

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7907-0121-00

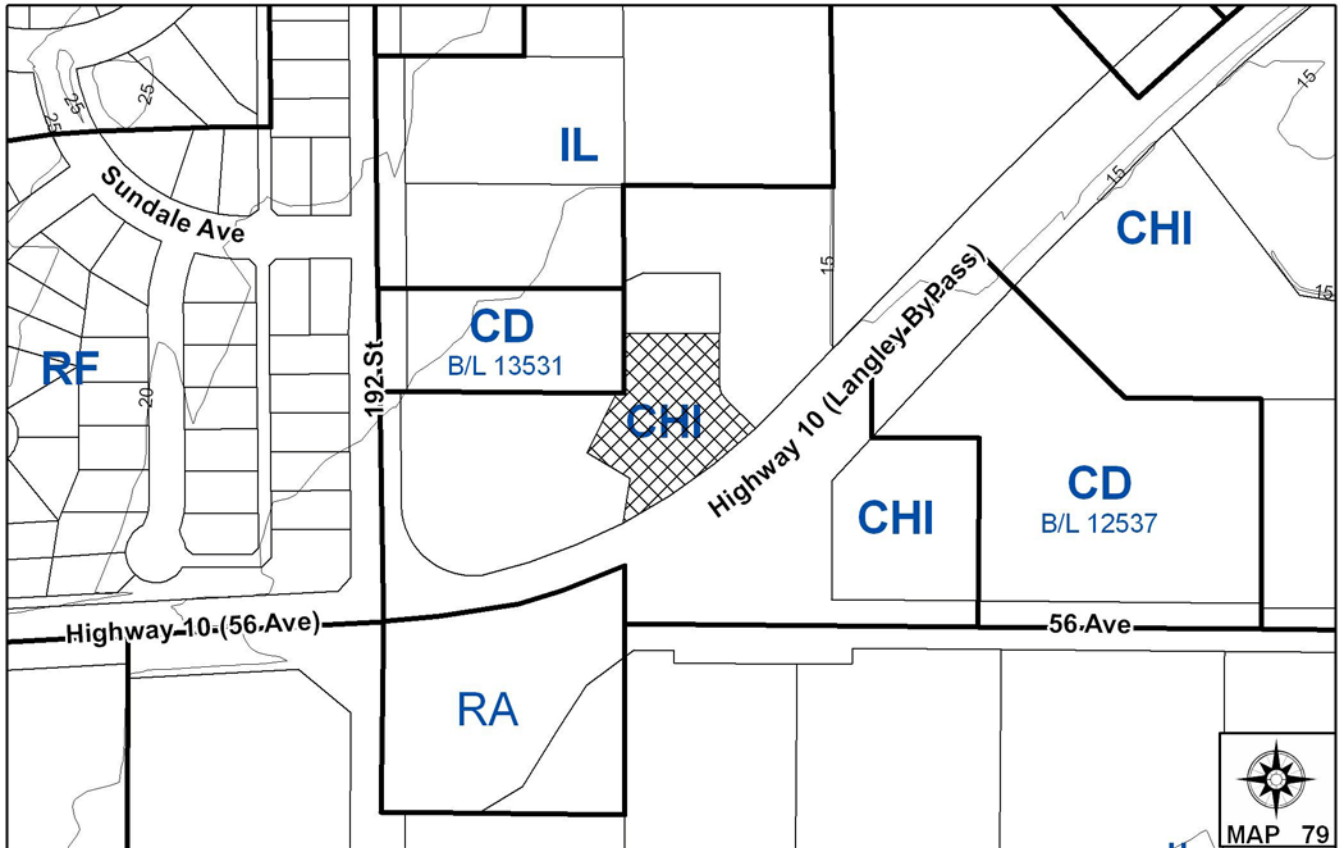
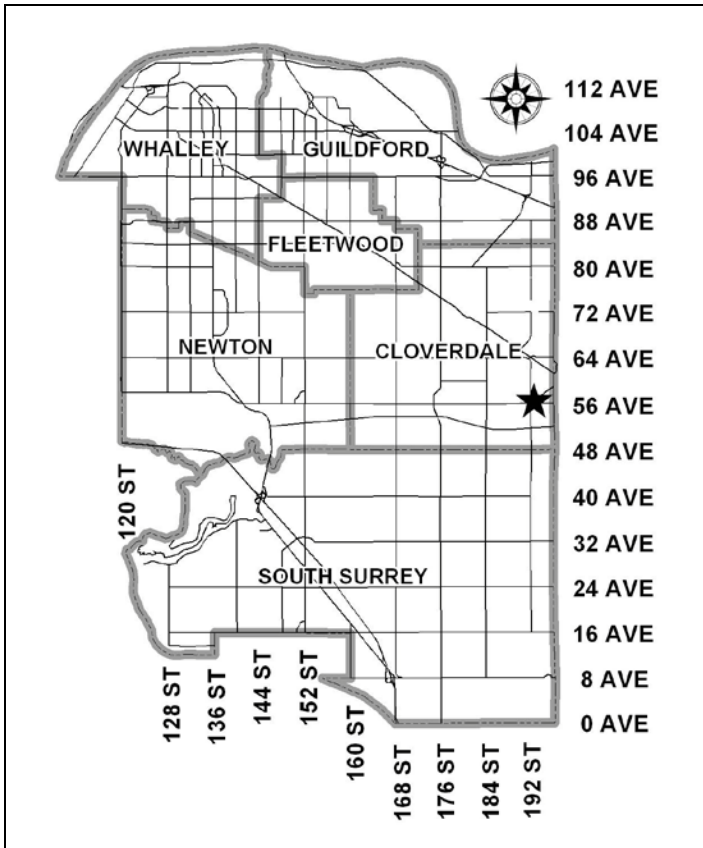
Planning Report Date: January 14, 2008

PROPOSAL:

- **Development Permit**

in order to allow a free-standing sign.

LOCATION: 19265 Highway No. 10 (Langley By-pass)
OWNER: 649907 BC Ltd.
ZONING: CHI
OCP DESIGNATION: Industrial
LAP DESIGNATION: Industrial



RECOMMENDATION SUMMARY

- Approval to draft Development Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Does not comply with the OCP Development Permit Area Guidelines for Signs.
- Sign installed without a sign permit and without a Development Permit.

RATIONALE OF RECOMMENDATION

- Sign was relocated to the subject property from a site across the street.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7907-0121-00 generally in accordance with the attached drawings.
2. Council instruct staff to resolve the following issue prior to approval:
 - (a) submission by the owner of a sign permit application for the free-standing sign.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Newly constructed Mazda automotive dealership.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	Parking lot for 5660 - 192 Street and mixed-use multi-tenant building.	Industrial	CHI
East:	Mixed-use multi-tenant building.	Industrial	CHI
South (Across Highway No. 10/Langley By-pass):	Lumber yard and sales and multi-tenant building.	Industrial	IL and CHI
West:	Ramada Motel and ABC Restaurant.	Industrial	CHI

DEVELOPMENT CONSIDERATIONSBackground

- The subject property and the adjoining site to the northeast located at 19289 (Langley By-Pass) Highway No. 10 were regulated under Development Permit No. 7901-0116-00, issued by Council on July 30, 2001. This Development Permit permitted the construction of a multi-tenant highway commercial building. The building on the adjoining property has been constructed in accordance with the same Development Permit.

- The subject property was originally intended as a multi-tenant highway commercial building. In 2005, a subsequent Development Permit application was submitted to allow for the construction of a Mitsubishi automotive dealership. Development Permit No. 7905-0161-00 was issued on June 12, 2006. This Development Permit also regulated the form and character of a free-standing sign.
- Building permits for the development were issued in June 2006. In April 2007, a minor modification to the exterior of the building was supported by Planning staff to allow for alterations to accommodate a Mazda dealership.

Current Proposal

- On April 27, 2007, a Development Permit application was submitted to allow for an amendment to the free-standing sign, as the proposed sign was not in keeping with the form and character of the previously approved free-standing sign design.
- On May 31, 2007 Planning staff advised that the proposed free-standing sign was not in keeping with the desired form and character of new free-standing signs along the Langley By-pass. Suggestions were forwarded that illustrated design options for the applicant to consider, including incorporating the Mazda logo into a monolith/slab style of sign.
- In June 2007, the free-standing sign that was not supported by staff was erected on the property without the issuance of a sign permit or Development Permit. The sign has previously been erected at the former Mazda dealership site located at 19360 Langley By-pass, although there is no record of a sign permit being issued for this sign at its previous location.
- The applicant has requested that the free-standing sign proceed for Council's consideration as submitted, therefore, the proposal is being presented as initially proposed and subsequently installed.
- Planning staff requested a survey plan to confirm the setback of the free-standing sign and the height. The applicant has submitted a survey plan which confirms that the erected free-standing sign is located 5.84 metres (19 ft.) from the front property line and is 7.0 metres (23 ft.) in height.

DESIGN PROPOSAL AND REVIEW

- The free-standing sign is 7.0 metres in height (23 ft.) which is in compliance with the maximum height of 7.5 metres (25 ft.) in the Sign By-law.
- The Development Permit Area guidelines in the Official Community Plan (OCP) provide criteria for the design of free-standing signs as follows:
 - Free-standing signs should be provided with bases, preferably using the same material as is used for the principal building. These signs should be architecturally coordinated with the overall design and integrated into the landscaped areas.

(The proposed sign is mounted on two poles and does not incorporate a base. The sign does not reflect the architectural lines of the building. The overall appearance of the sign is that the logo is floating, with no substantial base to anchor the sign.)

- "Three dimensional" signs designed to become an architectural feature or a landmark are encouraged rather than billboard type, pole mounted "flat" signs.

(The proposed sign is a double pole mounted flat sign.)

- Although supporting the approval of this free-standing sign may appear to be inconsistent to the other automotive dealerships that have addressed staff concerns with respect to the signage for their individual dealerships, the sign is the same one that was located across the street.
- The poles are finished in a grey cladding. The sign face is a backlit white acrylic with the logo in blue and grey. The total sign area is 23.25 square metres (250 sq.ft.) which satisfies the maximum sign area of 32.5 square metres (350 sq.ft.) of the Surrey Sign By-law.
- The installation of the free-standing sign without the necessary Development Permit and associated sign permit sends a message to the sign companies that Surrey is unwilling to enforce the rules and regulations regarding free-standing signs.
- The Surrey Building By-law authorizes staff to charge double permit fees as a penalty for construction without a building permit. At this time, the Surrey Sign By-law does not have a penalty structure. Staff will be recommending amendments to the Surrey Sign By-law to allow a penalty when the by-law is reviewed.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Approved Free-Standing Sign, Site Plan, Buildings Elevations Landscape Plans
Appendix III.	Requested Free-Standing Sign
Appendix IV.	Engineering Summary

Jean Lamontagne
General Manager
Planning and Development

LAP/kms

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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: Teck Construction
 Address: 5197 - 216 Street
 Langley, BC
 V3A 2N4
 Tel: 604-514-4278

2. Properties involved in the Application

(a) Civic Address: 19265 Highway No. 10 (Langley By-pass)

(b) Civic Address: 19265 Highway No. 10 (Langley By-pass)
 Owner: 649907 BC Ltd.

Director Information:
Michael Jerry Hacquard
Gordon D. Wolfe

Officer Information: (as at June 21, 2007)
Michael Jerry Hacquard (Secretary, Vice President)
Gordon D. Wolfe (President)

PID: 023-887-443
Lot 4 Section 10 Township 8 New Westminster District Plan LMP 34914

3. Summary of Actions for City Clerk's Office