

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7907-0051-00

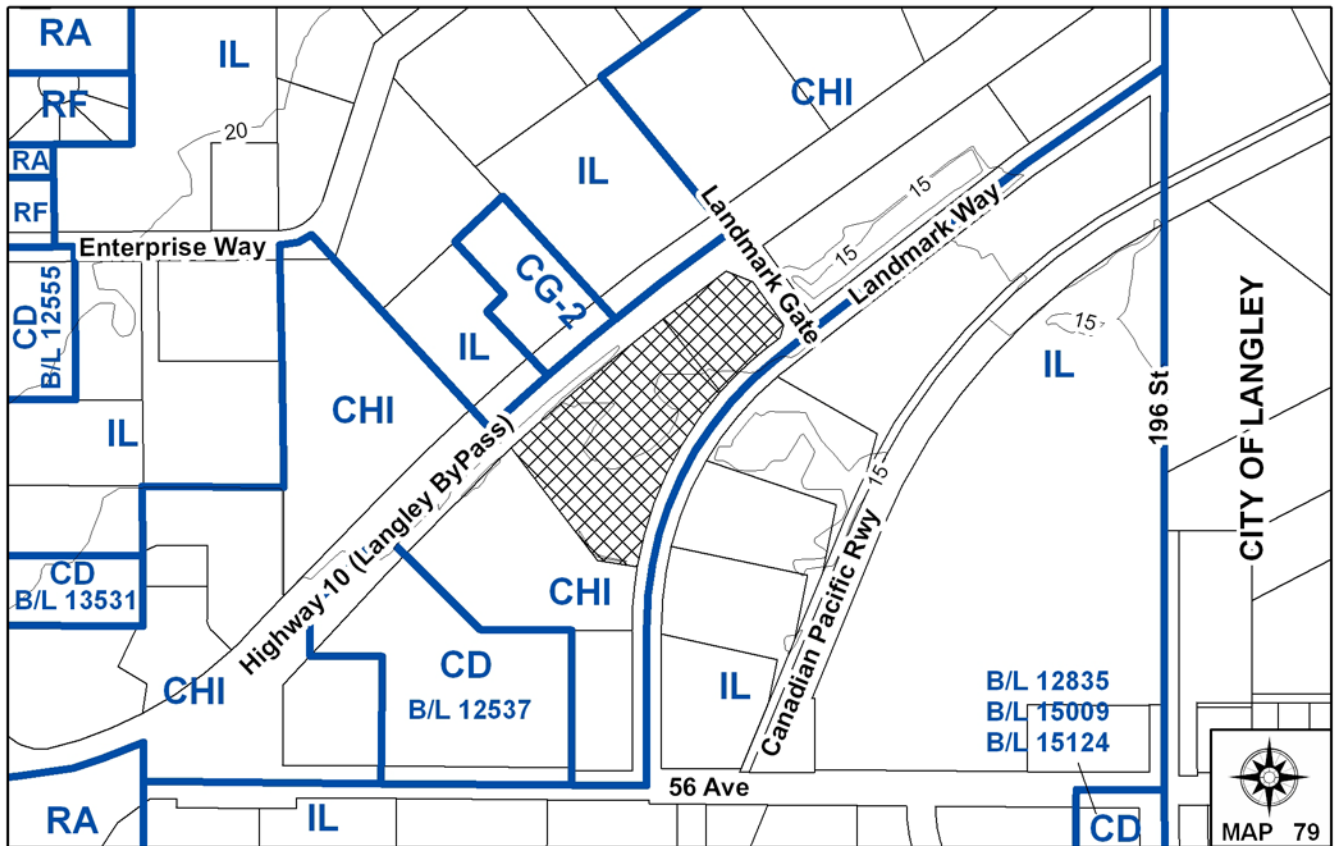
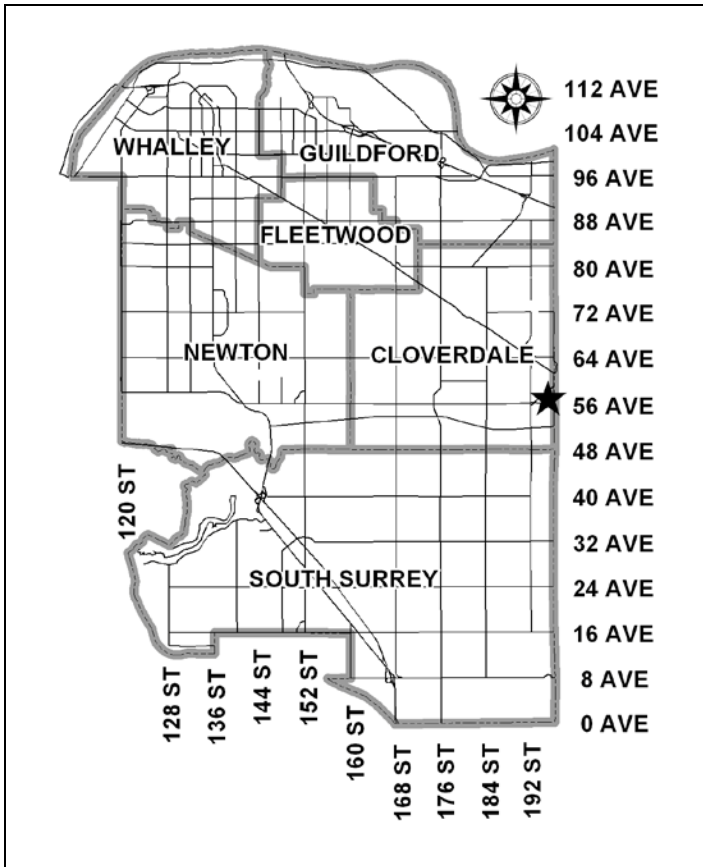
Planning Report Date: November 5, 2007

PROPOSAL:

- Development Permit
- Development Variance Permit

in order to permit renovations and an addition to an existing auto dealership and to vary the number of fascia/canopy signs and the size of the directional signs.

LOCATION: 19418 and 19436 Langley By-pass
OWNER: Georgian Properties Ltd.
 (Incorporation No. 127935)
ZONING: CHI
OCP DESIGNATION: Industrial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Number of fascia and canopy signs are increased.
- Size of directional signs is increased.

RATIONALE OF RECOMMENDATION

- The proposed renovations and landscape improvements enhance the site.
- The signage is consistent with other auto dealerships in the area.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7907-0051-00 in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7907-0051-00, (Appendix IV) varying the following sections in the Sign By-law, to proceed to Public Notification:
 - (a) to increase the maximum number of fascia signs for one business on the site from 3 to 6;
 - (b) to increase the maximum number of canopy signs for one business on the site from 1 to 4; and
 - (c) to increase the size of the directional signs from 0.4 square metre (4.3 sq.ft.) to 1.1 sq.m. (12 sq.ft.).
3. Council instruct staff to resolve the following issues prior to approval:
 - (a) approval of Development Variance Permit No. 7907-0051-00;
 - (b) submission of a landscaping plan and landscaping cost estimate to the specifications and satisfaction of the City Landscape Architect; and
 - (c) registration of the consolidation plan at the Land Title Office.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Langley Jeep Dodge Chrysler auto dealership.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across Langley By-pass and Landmark Gate):	Mini-storage facility and Hampton Inn and Suites Hotel.	Industrial	IL and CHI

Direction	Existing Use	OCP Designation	Existing Zone
East (Across Landmark Way):	Multi-tenant industrial buildings.	Industrial	IL
South:	Wolf Subaru and Mitsubishi auto dealership.	Industrial	CHI
West (Across Langley By-pass):	Super Save gas station and multi-tenant industrial building.	Industrial	CG-2 and IL

DEVELOPMENT CONSIDERATIONS

Current Proposal

- The subject property is zoned Highway Commercial Industrial (CHI) and designated Industrial in the Official Community Plan. The Langley Jeep Dodge Chrysler auto dealership is located on the site and has operated there since the late 1980s.
- The form and character of the site is regulated by Development Permit No. 6787-0313-00, which was approved by Council on July 27, 1989.
- In the past, there have been minor improvements to the site and the building interior, which did not require amending the Development Permit. The proposed renovation represents a major amendment to the Development Permit. The applicant has submitted a Development Permit application to renovate the showroom entrance to the dealership, to complete minor modifications to the site, to expand the automotive shop at the rear of the building, to replace the existing free-standing sign and to install a second free-standing sign.
- The proposed renovations to the showroom entail adding an arched entrance at the front of the dealership building facing Langley By-pass (Highway No. 10). This arched entrance feature reflects the new corporate image for Jeep Dodge Chrysler dealerships.
- The proposed service shop and wash bay expansion will add approximately 597 square metres (6,420 sq. ft.) to the existing service portion of the building, which is currently 882 square metres (9,500 sq. ft.) in area. The proposed addition is located along the side of the building and along the rear of the building facing Landmark Way.
- The proposed development will result in a total floor area ratio (FAR) of approximately 0.32 and a lot coverage of approximately 26%, which complies with the maximum FAR of 1.0 and the maximum lot coverage of 50% permitted in the CHI Zone.
- To accommodate the proposed service shop addition and to improve circulation on the site, the applicant is proposing changes to the site plan. These changes include: shifting the location of the two rear entrances to the site along Landmark Way, re-orienting some of the parking on the site and adding a new car display area at the north corner of the site.

- There is a separate Development Permit Application (No. 7906-0425-00) to replace the existing free-standing sign located at the dealership entrance from the Langley By-pass (Highway No. 10) and to add a second free-standing sign along the same frontage. This application will be introduced to Council at a later date.
- The applicant has also applied for a Development Variance Permit to vary the number of fascia signs permitted from three to six and the number of canopy signs permitted from one to four. There are currently six fascia signs and four canopy signs on the building. On the north side of the building fronting Landmark Gate the applicant is proposing to retain the four canopy signs (Dodge, Jeep, Chrysler and Langley) in their existing locations, along with the two fascia signs (Parts and Services) on the building face underneath the canopy. On the front of the building facing Langley By-pass (Highway No. 10), the applicant is proposing to retain but relocate the four fascia signs (Dodge, Jeep, Chrysler and Langley) to accommodate the new showroom entrance.
- Based on the applicant's premise frontage of 56 metres (184 ft.) the sign area permitted by the Sign By-law is 55 square metres (594 sq. ft.). The applicant is proposing a total sign area of 20 square metres (215 sq. ft.), which is well within the maximum permitted.
- The applicant has also applied for a Development Variance Permit to vary the size of the directional signs. The directional signs are the standard signs used at all the Jeep Dodge Chrysler dealerships, however, they are larger than the directional signs permitted in the Sign By-law. The applicant is applying to vary the size of the directional signs from 0.4 square metre (4.3 sq. ft.) to 1.1 square metres (12 sq. ft.). The height of the proposed directional signs is 1.2 metres (4.0 ft.), which is permitted in the Sign By-law.
- The subject Development Permit application will supplement the existing approved Development Permit (No. 6787-0313-00), which will remain in force and effect.

PRE-NOTIFICATION

In accordance with Council policy, a development proposal sign was erected on the property. To date, staff have not received any comments or concerns with respect to the proposal.

DESIGN PROPOSAL AND REVIEW

- The new showroom entrance located at the front of the building facing Langley By-pass (Highway No. 10) includes an arched shape glazed entrance. The glazed entrance is encased with silver metal panels with a pre-formed cornice at the top of the entrance that will be painted grey with charcoal coloured detailing.
- The shop addition is located at the side and the rear of the building. The walls will consist of tilt-up concrete panels with windows along the side of the building. At the rear of the building the addition will include four, three-metre (10 ft.) high overhead doors.

- The existing portions of the building will be painted to match the new entranceway and service building addition. The exterior will be painted grey with a 1.2-metre (4 ft.) wide band of charcoal grey running along most of the lower portion of the building and the same charcoal coloured flashing at the top.
- The applicant is also proposing to shift the location of the two rear driveway entrances to the site along Landmark Way. This will accommodate the shop addition on the southwest side of the site and better facilitate traffic movement through the drive-through service area and the primary driveway entrance to Langley By-pass (Highway No. 10) on the northeast side of the site.
- The parking on the site has also been re-configured to incorporate the shop addition and the relocated driveway entrances at the rear of the site. The proposed number of parking stalls is 371, which is well in excess of the 105 parking stalls required under the CHI Zone.
- The existing landscaping on the site does not comply with the minimum landscaping requirements of the CHI Zone. The applicant is proposing to supplement the existing landscaping, particularly along the portion of the site fronting Langley By-pass (Highway No. 10). Along the front of the site the applicant is proposing a 1.5-metres (5 ft.) wide landscaped strip, additional street trees, and a number of planted beds. Along the two other street frontages (Landmark Gate and Landmark Way) the existing landscaping strip is being enhanced with additional shrubs and trees and additional planted beds between the parking stalls. In the interior of the site, the applicant is proposing to add a number of landscaped islands and landscaped beds.
- This application was not referred to the ADP but was reviewed by the City Architect and all issues have been satisfactorily addressed.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to increase the maximum number of fascia signs for one business from three to six.

Applicant's Reasons:

- The proposed upgrades to the building do not include any new fascia signage. As part of the upgrades, the fascia signage on the front elevation facing Langley By-pass (Highway No. 10) is being relocated to the same elevation.
- The DaimlerChrysler Canada Company has three distinct brands (Jeep, Dodge and Chrysler), each with their own unique sign.

Staff Comments:

- The subject site is bordered on three of the four sides by road frontage. Currently there is fascia signage along the front elevation facing Langley By-pass (Highway No. 10) and along the side elevation facing Landmark Gate.

- There is an existing Sign Permit for the four fascia signs ("Dodge", "Jeep" and "Chrysler" signs and the word "Langley") along the front elevation. The existing Sign Permit grouped the four signs as one sign. However, when the signs are relocated on the building face they would be viewed as four separate signs, which would require a Development Variance Permit for the number of fascia signs.
- There are two additional fascia signs located underneath the canopy on the side elevation fronting Landmark Gate. These signs are intended to identify the service area once the customer is on the site and these signs will be barely visible from the road.
- The total area of the fascia signs is 12.12 square metres (13.0 sq. ft.), which is well below the maximum sign area of 54 square metres (580 sq. ft.) permitted in the Sign By-law, based on premise frontage.
- Staff have reviewed the overall signage on the site. The additional four fascia signs do not detrimentally impact the development; therefore staff support the requested variance.

(b) Requested Variance:

- To increase the maximum number of canopy signs permitted in the Sign By-law for one business on the site, from one to four.

Applicant's Reasons:

- There are four existing canopy signs on the side elevation fronting Landmark Gate. The signs are located on the service drive-through canopy. These signs will not be altered in design or location as part of the proposed renovations.

Staff Comments:

- The Sign By-law permits one canopy sign per premise (i.e. business) frontage or separate entrance to a premise. The existing Sign Permit grouped the existing four signs located on the canopy as one sign, however based on current interpretations of the Sign By-law these signs are considered as four individual canopy signs.
- The total area of the canopy signs is 10 square metres (110 sq. ft.), which is well below the maximum sign area of 54 square metres (580 sq. ft.) permitted in the Sign By-law, based on premise frontage.
- Staff have reviewed the overall signage on the site. The three additional canopy signs do not have a negative impact on the development; therefore staff support the requested variance.

(c) Requested Variance:

- To increase the size of the directional signs from 0.4 square metre (4.3 sq. ft.) to 1.1 square metres (12 sq. ft.).

Applicant's Reasons:

- These are the standard directional signs issued by DaimlerChrysler Canada Inc. and used by all the Jeep Dodge Chrysler dealerships.

Staff Comments:

- The applicant is proposing three sets of directional signs.
- The two proposed sets of 'Enter' and 'Exit' directional signs are located at the two rear entrances to the site along Landmark Way and are not visible from Langley By-pass (Highway No. 10).
- The 'Guest Parking' and 'Service' directional signs are located by the canopied drive-through service area on the northeast side of the building.
- The applicant is proposing to increase the sign area for each sign from 0.4 square metre (4.3 sq. ft.) to 1.1 square metres (12 sq. ft.). The height of the proposed direction signs is 1.2 metres (4.0 ft.), which complies with the height requirements for directional signs in the Sign By-law.
- For the most part the entry/exit signs are located adjacent to parking stalls on the site and the additional size may visually help direct people to and from the site, therefore, staff support the requested variance.

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.	Site Plan, Building Elevations, Landscape Plans and Perspective, and Sign Drawings
Appendix III.	Engineering Summary
Appendix IV.	Development Variance Permit No. 7907-0051-00

Jean Lamontagne
General Manager, Planning and Development

AP/kms

v:\wp-docs\planning\plncom07\09130911.ap.doc
KMS 9/13/07 9:24 AM

Information for City Clerk

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

1. (a) Agent: Name: Gale Dowd, Teck Construction Ltd.
 Address: 5197 - 216 Street
 Langley, BC
 V3A 2N4
 Tel: 604-534-7917

2. Properties involved in the Application
 - (a) Civic Address: 19418 and 19436 Highway No. 10 (Langley By-pass)

 - (b) Civic Address: 19418 Highway No. 10 (Langley By-pass)
 Owner: Georgian Properties Ltd. (Incorporation No. 127935)
 PID: 014-524-635
 Lot C Section 10 Township 8 New Westminster District Plan 82215

 - (c) Civic Address: 19436 Highway No. 10 (Langley By-pass)
 Owner: Georgian Properties Ltd. (Incorporation No. 127935)
 PID: 014-524-651
 Lot D Section 10 Township 8 New Westminster District Plan 82215

3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7907-0051-00.

DEVELOPMENT DATA SHEET

Existing Zoning: CHI

Required Development Data	Minimum Required / Maximum Allowed	Proposed
LOT AREA* (in square metres)		
Gross Total		9,857.1 m ²
Road Widening area		n/a
Undevelopable area		n/a
Net Total		9,857.1 m ²
LOT COVERAGE (in % of net lot area)		
Buildings & Structures	50%	26%
Paved & Hard Surfaced Areas		56%
Landscaping		18%
Total Site Coverage		100%
SETBACKS (in metres)		
Front	7.5 m	9.1 m
Rear	7.5 m	7.65 m
Side #1 (South)	7.5 m	36.88 m
Side #2 (North)	7.5 m	112.5 m
BUILDING HEIGHT (in metres/storeys)		
Principal	9 m	8.53 m
Accessory		
NUMBER OF RESIDENTIAL UNITS		n/a
Bachelor		
One Bed		
Two Bedroom		
Three Bedroom +		
Total		
FLOOR AREA: Residential		n/a
FLOOR AREA: Commercial {Parts & Services (existing)}		414.4 m ²
Showroom (existing)		457.9 m ²
Office (existing)		674.6 m ²
Mezzanine (new)		154.2 m ²
Shop Area and Wash Bay (existing)		882.0 m ²
Shop Area (new)		457.2 m ²
Wash Bays (new)		139.3 m ²
TOTAL BUILDING FLOOR AREA		3,179.6 m ²

** 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	1.0	0.32
# of units/ha /# units/acre (gross)		
# of units/ha /# units/acre (net)		
FAR (gross)		
FAR (net)		
AMENITY SPACE (area in square metres)	n/a	n/a
Indoor		
Outdoor		
PARKING (number of stalls)		
Auto Dealership		
Industrial		
Residential Bachelor + 1 Bedroom	n/a	
2-Bed		
3-Bed		
Residential Visitors		
Institutional		
Total Number of Parking Spaces	105	371
Number of disabled stalls		2
Number of small cars		712%
Tandem Parking Spaces: Number / % of Total Number of Units		39/9.5%
Size of Tandem Parking Spaces width/length	18'x8.6"	

Heritage Site	NO	Tree Survey/Assessment Provided	NO
---------------	----	---------------------------------	----