

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7906-0434-00

Planning Report Date: July 14, 2008

**PROPOSAL:**

- Development Permit
- Development Variance Permit

in order to permit a free-standing sign and an oversized directional sign on the rear elevation of an existing commercial building.

**LOCATION:**

15388 - 24 Avenue

**OWNER:**

Peninsula Business Centre Ltd.,  
 Inc. No. 677386

**ZONING:**

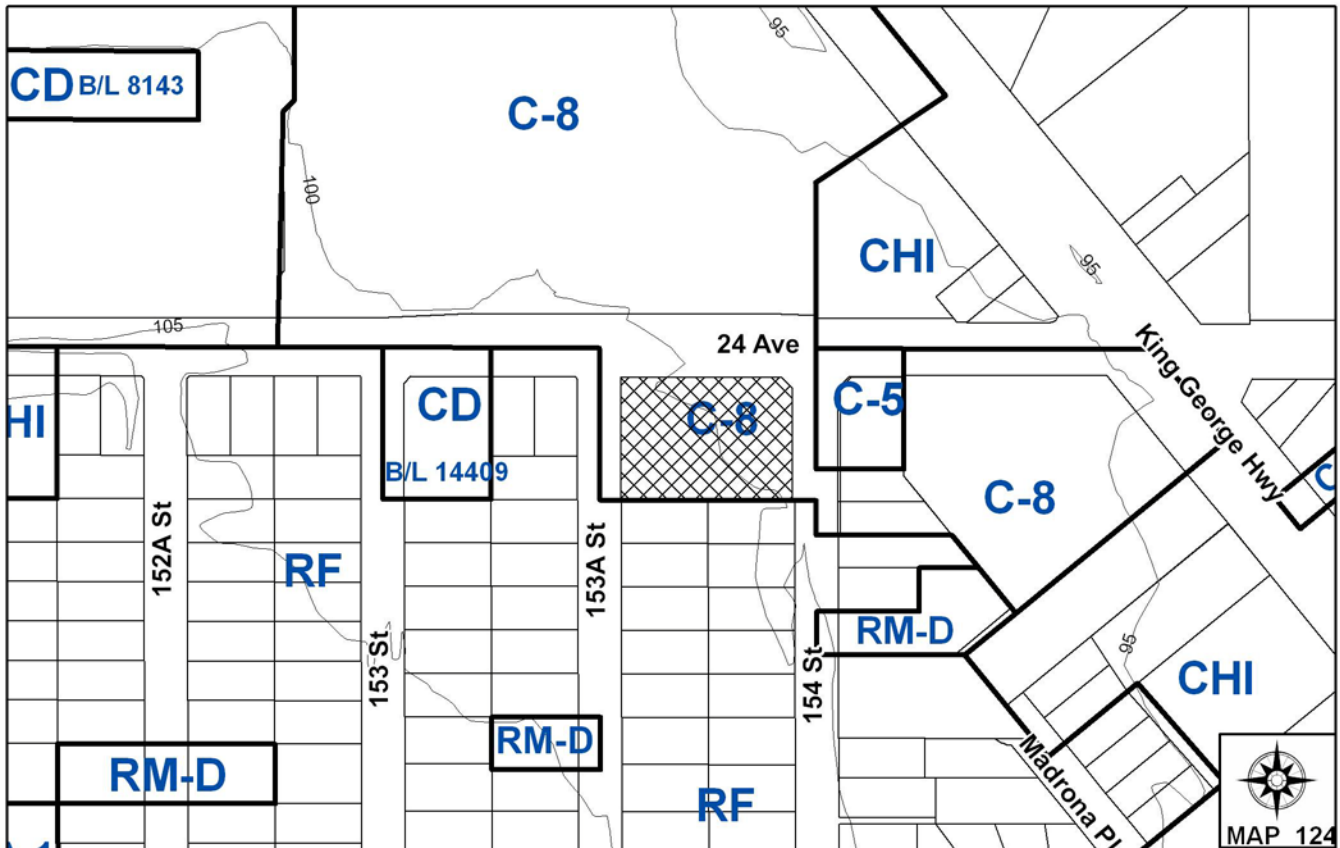
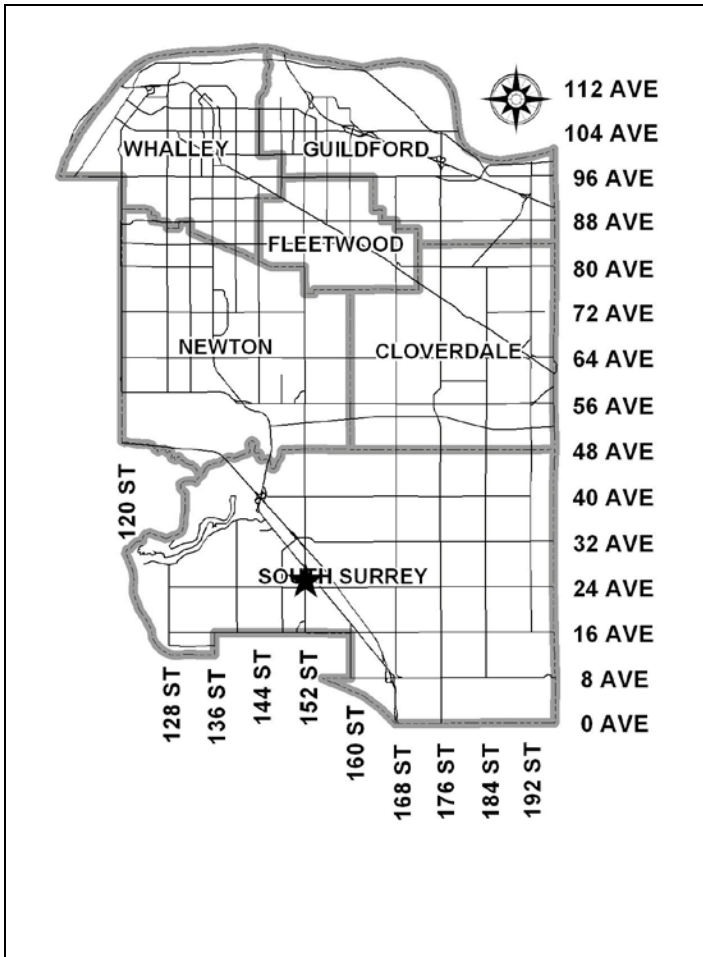
C-8

**OCP DESIGNATION:**

Commercial

**LAP DESIGNATION:**

Commercial



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant proposes a directional fascia sign for the existing "Peninsula Business Centre" building. Although a directional sign is permitted, the proposed sign does not meet the specific dimensional requirements under the Sign By-law. The Sign By-law permits a maximum sign area of 0.4 square metres (4.3 sq.ft.) for directional signs and the proposed sign is 1.2 square metres (13.0 sq.ft.) in size. A Development Variance Permit (DVP) is proposed to vary this provision of the Sign By-law to permit this larger directional sign.

### RATIONALE OF RECOMMENDATION

- The purpose of the proposed directional sign is to direct customers to the entry area for second floor offices of the new commercial building on the site. Currently, customers are entering the ground floor retail units in hopes of finding an entry to the upper floor offices.
- A directional sign is permitted for this building under the Sign By-law. However, since the office component of this building happens to have a longer than typical name (Peninsula Business Centre) the signage area needs to be larger to accommodate the necessary letters at a size that is legible at a reasonable distance.
- The proposed directional sign is attractively designed and is an appropriate size for its proposed location. The sign is also non-illuminated.
- The proposed free-standing sign is permitted under the Sign By-law and is attractively designed with similar architectural elements as the new commercial building on the site.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7906-0434-00 in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7906-0434-00, (Appendix IV) varying the following, to proceed to Public Notification:
  - (a) to vary the Sign By-law to increase the maximum sign area permitted for a directional sign from 0.4 square metres (4.3 sq.ft.) to 1.2 square metres (13.0 sq.ft.) for a proposed directional fascia sign on the rear elevation of the existing commercial building on the site.

REFERRALS

Engineering: The Engineering Department has no objection to the project as outlined in Appendix III.

SITE CHARACTERISTICS

Existing Land Use: New 2-storey commercial building with ground floor retail and second floor offices.

Adjacent Area:

<b>Direction</b>	<b>Existing Use</b>	<b>OCP/LAP Designation</b>	<b>Existing Zone</b>
North (Across 24 Avenue):	Peninsula Village Shopping Centre.	Commercial/Shopping Centre	C-8
East (Across 154 Street):	Commercial building.	Commercial/Commercial	C-5
South:	Single family dwellings.	Urban/Townhouses (15 upa)	RF
West (Across 153A Street):	Single family dwellings.	Urban Townhouses (15 upa)	RF

## DEVELOPMENT CONSIDERATIONS

- The subject site is located on the south side of 24 Avenue, between 153A Street and 154 Street, across from the Peninsula Village Shopping Centre. The site is currently zoned "Community Commercial Zone (C-8)" and is occupied by a newly constructed 2-storey commercial building with ground floor retail and 2<sup>nd</sup> floor office space. The building fronts 24 Avenue and has surface parking at the rear.
- The commercial use at this location was approved by Council on July 28, 2004, under Development Application No. 7903-0293-00. This application involved a rezoning from RF and CHI to C-8, an Official Community Plan (OCP) amendment from Urban to Commercial, an amendment to the King George Highway Corridor Plan and the Semiahmoo Town Centre Plan to redesignate the land from Townhouse and Institutional to Commercial, a Development Variance Permit (DVP) for setback and parking, and a Development Permit (DP).

### Proposed Signage

- The owners of the subject site wish to add a free-standing sign fronting 154 Street as well as a directional fascia sign on the rear (south side) of the building above the entry to the 2<sup>nd</sup> floor offices (Appendix II). A Development Permit Amendment is required for these signs because neither the free-standing sign nor the directional sign were included as part of the original Development Permit (No. 7903-0293-00).

### Free-standing Sign

- The proposed free-standing sign meets all provisions of the Sign By-law. The free-standing sign will be located fronting 154 Street a minimum of 2.0 metres (6.6 ft.) from the property line, as required under the Sign By-law. The free-standing sign is 3.0 metres (10 ft.) in height, which is less than the 4.5 metres (15 ft.) height permitted under the Sign By-law, and is 2.5 metres (8.5 ft.) in width. The total signage area also meets the Sign By-law
- The free-standing sign is attractively designed and picks up on some of the architectural elements of the new commercial building on the site. The construction materials include a combination of concrete, steel and wood beams. The main sign face is aluminum with cut letters, which will be faced with acrylic and covered with vinyl film. Only the 24<sup>th</sup> Avenue fronting side of the sign will illuminate thus negating any negative impact on the adjacent residential homes located to the south of the site.

### Directional Fascia Sign

- The proposed directional fascia sign does not meet the provisions of the Sign By-law. The maximum permitted sign area of a directional sign under the Sign By-law is 0.4 square metres (4.3 sq.ft.). The proposed "Peninsula Business Centre" directional fascia sign is 1.2 square metres (13.0 sq.ft.). A Development Variance Permit (DVP) is proposed to permit this larger directional sign.

## BY-LAW VARIANCE AND JUSTIFICATION

### (a) Requested Variance:

- To vary Part 5, Section 27(6) of the Surrey Sign By-law, 1999, No. 13656, as amended, to increase the maximum permitted sign area of a directional sign from 0.4 square metres (4.3 sq.ft.) to 1.2 square metres (13.0 sq.ft.) for a proposed directional fascia sign on the rear of the existing commercial building of the site.

### Applicant's Reasons:

- The applicant is proposing the directional sign to help direct customers to the entry area for the 2<sup>nd</sup> floor offices. Currently, the entry to the 2<sup>nd</sup> floor offices is not clearly marked and customers are entering the ground floor retail units in hopes of finding the entry.

### Staff Comments:

- A directional sign is permitted for this commercial building under the Sign By-law. It just so happens that the second floor office area has a larger than usual name (Peninsula Business Centre). As such, the sign needs to be larger in total area to accommodate the necessary letters at a functional size for directional purposes.
- The size of the proposed directional fascia sign is similar to other business identification fascia signs and the placement of the proposed directional sign is consistent with the other fascia signage on the building.
- The proposed directional sign is attractively designed and will tie in well with the rest of the approved fascia signage on the building. The letters are individual (i.e. not a sign box), are made of high-quality aluminum, and are non-illuminated. The sign is an appropriate size for its proposed location. The letters are 0.3 metres (1 ft.) in height and the total signage width is 4.0 metres (13 ft.). The direction sign will therefore not detract from the architectural quality and character of the building, and will be beneficial for way finding around the site.

## 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.	Proposed Free-standing Sign and Directional Fascia Sign
Appendix III.	Engineering Summary
Appendix IV.	Development Variance Permit No. 7906-0434-00

Jean Lamontagne  
General Manager  
Planning and Development

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Information for City Clerk

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

1. (a) Agent:      Name:                      John Borisoff, Abstract Industries Ltd.  
                         Address:                      Unit 108 - 12885 - 76 Avenue  
                                                              Surrey, BC  
                                                              V3W 1E6  
                         Tel:                                      604-862-7772
  
2.      Properties involved in the Application
  - (a)      Civic Address:                      15388 - 24 Avenue
  
  - (b)      Civic Address:                      15388 - 24 Avenue  
                         Owner:                                      Peninsula Business Centre Ltd., Inc. No. 677386  
                         PID:    026-271-494  
                         Lot 1 Section 14 Township 1 New Westminster District Plan BCP17230
  
3.      Summary of Actions for City Clerk's Office
  - (a)      Proceed with Public Notification for Development Variance Permit No. 7906-0434-00.

## DEVELOPMENT DATA SHEET

**Existing Zoning: C-8**

Required Development Data	Minimum Required / Maximum Allowed	Proposed
<b>LOT AREA*</b> (in square metres)		
Gross Total		
Road Widening area		
Undevelopable area		
Net Total		4,505 m <sup>2</sup>
<b>LOT COVERAGE</b> (in % of net lot area)		
Buildings & Structures	50%	35%
Paved & Hard Surfaced Areas		
Total Site Coverage		
<b>SETBACKS</b> ( in metres)		
Front	2 m	2 m
Rear	2 m	2 m
Side #1 (North)	0.3 m	0.3 m
Side #2 (South)	7.5 m	32 m
<b>BUILDING HEIGHT</b> (in metres/storeys)		
Principal	12 m	10 m
Accessory		
<b>NUMBER OF RESIDENTIAL UNITS</b>		
Bachelor		
One Bed		
Two Bedroom		
Three Bedroom +		
Total		
<b>FLOOR AREA: Residential</b>		
<b>FLOOR AREA: Commercial</b>		
Retail		1,149 m <sup>2</sup>
Office		1,458 m <sup>2</sup>
Total		2,908 m <sup>2</sup>
<b>FLOOR AREA: Industrial</b>		
<b>FLOOR AREA: Institutional</b>		
<b>TOTAL BUILDING FLOOR AREA</b>	3,604 m <sup>2</sup>	2,908 m <sup>2</sup>

*\* If the development site consists of more than one lot, lot dimensions pertain to the entire site.*

## Development Data Sheet cont'd

Required Development Data	Minimum Required / Maximum Allowed	Proposed
DENSITY		
# of units/ha /# units/acre (gross)		
# of units/ha /# units/acre (net)		
FAR (gross)		
FAR (net)	0.8	0.64
AMENITY SPACE (area in square metres)		
Indoor		
Outdoor		
PARKING (number of stalls)		
Commercial	76	76
Industrial		
Residential Bachelor + 1 Bedroom		
2-Bed		
3-Bed		
Residential Visitors		
Institutional		
Total Number of Parking Spaces	76	76
Number of disabled stalls	1	1
Number of small cars	15	15
Tandem Parking Spaces: Number / % of Total Number of Units		
Size of Tandem Parking Spaces width/length		

Heritage Site	NO	Tree Survey/Assessment Provided	NO
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