

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7907-0117-00

Planning Report Date: September 14, 2009

PROPOSAL:

- **Development Permit**
- **Development Variance Permit**

in order to allow a free-standing sign and additional fascia signs on a commercial building.

LOCATION:

19360 Highway No. 10 (Langley By-pass)

OWNER:

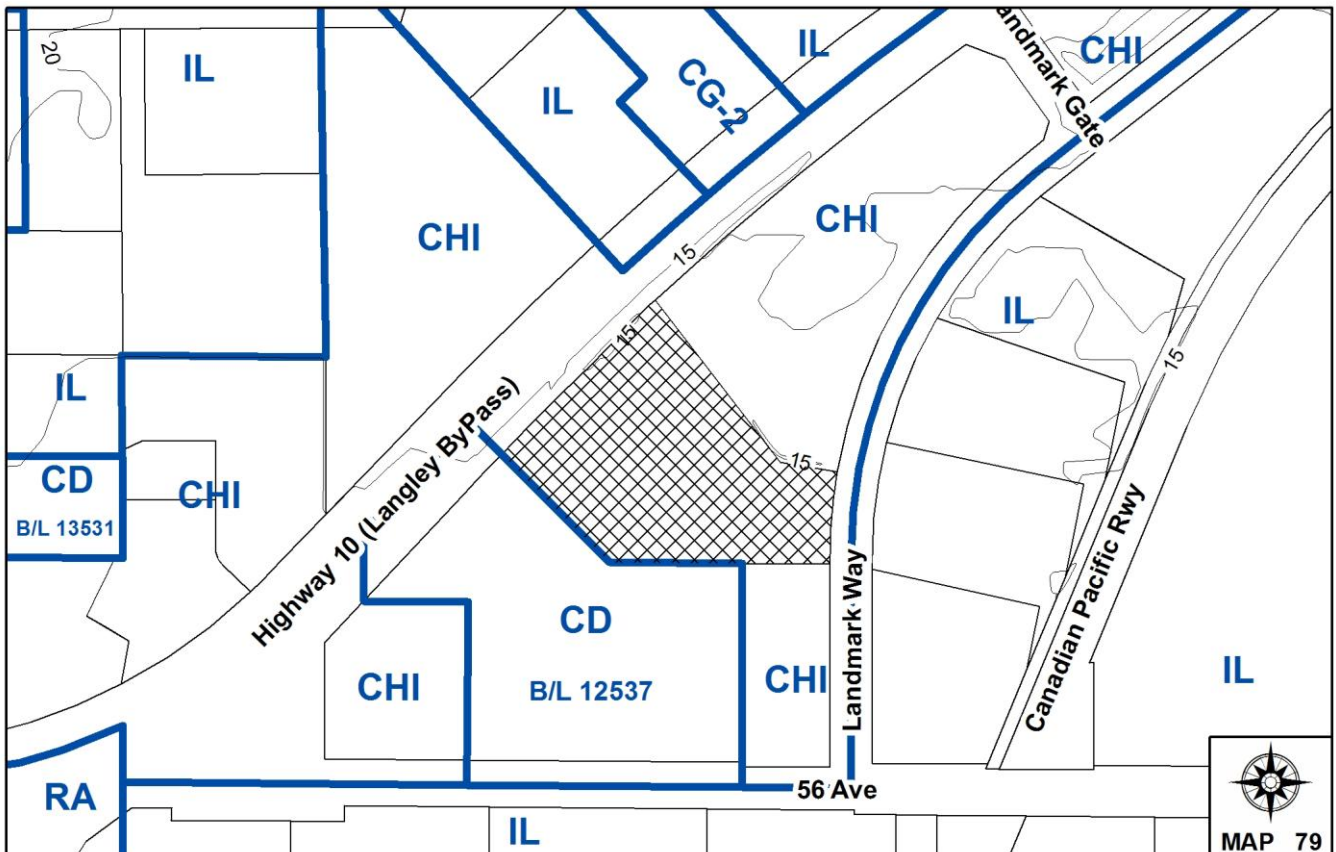
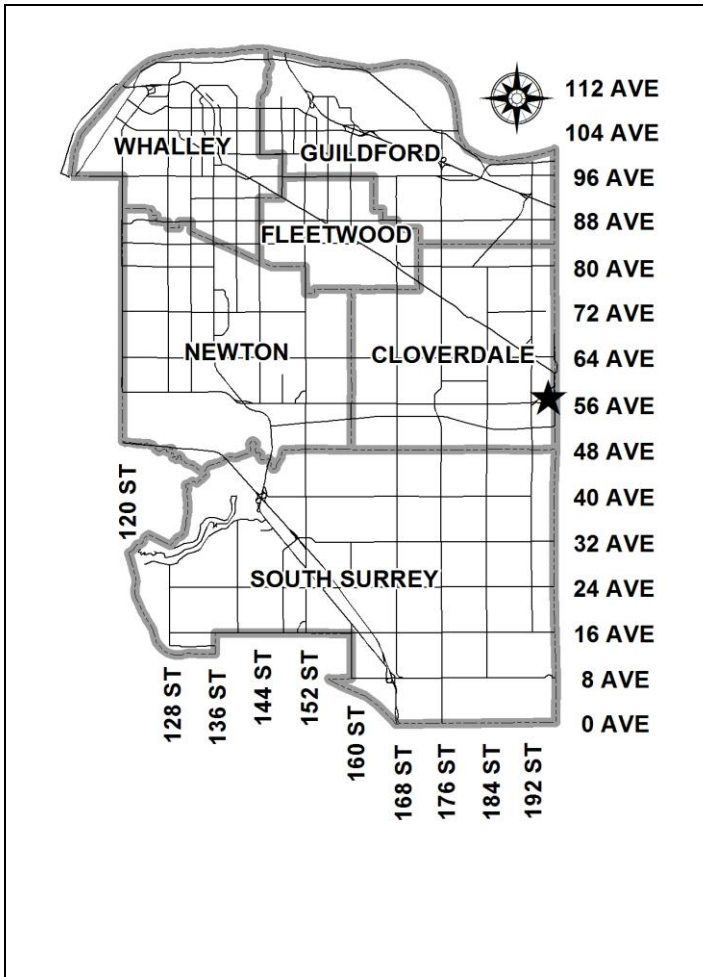
G.D. Wolfe Holdings Ltd., Inc. No. 368980

ZONING:

CHI

OCP DESIGNATION:

Industrial



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 is proposing four (4) additional fascia signs than permitted by the Sign By-law.

RATIONALE OF RECOMMENDATION

- Similar variances for fascia signage at automobile dealerships in the area were previously approved by Council.
- The fascia signs comply with all other aspects of the Sign By-law.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7907-0117-00 in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7907-0117-00, (Appendix III) varying the Sign By-law, to proceed to Public Notification:
 - (a) to allow the number of fascia signs permitted on the subject building to increase from two (2) to six (6).
3. Council instruct staff to resolve the following issues prior to final approval:
 - (a) issuance of Development Variance Permit No. 7907-0117-00; and
 - (b) ensure that all engineering requirements, including the discharge of the sanitary sewer right-of-way, are addressed to the satisfaction of the General Manager, Engineering.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Mitsubishi automobile dealership.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
Northeast:	Auto dealership (Dodge Chrysler).	Industrial	CHI
Northwest (Across Highway No. 10/Langley By-pass):	Multi-tenant industrial building.	Industrial	IL
East (Across Landmark Way):	Multi-tenant industrial buildings.	Industrial	IL
South:	Auto dealership (Ford) and multi-tenant industrial building.	Industrial	CD (By-law No. 12537) and CHI

Direction	Existing Use	OCP Designation	Existing Zone
West (Across Highway No. 10/Langley By-pass):	Multi-tenant industrial building.	Industrial	CHI

DEVELOPMENT CONSIDERATIONS

Background and Review

- The subject property is located at 19360 Langley By-pass (Highway #10). The property is zoned "Highway Commercial Industrial (CHI)" and designated Industrial in the Official Community Plan (OCP).
- Two (2) automobile dealerships (Mitsubishi and Subaru) currently operate on the subject site. The current application only applies to the Mitsubishi dealership situated at the southwest portion of the property.
- There currently are six (6) fascia signs installed on the subject building, however, no approvals or sign permits have been granted for these signs. Therefore, the applicant is applying to legalize the fascia signage. The applicant has requested a Development Variance Permit (DVP) to allow four (4) additional fascia signs. The Surrey Sign By-law (No. 13656) allows one (1) fascia sign for each premise or lot frontage of a business.
- A Development Permit (DP) is also required, as the applicant wishes to legalize the existing free-standing sign for Mitsubishi, which is located at the western corner of the subject property fronting Langley By-pass.

DESIGN PROPOSAL AND REVIEW

- The existing Mitsubishi free-standing sign is approximately 7.5 metres (24.5 ft) in height, 2.1 metres (6.9 ft) wide and will be double-faced, with a total sign area of approximately 7.3 m² (78 ft²). A maximum height of 7.5 metres (25 ft) and a total sign area of 27.8 m² (300 ft²) are permitted at this location.
- The Surrey Sign By-law (No. 13656) requires a free-standing sign to be sited at least 2.0 metres (6.5 ft) from all property lines. The existing free-standing sign will comply with this and all other requirements of the Sign By-law.
- The existing free-standing sign is located within a sanitary sewer right-of-way (ROW) that runs parallel to the Langley By-pass. However, the Engineering Department has stated that there are no utilities within the ROW, and that the ROW may be discharged. The applicant has submitted documentation to the Engineering Department to facilitate the discharge of the ROW.

- The free-standing sign is a 'flag-pole' style sign. The sign cabinet is illuminated and mounted on a metallic silver pole made of tube steel. The free-standing sign is of high-quality and is a significant design upgrade from the previous free-standing sign. Similar free-standing signs have been approved in the area.
- There are currently six (6) fascia signs installed on the subject building. The signs are installed on the premise frontage and are oriented towards Langley By-pass. This includes two (2) fascia signs depicting 'Mitsubishi Motors' and the company logo, and two (2) other fascia signs denoting 'Wolfe'. The remaining two (2) fascia signs identify the 'Parts' and 'Service' departments of the building (Appendix III).
- The existing fascia signs are all illuminated. The 'Wolfe' signs consist of individual halo-lit reverse-channel letters, while the remaining fascia signs consist of a painted cabinet with an aluminum face and incised lettering. The fascia signs all comply with the Sign By-law with the exception of the total number (see By-law Variance section).

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To allow four (4) additional fascia signs for a total of 6 fascia signs on the subject building (Mitsubishi).

Applicant's Reason:

- The fascia signs will provide a stronger presence to the building and provide adequate business identification.

Staff Comments:

- The premise frontage of the Mitsubishi dealership building is approximately 32 metres (105 ft). Under Surrey's Sign By-law No. 13656, Part 5 Section 27 (3)(b), this equates to an allowable sign area of 31.4 m² (338 ft²). The six (6) existing fascia signs on the subject building represent an area of approximately 11.0 m² (118 ft²), and therefore comply with this requirement.
- Similar variances for additional fascia signage have been granted by Council on other properties in the area. Development Variance Permit No. 7902-0238-00 to allow two (2) additional fascia signs for the Ford car dealership on the abutting site to the west (19383 – 56 Avenue) was approved by Council on September 20, 2002. Additionally, Development Variance Permit No. 7907-0051-00 was approved by Council on November 19, 2007 for the automobile dealership (Jeep, Dodge, Chrysler) directly to the east, which allowed three (3) additional fascia signs and three (3) additional canopy signs to be installed on the building.
- The fascia signs are high-quality and are of an appropriate size and scale. Staff support the variance.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners and Action Summary
- Appendix II. Engineering Summary
- Appendix III. Development Variance Permit No. 7907-0117-00

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: Mr. Gordon Wolfe
 Address: 19360 Highway No. 10
 Surrey, BC V3S 7R2
 Tel: 604-531-2234

2. Properties involved in the Application
 - (a) Civic Address: 19360 Highway No. 10 (Langley By-pass)

 - (b) Civic Address: 19360 Highway No. 10 (Langley By-pass)
 Owner: G.D. Wolfe Holdings Ltd., Inc. No. 368980
 PID: 014-524-627
 Lot B 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. 7907-0117-00.