

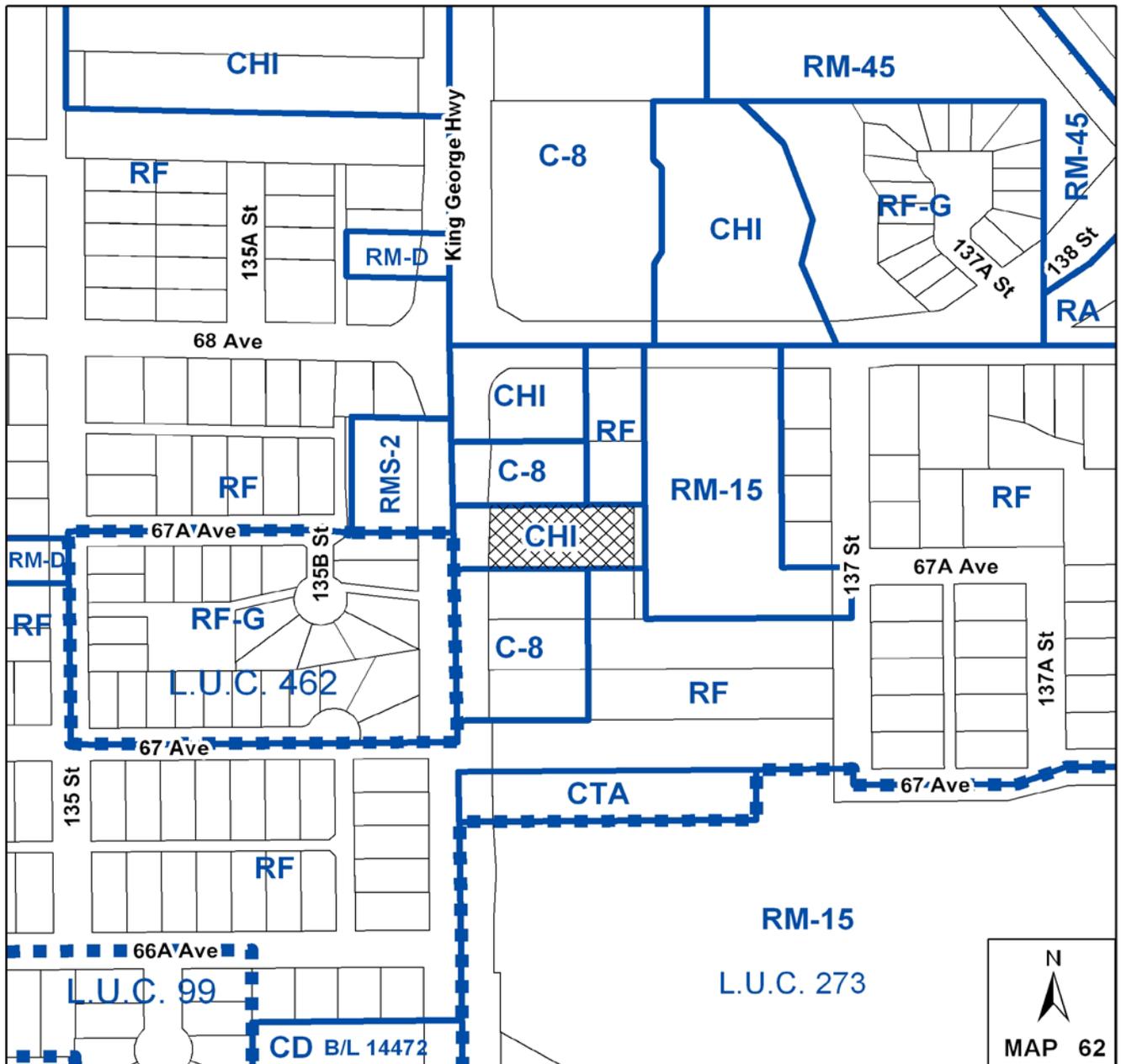
**Proposal:** Development Permit to allow a free-standing sign. Development Variance Permit to allow an additional fascia sign and allow two fascia signs to extend above the roofline.

**Recommendation:** Approval to Proceed

**Location:** 6750 King George Hwy      **Zoning:** CHI

**OCP Designation:** Commercial

**LAP Designation:** Hwy. Comm.      **Owner:** Gordan Marble Inc.



## PROJECT TIMELINE

Completed Application Submission Date: January 22, 2007  
Planning Report Date: March 12, 2007

## PROPOSAL

The applicant is proposing:

- a Development Permit to allow a free-standing sign; and
- a Development Variance Permit to vary the following by-law regulations:
  - allow one (1) additional fascia sign on the building; and
  - allow two fascia signs to extend above the roofline

in order to permit additional signage for Trail Appliance.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7907-0004-00 generally in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7907-0004-00, (Appendix V) varying the following, to proceed to Public Notification:
  - (a) Part 5 Section 27 Sub-section 2(a) of the Sign By-law (No. 13656) to increase the number of fascia signs from one (1) to two (2); and
  - (b) Part 5 Section 27, Sub-section 2(e) of the Sign By-law (No. 13656) to allow both fascia signs to extend above the roofline of the building face.
3. Council instruct staff to resolve the following issue prior to final adoption:
  - (a) provide finalized landscaping plan for landscaping along the frontage (west elevation) of the property adjacent to King George Highway to the specifications and satisfaction of the City Landscape Architect.

## REFERRALS

Engineering: The Engineering Department has no objection to the project (Appendix IV).

## SITE CHARACTERISTICS

- **Existing Land Use** Existing Trail Appliances commercial building, zoned CHI, designated Commercial in the OCP.
- **East:** Multiple residential townhouses, zoned RM-15, designated Urban in the OCP.
- **South:** Existing commercial building, zoned C-8, designated Commercial in the OCP.
- **West:** Across King George Highway are single family residential lots, zoned RF-G and designated Urban in the OCP. A current application on a property to the northwest proposes a rezoning from RMS-2 to RF-12 to create five (5) single family small lots.
- **North:** An existing commercial building, zoned C-8, designated Commercial in the OCP.

## PLAN AND POLICY COMPLIANCE

OCP Designation: Commercial. Complies.

LAP Designation: Highway Commercial. Complies.

## DEVELOPMENT CONSIDERATIONS

### Background

- The subject site, a commercial building located at 6750 King George Highway, is zoned CHI and is designated Highway Commercial in the Local Area Plan (LAP) and Commercial in the Official Community Plan (OCP). Trail Appliances applied for a Building Permit in August 2006 to renovate the existing building. The renovations are now near completion.
- The applicant proposes to install two (2) fascia signs— one to be located on the west elevation (King George Highway) and one to be located on the southwest elevation, above the main entrance. Additionally, the applicant proposes to install a free-standing sign at the northwest corner of the property (Appendix III).
- A Development Permit is required for the proposed free-standing sign. The fascia sign on the southwest building elevation (premise frontage) requires a variance to accommodate the additional signage. A variance is also required to allow both fascia signs to extend above the roofline.

### Proposed Free-Standing Sign

- The applicant proposes to erect a new double-faced, free-standing sign at the northwest corner of the subject property adjacent to King George Highway.

- The proposed sign is approximately 2.5 metres (8.0 ft) in height and 1.8 metres (5.8 ft) in width. The proposed sign area is 5.5 m<sup>2</sup> (59.2 ft<sup>2</sup>) for the doubled-faced sign. The Surrey Sign By-law, 1999 (No. 13656) permits a maximum height of 7.6 metres (25 ft) and a total sign area of 27.8 m<sup>2</sup> (300 ft<sup>2</sup>) (Appendix III- Drawing E).
- The proposed free-standing sign will be mounted on a permanent base, and will not restrict access along the public sidewalk adjacent to King George Highway. The Sign By-law requires a minimum 2.0 metre (6.6 ft) setback from all lot lines. The proposed free-standing sign will comply with the by-law (Appendix III- Drawing A).

### DESIGN PROPOSAL AND REVIEW

- The proposed free-standing sign has been designed to reflect the architectural style of the building. The colour and decorative top of the sign is designed to match the moldings of the building. City Staff have reviewed the proposed design and have no objections to the free-standing sign.
- The graphics logo for the free-standing sign is located on a 2.75 m<sup>2</sup> (29.5 ft<sup>2</sup>) illuminated cabinet unit. The illuminated unit is mounted on a silver sheet metal base and the bottom trim is to be painted black. The free-standing sign is of high-quality and will form an integral part of the architectural design of the building.
- The two proposed fascia signs are high quality, illuminated signs. The new signage is in keeping with the scale of the building, and is an essential part of the architecture. For these reasons of articulation and high quality, the proposed fascia signs can be supported.
- The applicant will provide new landscaping to accent and increase the streetscape along King George Highway. The proposal will enhance the entire frontage of the property and greatly improve the street appeal in front of the business. The original frontage was comprised of traditional stone paving with no greenery.
- The applicant proposes to install a small contoured perimeter retaining wall made from neutral coloured landscaping stones, crowned with 5.0 cm (2 inch) thick rectangular charcoal stone tiles. The retaining wall will be approximately 40 cm (16 inches) in height. This combination was chosen to match the colour of the crown and awnings of the building architecture. The in-fill will be a combination of ground covers and foliage selected to compliment the building and provide appeal to the streetscape. The proposed free-standing sign will be situated amongst the newly laid landscaping.

### BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 5, Section 27, Subsection 2(a) of the Sign By-law (No. 13656) to allow a fascia sign on the southwest building elevation.

### Applicant's Reason

- The additional sign will provide a stronger presence to the building and complete the identification of the premise entrance.

### Staff Comments

- The premise frontage of the Trail Appliances building is 21.3 metres (70 ft) in length. Under Surrey's Sign By-law (No. 13656), this building is permitted to have one (1) fascia sign with a maximum allowable sign area of 21.0 m<sup>2</sup> (226 ft<sup>2</sup>).
- The Sign By-law permits one (1) fascia sign located on the premise frontage or one (1) fascia sign on the lot frontage of a building, but not both. Therefore, a variance is required for one of the fascia signs.
- The smaller of the two proposed signs is to be located on the southwest elevation (premise frontage) above the main entrance to the business, and will require the variance. The sign displays the 'Trail' logo on a white, illuminated cabinet.
- The sign is 3.6 metres (12.0 ft) in length and 2.4 metres (8.0 ft) in height, this equates to a signage area of 8.9 m<sup>2</sup> (96 ft<sup>2</sup>) (Appendix III- Drawing D).
- The proposed fascia sign along the west elevation (lot frontage) is 10.3 metres (33.7 ft) in length and 0.76 metres (2.5 ft) in height, equating to a sign area of 7.8 m<sup>2</sup> (84 ft<sup>2</sup>). The combined signage area for both fascia signs is 16.7 m<sup>2</sup> (180 ft<sup>2</sup>), and is well below the allowable sign area of 21.0 m<sup>2</sup> (226 ft<sup>2</sup>).
- The illuminated sign is of high-quality and will provide adequate signage for the southwest elevation (premise frontage) of the building. The sign is reasonably small given the size of the building, and therefore is supportable.

### (b) Requested Variance

- To vary Part 5, Section 27, Subsection 2(e) of the Sign By-law (No. 13656) to allow both fascia signs to extend above the roofline of the building face.

### Applicant's Reason

- The additional signs will provide better identification to the business.

### Staff Comments

- The two fascia signs, one on the west elevation (lot frontage) and one on the southwest elevation (premise frontage), are to be located on a parapet extending above the roofline of the building face. The Sign By-law restricts a fascia sign from extending above the roofline of a building face, and therefore the proposed signs require a variance.

- The 'Trail Appliances' fascia sign, located on the west building elevation, consists of individual raised channel letters. The 'Trail' logo sign, on the southwest building elevation, will be on a white, illuminated cabinet. The signs will project 0.2 metres (0.67 ft) outward from the face of the building, and will comply with the Sign By-law.
- The proposed signs are in keeping with the scale and design of the building. Large windows and awnings are located on the west elevation (lot frontage) and southwest elevation (premise frontage) of the building. The windows and awnings add a distinct architectural benefit to the building façade, creating visual interest and a less-imposing storefront. Both the proposed 'Trail Appliances' sign (lot frontage) and 'Trail' logo sign (premise frontage) will be located on the parapet above the awnings (Appendix III- Drawing B).

### 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.	Signage Drawings
Appendix IV.	Engineering Summary
Appendix V.	Development Variance Permit No. 7907-0004-00

How Yin Leung  
Acting 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:                    Llewellyn Fonseca (Knight Signs)  
                         Address:                    7462 Progress Way  
   Delta, B.C. V4G 1E1  
   Tel:                            604-940-2211 (ext. 250)
  
2.      Properties involved in the Application
  - (a)      Civic Address:            6750 King George Highway
  
  - (b)      Civic Address:            6750 King George Highway  
                 Owner:                            Gordan Marble Inc., Inc. No. 404045  
                 PID:                                    005-103-711  
                 Lot A Section 16 Township 2 New Westminster District Plan 72799
  
3.      Summary of Actions for City Clerk's Office
  - (a)      Proceed with Public Notification for Development Variance Permit No. 7907-0004-00.

CONTOUR MAP FOR SUBJECT SITE

