

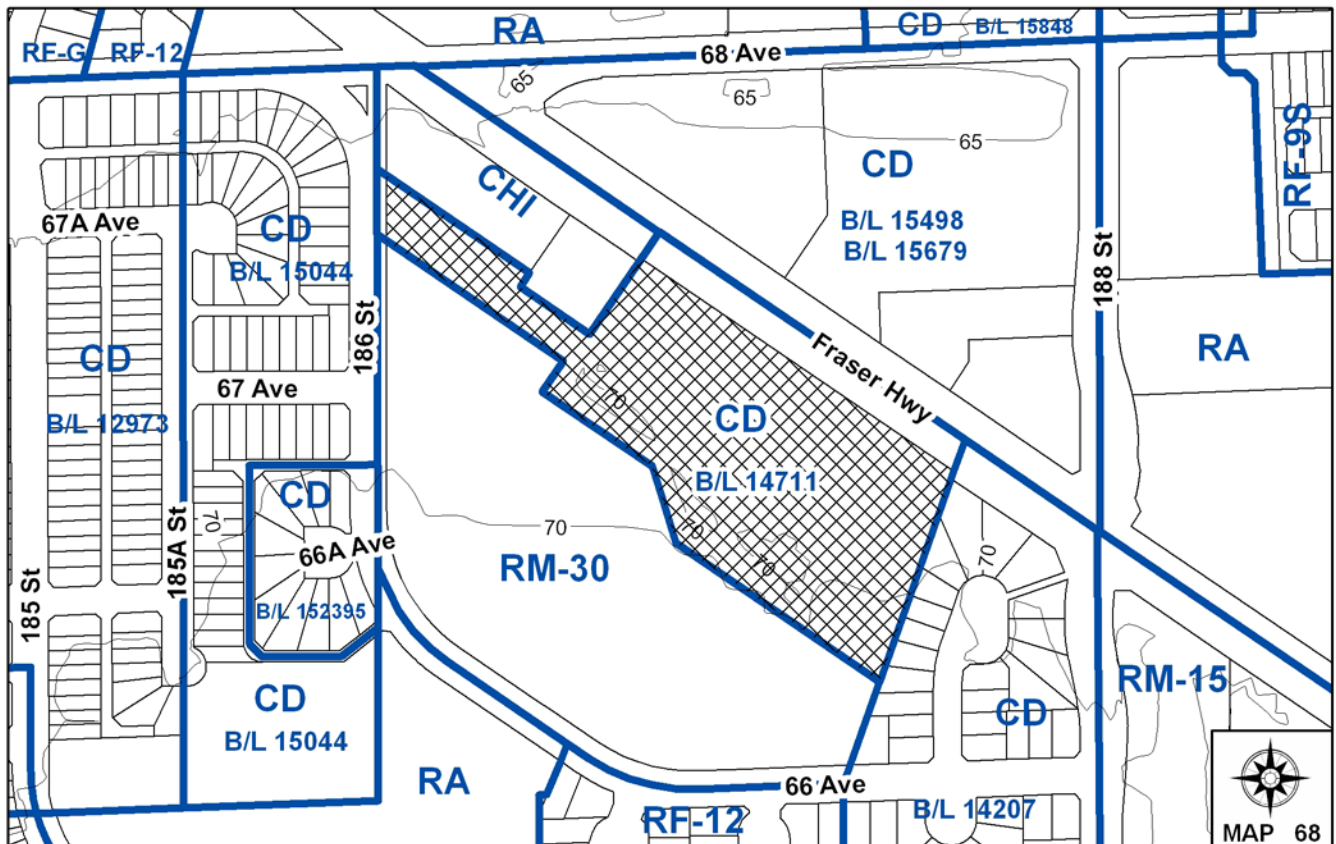
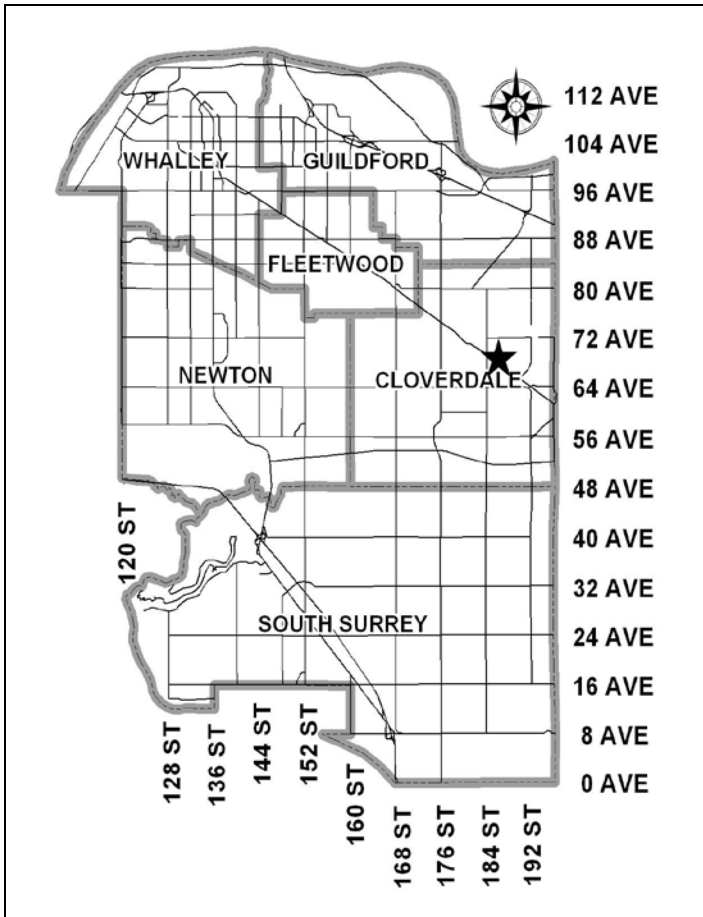
Planning Report Date: October 1, 2007

**PROPOSAL:**

- **Development Permit**

in order to permit an additional free-standing sign.

**LOCATION:** 18682 Fraser Highway  
**OWNER:** Trademark Property Group Ltd.  
 Inc. No. 568686  
**ZONING:** CD (By-law No. 14711)  
**OCP DESIGNATION:** Commercial  
**NCP DESIGNATION:** Commercial



RECOMMENDATION SUMMARY

- Approve Development Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- None

RATIONALE OF RECOMMENDATION

- Complies with Sign By-law.
- Incorporates design elements of existing free-standing sign and commercial complex.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve the attached Development Permit No. 7907-0118-00 (Appendix IV), authorize the Mayor and Clerk to sign the Development Permit, and authorize the transfer of the Permit to the heirs, administrators, executors, successors and assigns of the title of the land within the terms of the Permit.

REFERRALS

Engineering: The Engineering Department has no objection to the project as outlined in Appendix III.

SITE CHARACTERISTICS

Existing Land Use: Multi-tenant commercial shopping centre.

Adjacent Area:

<b>Direction</b>	<b>Existing Use</b>	<b>OCP/NCP Designation</b>	<b>Existing Zone</b>
North (Across Fraser Highway):	Multi-tenant commercial shopping centre.	Commercial	CD (By-law Nos. 15498 and 15679)
East:	Small lot single family residential development.	Single family residential.	CD (By-law No. 14207)
South:	Recently developed townhouse complex.	Townhouse (30 upa)	RM-30
West:	Commercial complex. Across 180 Street, single family residential development.	Townhouse (15 upa). Single family residential.	CHI and CD (By-law No. 15044)

DEVELOPMENT CONSIDERATIONS

- The form and character of this commercial complex is regulated under Development Permit No. 7900-0245-00, which was issued by Council on July 26, 2004. One free-standing sign was approved as part of Development Permit No. 7900-0245-00 and is located near the middle driveway entrance to the commercial complex along Fraser Highway.
- The applicant has submitted a development permit application to install a second free-standing sign at the south driveway entrance to Hillcrest Village Shopping Centre located on Fraser Highway and 186 Street in North Cloverdale.

- The proposed free-standing sign complies with all the requirements of the Surrey Sign By-law for free-standing signs as illustrated in the following table:

	<i>Permitted</i>	<i>Proposed</i>
Sign Height	7.6 m. (25 ft.)	7.4 m. (24 ft.)
Sign Area	27.8 sq. m. (300 sq. ft.)	27.3 sq. m. (294 sq. ft.)
Copy Area	50%	45%
Setback from Lot Line	2 m. (7 ft.)	5.5 m. (18 ft.)
Distance Between Signs	30 m. (100 ft.)	60 m. (200 ft.)

- The proposed sign location is outside of the existing 4-metre (13 ft.) wide statutory right-of-way located along Fraser Highway, which includes a multi-use pathway.
- The new Development Permit will supplement the existing approved Development Permit (No. 7900-0245-00), which will remain in force and effect.

#### PRE-NOTIFICATION

- In accordance with Council policy, a development proposal sign was erected on the property. To date, staff have not received any comments or concerns with respect to the proposal.

#### DESIGN PROPOSAL AND REVIEW

- The existing free-standing sign is a four-sided columnar roofed structure, with signage on two of the four sides. The proposed free-standing sign is two-sided but incorporates design elements from the existing free-standing sign.
- The proposed sign incorporates a stonework base that matches the stonework on the existing free-standing sign and on the constructed commercial buildings. Cedar beams and black metal work detailing reflect detailing on the commercial building and the lamp standards located along the multi-use pathway adjacent to Fraser Highway.
- The proposed sign will be incorporated into an existing landscaped median/island adjacent to the south entrance.
- The design of the proposed sign has incorporated many of the modifications staff recommended and is now found satisfactory by the Acting City Architect.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners and Action Summary
- Appendix II. Existing and Proposed Free-standing Sign Location Map
- Appendix III. Engineering Summary
- Appendix IV. Development Permit No. 7907-0118-00

Jean Lamontagne  
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:                      Kirby Burnett, Signcorp  
                         Address:                      1471 Derwent Way  
                                                              Delta, B.C.  
                                                              V3M 6N2  
                         Tel:                                      604-525-4300
  
2.      Properties involved in the Application
  - (a)      Civic Address:                      18682 Fraser Highway
  
  - (b)      Civic Address:                      18682 Fraser Highway  
                         Owner:                                      Trademark Property Group Ltd., Inc. No. 568686  
                         PID:    024-830-828  
                         Lot 2 Section 16 Township 8 New Westminster District Plan 46777
  
3.      Summary of Actions for City Clerk's Office