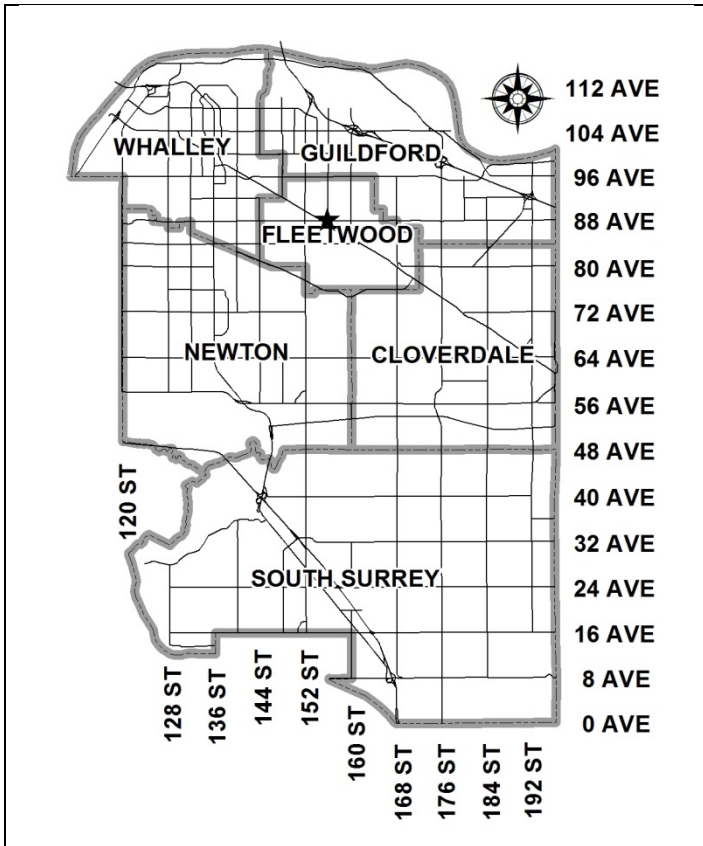


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7915-0072-00

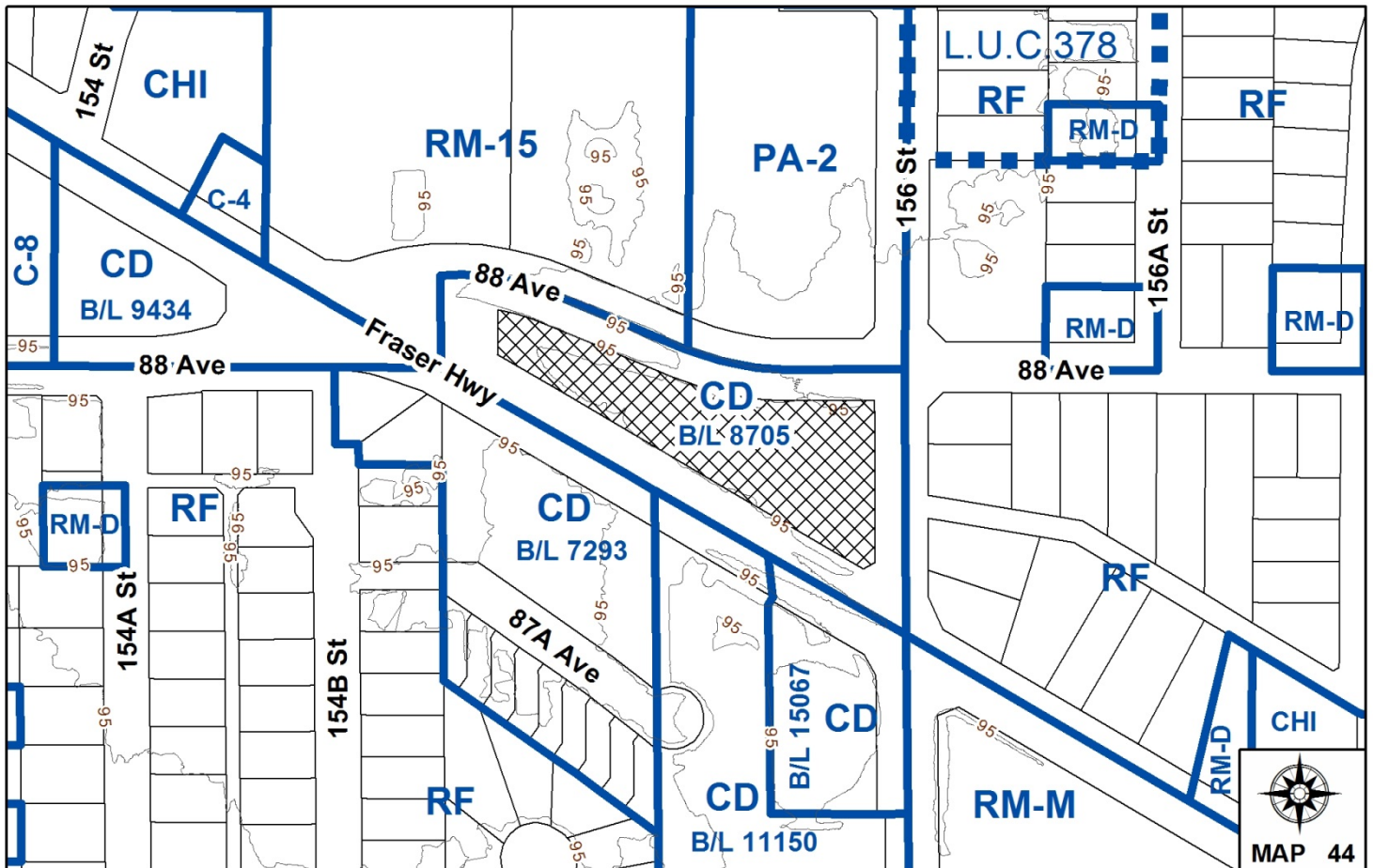
Planning Report Date: May 11, 2015



PROPOSAL:

- **Development Variance Permit**
 in order to permit a total of five (5) fascia signs for an existing Tim Hortons restaurant in Fleetwood.

LOCATION: 15551 - Fraser Highway
OWNER: Eskaylee Enterprises Ltd.
ZONING: CD (By-law No. 8705)
OCP DESIGNATION: Commercial
TCP DESIGNATION: Highway Commercial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking variances to the Sign By-law to increase the number of allowable fascia signs and the maximum allowable combined fascia sign area for an existing restaurant (Tim Hortons).

RATIONALE OF RECOMMENDATION

- A previously approved Development Permit (No. 7904-0293-00) permitted a total of three (3) fascia signs for this commercial retail unit. The applicant is now proposing two (2) additional non-illuminated fascia signs for a total five (5) fascia signs, all of which are high-quality, and are of an appropriate size and scale for the existing building.
- An increase to the maximum allowable sign area, to accommodate the five (5) proposed fascia signs, will allow corresponding signage on the west and south building elevations of the subject restaurant. The proposed fascia signage is well-coordinated and integrated with the architecture of the building, and provides a cohesive / improved look to the building, without being excessive.

RECOMMENDATION

The Planning & Development Department recommends that Council approve Development Variance Permit No. 7915-0072-00 (Appendix II) varying the following, to proceed to Public Notification:

- (a) to vary Part 5 Section 27(2)(a) of Sign By-law, 1999, No. 13656 to increase the number of allowable fascia signs from two (2) to five (5), with three (3) fascia signs on the south elevation and two (2) fascia signs on the west elevation, for an existing Tim Hortons restaurant located at the west end of the building on the subject site; and
- (b) to vary Part 5 Section 27(2)(6) of Sign By-law, 1999, No. 13656 to increase the maximum allowable combined sign area of all fascia signs on the west and south façades of the Tim Hortons restaurant on the subject site, from 15.0 square metres (160 sq.ft.) to 20 square metres (215 sq.ft.).

REFERRALS

Engineering: The Engineering Department has no objection to the proposed fascia signage.

SITE CHARACTERISTICS

Existing Land Use: Single-storey, multi-tenant commercial building and gas station (Fleetwood Corner)

Adjacent Area:

Direction	Existing Use	OCP / Fleetwood TCP Designation	Existing Zone
North (Across 88 Avenue):	Low density townhouses and church.	Urban in the OCP/	RM-15 and PA-2
East (Across 156 Street):	Single family dwellings and vacant lots.	Urban in the OCP / Low Density and Medium Density Townhouses in the TCP	RF
South (Across Fraser Highway):	Two-storey townhouses, fast food restaurant (McDonald's), and gas station (Chevron) and convenience store.	Urban in the OCP / Highway Commercial in the TCP	CD By-law Nos. 7293, 11150 and 15067
West (Across Fraser Highway / 88 Avenue intersection):	Multi-tenant commercial buildings.	Commercial in the OCP	CD By-law No. 9434

DEVELOPMENT CONSIDERATIONS

Background

- The subject site is bounded by 88 Avenue to the north, Fraser Highway to the south, and 156 Street to the east, and is currently occupied by a single-storey, multi-tenant commercial shopping centre and a gas station (Fleetwood Corner).
- The site is designated Commercial in the Official Community Plan (OCP) and Highway Commercial in the Fleetwood Town Centre Plan, and is zoned "Comprehensive Development Zone (CD)" (By-law No. 8705).
- A Tim Hortons restaurant, which is the subject of this development application, is located at the western end of the building.
- Council approved Development Permit No. 7904-0293-00 on October 18, 2004, which permitted a total of three (3) fascia signs for the existing Tim Hortons restaurant on the site.

Current Proposal

- The applicant has been in the process of renovating the existing Tim Hortons restaurant to improve its overall appearance and to bring it in line with the more contemporary design character of newer Tim Hortons restaurants. This renovation includes replacing existing fascia signage and adding new signage on the subject building.
- The applicant proposes to install two (2) new, non-illuminated sign bands along the west and south façades, which will result in a total of five (5) fascia signs for the Tim Hortons restaurant. The five (5) fascia signs will exceed the maximum number of two (2) fascia signs permitted under the Sign By-law, and therefore, a Development Variance Permit (DVP) is required (see By-law Variance Section).
- The applicant also proposes to replace the two (2) existing "Tim Hortons" illuminated channel letter fascia signs that are on the west and south façades with fascia signs of an identical size and type, but in a slightly higher location on the façades.
- The existing, illuminated sign band along the west façade will remain unchanged.
- The combined sign area of all five (5) fascia signs is approximately 20 square metres (215 sq.ft.), which exceeds the maximum sign area of 15 square metres (160 sq.ft.) permitted under the Sign By-law based on the length of the premise frontage of the Tim Hortons restaurant. This also requires a variance (see By-law Variance Section).
- The applicant is not proposing any improvements to any of the other tenant fascia signage or to any of the free-standing signage for this shopping centre, and therefore, the proposal does not constitute a comprehensive sign package.

DESIGN PROPOSAL AND REVIEW

Proposed Fascia Sign Bands

- The two (2) proposed non-illuminated sign bands will be installed along the west and south façades. Each of the "coffee • donuts • espresso • sandwiches • latte • bagels" sign bands are approximately 0.3 metre (1.0 ft.) high and 5.0 metres (16.5 ft.) in length, resulting in a combined sign area of 3.0 square metres (32 sq.ft.).
- The two (2) proposed sign bands include aluminum faces with vinyl text and will be illuminated by downward-facing gooseneck style lighting, which is high-quality and will enhance the overall appearance of the building.

Existing Fascia Signs

- The two (2) existing "Tim Hortons" illuminated channel letter fascia signs located on the west and south façades will be replaced with two (2) "Tim Hortons" signs that are identical in size and type, but will be installed approximately 1.0 metre (3 ft.) higher than their current locations on the building.
- Each of these two (2) "Tim Hortons" fascia signs are approximately 0.9 metre (3.0 ft.) high and 4.5 metres (14.5 ft.) in length, resulting in a combined sign area of 8.1 square metres (88 sq.ft.). These fascia signs are comprised of red, illuminated channel letters, which are the same as the two (2) existing fascia signs that are being replaced.
- An existing, illuminated sign band (red background with white text) on the south façade will remain unchanged. The existing sign band, which is approximately 0.6 metre (2.0 ft.) high and 15.0 metres (50 ft.) in length, results in a sign area of 9.0 square metres (95 sq.ft.).
- The table below summarizes the five (5) fascia signs mentioned in this Planning Report for the Tim Hortons restaurant:

Tim Hortons Fascia Signage	Qty	Sign Type	Sign Size
Sign bands ("coffee • donuts • espresso • sandwiches • latte • bagels")	2	Install new, non-illuminated sign bands lit by downward-facing gooseneck lighting	Each sign is approximately 0.3 metre (1.0 ft.) by 5.0 metres (16.5 ft.), resulting in a combined sign area of 3.0 square metres (32 sq.ft.)
Channel letter signs ("Tim Hortons")	2	Remove and replace two (2) existing fascia signs with two (2) red, illuminated channel letter signs that are identical in size and type	Each sign is approximately 0.9 metre (3.0 ft.) by 4.5 metres (14.5 ft.), resulting in a combined sign area of 8.0 square metres (88 sq.ft.)
Sign band ("Tim Hortons Tim Hortons Tim Hortons")	1	Retain an existing, illuminated sign band on the south building façade (red background with white text)	The sign is approximately 0.6 metre (2.0 ft.) by 15.0 metres, resulting in a sign area of 9.0 square metres (95 sq.ft.)

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 5 Section 27(2)(a) of Sign By-law, 1999, No. 13656 to allow two (2) additional fascia signs (sign bands), for a total of five (5) fascia signs, on the west and south façades of the Tim Hortons restaurant located at the west end of the building on the subject site.

Applicant's Reasons:

- The proposed signage upgrades and modernizes the Tim Hortons restaurant, and reflects the current re-imaging program for all of its restaurants.
- The two (2) proposed sign bands will identify the items offered at Tim Hortons, which is important in the company's continued effort to expand into new markets.

Staff Comments:

- The two (2) proposed fascia sign bands are of an appropriate size and scale in relation to the existing building, and are designed to fit within the two (2) architectural dormer features on the west and south building elevations.
- The two (2) proposed fascia sign bands are of a high-quality aluminum design and are not internally illuminated. The sign bands are lit by downward-facing gooseneck lighting.
- Staff support this variance.

(b) Requested Variance:

- To vary Part 5 Section 27(2)(b) of Sign By-law, 1999, No. 13656 to increase the maximum permitted sign area of all fascia signs on the west and south façades of the Tim Hortons restaurant on the subject site, from 15.0 square metres (160 sq.ft.) to 20 square metres (215 sq.ft.).

Applicant's Reasons:

- The proposed signage is important to the owners of the business, and will help create a vibrant and modern aesthetic appearance with an active and welcoming pedestrian realm.

Staff Comments:

- The applicant proposes only two (2) new fascia signs (2 sign bands). The other three (3) fascia signs currently exist on the west and south building façades – two (2) of the existing fascia signs will be replaced by two (2) fascia signs that are identical in size and type, while the other existing fascia sign will remain unchanged on the south façade.

- The Tim Hortons signage is well-coordinated and integrated with the architecture of the building, and provides a cohesive / improved look to the building, without being excessive.
- The Sign By-law determines the maximum allowable sign area for fascia signs based on the width of the frontage that contains the main entrance to the premises / commercial retail unit, which in this case is the south building elevation. The subject Tim Hortons restaurant however, also maintains a second frontage along the west building elevation that provides an open and active storefront. As a result, an increase in the maximum sign area has merit on the basis that it will allow corresponding signage on both frontages.

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. 7915-0072-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

DN/da

\\file-server1\net-data\csdc\generate\areaproduct\save\12137285060.doc
DRV 5/7/15 11:04 AM

Information for City Clerk

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

1. (a) Agent: Name: Sam Bogetti
 Dillon Consulting Limited
 Address: 3820 - Cessna Drive, Unit 510
 Richmond, BC V7B 0A2

 Tel: (604) 278-2847

2. Properties involved in the Application
 - (a) Civic Address: 15551 - Fraser Hwy

 - (b) Civic Address: 15551 - Fraser Hwy
 Owner: Eskaylee Enterprises Ltd.
 PID: 005-534-356
 Lot 1 Section 26 and Section 35 Township 2 New Westminster District Plan 73022

3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7915-0072-00 and bring the Development Variance Permit forward for an indication of support by Council. If supported, the Development Variance Permit will be brought forward for issuance and execution by the Mayor and City Clerk.

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7915-0072-00

Issued To: ESKAYLEE ENTERPRISES LTD
("the Owner")

Address of Owner: #203, 4300 - North Fraser Way
Burnaby, BC V5J 0B3

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: 005-534-356

Lot 1 Section 26 And Section 35 Township 2 New Westminster District Plan 73022

15551 - Fraser Hwy

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:

- (a) Part 5 Section 27(2)(a) of Sign By-law, 1999, No. 13656 is varied by increasing the allowable number of fascia signs from two (2) to five (5), with three (3) fascia signs permitted on the south façade and two (2) fascia signs on the west façade, for the westernmost commercial retail unit in the building on the subject site; and
- (b) Part 5 Section 27(2)(b) of Sign By-law, 1999, No. 13656 is varied by increasing the maximum permitted combined sign area of all fascia signs for the westernmost commercial retail unit in the building on the subject site, from 15.0 square metres (160 sq.ft.) to 20 square metres (215 sq.ft.).

4. This development variance permit applies to only the portion of the building on the Land shown on 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.

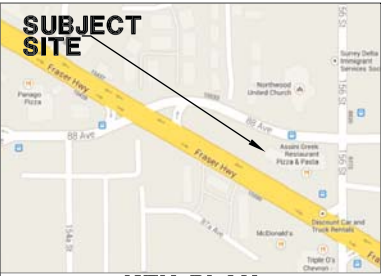
7. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.

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

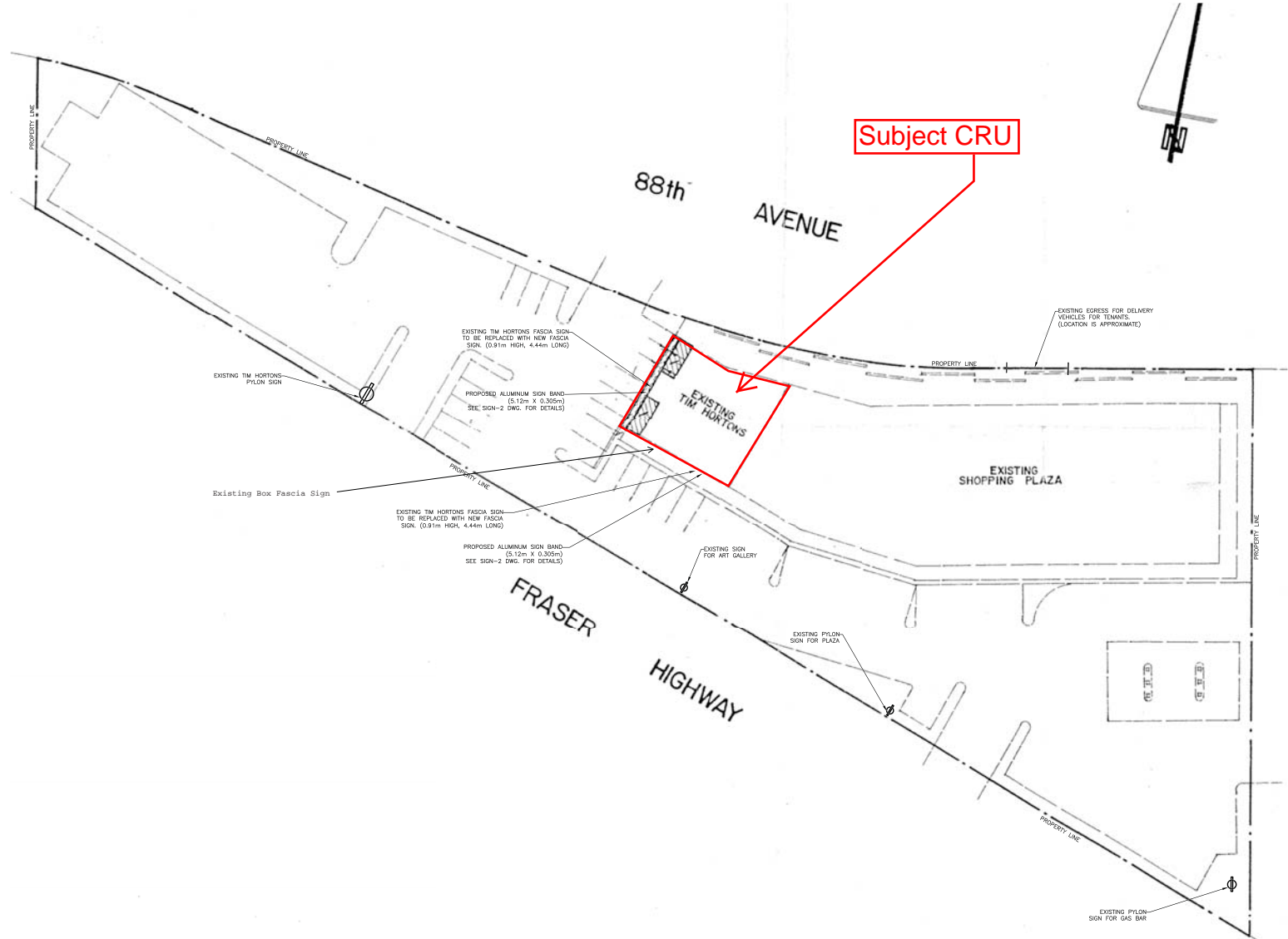
AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , 2015.
ISSUED THIS DAY OF , 2015.

Mayor – Linda Hepner

City Clerk – Jane Sullivan



KEY PLAN



Schedule A



THE TDL GROUP CORPORATION

HEAD OFFICE
874 SINGULAR ROAD
DANVILLE, ON
L9B 5T1
PH (905) 845-8811
Fax (905) 845-8851

WESTERN OFFICE
7480 - 51st STREET SE
CALGARY, AB
T2C 4M4
PH (403) 263-7400
Fax (403) 263-7430

QUEBEC OFFICE
15500 CHEMIN COTE DE LIESSE
LACHINE, QC
H8T 1A4
PH (514) 688-2233
Fax (514) 688-8313

ATLANTIC OFFICE
4791 MACLEOD ROAD, BOX380
DESBERT, NS
S2B 1C5
PH (902) 862-2522
Fax (902) 862-2521

US OFFICE
4100 TULLER ROAD
DUBLIN, OH
43017
PH (614) 791-4200
Fax (614) 791-4234

ADD SIGN BAND NOTES	AUG 18/14	8
1		9
2		10
3		11
4		12
5		13
6		14
7		

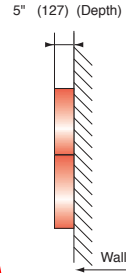
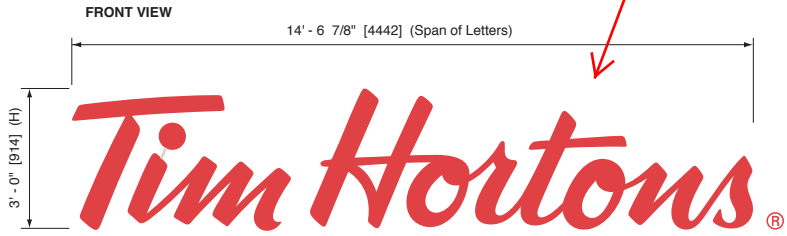
PROJECT
SURREY, BC
15551 FRASER HIGHWAY
RESTAURANT No. 311

DRAWING TITLE
SIGNAGE PLAN
DRAWN BY:
SCALE: 1:250

DRAWING NO.
SIGN

DATE: 18 AUG 2014 11:16 AM BY: JLD/ALW/ALW

Replacement fascia sign (no DVP required)



SUPPLY & INSTALL:

S/F ILLUMINATED LETTERS (EXTERIOR)

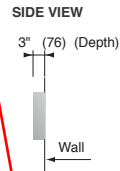
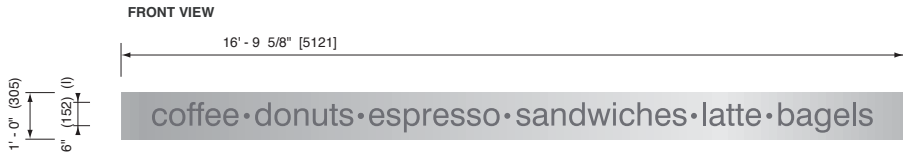
- 3/16" RED #2793 PIGMENTED PLEX FACES
- 1" RED MYLAR TRIM CAP
- 5" DEEP PAINTED HUNTER RED ALUMINUM RETURNS
- LED ILLUMINATION
- INSTALL IN POSITION AS SHOWN

ONE (1) NON-ILLUMINATED SIGN BAND (EXTERIOR)

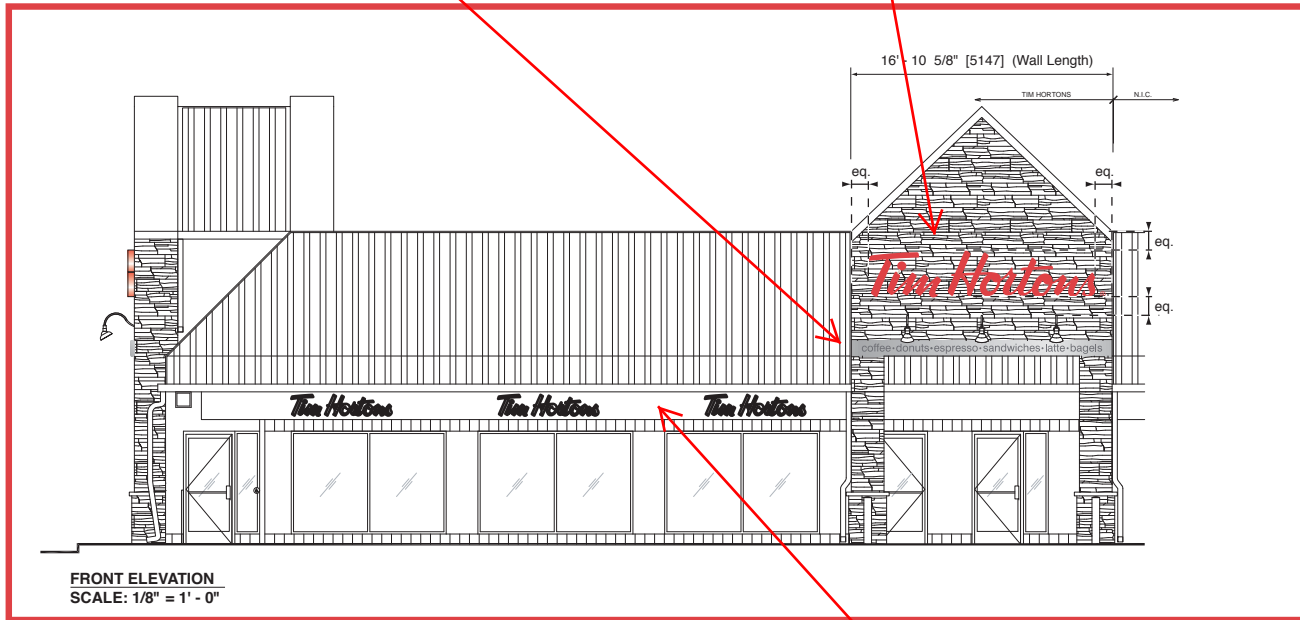
- 1/8" BRUSHED ALUMINUM FACES WITH VINYL GRAPHICS APPLIED TO FIRST SURFACE
- GRAPHICS TO BE ORACLE VINYL #073 DARK GREY
- 3" DEEP BRUSHED ALUMINUM RETURNS
- INSTALL IN POSITION AS SHOWN

*** SITE CHECK REQUIRED

Client		
TDL		
Location		
Store # 311 101 - 15551 Fraser Hwy Surrey, BC		
Project Title		
SignType(s)		
Various Signage		
Scale	Date	
3/8" = 1' - 0"	06.04.2014	
Drawn	Approved	
K.B.	*	
Drawing No.	Revision	
PD 14302-A	0	
Revision Notes		
No.	Description	Date
0 -		00.00.2014



DVP for new sign band



FRONT ELEVATION
 SCALE: 1/8" = 1' - 0"

No change to existing fascia sign

Approvals:

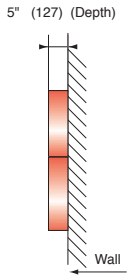
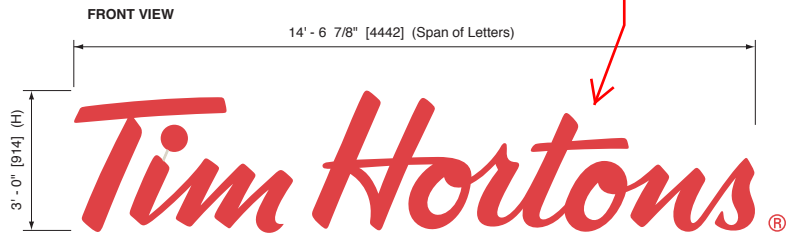
x: _____

Approved By: _____

x: _____

Date: _____

Replacement fascia sign (no DVP required)



SUPPLY & INSTALL:

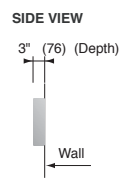
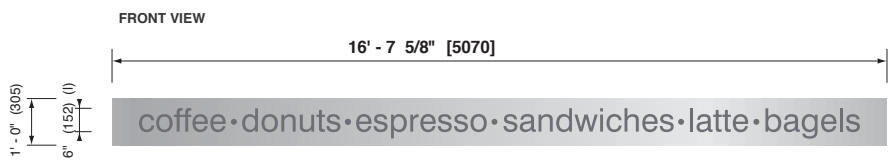
S/F ILLUMINATED LETTERS (EXTERIOR)

- 3/16" RED #2793 PIGMENTED PLEX FACES
- 1" RED MYLAR TRIM CAP
- 5" DEEP PAINTED HUNTER RED ALUMINUM RETURNS
- LED ILLUMINATION
- INSTALL IN POSITION AS SHOWN

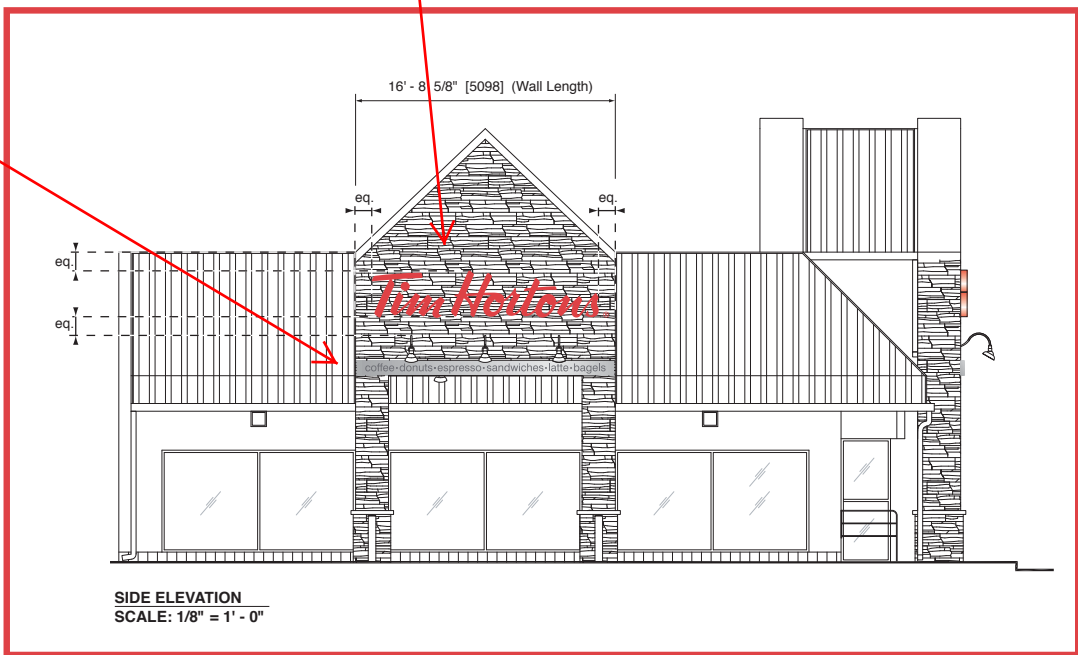
ONE (1) NON-ILLUMINATED SIGN BAND (EXTERIOR)

- 1/8" BRUSHED ALUMINUM FACES WITH VINYL GRAPHICS APPLIED TO FIRST SURFACE
- GRAPHICS TO BE ORACLE VINYL #073 DARK GREY
- 3" DEEP BRUSHED ALUMINUM RETURNS
- INSTALL IN POSITION AS SHOWN

*** SITE CHECK REQUIRED



DVP for new sign band



SIDE ELEVATION
SCALE: 1/8" = 1' - 0"

Client		
Location		
Store # 311	101 - 15551 Fraser Hwy	
Surrey, BC		
Project Title		
SignType(s)		
Various Signage		
Scale	Date	
3/8" = 1' - 0"	06.04.2014	
Drawn	Approved	
K.B.	*	
Drawing No.	Revision	
PD 14302-B	0	
Revision Notes		
No.	Description	Date
0 -		00.00.2014

Approvals:

Approved By:

Date: