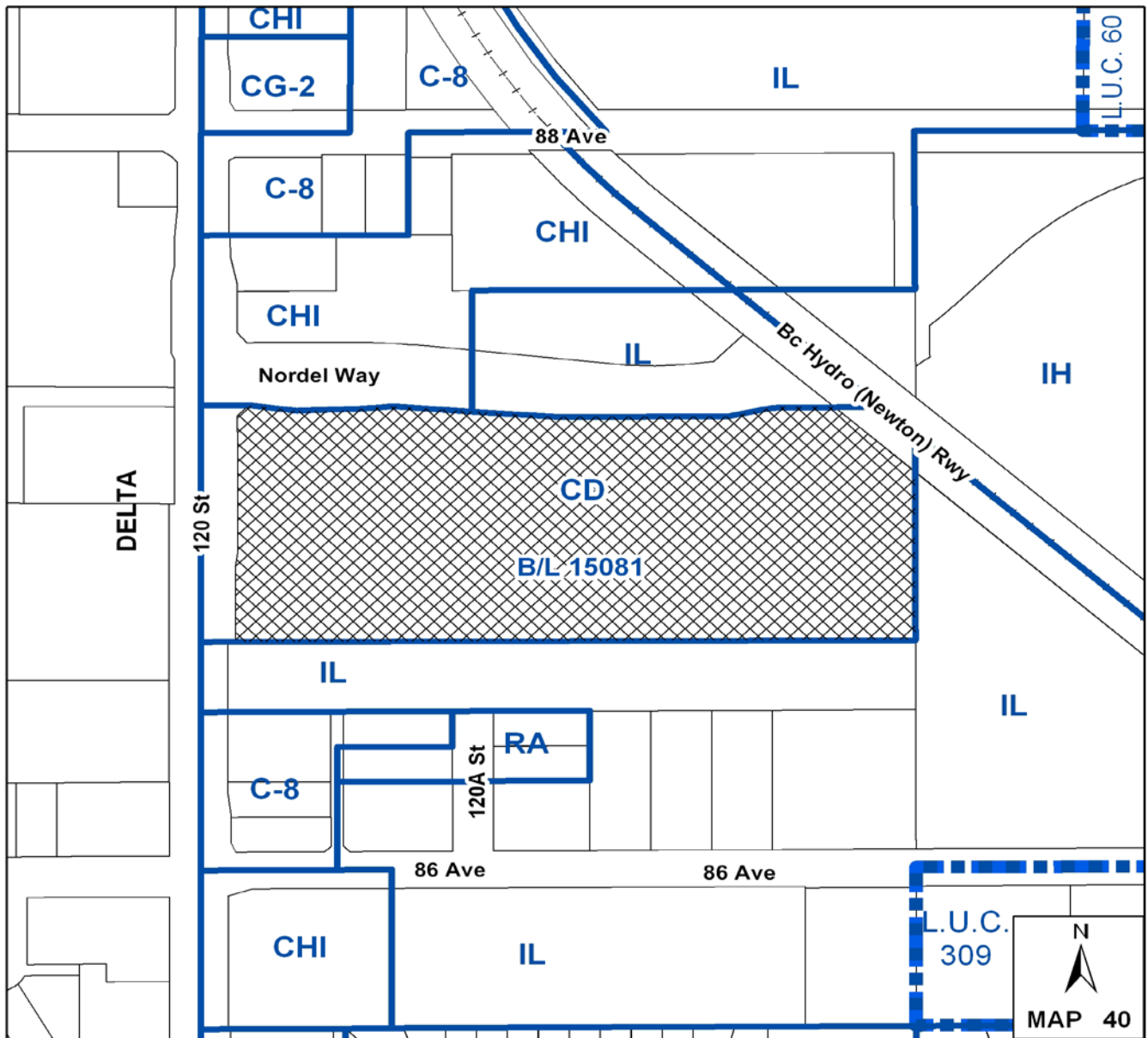
Proposal: Development Variance Permit to increase the number of fascia signs from 2 to 3.

Recommendation: Approval to Proceed

Location: 12020 Nordel Way **Zoning:** CD

OCP Designation: Commercial

LAP Designation: Commercial **Owner:** Nordel Crossing Shopping Centre Ltd.



PROJECT TIMELINE

Completed Application Submission Date: October 2, 2006
Planning Report Date: October 16, 2006

PROPOSAL

The applicant is proposing:

- a Development Variance Permit to vary the following by-law regulations:
 - the maximum number of fascia signs is increased from two (2) to three (3)

in order to permit one (1) additional fascia signs for Scotia Bank.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7906-0373-00, (Appendix V) varying the following, to proceed to Public Notification:
 - (a) Part 5 Section 2(a) of the Sign By-law to allow the maximum number of fascia signs to be increased from two (2) to three (3) for the Scotia Bank premise at 12040 Nordel Way.

REFERRALS

Engineering: The Engineering Department has no objection to the project subject to the completion of Engineering servicing requirements as identified in the attached (Appendix V).

SITE CHARACTERISTICS

- **Existing Land Use** Retail/commercial shopping complex.
- **East:** A Southern Railway of BC Railroad right-of-way and a large industrial building, zoned IL, designated Industrial in the OCP.
- **South:** A public storage, zoned IL, designated Industrial in the OCP.
- **West:** Across 120 Street is a retail shopping centre located in the Corporation of Delta, zoned CD, designated Commercial in the Corporation of Delta's OCP.
- **North:** Across Nordel Way vacant land, zoned CHI and IL, designated Industrial in the OCP. A recent development application proposes to rezone this land to CD to develop a three-storey commercial building. This application is at "pre-Council".

PLAN AND POLICY COMPLIANCE

OCP Designation: Complies.

LAP Designation: Complies.

DEVELOPMENT CONSIDERATIONS

Background

- Council approved application No. 7903-0180-00 to permit the development of a community shopping centre at the southeast corner of Nordel Way and Scott Road in October 2003. The site is zoned CD By-law No. 15081.
- A number of variances have been issued to various businesses and services in this shopping centre. In most cases they were issued in regards to varying the number of allowed fascia signs for individual businesses including Shoppers Drug Mart, Blockbuster Video, Boston Pizza and the liquor store. (Development applications: 7903-0180-00, 7904-0137-00, 7904-0420-00, 7905-0149-00).
- The proposed variance is to increase the number of signs on the Scotiabank building beyond what the Sign By-law permits. There currently are two signs on the building. One sign (lot frontage) is located on the north side of the building facing Nordel Way, while another sign (premise frontage) faces east (Appendix III- Building A).

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To increase the number of fascia signs on the Scotiabank building from two (2) to three (3).

Applicant's Reasons:

- To allow additional business identification signage. The proposed signage, located on the south building elevation, is required to give a stronger presence to this sub-anchor tenant and provide better signage for patrons entering the shopping centre from the west (along Scott Road). There currently is no signage for this premise facing the internal shopping centre.

Staff Comments:

- The proposed variance will provide better identification for the building along its south side. This is particularly important for those entering the shopping complex from Scott Road, as there is currently no signage on the west or south faces of the building.

- In terms of colour, make and design, the proposed sign is identical to the two that currently exist on the building. The proposed sign is comprised of individual channel letters on a sign band. The sign is of high quality and will match the overall type and quality of the rest of the shopping centre.
- The new sign, at 5.3 m² (57.5 ft²), is significantly smaller in size than the two existing signs, which are 9.5 m² (102 ft²) and 7.2 m² (78 ft²), respectively. The total cumulative sign area for all three signs (22 m²) is less than the allowable sign area for the two permitted signs (27 m²). The proposed sign complies with all other sections of the Sign By-law.
- Council has granted similar signage variances to a number of other buildings within the shopping centre. They include the following development applications: 7903-0180-00, 7904-0137-00, 7904-0420-00 and 7905-0149-00.
- The new sign does not result in excess signage along any city streets, as the proposed sign is oriented internally within the shopping centre complex.

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. 7906-0373-00

How Yin Leung
Acting General Manager
Planning and Development

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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: Susan Gregerson, Shakespeare Signs Ltd.
 Address: 11819 Tannery Road
 Surrey, B.C.
 V3V 3W8
 Tel: 604-580-4400

2. Properties involved in the Application

- (a) Civic Address: 12020 Nordel Way
- (b) Civic Address: 12020 Nordel Way
 Owner: Nordel Crossing Shopping Centre Ltd.
 PID: 025-786-351
 Lot 1 Section 30 Township 2 New Westminster District Plan BCP8123

3. Summary

- (a) Proceed with Public Notification for Development Variance Permit No. 7906-0373-00.

CONTOUR MAP FOR SUBJECT SITE

