



City of Richmond
Planning and Development Department

Report to Development Permit Panel

To: Development Permit Panel
From: Brian J. Jackson, MCIP
Director of Development
Date: February 9, 2010
File: DV 09-504241
Re: **Application by Priority Permits Ltd. for a Development Variance Permit at
5811 Cooney Road**

Staff Recommendation

That a Development Variance Permit be issued to vary the Sign Bylaw No. 5560 to permit two (2) freestanding signs closer than 30 m apart at 5811 Cooney Road.

Brian J. Jackson, MCIP
Director of Development

EL:blg
Att.

Staff Report

Origin

Priority Permits Ltd. has applied to the City of Richmond for permission to vary Sign Bylaw No. 5560 to allow a new freestanding sign be installed at a location within 30 m of the existing freestanding sign at 5811 Cooney Road.

Background

The subject site is located on the west side of Cooney Road between Ackroyd Road and Westminster Highway (see **Schedule A**). An existing multiple tenant freestanding sign is located at the north end of the main building entrance on Cooney Road. The applicant is proposing to install a matching multiple tenant freestanding sign at the south end of the main entrance. The two (2) freestanding signs will be approximately 13.716 m (45 ft.) apart.

Development surrounding the subject site is as follows:

To the north: Across Ackroyd Road, a commercial office building on a property zoned Downtown Commercial (CDT1);

To the east: Across Cooney Road, two (2) apartment buildings on a property zoned Medium Density Low Rise Apartments (RAM1);

To the south: A mixed-use building on a property zoned Downtown Commercial (CDT1); and

To the west: A retail commercial complex on properties zone Downtown Commercial (CDT1).

Staff Comments

According to Sign Bylaw No. 5560, a total of 120.83 m² of sign area is permitted for the east elevation (fronting Cooney Road) at the subject site. City's records show that currently there are four (4) fascia signs and one (1) freestanding sign. A balance of 94.84 m² of sign area is available for additional signs or replacements. The size of the existing freestanding sign is approximately 3 m². The applicant may replace the existing freestanding sign with a larger/taller one in accordance to the Bylaw.

According to Part IV, Section 1(c)(ii) of the Sign Bylaw, two (2) Freestanding Signs (General) are allowed on a lot provide that the signs are situated not less than 30 m (98.4 ft.) apart. The applicant is requesting a variance to the Sign Bylaw in order to install a new freestanding sign within 30 m of an existing freestanding sign on site. The applicant feels that the overall look of the Cooney Road frontage will be better balanced with two (2) matching multiple tenant freestanding signs at the main building entrance, one (1) at each end.

According to Part IV, Section 1(c)(i) of the Sign Bylaw, two (2) Freestanding Signs (General) are allowed upon a lot provide that the total combined areas of the signs, including all sides used for signs, does not exceed 46 m², subject to the appropriate maximum area requirement. The size of the existing and proposed freestanding signs is approximately 3 m² each.

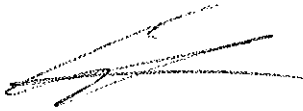
Analysis

The existing and proposed freestanding signs will be located within the existing landscaped areas in front of the main building entrance. Pedestrians will not be affected by the signs. The existing landscaping in front of the building is in good condition; no other upgrades are warranted.

Staff agree with the applicant that two (2) smaller freestanding signs would create a better streetscape than one (1) larger/taller freestanding sign along the Cooney Road frontage. In addition, through the Development Variance Permit process, the City has a higher level of control over the design of the two (2) smaller freestanding signs.

Conclusions

The proposal is to allow a freestanding sign to be installed approximately 13.7 m instead of 30 m from an existing freestanding sign on site. Staff support the variance as requested.



Edwin Lee
Planning Technician
(Local 4121)

EL:blg



City of Richmond
Planning and Development Department

Development Variance Permit

No. DV 09-504241

To the Holder: PRIORITY PERMITS LTD.
Property Address: 5811 COONEY ROAD
Address: C/O JORDAN DESROCHERS
 #407 – 604 COLUMBIA STREET
 NEW WESTMINSTER, BC V3M 1A5

1. This Development Variance Permit is issued subject to compliance with all of the Bylaws of the City applicable thereto, except as specifically varied by this Permit.
2. This Development Variance Permit applies to and only to those lands shown cross-hatched on the attached Schedule "A" and any and all buildings, structures and other development thereon.
3. The "Richmond Zoning Bylaw 5560" is hereby varied as follows:
 - a) To allow a freestanding sign to be installed at the south end of the main building entrance at Cooney Road, approximately 13.7 m from the existing freestanding sign located at the north end of the main building entrance.
 - b) The siting, dimension and design of the freestanding sign shall be as shown on Plan #1-2 attached hereto.
4. The land described herein shall be developed generally in accordance with the terms and conditions and provisions of this Permit and any plans and specifications attached to this Permit which shall form a part hereof.
5. If the Holder does not commence the construction permitted by this Permit within 24 months of the date of this Permit, this Permit shall lapse.

This Permit is not a Building Permit.

AUTHORIZING RESOLUTION NO. _____
DAY OF _____

ISSUED BY THE COUNCIL THE

DELIVERED THIS _____ DAY OF _____

MAYOR

2818014



City of Richmond

SITE



ACKROYD RD

NO. 3 RD

CDTI

WESTMINSTER HWY

BUSWELL ST

COONEY RD

SABA RD

SI

ZMU1

ZMU1

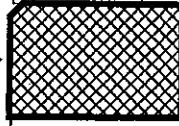
ZMU7

CDTI

CDTI

CDTI

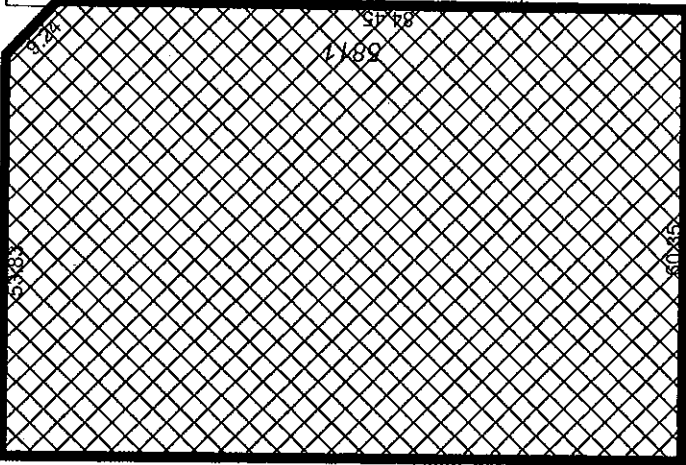
ZM46



8237
80.50

40.23

ACKROYD RD



54.87

9.24

84.43

58.17

84.43

58.17

84.43

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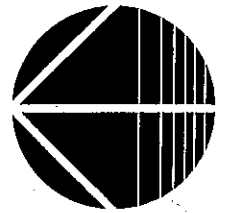
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40.23

52.56

69.11

12

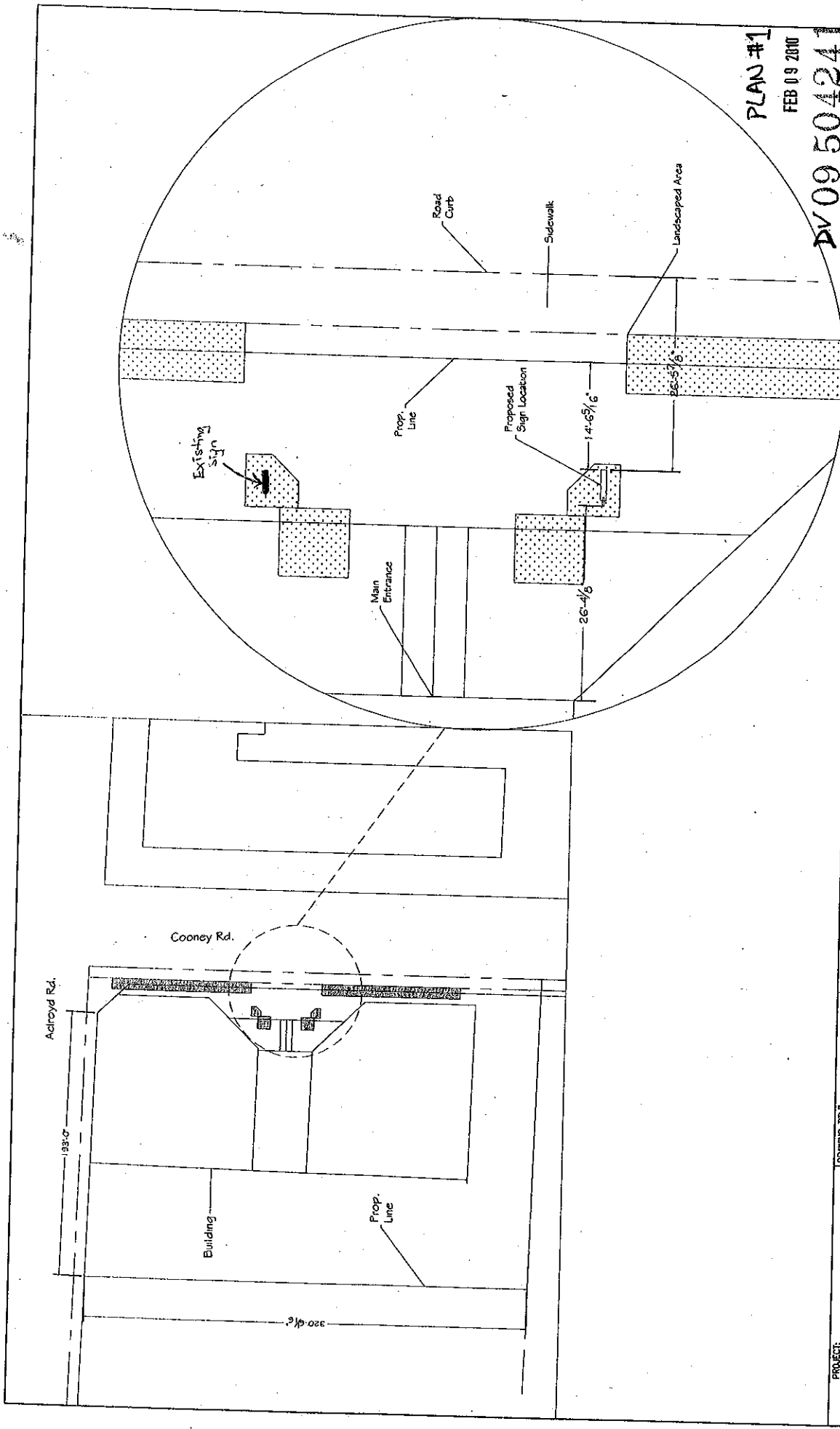


DV 09-504241 SCHEDULE "A"

Original Date: 12/14/09

Revision Date:

Note: Dimensions are in METRES



PLAN #1

FEB 09 2010

DV09504241

PRIORITY PERMITS
Your Sign Permit Solution

PRIORITY PERMITS
#407 - 604 COLUMBIA ST.
NEW WESTMINSTER, B.C.
PH: (604)-587-5869

SCALE:
1/8" = 1'

DRAWING BY:
JD

DATE:
2010/01/07

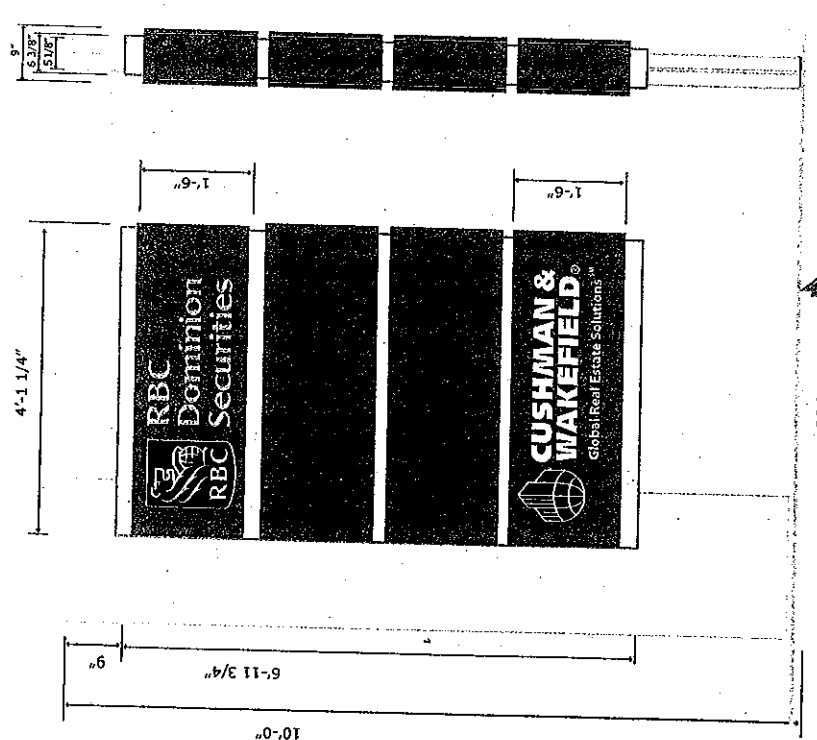
DRAWING TITLE:

Site Plan

PROJECT:

Pacific Business Centre
5811 Cooney Rd.
Richmond, BC

*IF YOU CAN READ THIS YOUR PRINTOUT IS NOT IN SCALE. CHANGE PAGE SCALING TO (NONE).

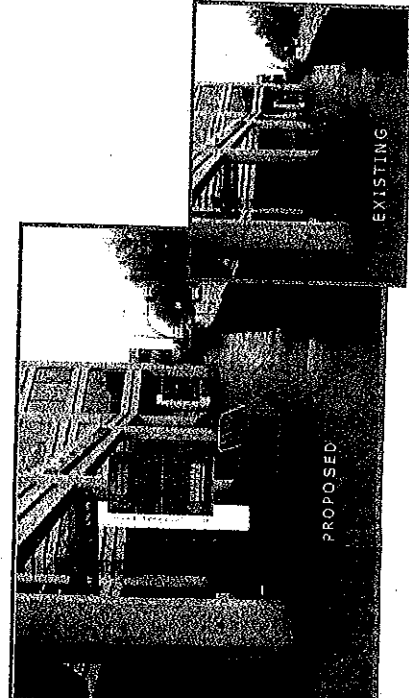


SECOND PYLON TO MATCH EXISTING DOUBLE FACE PYLON
 FOUR TENANT PANELS - PAINTED DARK GREY, GP ANZAC CL3085D
 ROUTED, BACKED WITH PLEX CW VINYL GRAPHICS
 HO T-12 ILLUMINATION
 PACIFIC BUSINESS CENTRE - CUT OUT 1/8" ALUMINUM LETTERS
 PAINTED PMS 877 SILVER
 MOUNTED ON SHEET METAL CLADDING PAINTED GP STONEY
 PLAIN CLW 1037W

TENANT PANELS

RBC DOMINION SECURITIES
 BACKGROUND - PAINTED DARK GREY,
 ROUTED, BACKED WITH PLEX CW VINYL GRAPHICS
 HO T-12 ILLUMINATION
 LOGO TRANSLUCENT VINYL
 YELLOW VQ 10599
 BLUE VQ 10600
 WHITE 3/16" WHITE ACRYLIC

CUSHMAN & WAKEFIELD
 BACKGROUND - PAINTED DARK GREY,
 ROUTED, BACKED WITH PLEX CW VINYL GRAPHICS
 HO T-12 ILLUMINATION
 LOGO TRANSLUCENT VINYL
 RED 3630-33 RED WITH WHITE OUTLINE
 WHITE 3/16" WHITE ACRYLIC
 COPY WHITE 3/16" WHITE ACRYLIC



PLAN # 2

PATISON SIGN GROUP
 2710 Keele Street
 Vancouver, BC, Canada V5M 4J1
 Tel (604) 215-5526
 Fax (604) 215-0696
 WWW.PATISONSIGN.COM
 A Division of Jim Pattison Industries Ltd.

DATE: MARCH 25 09
 SKETCH: V09-0206_M
 SALES: PETER STANLEY
 ARTIST: SHEENA
 SCALE: 1/2" TO 1'-0"
 PAGE: 2 OF 2

MASTER SIGN OFF
 DATE OF MASTER: SEPT 8, 2009
MASTER REVISION HISTORY
 1
 2
 3
 REVISION HISTORY (PRIOR TO MASTER PRINT)

D/E 1 5 10 15
 Impression, form and fill limits, revision history
 approved by Master Sign's Accounting in Local
 Vancouver, British Columbia, Canada

PACIFIC BUSINESS CENTRE
 CONCERT REALTY SERVICES LTD
 5811 COONEY ROAD
 RICHMOND BC
 FEB 09 2010

DV 09 504241