

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7910-0072-00

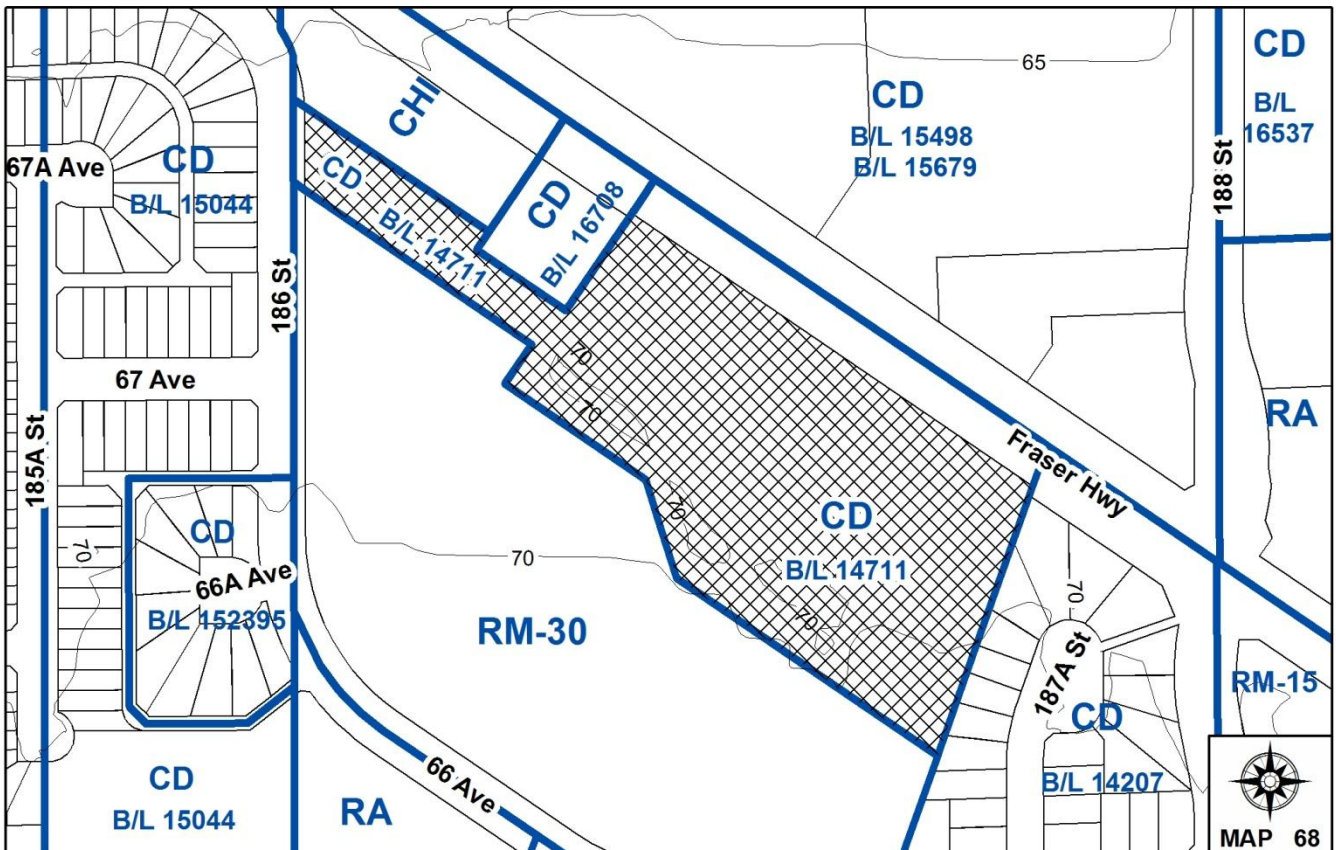
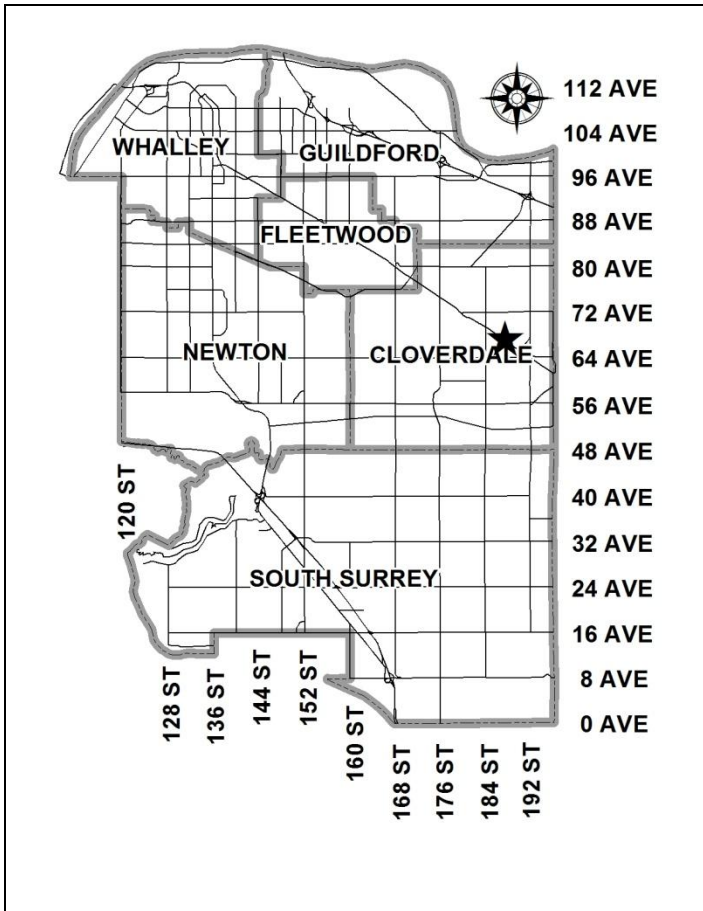
Planning Report Date: July 12, 2010

PROPOSAL:

- **Development Variance Permit**

in order to permit additional signage for a Tim Hortons/Cold Stone Creamery operation.

LOCATION: 18682 Fraser Highway
OWNER: Trademark Properties Group
ZONING: CD (By-law No. 14711)
OCP DESIGNATION: Commercial
LAP DESIGNATION: Commercial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking to vary the Sign By-law to increase the number of permitted fascia signs from 3 to 5.

RATIONALE OF RECOMMENDATION

- The proposed fascia sign design is consistent with Development Permit No. 7900-0245-00, which regulates this site.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7910-0072-00, (Appendix II) varying the following, to proceed to Public Notification:
 - (a) to vary Surrey Sign By-law, 1999, No. 13656, as amended to permit an increase in the maximum number of fascia signs from 3 to 5.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Commercial site with multi-tenant buildings.

Adjacent Area:

Direction	Existing Use	OCP/NCP Designation	Existing Zone
North (Across Fraser Highway):	Multi-tenant commercial buildings.	Commercial in OCP	CD (By-law Nos. 15498 and 15679)
East:	Small single family lots.	Single Family Residential in NCP	CD (By-law No. 14207)
South:	Townhouses.	Townhouse/Cluster (30 upa) in NCP	RM-30
West (Across 186 Street):	Small single family lots.	Single Family Residential in NCP	CD (By-law No. 15044)

DEVELOPMENT CONSIDERATIONSCurrent Application

- The subject property located at 18682 Fraser Highway is designated Commercial in the Official Community Plan (OCP), Commercial in the North Cloverdale East Neighbourhood Concept Plan (NCP) and is zoned Comprehensive Development Zone (CD By-law No. 14711). The subject site consists of multi-tenant commercial buildings, which was developed under Development Application No. 7900-0245-00.
- The subject site has been operating as a Tim Hortons Restaurant for a number of years. Recently, Tim Hortons began a joint venture with Cold Stone Creamery, and ice cream retailer, and both businesses are operating within the same premise.

- The subject site currently has sign permits for three Tim Hortons fascia signs, one on each of the north, west, and south elevations, which comply with the existing Development Permit No. 7900-0245-00. The applicant would like to add signage for the Cold Stone Creamery business on the north and south elevations only.
- The applicant is proposing to replace the existing Tim Hortons signage on the north and south elevations with signage with smaller font. The Cold Stone Creamery sign would then be placed beneath the Tim Hortons sign.
- The sign design consists of red channel lettering and will be illuminated. The sign design would be consistent with Development Permit No. 7900-0245-00, and therefore a supplementary Development Permit application was not required.
- The combined sign area of the proposed and existing fascia signs is 10.8 square metres (116 sq.ft.), which conforms to the maximum sign area of 51.6 square metres (555 sq.ft.) permitted under the Surrey Sign By-law.
- If Council approves the Development Variance Permit request, the number of permitted fascia signs would increase from 3 to 5.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to increase the maximum number of fascia signs from 3 to 5 on the premise.

Applicant's Reasons:

- The proposed fascia signage will advertise the new business partnership between Tim Hortons and Cold Stone Creamery.
- The fascia signs are needed to identify the location of the building from each of the directions from which the public may approach – that is, from Fraser Highway and from within the shopping centre complex, west and south of the building.

Staff Comments:

- Part 5(2) of the Sign By-law permits one fascia sign per lot frontage or premise frontage. In the case of this site, the subject building has one lot frontage and one premise frontage. An additional sign was permitted on the west elevation under Development Variance Permit No. 7900-0245-00.
- The applicant is requesting two signs per premise frontage and per lot frontage, which is reasonable given the business function, the size, and the design of the proposed signage.
- The Tim Hortons/Cold Stone Creamery site is within a free-standing building within a larger commercial shopping complex. The increased number of fascia signs allows identification of the business for members of the public approaching from multiple directions.

- The proposed signs fit with the overall design of the building. Different roof shapes, colours and textures give the appearance of multiple facets to each face of the building, and accommodate the placement of an increased number of fascia signs.
- Staff support the requested variance.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I. Lot Owners and Action Summary
Appendix II. Development Variance Permit No. 7910-0072-00

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: Ryan Gaul, Steel Art Signs
 Address: 37 Esna Park Drive
 Markham, Ontario
 Tel: 1-800-771-6971

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 LMP46777

3. Summary of Actions for City Clerk's Office
 - (a) Proceed to public notification of Development Variance Permit No. 7910-0072-00.