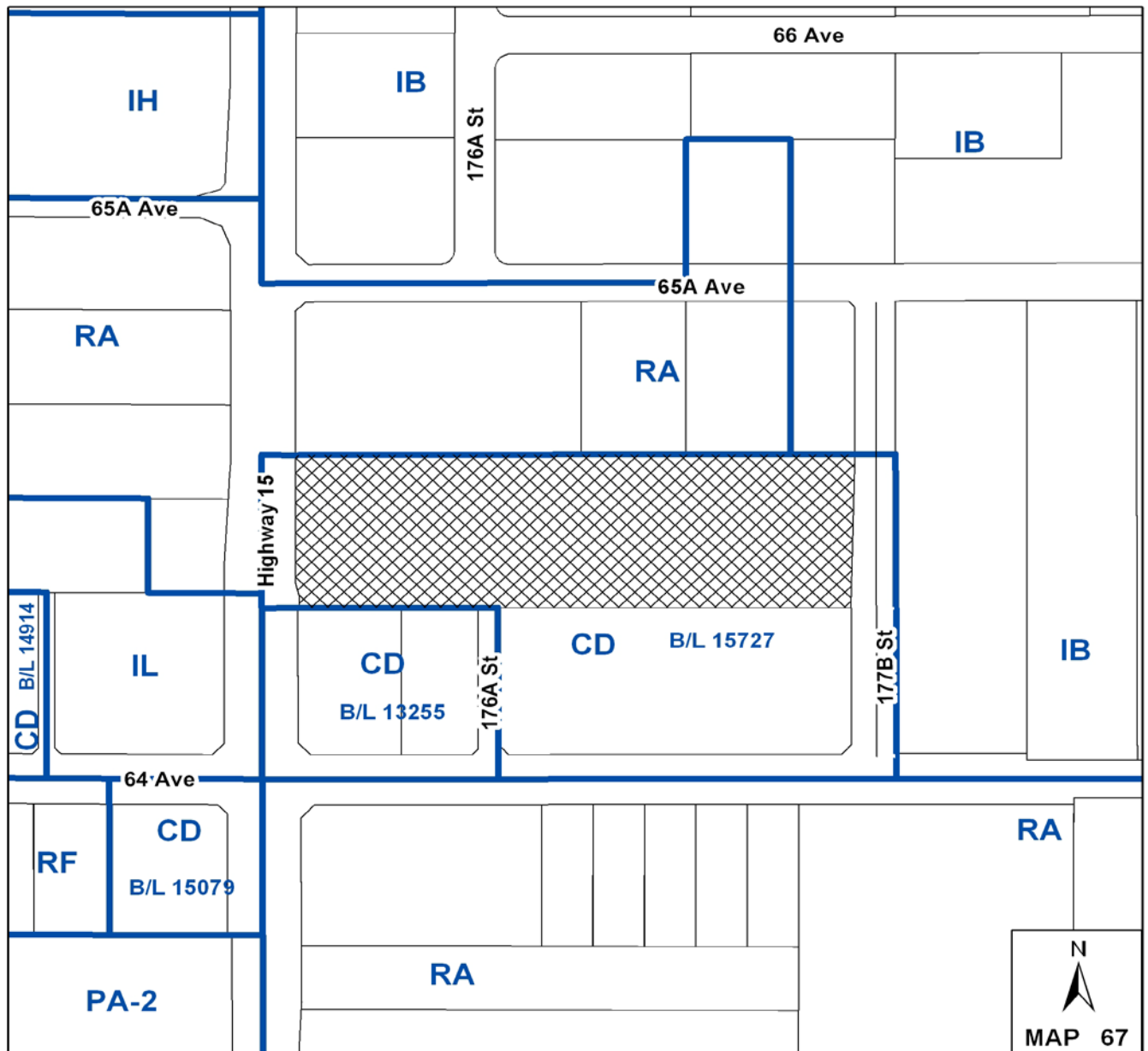


Proposal: Development Permit to establish signage details for Building H in the Cloverdale Crossing Shopping Centre. Development Variance Permit to allow additional fascia signs.

Recommendation: Approval to Proceed

Location: 17745 – 64 Avenue **Zoning:** CD (By-law No. 15727)

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



PROJECT TIMELINE

Completed Application Submission Date: February 9, 2007
Planning Report Date: February 26, 2007

PROPOSAL

The applicant is proposing:

- a Development Permit; and
- a Development Variance Permit to relax the following Sign By-law regulation:
 - to increase the number of fascia signs from two (2) signs to seven (7) signs

in order to allow the installation of signage for Building H in the newly built Cloverdale Crossing Shopping Centre in Cloverdale.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7906-0495-01 in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7906-0495-01, (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 from two (2) to seven (7) for Building H.

SITE CHARACTERISTICS

- **Existing Land Use** Recently 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 buildings, 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 is under Application No. 7905-0344-00 to rezone from RA to IB in order to permit construction of commercial/warehouse buildings (pre-Council); 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 recently completed rezoning of the subject site.

DEVELOPMENT CONSIDERATIONS

Background

- The subject site 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 TD Canada Trust Bank (Building A), Tim Horton's (Building C), Blockbuster Video (Building D), G & F Financial (Building E), Boston Pizza (Building F), Starbucks Coffee (Building G), and Price Smart Foods (Building J).
- A subsequent application (File No. 7906-0334-00) was approved on October 16, 2006 to address signage for the shopping centre. This included a Development Permit in order to establish signage guidelines as well as specific sign details for the proposed tenants within the shopping centre, and a Development Variance Permit to vary specific provisions of the Sign By-law.
- London Drugs has recently been confirmed as the tenant for Building H in the shopping centre. Development Permit No. 7906-0495-00 was approved by Council on February 12, 2007 to allow design modifications to this building in order to allow for an increased floor area. The subject application involves a Development Permit and Development Variance Permit to modify the signage specifications for the London Drugs.

Current Proposal

- The applicant is proposing a Development Permit to modify signage details for Building H, the London Drugs, as shown in Appendix IV
- A Development Variance Permit is also requested in order to vary the number of fascia signs permitted under the Sign By-law.

- Development Permit No. 7906-0495-01 addressing signage will supplement Development Permit No. 7906-0334-00 approved on October 16, 2006 and Development Permit No. 7906-0495-00 approved on February 12, 2007.
- The proposed "London Drugs" sign on the south elevation is in the form of individual channel letters. While it is somewhat larger than the approved sign under Development Permit No. 7906-0334-00, it is smaller than the sign approved for the Price Smart Foods located in Building J immediately east of the subject building. The proposed sign area is below that permitted under the regulations of the Sign By-law.
- Below the "London Drugs" sign are four box signs indicating the services available within the store.
- Logo signs (considered fascia signs) are also proposed at the east and west elevations under the roof overhang of the building in order to provide visibility from these directions.
- Under the Sign By-law, the London Drugs building would be permitted a total of 2 fascia signs. As such, the additional proposed fascia signs will require Council approval of a Development Variance Permit.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Proposed Variance:

- To vary the Sign By-law to increase the number of fascia signs on Building H from 2 to 7.

Applicant's Rationale:

- The proposed multiple signage shown on the building elevation project the corporate image of the establishment and assist in maintaining its corresponding identity.
- In line with aggressive market positioning, the establishment aims to project high visibility, which is achieved mainly by distinct multiple signage, which is considered critical in their marketing initiatives.
- The additional signs provide customers' ease in locating the business and in identifying the services provided by the establishment.
- The proposed number of signs is consistent with the number of signs that have been allowed for the other buildings in the shopping centre including the TD Canada Trust Bank and Boston Pizza.

Staff Comments:

- The Sign By-law allows one fascia sign for each road or premise frontage.
- Two municipal roads, 176 Street to the west and 177B Street to the east border the subject lot therefore the tenant is entitled to 2 fascia signs.

- Three of the five proposed additional fascia signs are located below the *London Drugs* text to identify specific services within the retail store and are not stand alone signs.
- The proposed sign area for the London Drugs sign along the south elevation of 50.2 square metres (540 square feet) is below the maximum sign area of 55.5 square metres (597 sq.ft.) permitted under the Sign By-law for the subject premise frontage.
- The proposed number, scale and signage design for the subject building complements the scale and design of the shopping centre and is consistent with the other establishments in the shopping centre.
- Given the size of the subject building, staff support the applicant's request for multiple signage on Building H for London Drugs.

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 Signage
Appendix IV.	Development Variance Permit No. 7906-0495-01
Appendix V.	Proposed Sign Installation System and Sign Area

How Yin Leung
Acting General Manager
Planning and Development

SR/kms

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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: Michael Burton-Brown
 Address: Suite 1830, Bentall One
 505 Burrard Street
 Vancouver, B.C. V7X 1M6
 Tel: 604-669-4041

2. Properties involved in the Application
 - (a) Civic Address: 17745 – 64 Avenue

 - (b) Civic Address: 17745 – 64 Avenue
 Owner: Richmond Holdings Ltd.
 PID: 000-857-742
 Block "K" Except: Firstly: Part on Plan BCP 14245; Secondly: Part Dedicated
 Road on Plan BCP 21570; Section 17 Township 8 New Westminster District
 Plan 15472

3. Summary of Actions for City Clerks Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7906-0495-01.

CONTOUR MAP FOR SUBJECT SITE

