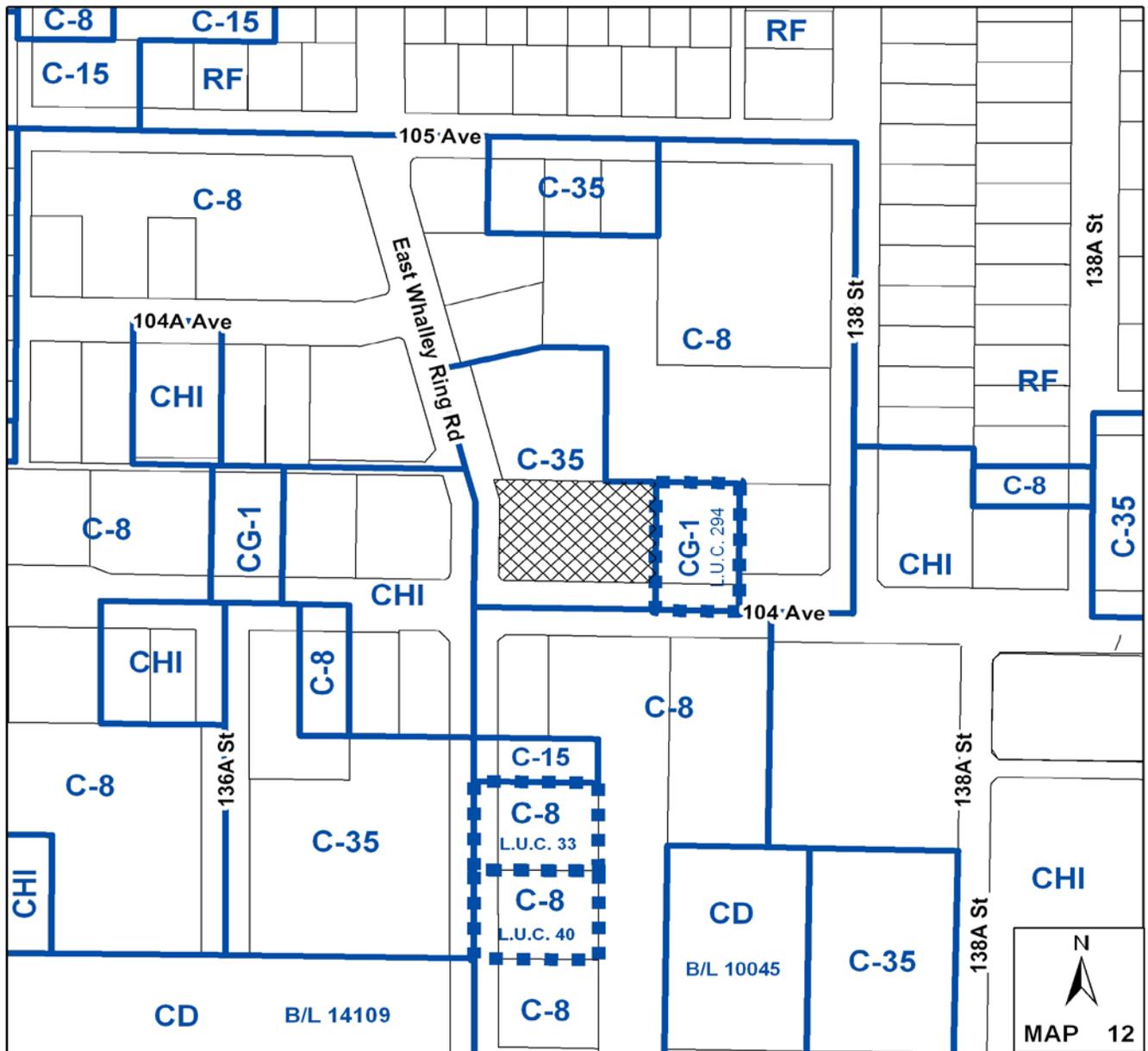


Proposal: Development Variance Permit to increase the number of fascia signs from two to four and to vary the height of a free-standing sign from 3.66 m (12 ft.) to 4.57 m (15 ft.).

Recommendation: Approval to Proceed and Denial

Location: 13747 - 104 Avenue **Zoning:** C-35

OCP Designation: Commercial **Owner:** KKBL No. 489 Ventures Ltd.



PROJECT TIMELINE

Completed Application Submission Date: October 18, 2006
Application Revision & Re-submission Date: November 30, 2006
Planning Report Date: January 22, 2007

PROPOSAL

The applicant is proposing:

- a Development Variance Permit to vary the following Sign By-law regulations:
 - to increase the number of fascia signs from two to four;
 - to relax the maximum height of a free-standing sign in City Centre from 3.66 m (12 ft.) to 4.57 metres (15 ft.); and

to permit revised signage for an existing credit union building in City Centre.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7906-0407-00, (Appendix VII) varying the following, to proceed to Public Notification:
 - (a) to vary the Sign By-law to increase the maximum number of fascia signs from two to four.
2. Council deny the following variance:
 - (a) to vary the Sign By-law to increase the maximum height of a free-standing sign in City Centre from 3.66 metres (12 ft.) to 4.57 metres (15 ft.).

REFERRALS

Engineering:

The Engineering Department has no objection to the project subject to the proposed free-standing sign being located a minimum of 2 metres inside the future property line.

SITE CHARACTERISTICS

- **Existing Land Use** Commercial building (Prospera Credit Union).
- **East:** Vacant lot, regulated by Land Use Contract No. 291 (underlying CG-1 Zone), designated Commercial.
- **South:** Across 104 Avenue, three-storey office building and one-storey

- **West:** commercial building, zoned C-8, designated Commercial. Across East Whalley Ring Road, one-storey commercial building, zoned CHI, designated Commercial.
- **North:** Vacant lot, zoned C-35, designated Commercial.

PLAN AND POLICY COMPLIANCE

OCP Designation: Complies.

DEVELOPMENT CONSIDERATIONS

Background

- The subject site is located on the northeast corner of the intersection of 104 Avenue and East Whalley Ring Road in City Centre. The site is designated Commercial in the Official Community Plan (OCP) and is zoned Downtown Commercial Zone (C-35).
- The Prospera Credit Union is currently operating a financial institution on the subject site. Financial Institutions are a permitted use in the C-35 Zone.
- The building is 445 square metres (4,790 sq.ft.) in size, and has a floor area ratio of 0.15.
- Development Permit No. 7902-0193-00, approved by Council on July 8, 2002, permitted the installation of a 3.66-metre (12-ft.) free-standing sign and two fascia signs. The applicant initially applied for a Development Variance Permit to vary the height of the sign from 3.66 metres (12 ft.) to 6.1 metres (20 ft.). However, as staff did not support the application, the variance was withdrawn.
- A second application, File No. 7903-0253-00, was approved in March 7, 2005. This application included a Development Permit to allow for a further expansion of the Prospera Credit Union by 195 square metres (2100 sq.ft.), and a variance to waive the requirement for underground parking.

Current Proposal

- The current application proposes to vary the Sign By-law to permit a 4.57-metre (15-ft.) high free-standing sign, and the installation of two additional fascia signs.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to increase the number of fascia signs from two to four

Applicant's Reasons:

- There is currently no signage on the west elevation of the Prospera Credit Union building. The applicant wishes to improve the visibility of their business for traffic on the west side of the building.
- The second fascia sign proposed on the east elevation is for consistency of design.

Staff Comments:

- The Surrey Sign By-law permits only one (1) fascia sign for each premise or lot frontage. Given the site fronts two roads, two (2) fascia signs are permitted.
- Staff agree with the rationale of the applicant.
- The current proposal retains the fascia signage as originally approved in Development Permit No. 7902-0193-00 (Appendix VII). The existing signage is in the form of individual channel letters, which are located on the east and south elevations. The current proposal incorporates two new, additional fascia signs. The additional fascia signs are proposed to be sign bands, and will be located on the east and west elevations. The sign bands are well-designed and unobtrusive, and are integrated with the overall design of the building (Appendix VIII). There will, therefore, be two signs located on the east elevation.
- The additional fascia signs are well-designed and unobtrusive. Staff support the applicant's request for a variance to permit two additional fascia signs.

(b) Requested Variance

- To vary the Sign By-law to increase the maximum height requirement of a free-standing sign in Special Sign Area 1.a (City Centre) from 3.66 metres (12 ft.) to 4.57 metres (15 ft.).

Applicant's reasons:

- The applicant requests this variance so that their signage can be of the same height as the existing free-standing signs that are apparent in the area.
- The proposed 4.57-metre (15-ft.) high free-standing sign would be in the same location as the 3.66-metre (12-ft.) high free-standing sign approved by Council under Development Permit No. 7902-0193-00 (Appendix V). This sign is to be located along the 104 Avenue frontage of the subject site (Appendix III).

Staff Comments

- The site is located within "Special Sign Area 1.a (City Centre)" in the Surrey Sign By-law, 1999, No. 13656. "Special Sign Area 1.a (City Centre)" limits free-standing signs to a maximum height of 3.66 metres (12 ft.).

- Planning and Development staff do not support a relaxation of the maximum height, as it would be contrary to the City's intentions to create an urban environment in the City Centre and to encourage an appropriately scaled, pedestrian-friendly environment. Allowing a free-standing sign that exceeds the maximum height requirement in the Sign By-law would not be in keeping with these intentions.
- Taller signs are typical in the area, however, the majority of signs in the area predate the adoption of the current Sign By-law.
- A recent Council decision for the site at 13842 – 104 Avenue has supported the intent of the Sign By-law and intentions for the City Centre by enforcing the height restriction in the Sign By-law (File No. 7904-0023-00). Furthermore, Council has not permitted any variances to the maximum free-standing sign height restriction in the vicinity since the Surrey Sign By-law was approved in 1999.
- Staff agree that signage is important for business. However, the 3.66-metre (12-ft.) high sign approved as part of Development Permit No. 7902-0193-00 should be sufficient.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners, Action Summary and Project Data Sheets
Appendix II.	Contour Map
Appendix III.	Proposed Site Plan
Appendix IV.	Engineering Summary
Appendix V.	Existing Approved Free-Standing Sign
Appendix VI.	Proposed Free-Standing Sign
Appendix VII.	Existing Approved Fascia Signs
Appendix VIII.	Proposed Fascia Signs
Appendix IX.	Development Variance Permit No. 7906-0407-00

How Yin Leung
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Planning and Development

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CONTOUR MAP FOR SUBJECT SITE

