

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7911-0015-00

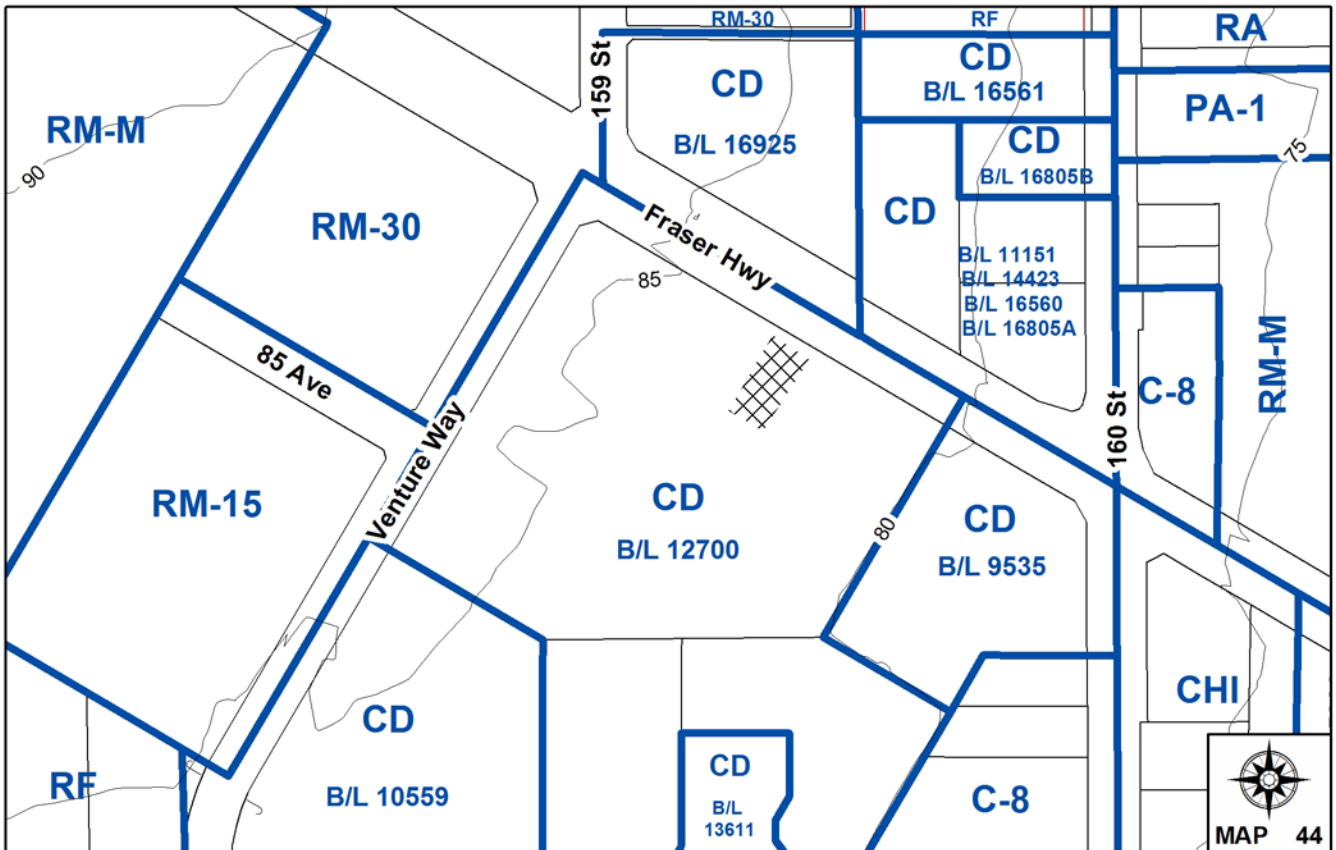
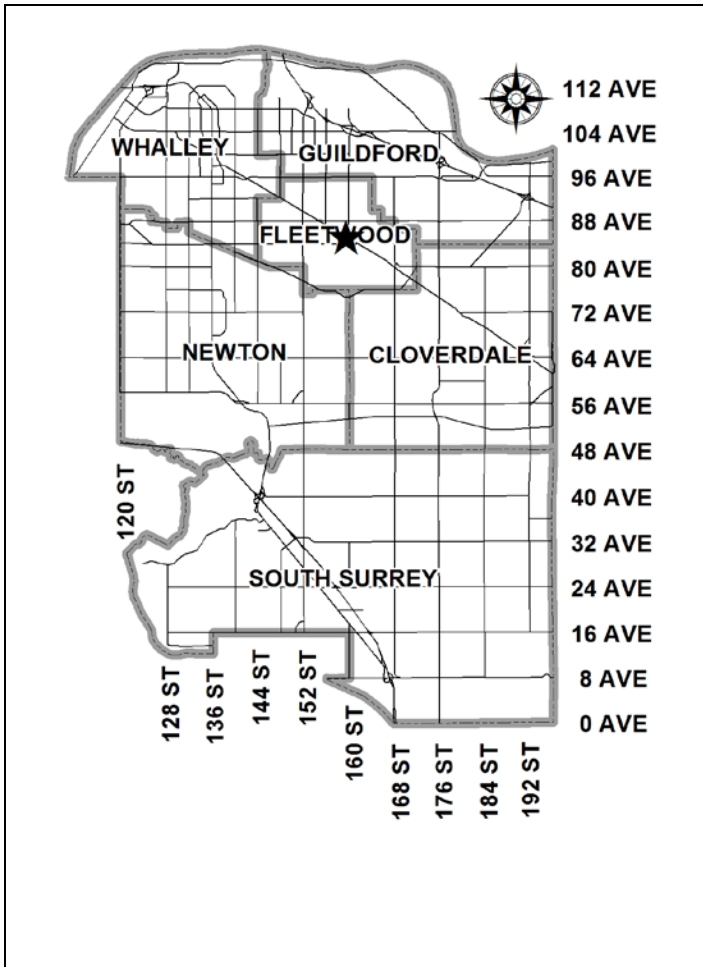
Planning Report Date: February 28, 2011

PROPOSAL:

- **Development Variance Permit**

in order to allow additional fascia signage for a tenant in a shopping centre.

LOCATION: 15960 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 increase in the number of fascia signs allowed from 3 to 7.

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. 7911-0015-00, (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 signs from 3 to 7 for a tenant 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):	Multi-tenant commercial building.	Highway Commercial	CD (By-law No. 12700)
South (Across parking lot):	Multi-tenant commercial building.	Highway Commercial	CD (By-law No. 12700)
West (Across Drive-thru):	Boston Pizza.	Highway Commercial	CD (By-law No. 12700)

DEVELOPMENT CONSIDERATIONS

- The subject site is located at 15960 Fraser Highway in the Fleetwood Park Village Shopping Centre (see Appendix II). It is currently zoned Comprehensive Development Zone (CD) By-law No. 12700 and is designated Commercial in the Official Community Plan (OCP) and Highway Commercial in the Fleetwood Town Centre Plan.
- The form and character of the existing shopping centre is regulated by Development Permit No. 6794-0409-00 which was issued on January 29, 1996 and supplemented by Development Permit No. 7996-0278-00 which was issued on April 14, 1997.
- TD Canada Trust is one of the tenants within this shopping centre and has recently expanded to lease the entire building. Formally there were three tenants in the subject building.

Current Proposal

- The subject tenant, TD Canada Trust is within a stand-alone building fronting Fraser Highway in the centre of the shopping centre site (Appendix III). TD Canada Trust has recently expanded to take over the entire building which was previously shared with two other tenants.
- TD Canada Trust is proposing to install four (4) new TD Canada Trust signs in the sign bands used by the previous tenants. The proposed signage is in addition to the three (3) existing TD Canada Trust fascia signs currently installed on the building. Valid sign permits have been issued for the three (3) existing fascia signs.
- However, the installation of new TD Canada Trust signage on the sign bands used by the previous tenants requires Council approval of a Development Variance Permit for additional fascia signage.

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 7, for a tenant within a shopping centre.

Applicant's Justification:

- The building was designed to accommodate sign boxes all around the building.
- The proposed additional TD Canada Trust 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, as three tenants were intended.
- The current tenant, TD Canada Trust, has expanded and now occupies the entire building and is seeking to retain the number of fascia signs permitted for three tenants.
- The premise frontage of the TD Canada Trust building is approximately 37 metres (121 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 approximately 13.5 square metres (146 sq. ft.) and copy area of approximately 6.31 metres (68 sq. ft.) are well below the maximum 34.3 square metres (369 sq. ft.) of sign area and maximum 17.15 metres (185 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. 7911-0015-00

Original Signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

JKS/kms/dlg

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. 1/27/11 11:14 AM

Information for City Clerk

Legal Description and Owners of all lots that form part of the application:

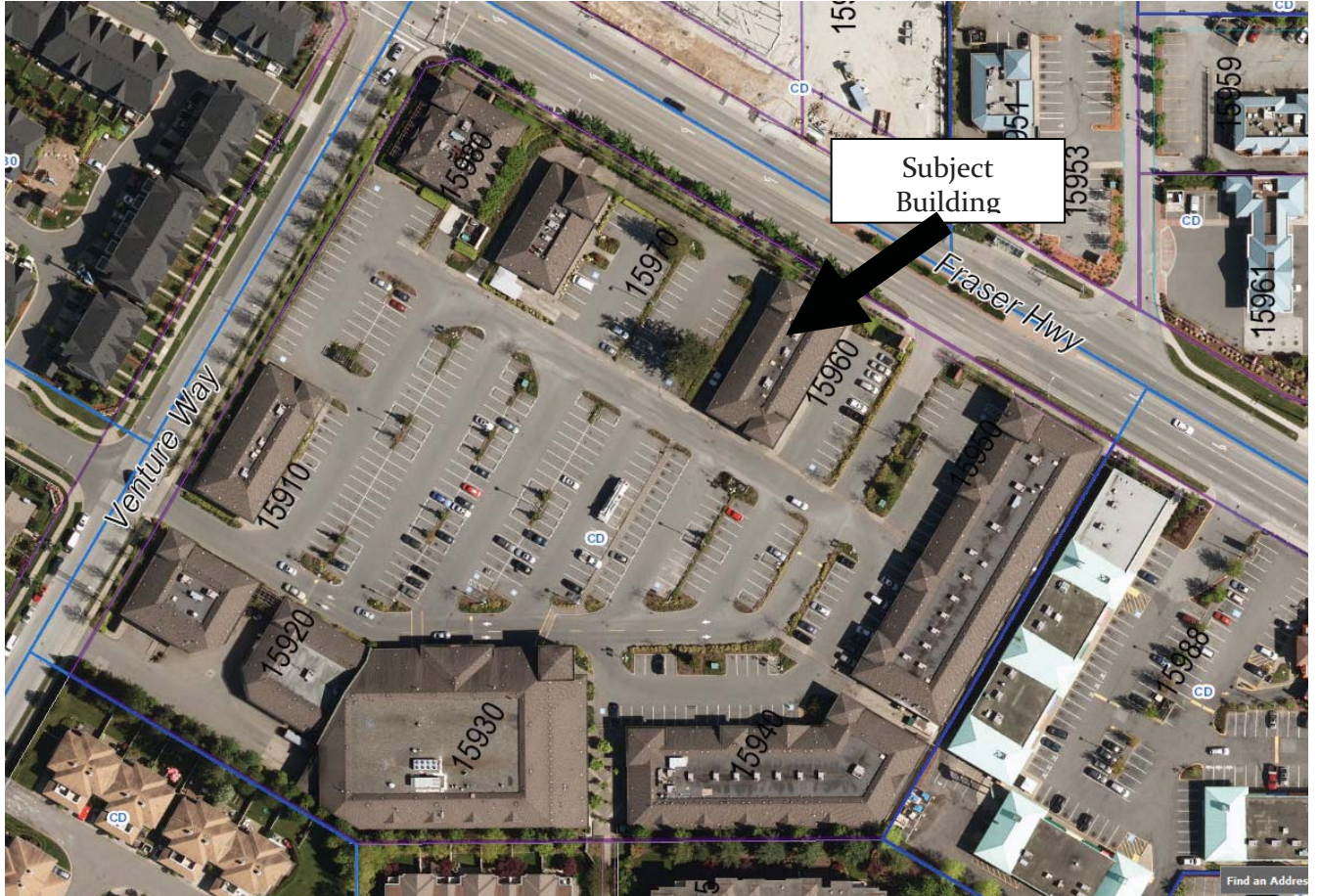
1. (a) Agent: Name: Charlie Seaman for Atlas Sign & Awning
 Address: 26697 Gloucester Way, Langley, BC V4W 3S8
 Tel: 604-807-1517

2. Properties involved in the Application
 - (a) Civic Address: 15960 Fraser Highway

 - (b) Civic Address: 15960 Fraser Highway
 Owner: Investors Group Trust Co. Ltd., Inc. No. A33060
 PID: 023-304-901
 Lot 1 Section 26 Township 2 New Westminster District Plan LMP26599

3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7911-0015-00.

Aerial Photo of Fleetwood Park Village Shopping Centre



(the "City")

DEVELOPMENT VARIANCE PERMIT

NO. 7911-0015-00

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 for one tenant from 3 to 7.
4. The signage shall be in accordance with the drawings numbered 7911-0015-00 (A) through to and including 7911-0015-00 (D) (the "Drawings") which are attached hereto and form part of this development variance permit.
5. This development variance permit applies to only the 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 existing buildings shown on attached Schedule A which is attached hereto and forms part of this development variance permit.

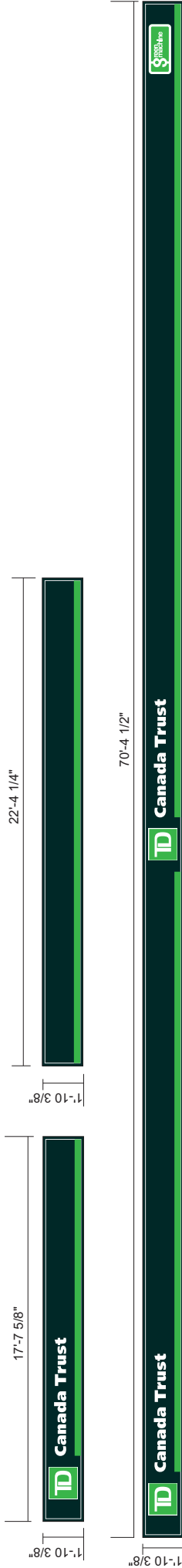
6. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.
7. This development variance permit shall lapse if the Owner does not substantially start any construction with respect to which this development variance permit is issued, within two (2) years after the date this development variance permit is issued.
8. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.
9. 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

NEW FACES & RETAINERS TO EXISTING FASCIA SIGNS:



Colour sign face	TDCT RL Green - Finish VQ10019
Background	TDCT LL Green - Finish VQ10018
TD logo	TDCT LL Green - Finish VQ10018
Horizontal stripe	White - 3M Panelite 945295
Hours of business	TDCT LL Green - Finish VQ10018
Hours of business	White - 3M Panelite 945295
Hours of business	White - 3M Panelite 945295
Sign Backing	TDCT LL Green - Finish VQ10018
Sign Backing	TDCT LL Green - Finish VQ10018
Colour sign box and frame - paint to match TDCT RL Green - R45 5335	

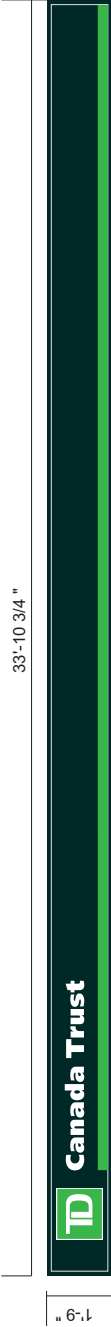
<p>ATLAS SIGN & AWNING 24697 Gloucester Way, Langley, BC V4W 3S4 Ph: (604) 856-7983 Fax: (604) 856-7625 or call toll free (800) 882-1018</p>	
JOB #99211	TD CANADA TRUST
LOCATION	15960 Fraser Hwy Surrey BC
SALES	Charlie Seaman
DESIGNER	Jennifer Crouch
SCALE	3/16
DATE	dec 6, 2010
PAGE	1 OF 6
<p><small>THIS DESIGN IS THE PROPERTY OF ATLAS SIGN & AWNING COMPANY (A DIVISION OF RND HOLDINGS LTD.) AND ALL RIGHTS TO ITS USE ARE HEREBY RESERVED</small></p>	



Customer Approval: _____ Date _____
 To Production _____ Date _____

WEST ELEVATION
 99211 - TD BANK #0175 - SURREY DESIGN PROPOSED SIGNS 101206.cdr

NEW FACES & RETAINERS TO EXISTING FASCIA SIGNS:



Colour / Sign Size	TDCT RL Green - Firm VQ10019
background	TDCT L/G Green - Firm VQ10018
TD logo	White - 3M PanelFlex 945/905
horizontal stripe	TDCT L/G Green - Firm VQ10018
hours of business	White - 3M PanelFlex 945/905
TD logo	White - 3M PanelFlex 945/905
Canada Trust	White - 3M PanelFlex 945/905
Signs Manufacturer	TDCT L/G Green - Firm VQ10018
Colour: sign box and frame: paint to match TDCT RL Green - PMS 5535	

<p>ATLAS SIGN & AWNING 2497 Gloucester Way, Langley, BC V4W 3S4 Ph: (604) 856-7983 Fax: (604) 856-7625 or call toll free (800) 882-1018</p>	JOB #9211	TD CANADA TRUST
	LOCATION	15960 Fraser Hwy Surrey BC
SALES	Charlie Seaman	
DESIGNER	Jennifer Crouch	
SCALE	1/4"	
DATE	dec 6, 2010	
PAGE	2 OF 6	

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SOUTH ELEVATION

99211 - TD BANK #0175 - SURREY DESIGN PROPOSED SIGNS 101206.cdr



17'-6"



1'-9"

NEW FACES & RETAINERS TO EXISTING FASCIA SIGNS:

47'-5 1/4"



1'-9"



1'-10 3/8"

45'-9 1/4"

Colour: sign face	TDCT RL Green - Film# VQ10019
background	TDCT LL Green - Film# VQ10018
TD logo	TDCT LL Green - Film# VQ10018
horizontal strip	White - 3M PanelFlex 345/295
horizontal stripe	TDCT LL Green - Film# VQ10018
hours of business	White - 3M PanelFlex 345/295
hours of business	White - 3M PanelFlex 345/295
sign material	3000 Series Acrylic
sign material	TDCT LL Green - Film# VQ10018
sign material	TDCT LL Green - Film# VQ10018

Colour: sign box and frame: paint to match TDCT RL Green - PMS 5535.

ATLAS SIGN & AWNING 24997 Gloucester Way, Langley, BC V4W 3S4 Ph: (604) 856-7883 Fax: (604) 856-7625 or call toll free (800) 882-1078	JOB TD CANADA TRUST #99211
	LOCATION 15960 Fraser Hwy Surrey BC
SALES Charlie Seaman	DESIGNER Jennifer Crouch
SCALE 1/4"	DATE dec 6, 2010
PAGE 3 OF 6	
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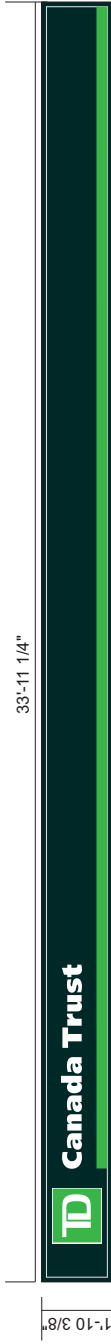


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EAST ELEVATION

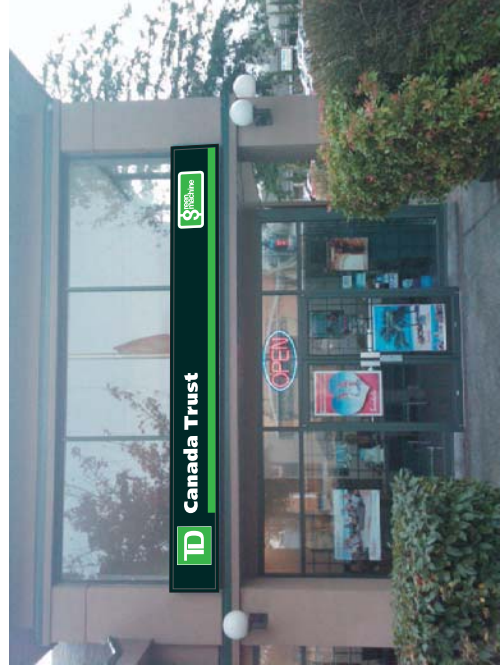
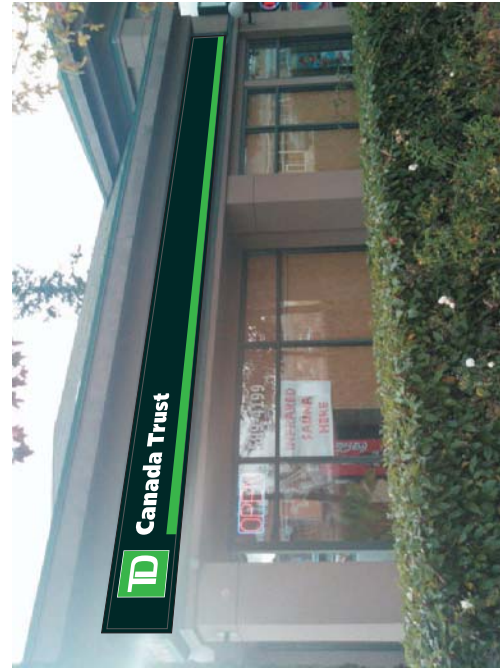
99211 - TD BANK #0175 - SURREYDESIGNIPROPOSED SIGNS 101206.cdr

NEW FACES & RETAINERS TO EXISTING FASCIA SIGNS:



Colour sign face	TDCT RL Green - Film A VQ10019
Background	TDCT LG Green - Film A VQ10018
TD logo	TDCT LG Green - Film A VQ10018
TD logo - horizontal stripe	White - 3M PanelFlex 8452955
Hours of business	TDCT LG Green - Film A VQ10018
TD Drive Thru logo	White - 3M PanelFlex 8452955
TD Drive Thru logo - horizontal stripe	White - 3M PanelFlex 8452955
Score Marketer logo	TDCT LG Green - Film A VQ10018
Score Marketer logo - horizontal stripe	White - 3M PanelFlex 8452955
Colour sign box and frame - paint to match TDCT RL Green - RMS 5335	

<p>ATLAS SIGN & AWNING 24697 Gloucester Way, Langley, BC V4W 3S4 Ph: (604) 856-7983 Fax: (604) 856-7625 or call toll free (800) 882-1018</p>	
JOB #	TD CANADA TRUST
LOCATION	15960 Fraser Hwy Surrey BC
SALES	Charlie Seaman
DESIGNER	Jennifer Crouch
SCALE	1/4
DATE	dec 6, 2010
PAGE	4 OF 6
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NORTH ELEVATION
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