

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7909-0066-00

Planning Report Date: June 15, 2009

**PROPOSAL:**

- Development Permit
- Development Variance Permit

Development Permit and Development Variance Permit to allow additional fascia signage and increase the maximum allowable fascia sign area.

**LOCATION:**

15157 Highway No. 10 (56 Avenue)

**OWNER:**

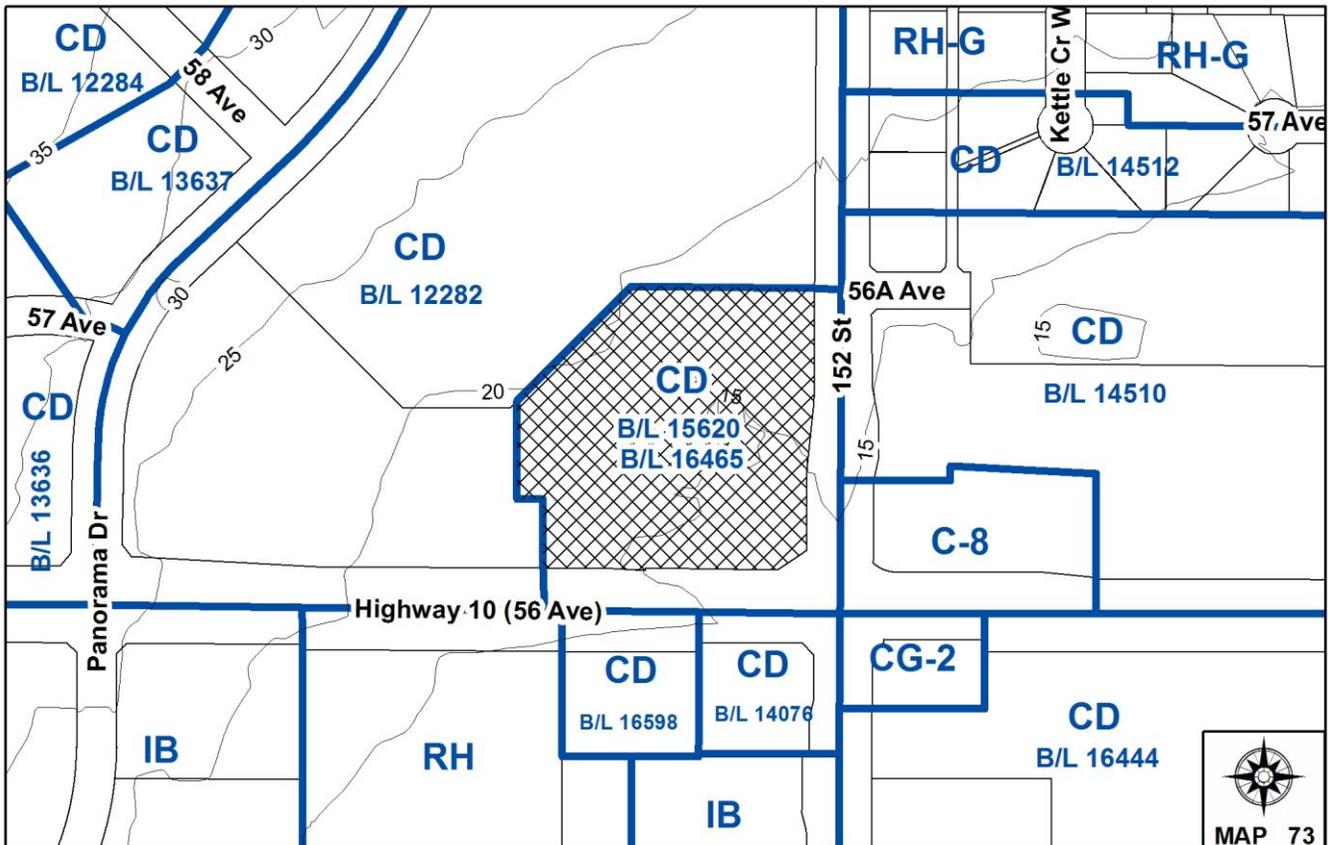
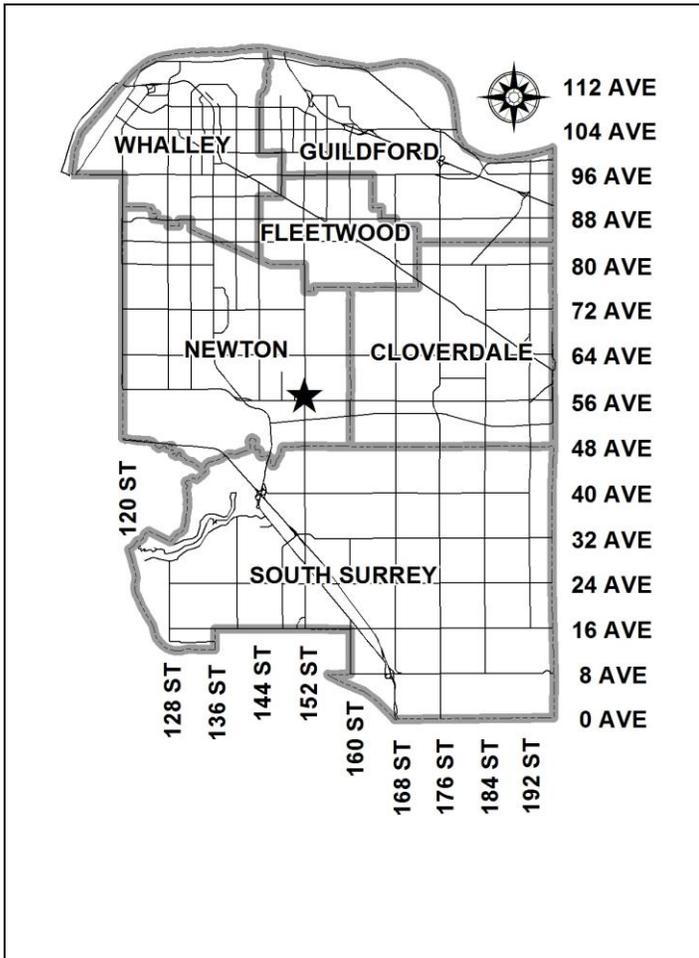
Investors Group Trust Co. Ltd.

**ZONING:**

CD (By-law Nos. 15620 and 16456)

**OCP DESIGNATION:**

Commercial



### RECOMMENDATION SUMMARY

- Approval to draft Development Permit.
- Approval for Development Variance Permit to proceed to Public Notification.

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant is seeking a DP and DVP to permit additional fascia signage on two (2) businesses, Starbucks and Shopper's Drug Mart.

### RATIONALE OF RECOMMENDATION

- Complies with OCP Designation.
- Complies with NCP Designation.
- The design and layout of the proposed signage is considered acceptable.
- The proposed DVP, to permit additional signage for Shopper's Drug Mart, can be supported as it is in keeping with the quality of the signage approved for the site under the original Development Permit and is in proportion to the large façade of the building.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7909-0066-00 in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7909-0066-00 (Appendix III) varying the following to proceed to Public Notification:
  - (a) to vary the Sign By-law to allow an increase in the maximum permitted signs from two (2) to five (5) including two (2) channel letter signs, and three (3) square fascia signs, and;
  - (b) to vary the Sign By-law to allow the Shopper's Drug Mart to increase the maximum sign area from the allowable 44.5 square metres (479 sq.ft.) to 54.6 square metres (588 sq.ft.).

REFERRALS

Engineering: The Engineering Department has no objection to the project.

Ministry of Transportation & Infrastructure The Ministry of Transportation and Infrastructure (MOTI) have been notified and have not expressed any concerns.

SITE CHARACTERISTICS

Existing Land Use: Shopping centre (retail and professional uses).

Adjacent Area:

| <b>Direction</b>               | <b>Existing Use</b>     | <b>OCP Designation</b>                                    | <b>Existing Zone</b>             |
|--------------------------------|-------------------------|---|----------------------------------|
| North:                         | Vacant                  | Commercial - designated Institutional in South Newton NCP | CD (By-law No. 12282)            |
| East (Across 152 Street):      | Commercial/retail.      | Commercial  | C-8 and CD (By-law No. 14510)    |
| South (Across Highway No. 10): | Industrial/ Gas Station | Industrial  | CD (By-law Nos. 15620 and 16420) |
| West:                          | Commercial/retail.      | Commercial  | CD (By-law No. 12282)            |

## DEVELOPMENT CONSIDERATIONS

### Development Site Background

- The subject property located at 15157 Highway No. 10 is designated as "Commercial" in the Official Community Plan (OCP) and is zoned Comprehensive Development (CD) Zone, By-law No. 15620 and No. 16465.
- Council approved the development of the site in October 2007, under Project No. 7907-0107-00. The site is the second phase of the Panorama Shopping Centre, and is presently under construction to accommodate a variety of commercial uses, including Starbucks, a Shopper's Drug Mart, Canadian Imperial Bank of Commerce, restaurants and commercial businesses.
- The applicant, Trilogy Properties, has applied for a Development Permit and a Development Variance Permit to permit additional signage for two (2) new tenants, Shopper's Drug Mart and Starbucks.

### Starbucks Signage Proposal

- As part of the original Development Permit for the subject site (File No. 7907-0107-00) a generic sign package was approved for the site. The allowable sign package includes high quality fascia signs which employ individual channel letters.
- A new tenant, Starbucks, is seeking the installation of two (2) circular fascia signs (the Starbucks logo). The original proposal of installing individual channel letters with the words "Starbucks Coffee" could not be achieved as building limitations prevented this option. Drawings of the proposed signage are included as part of Appendix III.
- Also included in the Starbucks proposal is the installation of 'menu boards', the placement of a sign to identify the vehicle entrance for the drive-through, the installation of a required vehicle height clearance bar and menu boards. The menu boards are proposed to be approximately 1.8 metres (6 ft) in height and 2.3 metres (7.75 ft.) wide. These will be located next to an extensively landscaped area, and will be integrated into the approved landscaping.
- The entrance identification sign is proposed to be 0.80 metre (2.75 ft.) in height, and 0.5 metre (1.5 ft) wide. This sign will include a small Starbucks logo, and the words "Drive Thru" with a corresponding arrow. A post mounted clearance sign will also be installed.
- The proposed signage for Starbucks is consistent with the quality of signage approved for the site, and is an appropriate response to the site and building conditions. The proposal requires a Development Permit Amendment.
- City staff support this proposed signage package as presented.

### Shopper's Drug Mart Signage Proposal

- Development Permit No. 7907-0107-00 showed a larger format anchor store occupying the main unit in the Panorama Shopping Centre development. Subsequently, Shopper's Drug Mart was confirmed as a key tenant in the development. The Development Permit identified the installation of two channel letter signs, each of which is approximately 26 square metres (283 sq.ft.) in size.
- Trilogy Properties, on behalf of Shopper's Drug Mart, is seeking to install three (3) additional fascia signs, approximately 1 square metre (3.3 sq.ft.) square, that corresponds to the types of services provided in the store including the hours of operation (open until midnight), a post office, and convenience food shopping.
- The maximum sign area that the applicants are permitted, under the Sign By-law, is 44.5 square metres (479 sq.ft.), and they are proposing five fascia signs with a total area of approximately 55 square metres (588 sq.ft.). As a result, a Development Variance Permit (DVP) is required to increase the number of permitted fascia signs from 2 (two) to 5 (five), and to increase the total sign area for fascia signs from 44.5 square metres (479 sq.ft.) to 55 square metres (588 sq.ft.). The DVP is discussed below. A Development permit is also required to approve the additional signage.

### PRE-NOTIFICATION

- Pre-notification letters were sent on May 20, 2009. Staff received no comments related to the Development Variance Permit application.

### BY-LAW VARIANCE AND JUSTIFICATION

#### (a) Requested Variance:

- To vary the Sign By-law to allow:
  - an increase the maximum permitted signs from two (2) to five (5), including two (2) channel letter signs, and three (3) square fascia signs, and
  - Shopper's Drug Mart to increase the maximum sign area from the allowable 44.5 square metres (479 sq.ft.) to 55 square metres(588 sq.ft.).

#### Applicant's Reasons:

- The additional proposed signage consists of three 1 metre by 1 metre signs that illustrate some of the services provided by the Shopper's Drug Mart, including the hours of operation (until midnight), the presence of a Canada Post outlet, and convenience food service. The addition of these signs and the additional sign area is consistent with other Shopper's Drug Mart stores in the City of Surrey, and in the case of the subject site, have been adjusted fit within architectural features to match the building and design.

**Staff Comments:**

- The three (3) proposed square fascia signs are small in relation to the large building frontage, and have been reduced in size to fit within specific architectural reveals to minimize their visual impact associated with the development. The building is well set back from the Street, therefore the new square fascia signs have little to no visual impact. The proposed fascia board signs are consistent with the marketing strategy of Shopper's Drug Mart and will not have an adverse affect on the development.
- The additional sign area proposed is negligible considering the large building size, and the siting of the building at the rear (north) of the subject site. The new landscaped plaza at the front of the site includes a large, trellis structure that will obscure views into the mall.
- Overall, the proposed sign package is consistent with the signage types and quality approved under the original Development Permit, and is supported by city staff.

**INFORMATION ATTACHED TO THIS REPORT**

The following information is attached to this Report:

|               |  |
|---------------|--|
| Appendix I.   | Lot Owners and Action Summary  |
| Appendix II.  | Proposed Starbucks Signage Package   |
| Appendix III. | Development Variance Permit No. 7909-0066-00 (Proposed Shoppers Drug Mart Signage Package) |
| Appendix IV.  | Site Plan  |

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:                      Dan Laflamme, Trilogy Properties  
                         Address:                      Suite 1268, 550 Burrard Street  
                                                              Vancouver, BC  
                                                              Box 42, Bentall 5  
                         Tel:                                      604-601-2756
  
2.      Properties involved in the Application
  - (a)      Civic Address:                      15157 Highway No. 10
  
  - (b)      Civic Address:                      15157 Highway No. 10  
                         Owner:                                      Investors Group Trust Co. Ltd., Inc. No. A33060  
                         PID:    027-428-389  
                         Lot 1 Section 10 Township 2 New Westminster District Plan BCP35145
  
3.      Summary of Actions for City Clerk's Office
  - (a)      Proceed with Public Notification for Development Variance Permit No. 7909-0066-00.