

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7910-0303-00

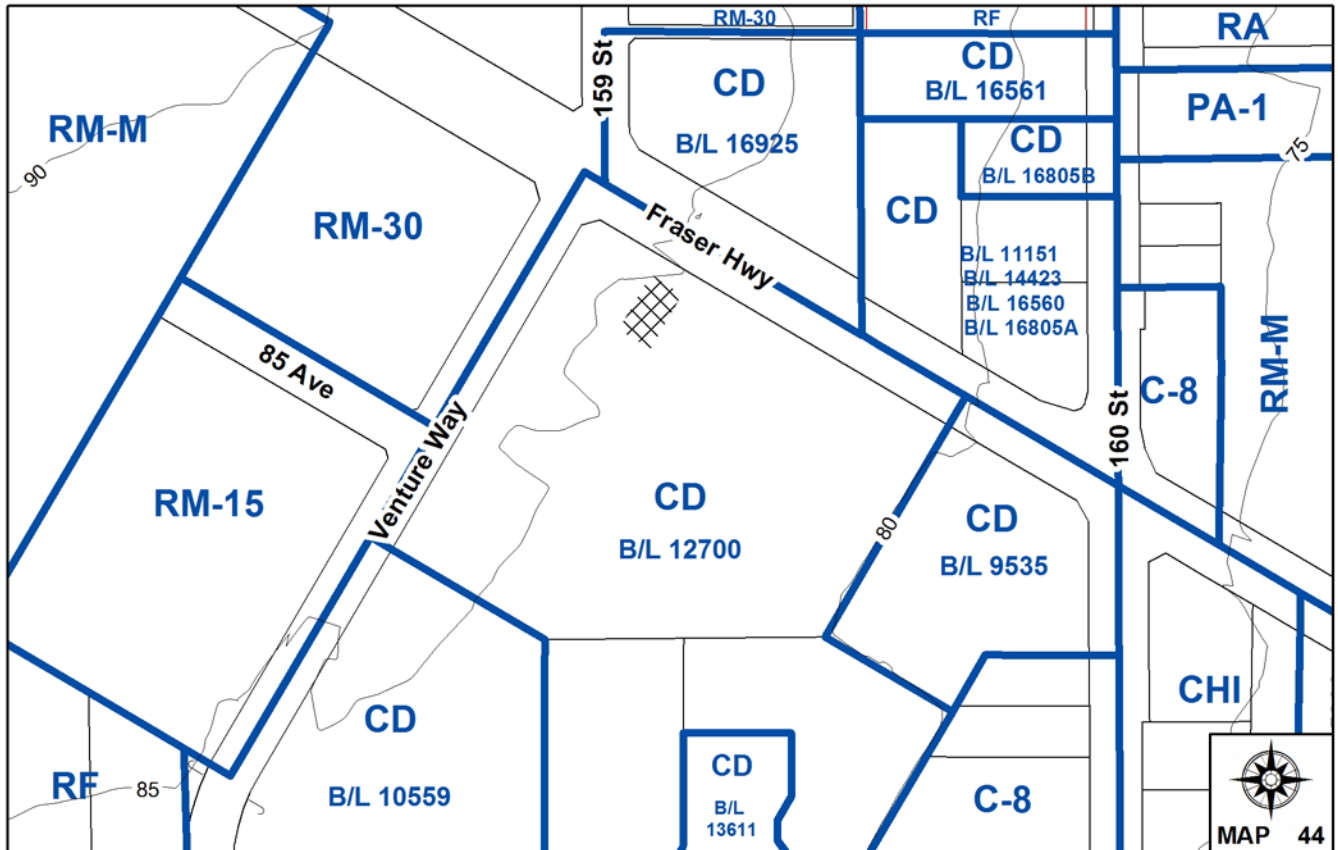
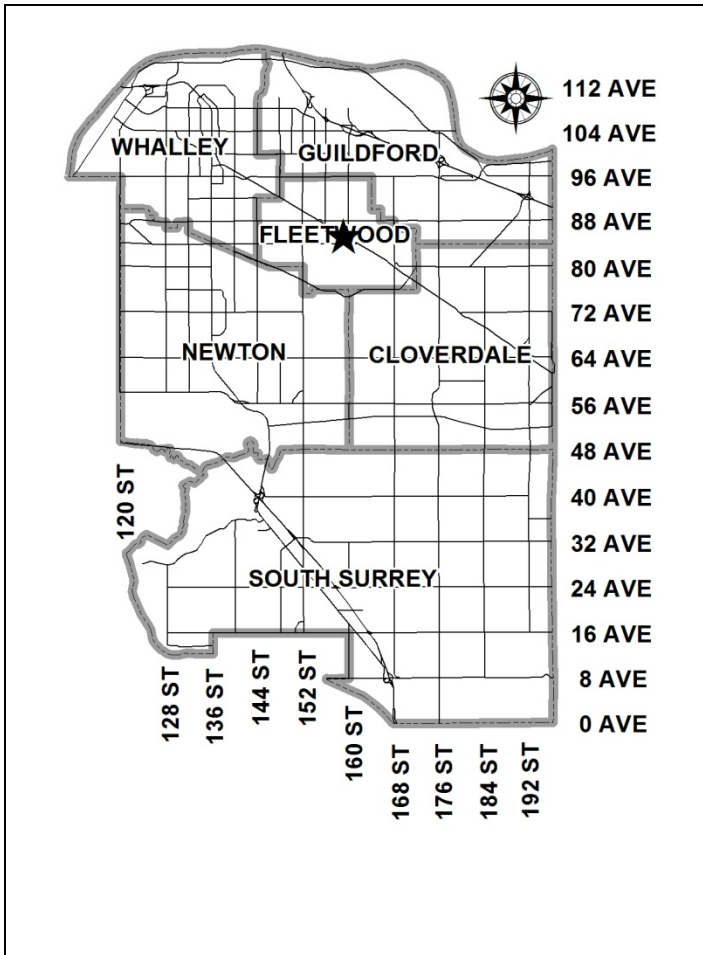
Planning Report Date: February 28, 2011

PROPOSAL:

- **Development Variance Permit**

in order to allow additional fascia signage for two co-tenants in a shopping centre.

LOCATION: #701, 15970 Fraser Highway
OWNER: Investors Group Trust Co. Ltd. Inc.
 No. A33060
ZONING: CD (By-law No. 12700)
OCP DESIGNATION: Commercial
NCP DESIGNATION: Highway Commercial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking an increased number of fascia signs allowed for two co-tenants from 3 to 10.

RATIONALE OF RECOMMENDATION

- The proposed signage is integrated with the architecture of the commercial building.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7910-0303-00, (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to vary the Sign By-law (No. 13656) to increase the maximum number of fascia sign from 3 to 10 for two co-tenants in a shopping centre.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Fleetwood Park Village Shopping Centre.

Adjacent Area:

Direction	Existing Use	NCP Designation	Existing Zone
North (Across Fraser Highway):	Multi-tenant commercial building.	Highway Commercial	CD (By-law No. 16925)
East (Across parking lot):	Mixed tenant commercial building.	Highway Commercial	CD (By-law No. 12700)
South (Across parking lot):	Mixed-tenant commercial building.	Community Commercial	CD (By-law No. 12700)
West (Across Drive-Thru):	Boston Pizza	Highway Commercial	CD (By-law No. 12700)

DEVELOPMENT CONSIDERATIONS

- The subject site located at 15950 Fraser Highway in the Fleetwood Park Village Shopping Centre is designated Commercial in the Official Community Plan, Highway Commercial in the Fleetwood Town Centre Plan and is currently zoned Comprehensive Development Zone (CD) By-law No. 12700.
- The form and character of the existing shopping centre is regulated by Development Permit No. 6794-0409-00 issued on January 29, 1996 and supplemented by Development Permit No. 7996-0278-00 which was issued on April 14, 1997.
- One of the tenants in this shopping centre is Benjamin Moore Paint. This tenant would like approvals to install additional fascia signage on its unit.

Current Proposal

- Benjamin Moore Paint has been a tenant in the Fleetwood Village Shopping Centre for a number of years.
- Benjamin Moore Paint moved from another location within the shopping centre to its current location in Unit 701, 15950 Fraser Highway, approximately two years ago.
- Fleetwood Blinds and Shades is a co-tenant together with Benjamin Moore Paint in this unit.
- Upon moving to its current location, Benjamin Moore Paint replaced all the panels that go around the perimeter of the building with new signage for Benjamin Moore. In addition, two (2) illuminated sign boxes were installed on the upper bulkhead of the tower feature of this building.
- Currently, this unit has 12 Benjamin Moore fascia signs plus two (2) sign boxes for Fleetwood Blinds and Shades for a total of 14 signs. All of these signs were installed without sign permits. The Sign By-law allows a maximum of three fascia signs for this single unit building.
- The applicant was advised that a Development Variance Permit is required to allow additional fascia signs.
- The applicant originally submitted a Development Variance Permit application to increase the number of fascia signs from three (3) to fourteen (14).
- Based upon concerns expressed by staff, the applicant has revised the application to vary the number of fascia signs from three (3) to ten (10) to allow eight Benjamin Moore and two Fleetwood Blind and Shade fascia signs.

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 10 for two co-tenants within a shopping centre.

Applicant's Justification:

- Additional signage is required as Benjamin Moore and Fleetwood Blinds and Shades are located in a large building.
- The additional signage is being installed in the existing sign boxes all around the building.
- The additional signage is replacing the signs of the previous tenants who have vacated the building.

Staff Comments:

- The approved Development Permit No. 7996-0278-00 shows signage bands around the whole building.
- The premise frontage of the building housing Benjamin Moore is approximately 28 metres (92 ft.). The Sign By-law permits a maximum sign area of 0.3 square metres (3 sq. ft.) per linear foot of premise frontage and a maximum copy area of 50% of the allowable sign area. The total proposed sign area of 25 square metres (270 sq. ft.) and copy area of 12 square metres (130 sq. ft.) are below the maximum 25.6 square metres (276 sq. ft.) of sign area and maximum 12.8 square metres (138 sq. ft.) of copy area permitted under the Sign By-law.
- The proposed signage is integrated with the architecture of the building.
- Therefore, 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.	Aerial Photo of Fleetwood Park Village Shopping Centre
Appendix III.	Development Variance Permit No. 7910-0303-00

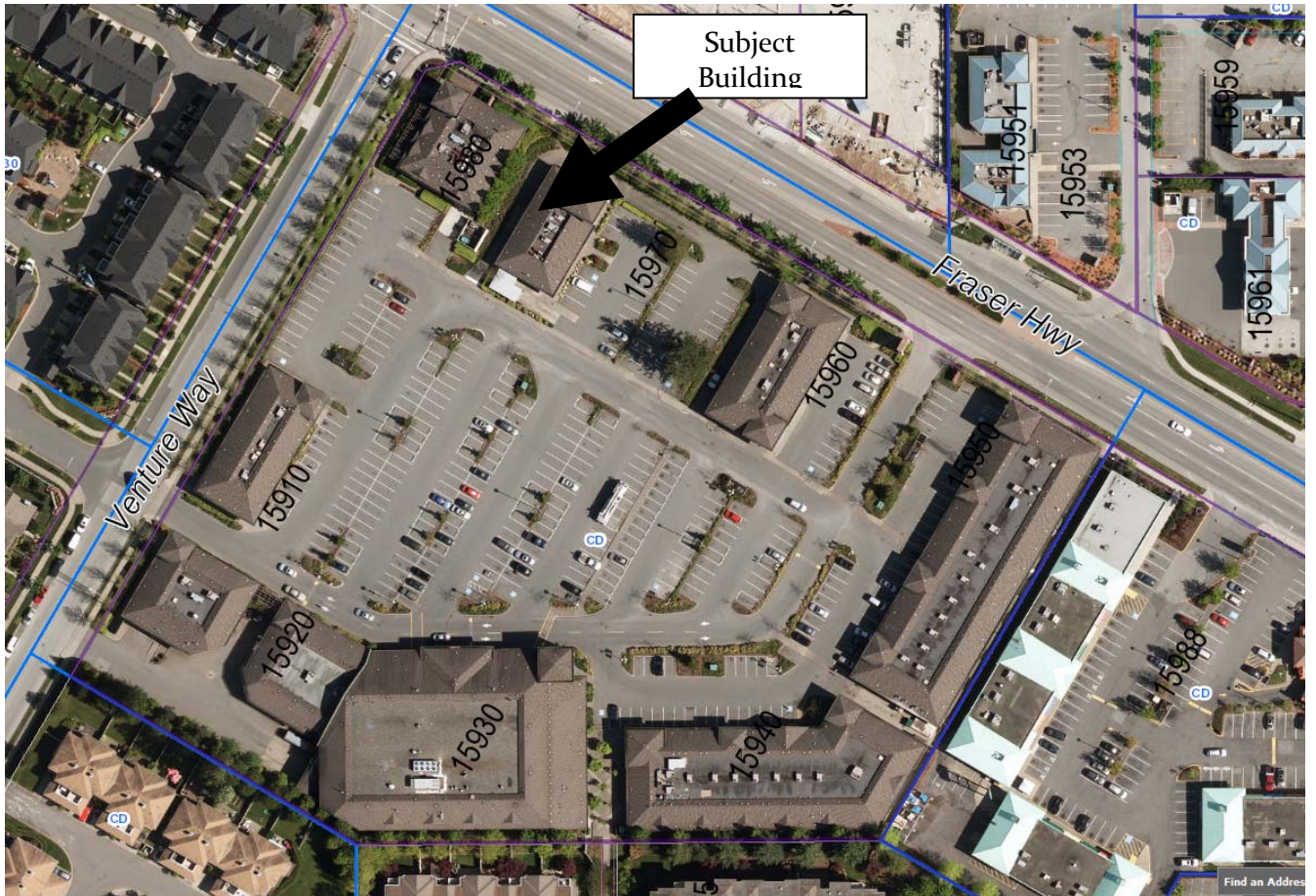
Original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

JKS/kms/dlg

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Aerial Photo of Fleetwood Park Village Shopping Centre



CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO. 7910-0303-00

Issued To: INVESTORS GROUP TRUST CO. LTD., INC. NO. A33060

(the "Owner")

Address of Owner: 447 Portage Avenue
Winnipeg, Manitoba
R3C 3B6

1. This development variance permit is issued subject to compliance by the Owner with all statutes, by-laws, orders, regulations or agreements, except as specifically varied by this development variance permit.
2. This development variance permit applies to that real property including land with or without improvements located within the City of Surrey, with the legal description and civic address as follows:

Parcel Identifier: 023-304-901
Lot 1 Section 26 Township 2 New Westminster District Plan LMP26599

#701, 15970 Fraser Highway

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) To vary Sub-section 27.(2)(a) to increase the maximum number of fascia signs from 3 to 10 for two co-tenants.
4. This development variance permit applies to only that portion of the buildings and structures on the Land shown on Schedule A which is attached hereto and forms part of this development variance permit. This development variance permit does not apply to additions to, or replacement of, any of the signage shown on attached Schedule A, which is attached hereto and forms part of this development variance permit.
5. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.

6. This development variance permit shall lapse if the Owner does not substantially start any construction with respect to which this development variance permit is issued, within two (2) years after the date this development variance permit is issued.

7. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.

8. This development variance permit is not a building permit.

AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , 20 .
ISSUED THIS DAY OF , 20 .

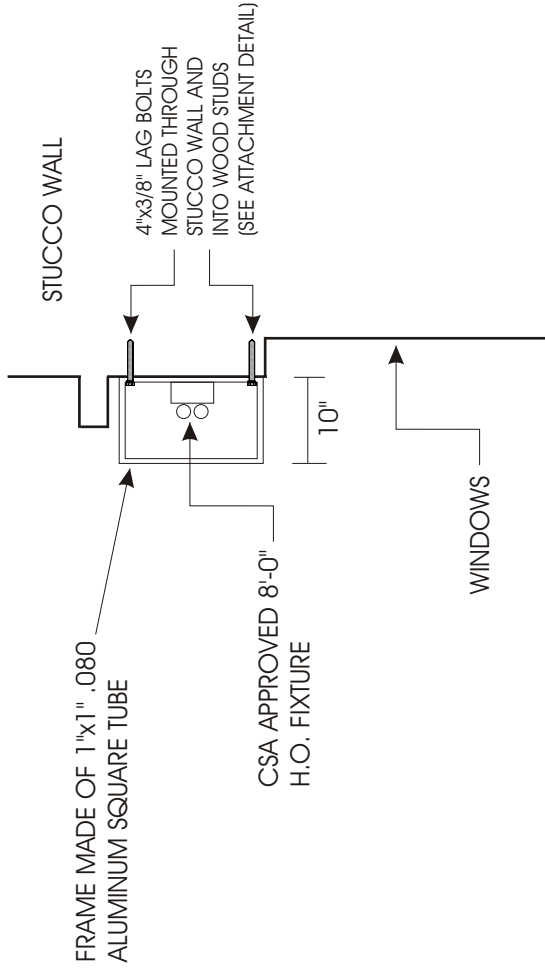
Mayor – Dianne L. Watts

City Clerk – Jane Sullivan

Single Sided Illuminated Flexface Sign Cabinets

7910-0303-00(A)

Profile w/mounting detail



- Box is 10" deep
- Quantity of 4



18"

18'-0"



OFFICE: Ph: 604-921-8499 Fax: 604-921-2323 email: gary@centurysigns.com

SURREY SHOP: Unit 6 - 8125 130th Street, Surrey, B.C. Phone: 604-572-1259 Fax: 604-572-1258 email: don@centurysigns.com

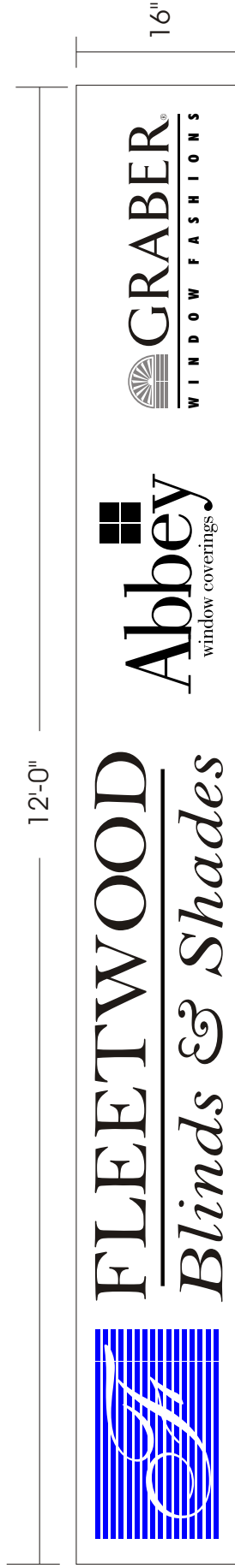
Customer Approval		DESIGN #	Date	/09
CLIENT	Benjamin Moore	SALES Don Zaretsky	JOB #	# 8612
LOCATION	Fleetwood, Surrey	DESIGNER Don Zaretsky	REV. DATE	SCALE 1/2" = 1'-0"
PROJECT	Exterior Sign Cans	SHEET # 1 OF 1	DATE	Jan 22 /09

This design is the sole property of **CENTURY SIGN SYSTEMS LTD.** It is not to be copied in whole or part without the permission of Century Sign Systems Ltd.

Single-sided Flexface Sign Boxes



White vinyl Flexface cover with 3M 220 Series vinyl computer cut graphics



White vinyl Flexface cover with 3M 220 Series vinyl computer cut graphics

7910-0303-00(B)



OFFICE: #6 - 8125 130th Street, Surrey, BC V3W 7X4
 Ph: 604-921-8499 Phone: 604-572-1259 Fax: 604-572-1258
 Fax: 604-921-2323 email: don@century signs.com

Customer Approval

CLIENT	Fleetwood Blinds & Shades	SALES	Don Zaretsky	DESIGN #		Date	/09
LOCATION	Fleetwood, Surrey	DESIGNER	Don Zaretsky	REV.	DATE	JOB#	#
PROJECT	Qty. 2, 16"x14"-0" Flexface Sign Boxes	SHEET #	1 OF 1	Feb. 13/09	Feb. 19/09	SCALE	1/2" = 1'-0"
				Feb. 26/09		DATE	Feb. 5/09

Benjamin Moore Fleetwood
701, 15970 Fraser Hwy.

East Elevation



North Elevation



Benjamin Moore Fleetwood
701, 15970 Fraser Hwy.

West Elevation



South Elevation

