

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7907-0208-00

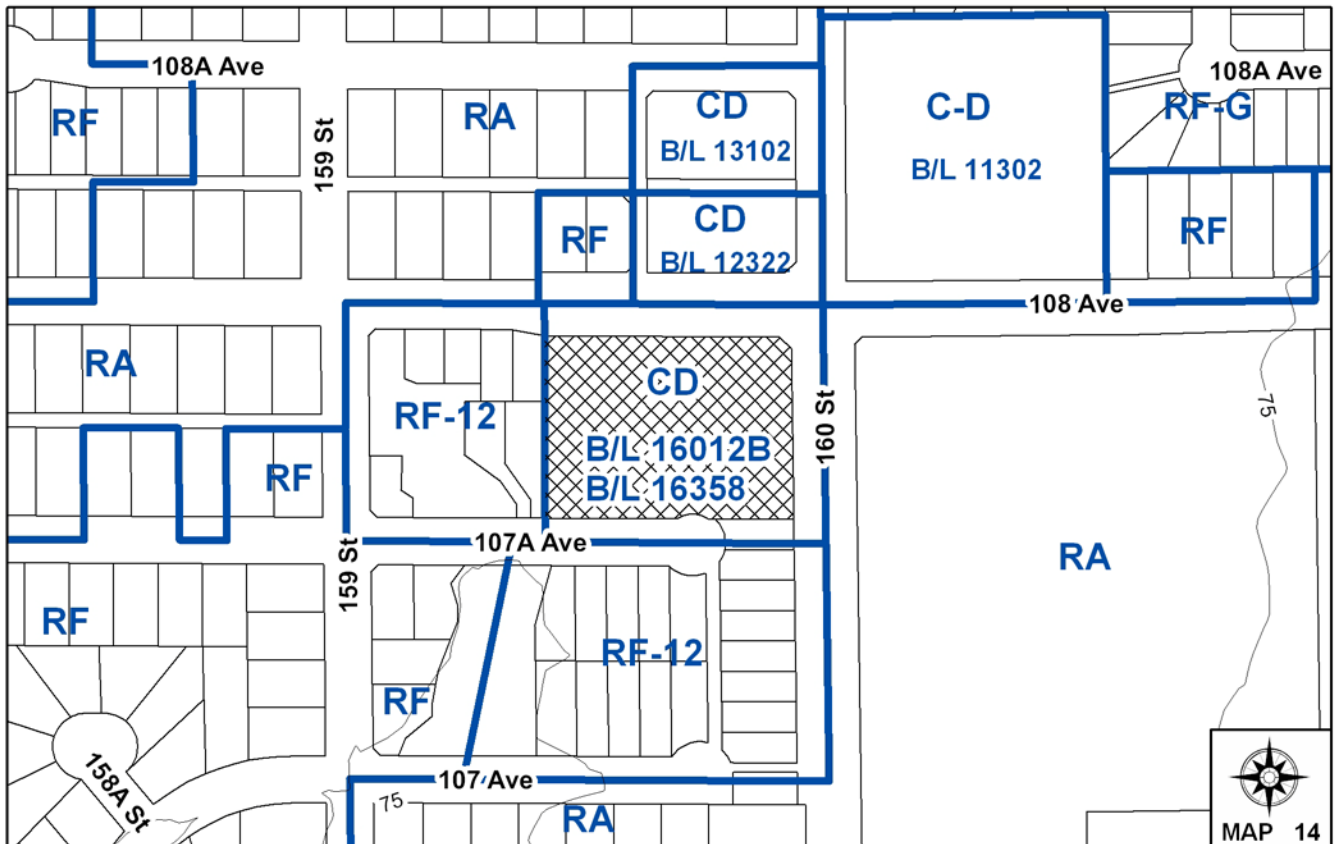
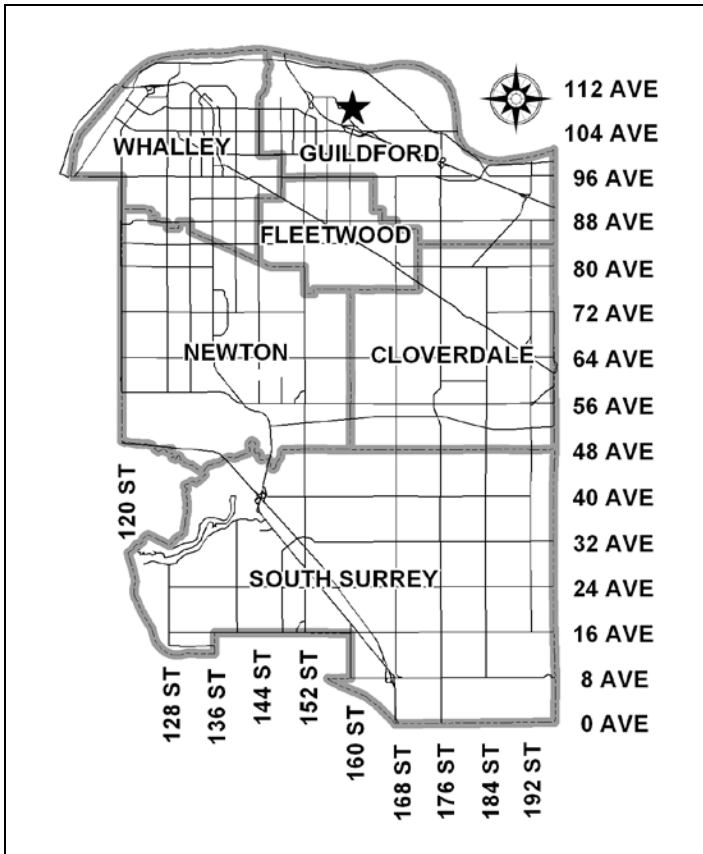
Planning Report Date: October 15, 2007

**PROPOSAL:**

- **Development Variance Permit**

in order to allow one (1) additional fascia sign for one tenant in a new commercial development.

**LOCATION:** 15966 - 108 Avenue  
**OWNER:** Popular Group Investments Ltd., Inc. No. BC0424541  
**ZONING:** CD (By-law Nos. 16012B and 16358)  
**OCP DESIGNATION:** Urban



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Increase in the number of fascia signs permitted.

RATIONALE OF RECOMMENDATION

- The proposed signage is integrated with the architecture of the building.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7907-0208-00, (Appendix IV) 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 allow the number of proposed fascia signs for one tenant in one multi-tenant commercial building to be increased from three (3) to four (4).

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Neighbourhood commercial centre under construction and approved under Application No. 7904-0357-00 and amended by Application No. 7907-0008-00.

Adjacent Area:

<b>Direction</b>	<b>Existing Use</b>	<b>OCP Designation</b>	<b>Existing Zone</b>
North (Across 108 Avenue):	Neighbourhood scale shopping centre.	Commercial	CD (By-law No. 12322)
East (Across 160 Street):	Fraser Heights Secondary School	Urban	RA
South (Across 107A Avenue):	New houses on small single family residential lots.	Urban	RF-12
West:	Recently created small single family residential lots approved under Development Application No. 7904-0357-00.	Urban	RF-12

DEVELOPMENT CONSIDERATIONSBackground

- The subject property is located at 15966 – 108 Avenue and designated Urban in the Official Community Plan (OCP). The site is zoned Comprehensive Development (CD) By-law No. 16012B as amended by By-law No. 16358.

- A multi-tenant neighbourhood commercial centre is currently under construction on the property. Council approved this development (Application No. 7904-0357-00) on January 14, 2007, which also included seven (7) single family small lots (zoned RF-12) on the westerly portion of the original parent lot.
- The current application for signage applies only to the eastern portion of the easterly building (Building #2), which is to be occupied by a TD Canada Trust bank (Appendix II).
- The approved development permit application (No. 7904-0357-00) allows for channel letter signage with a maximum height of 0.45 metres (1.5 ft). The approved Development Permit allows one (1) fascia sign on each the north, east and south building elevations for the subject tenant space.
- The applicant proposes to install two (2) fascia signs on the south elevation (premise frontage) of the building. The Surrey Sign By-law (No. 13656) permits only one (1) sign for each premise frontage per business. Therefore, a variance is required to allow one (1) additional fascia sign. In total, four (4) fascia signs are proposed— one (1) each on the north and east building elevations, and the two (2) on the south elevation.

#### DESIGN PROPOSAL AND REVIEW

- The proposed fascia signs are illuminated channel letter / shaped signs mounted on a 5 centimetre (2 inch) dark green aluminium panel. The proposed signs are of high quality and are in keeping with the scale and design of the building.
- City staff have reviewed the proposed design and have no objections to the proposed signage.

#### BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 5, Section 27, Subsection 2(a) of the Sign By-law (No. 13656) to increase the maximum number of fascia signs for one tenant from 3 to 4.

Applicant's Reasons:

- The additional sign proposed for the south building elevation will provide a stronger presence to the building, given the large length of the premise frontage.

Staff Comments:

- The Sign By-law permits one (1) fascia sign for each road frontage. Therefore, a variance is required for the additional proposed fascia sign.

- The signage approved under the original Development Permit No. 7904-0357-00 indicated one fascia sign on each of the north, east and south elevations for the most easterly tenant in the eastern proposed building. A second fascia sign is proposed for the south elevation.
- The premise frontage of the TD Canada Trust business (i.e. south elevation) is approximately 30.5 metres (100 ft) in length. Under Surrey's Sign By-law (No. 13656), this tenant is permitted with a maximum sign area of 30.0 m<sup>2</sup> (325 ft<sup>2</sup>). The four (4) proposed fascia signs would comply with this sign area.
- The two (2) proposed fascia signs on the south elevation are similar in size. They are approximately 8.8 metres (29 ft) in length and 0.45 metres (1.5 ft) in height. This equates to a sign area of 4.4 m<sup>2</sup> (47 ft<sup>2</sup>) each, or 8.8 m<sup>2</sup> (95 ft<sup>2</sup>) combined.

### 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 and Building Elevations
Appendix III.	Engineering Summary
Appendix IV.	Development Variance Permit No. 7907-0208-00

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:                      Charlie Seaman (Atlas Sign & Awning Co.)  
                         Address:                      26697 Gloucester Way  
                                                              Langley, BC  
                                                              V3W 3S8  
                         Tel:                                      604-856-7983
  
2.      Properties involved in the Application
  - (a)      Civic Address:                      15966 - 108 Avenue
  
  - (b)      Civic Address:                      15966 - 108 Avenue  
                         Owner:                                      Popular Group Investments Ltd., Inc. No. B0424541  
                         PID:    026-991-292  
                         Lot 8 Section 22 Block 5 North Range 1 West New Westminster District Plan  
                         BCP28480
  
3.      Summary of Actions for City Clerk's Office
  - (a)      Proceed with Public Notification for Development Variance Permit No. 7907-0208-00.