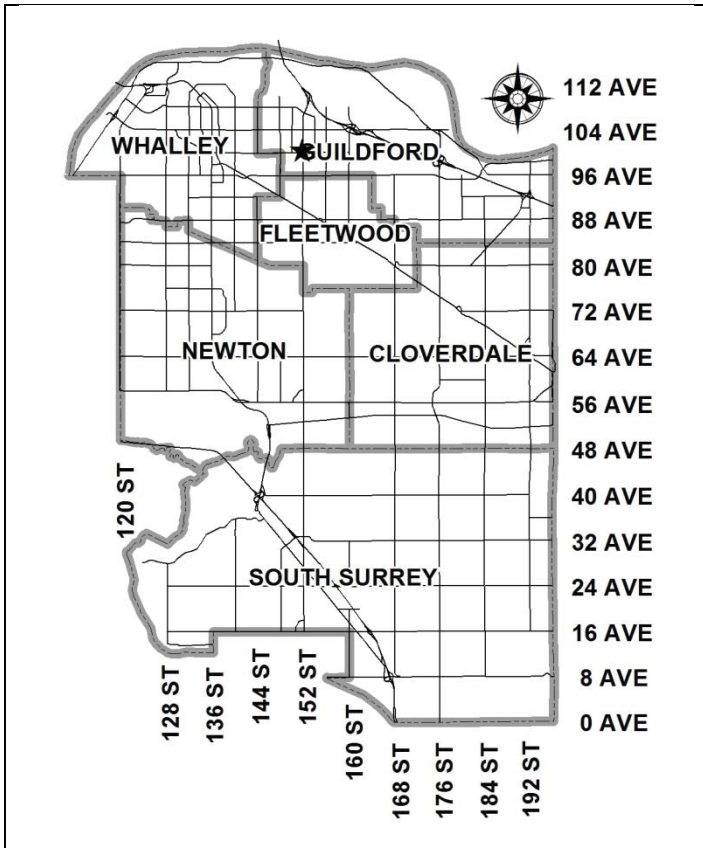


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7917-0081-00

Planning Report Date: April 3, 2017



PROPOSAL:

- **Development Variance Permit**

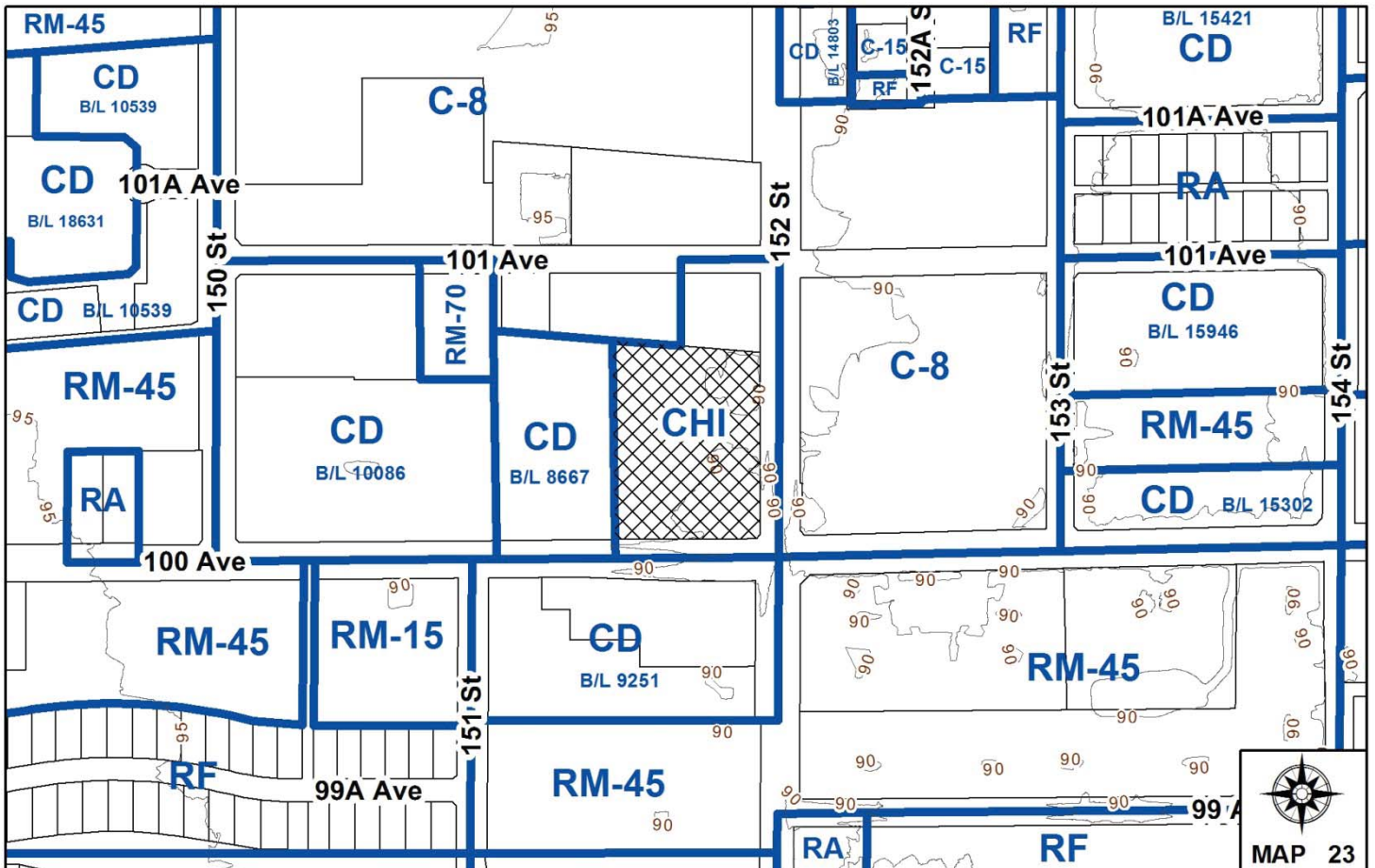
to increase the total number of fascia signs per premises from 2 to 3 and to allow all 3 fascia signs to be located on the same east building elevation of an existing automotive service facility building.

LOCATION: 10025 - 152 Street

OWNER: Hallmark Ford Sales Limited

ZONING: CHI

OCP DESIGNATION: Town Centre



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 maximum number of fascia signs per premises from two (2) to three (3), and to allow all three (3) fascia signs to be located on the same east building elevation.

RATIONALE OF RECOMMENDATION

- The proposed fascia signage is below the maximum sign area permitted under the Sign By-law, and is considered reasonable in relation to the size and scale of the existing building.
- All of the proposed signage consists of high quality, durable materials, and is appropriate in both design and scale for the area around 101 Avenue and 152 Street in the Guildford Town Centre.
- The proposed signs are consistent with the colour and style of the existing fascia signage on the dealership showroom building, approved under Development Variance Permit No. 7908-0281-00 on May 17, 2010.
- The signs are important for wayfinding purposes and will help direct customers both onsite and from 152 Street to the parts and service building.
- The proposed signs will also help to differentiate the parts and service building from the showroom building on the subject site.

RECOMMENDATION

The Planning & Development Department recommends that Council approve Development Variance Permit No. 7917-0081-00 (Appendix II), varying the following to proceed to Public Notification:

- (a) to vary the Sign By-law to increase the maximum number of fascia signs per premises from two (2) to three (3); and
- (b) to vary the Sign By-law to allow three (3) fascia signs to be installed on the same façade of the building.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Automobile dealership (Hallmark Ford)

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	Multi-tenant commercial buildings.	Town Centre	CHI and C-8
East (Across 152 Street):	Multi-tenant shopping complex.	Town Centre	C-8
South (Across 100 Avenue):	Multi-tenant commercial buildings.	Commercial	CD (By-law No. 9251)
West:	Commercial buildings and 4-storey office building.	Town Centre	CD (By-law No. 8667)

DEVELOPMENT CONSIDERATIONSBackground

- The subject property is located at 10025 – 152 Street in Guildford and is approximately 1.47 hectares (3.6 acres) in size. The site is currently zoned "Highway Commercial Industrial (CHI)" and is designated Town Centre in the Official Community Plan (OCP).
- The site is currently occupied by a Ford automobile dealership with two (2) existing buildings (a vehicle showroom and a parts and service garage).

- The applicant has applied for a Development Variance Permit (DVP) in order to install three (3) fascia signs on the parts and service building, which is the larger building located on the western portion of the site.
- The subject building is constructed of split face concrete blocks, with aluminum vertical cladding over top of the service bays and main entrance. The entire building exterior, including aluminum doors and cladding, is painted white.
- Council previously approved Development Application No. 7908-0281-00, which included a Land Use Contract Discharge, Development Permit and Development Variance Permit to permit exterior renovations and a façade addition to the east elevation of the smaller, showroom building.
- Under this previous application, the Sign By-law was varied in order to increase the maximum number of fascia signs from one (1) to three (3); and to allow one (1) fascia sign to be installed above the roof line on the showroom building; and to allow a reduction in the minimum setback from the property line for the existing free-standing sign at the corner of 100 Avenue and 152 Street from 2.0 metres (6.5 ft.) to 1.44 metres (4.7 ft.).

Current Proposal

- The applicant now proposes to install three (3) fascia signs on the east elevation of the parts and service building.
- The premises frontage of the parts and service building (east elevation) is 43.8 metres (144 ft.) wide, which would allow for a maximum sign area of 43.8 square metres (432 sq.ft.). The total area for the three (3) proposed fascia signs is 8.39 square metres (91 sq.ft.) combined, which is well within the allowable sign area.
- The three (3) proposed signs include:
 - One (1) Ford logo fascia sign constructed of an aluminum frameless cover to be painted "Ford Blue" with white LED illumination. The sign is 2.95 square metres (31.8 sq.ft.) in area and protrudes 13 centimeters (5 in.) from the building façade. In addition, the sign will be mounted over the concrete block exterior of the building, at a height of 4.3 metres (14 ft.).
 - Two (2) channel letter signs featuring the words "Parts" and "Services", which will be painted "Ford Blue" and feature white LED illumination. The "Parts" sign will cover an area of 2.32 square metres (25 sq.ft.), while the "Service" sign will cover 3.12 square metres (34 sq.ft.). Both signs will protrude 13 centimeters (5 in.) from the building façade and will be mounted over the white aluminum metal cladding above the main entrance to the building. Each sign will be mounted at a height of 4.3 metres (14 ft.).

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variances:

- To vary Part 5 Section 27(2)(a) of the Sign By-law, 1999, No. 13656 to allow a maximum of three (3) fascia signs per premises and to allow all three (3) fascia signs to be located on the same façade (east elevation) of the one-storey parts and service building on the site.

Applicant's Reasons:

- The signs are needed to direct the customers to the parts and service building.
- The signs will serve to differentiate the parts and service building from the dealership building, which both serve different business purposes.

Staff Comments:

- The proposed fascia signage is below the maximum sign area permitted under the Sign By-law and the signs are of an appropriate size and scale in relation to the building.
- The signs are important for wayfinding purposes, as there are currently no signs to indicate to customers which building is for parts and service.
- The owners have agreed to remove any vehicles that are currently parked along the grass boulevard along both 100 Avenue and 152 Street.
- The owners have also agreed to remove the existing banner signs from the property.
- Staff support the requested variances.

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. 7917-0081-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

RT/da

Information for City Clerk

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

1. (a) Agent: Name: Jeff Barron
 Pride Signs Ltd.
 Address: 255 - Pinebush Road
 Cambridge, ON N1T 1B9

2. Properties involved in the Application
 - (a) Civic Address: 10025 - 152 Street

 - (b) Civic Address: 10025 - 152 Street
 Owner: Hallmark Ford Sales Limited
 PID: 005-658-055
 Lot 2 Section 29 Block 5 North Range 1 West New Westminster District Plan 73212

3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7917-0081-00 and bring the Development Variance Permit forward for issuance and execution by the Mayor and City Clerk.

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7917-0081-00

Issued To: Hallmark Ford Sales Limited
(the "Owner")

Address of Owner: 10025 - 152 Street
Surrey, B.C. V3R 4G6

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: 005-658-055
Lot 2 Section 29 Block 5 North Range 1 West New Westminster District Plan 73212
10025 - 152 Street
(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - To vary Part 5 Section 27(2)(a) to increase the maximum number of fascia signs per premises from two (2) to three (3), and to allow all three (3) fascia signs to be located on the same east building elevation of the existing automotive service building on the site.
4. This development variance permit applies to only the buildings and structures 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.

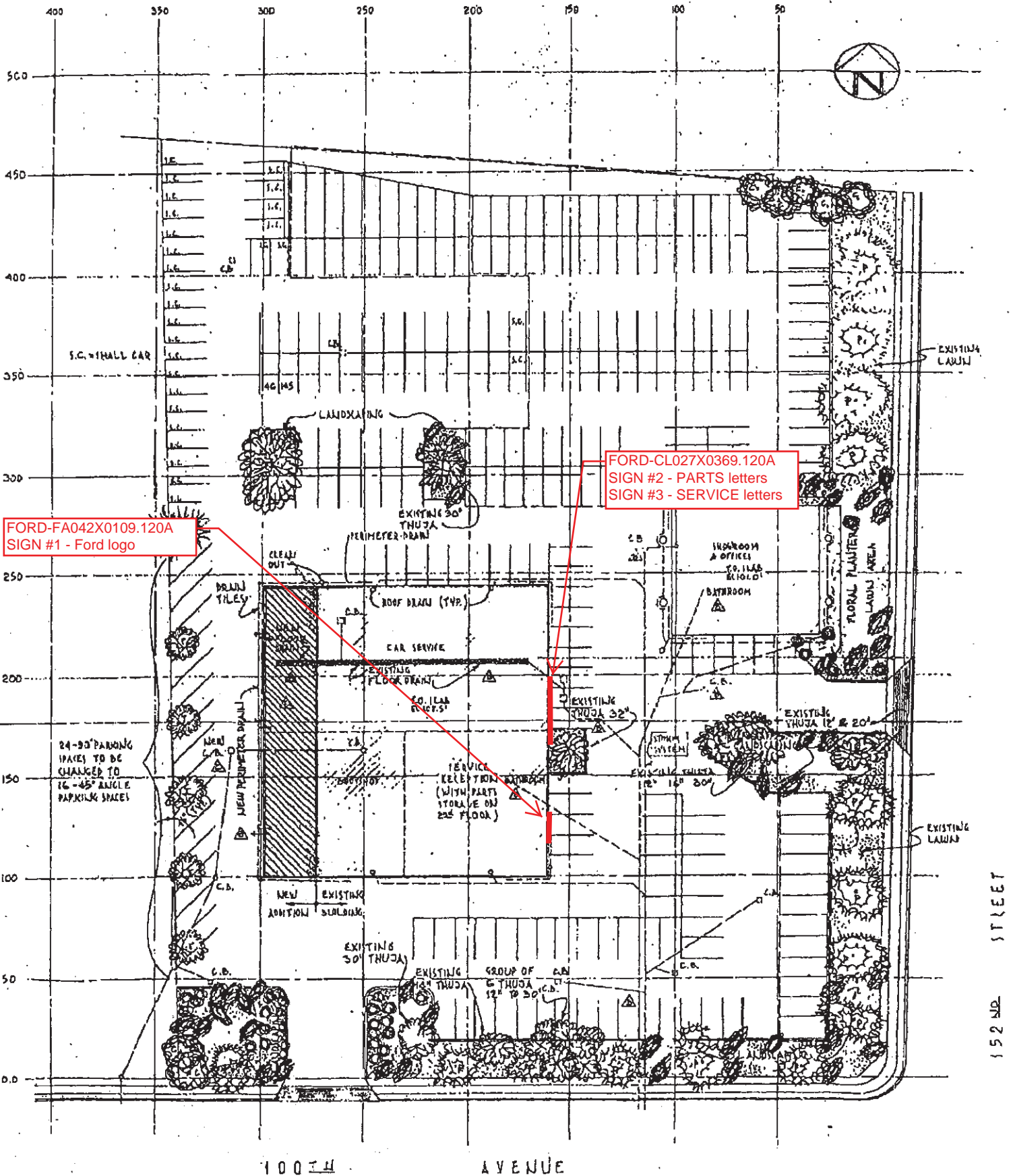
8. This development variance permit is not a building permit.

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

Mayor – Linda Hepner

City Clerk – Jane Sullivan

Schedule A

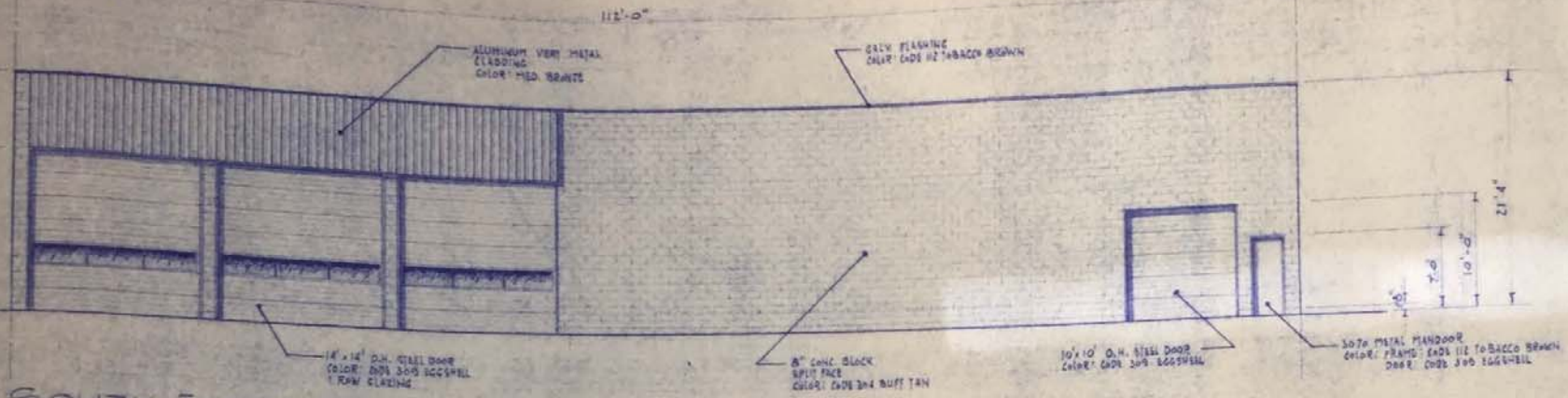


FORD-FA042X0109.120A
SIGN #1 - Ford logo

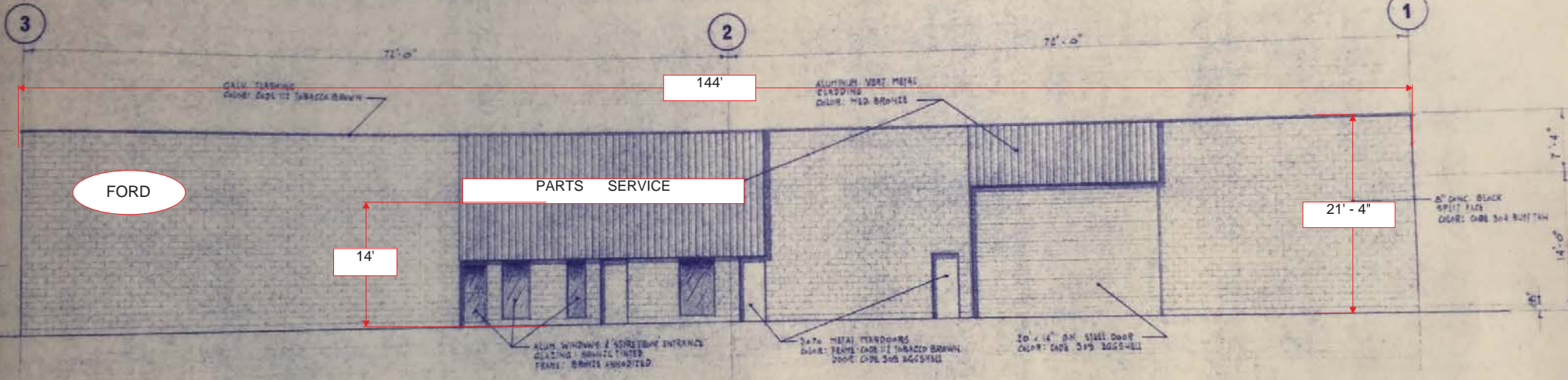
FORD-CL027X0369.120A
SIGN #2 - PARTS letters
SIGN #3 - SERVICE letters

152nd STREET

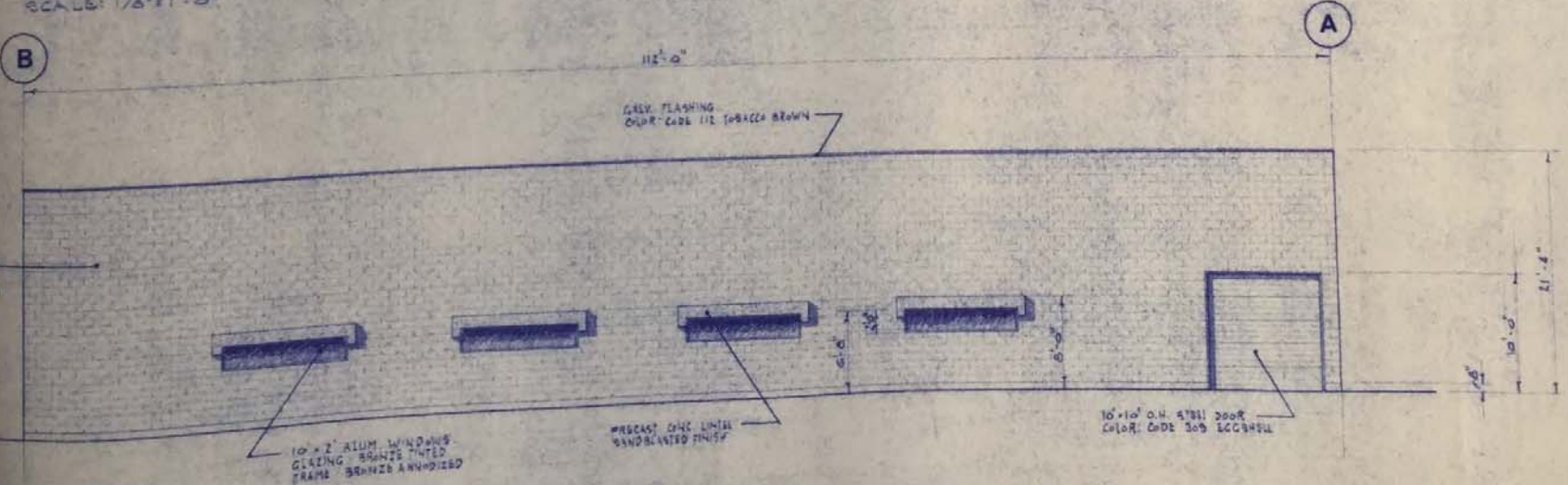
100th AVENUE



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



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



144'

FORD

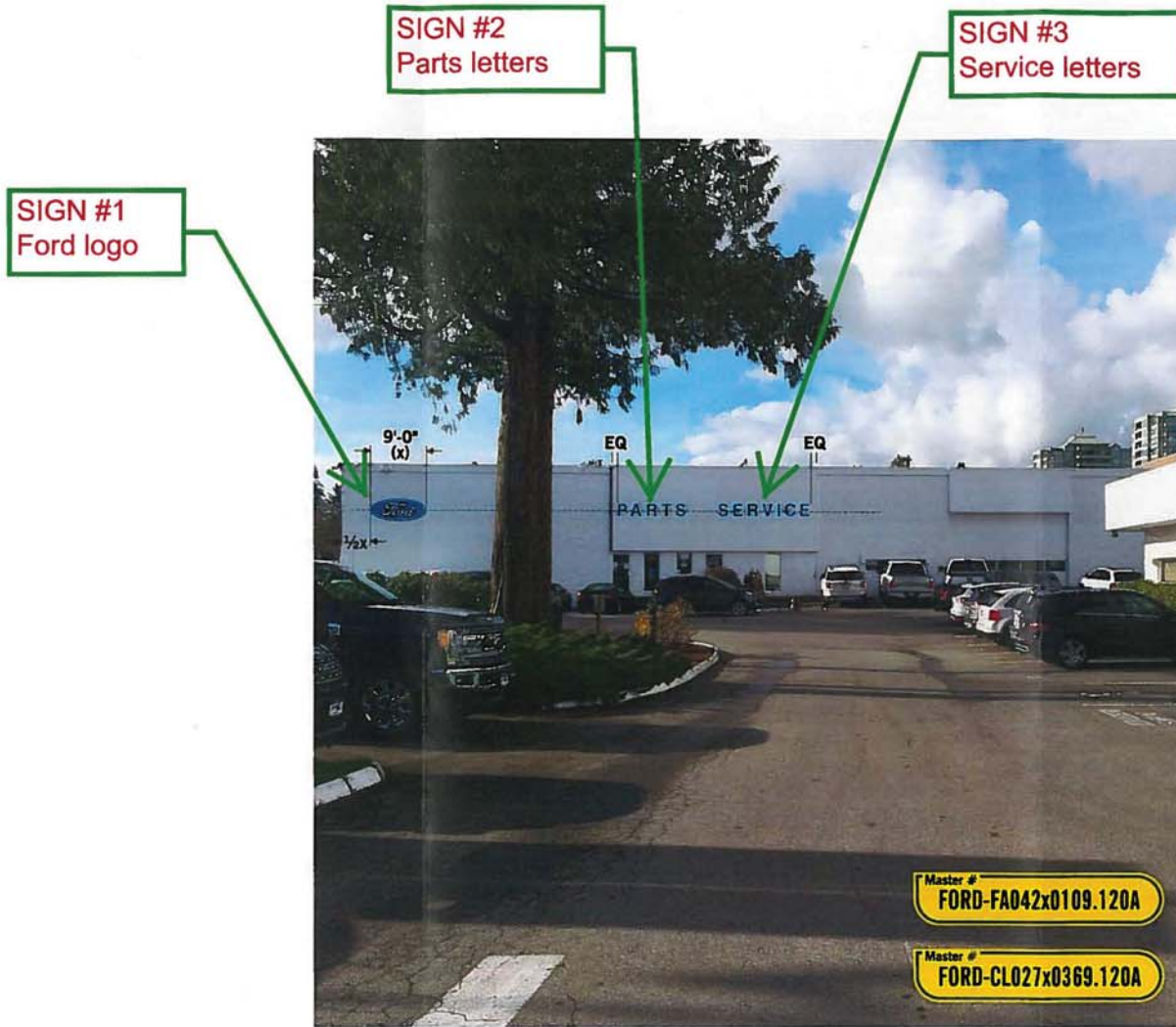
PARTS SERVICE

21'-4"

14'

A

B



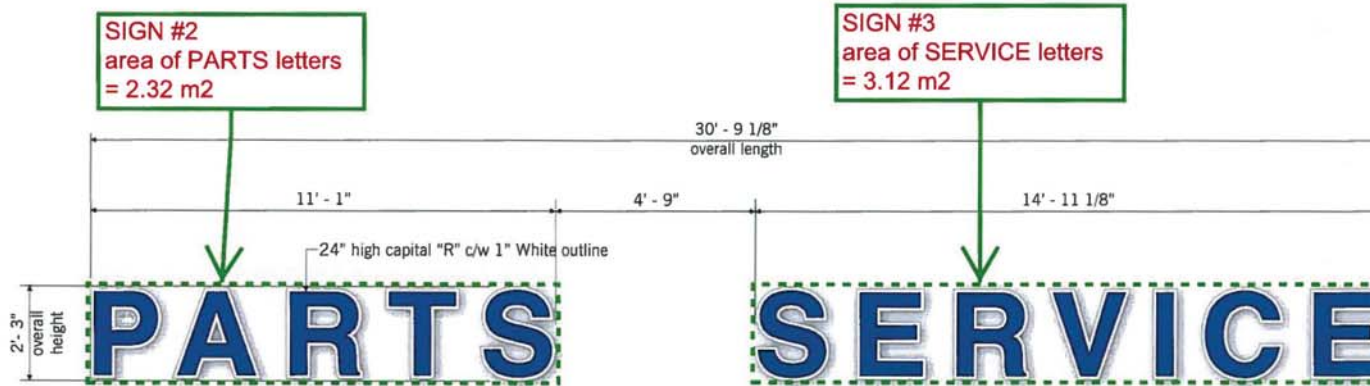
Graphic rendition is representative of specific signage. Colour / dimensions / material details should be verified using reference drawings/specifications. Pride Signs Ltd. is not responsible for inherent variations caused by display and/or print variations.

- Preliminary Artwork
- Approved for Production

CLIENT APPROVAL
REVISION DATES:



■ Illuminated Channel Letters
Scale: N.T.S.



Side Profile
Scale: N.T.S.

• Material Specifications

- Pre-painted White aluminum coil returns
- 3/16" LD2447 White acrylic faces with "Ford Blue" Avery translucent vinyl applied to 1st surface
- 1" White trim cap
- White LED illumination

Drawing No.
FORD-CLO27x0369.120A

PL PA
39.09 m 3.06 sq.m

Electrical Requirements
120V

Verbal confirmation is required for all specific voltage, color, dimensions / surface details should be verified using reference drawings from manufacturer. Photo signs Ltd. is not responsible for incorrect variations caused by fabricator and/or installation.

- Preliminary Artwork
- Approved for Production

CLIENT APPROVAL

REVISION DATES:
March 20, 2015 B. Guse



PRIDE SIGNS

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255 PINEBUSH ROAD CAMBRIDGE ONTARIO CANADA TEL: 519.622.4040 FAX: 519.622.4031 WWW.PRIDESIGNS.COM



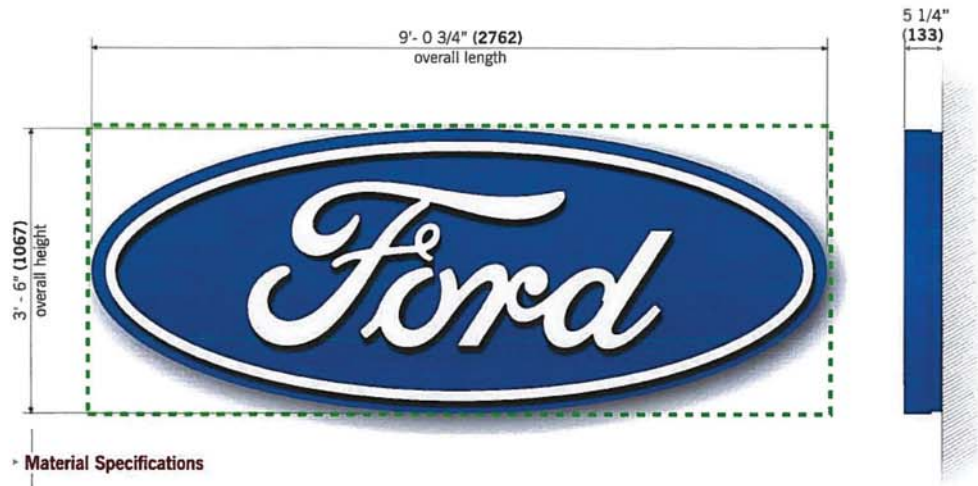
Various Locations
Canada



DRAWN BY: T. Dodge
DATE: October 17, 2012

■ Illuminated Fascia Sign
Scale: N.T.S.

**SIGN #1 Ford logo
sign area = 2.95 m2**



► **Material Specifications**

- .125 aluminum constructed returns to be primed and painted Grip Guard Plus "Ford Blue" (PI-0294) & Clear Coat
 - Pride aluminum PTS frameless cover to be primed and painted Grip Guard Plus "Ford Blue" (PI-0294) & Clear Coat
 - White flex face with translucent vinyl applied to surface
 - White LED Illumination
- Vinyl Colours:
- White graphics with a Black vinyl drop shadow
 - "Ford Blue" Avery 294c

NOTE:
**CLEAR OVERLAMINATE
APPLIED TO FINISHED FLEX GRAPHICS**

Master File
FORD-FA042X0109.120A

Ford Sign Type
FOVAL42

PL PA
6.31 m 2.315 sq.m

Electrical Requirements
120V

Supplier/Installer is responsible for specific sign size, color, dimensions, material details, etc. If needed, refer to the drawing for details. These signs are to be installed by a qualified electrician. All work is subject to local codes and regulations.

○ Preliminary Artwork
● Approved for Production
January 28, 2015 B. Guse
*added PL/PA call out

CLIENT APPROVAL
REVISION DATES:

