

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7910-0073-00

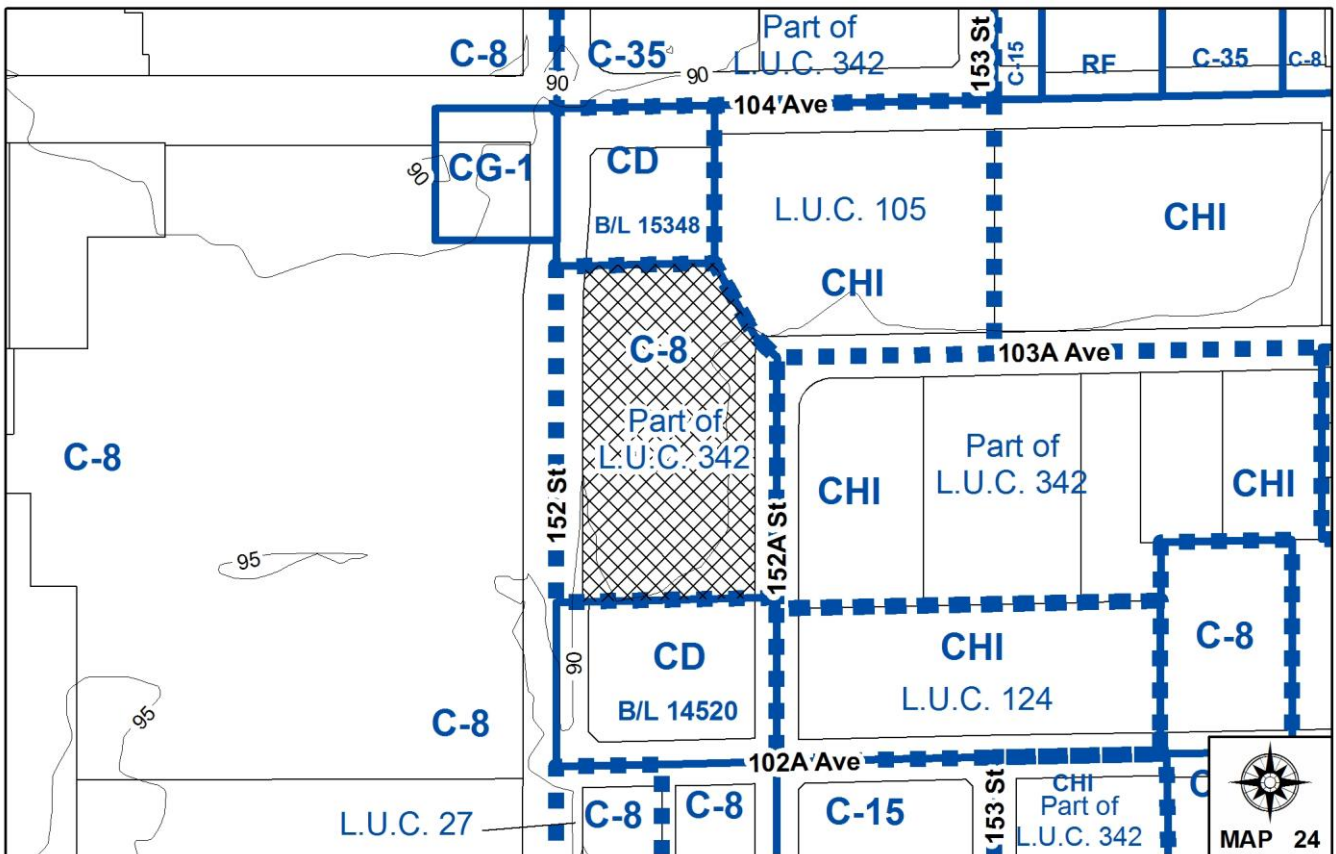
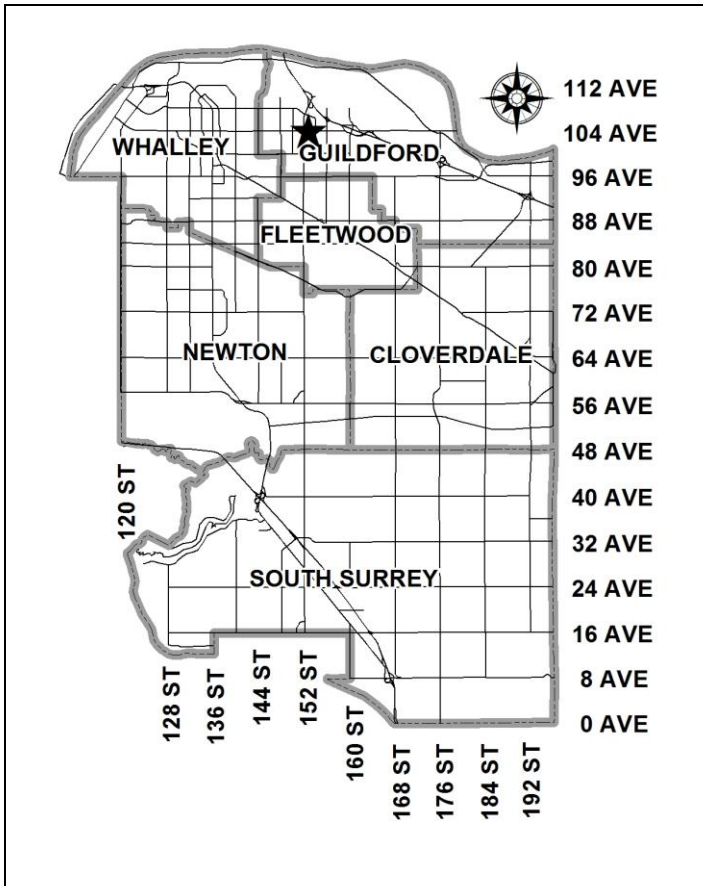
Planning Report Date: July 12, 2010

PROPOSAL:

- **Development Variance Permit**

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

LOCATION: 10320 - 152 Street
OWNER: o862189 B.C. Ltd.
ZONING: LUC No. 342 (underlying C-8 Zone)
OCP DESIGNATION: Town Centre



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking to vary Land Use Contract No. 342 to increase the number of permitted fascia signs from 3 to 5.

RATIONALE OF RECOMMENDATION

- The proposed fascia signage design integrates well with the existing building form and character.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7910-0073-00, (Appendix II) varying the following, to proceed to Public Notification:
 - (a) modify Schedule F "Signs" of Development Agreement No. 342-3 of Land Use Contract No. 342 by increasing the number of fascia signs from three (3) to five (5).

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Multi-tenant commercial buildings.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	Gas station.	Commercial	CD (By-law No. 15348)
East (Across 152A Street):	Multi-tenant office and commercial buildings.	Town Centre	LUC No. 342 (underlying CHI Zone)
South:	McDonalds restaurant.	Town Centre	CD (By-law No. 14520)
West (Across 152 Street):	Guildford Town Centre shopping centre.	Town Centre	C-8

DEVELOPMENT CONSIDERATIONSCurrent Application

- The subject property located at 10320 – 152 Street is designated Town Centre in the Official Community Plan (OCP), and is regulated under Land Use Contract No. 342, with underlying zoning of C-8, Community Commercial Zone. The subject site consists of multi-tenant commercial buildings.
- 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, an 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 south, east and west elevations, which comply with the existing Development Agreement under Land Use Contract No. 342. The applicant would like to add signage for the Cold Stone Creamery, business on the west and south elevations only.
- The applicant is proposing to replace the Tim Hortons signage on the west and south elevations in order to include advertising of the Cold Stone Creamery business.
- The original sign design proposal consisted of red font on a white background and illuminated. The current fascia sign is white font on a red background and aesthetically more appealing. Staff requested the colour scheme not be altered, however, the applicant responded that the red corporate colour for each business is different and they have not agreed on a common red. The applicant and staff subsequently agreed on a light beige background colour. The sign design would be consistent with Land Use Contract No. 342.
- The combined sign area for the existing and proposed fascia signs is 22.5 square metres (242.2 sq.ft.), which is within the maximum sign area of 25.57 square metres (275.2 sq.ft.) permitted under Land Use Contract No. 342.
- 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 Development Agreement under LUC No. 342 to increase the number of fascia signs on the premise from three (3) to five (5).

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 152 Street and from within the shopping centre site, east and south of the building.

Staff Comments:

- Schedule F "Signs" of Land Use Contract No. 342 permits one fascia sign per building face. In the case of this site, the subject building has three building faces and therefore permits three fascia signs.
- The applicant is requesting two signs on each of the west and south building faces, 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, which can 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. 7910-0073-00

Jean Lamontagne
General Manager
Planning and Development

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