

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7907-0255-00

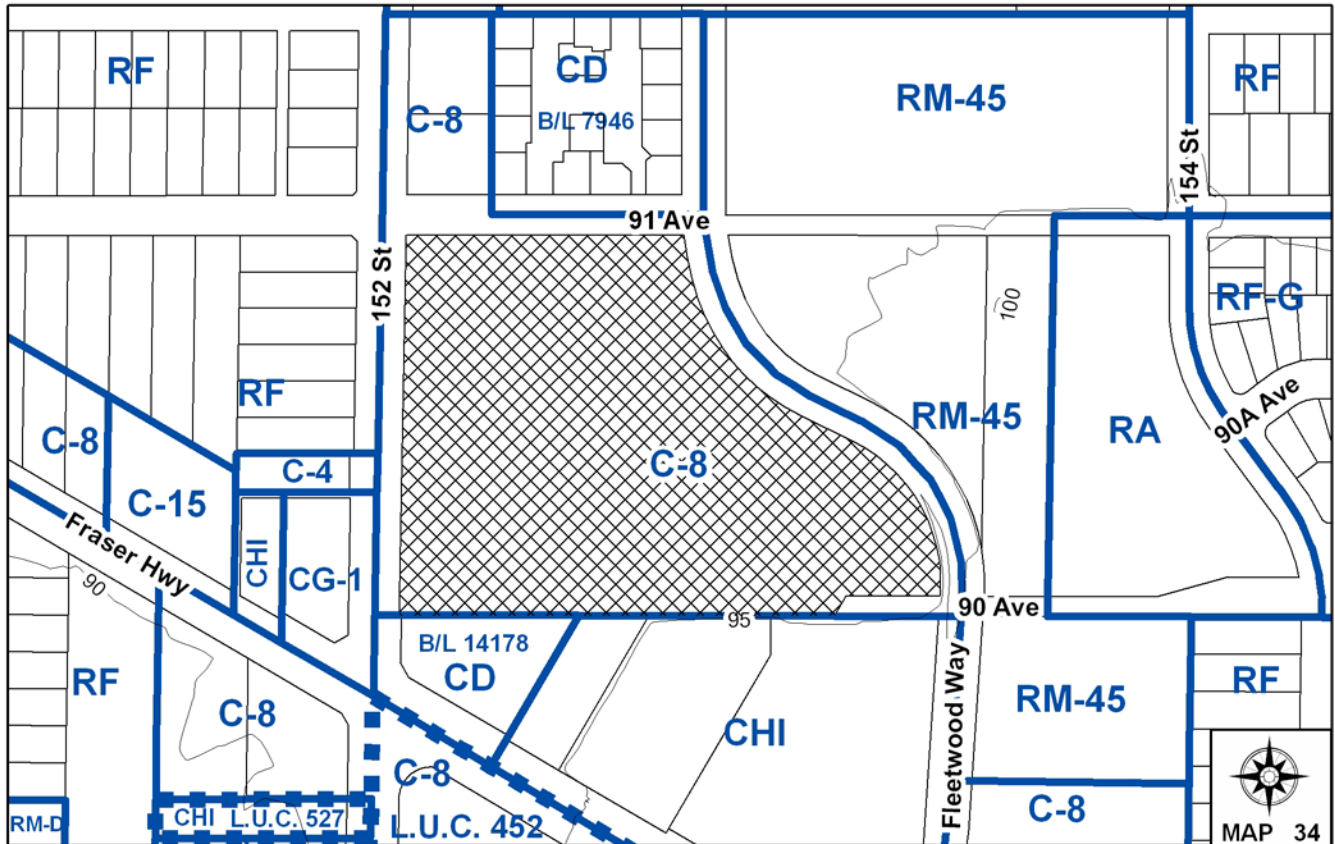
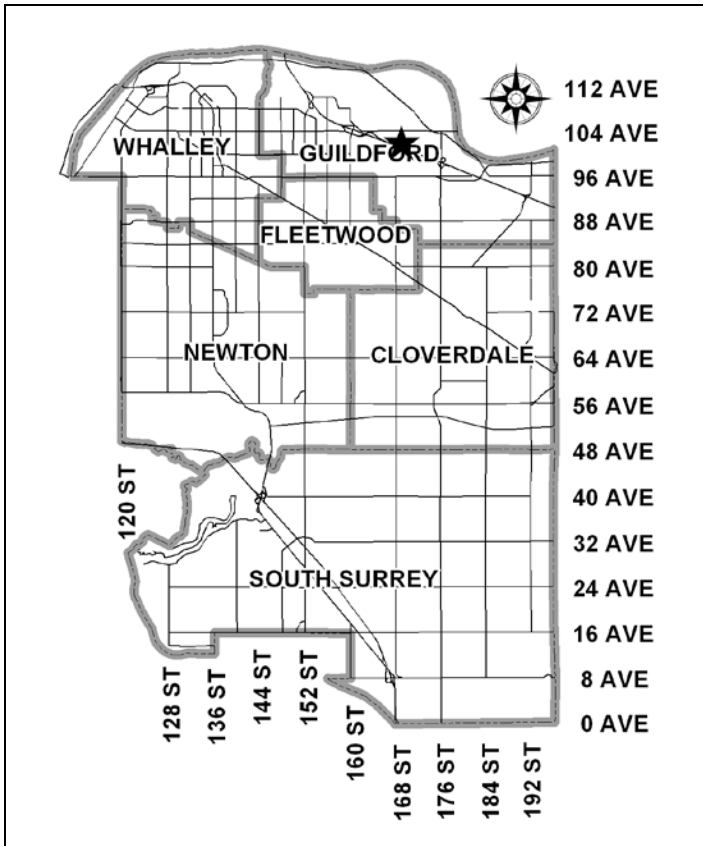
Planning Report Date: February 25, 2008

**PROPOSAL:**

- Development Permit
- Development Variance Permit

in order to allow additional awnings and to allow the awnings to project 0.9 metre (3.0 ft.) from the building façade.

**LOCATION:** 9014 - 152 Street  
**OWNER:** Fleetwood Centre  
**ZONING:** C-8  
**OCP DESIGNATION:** Commercial



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Increase in the number of awning signs permitted from two (2) to four (4).
- Allow the awnings to project 0.9 metre (3.0 ft.) from the building façade rather than the required 1.2 metres (4.0 ft.).

### RATIONALE OF RECOMMENDATION

- Only one (1) additional awning sign is proposed for each of the two (2) businesses.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7907-0255-00 in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7907-0255-00, (Appendix III) varying the Sign By-law to proceed to Public Notification:
  - (a) to allow the number of awning signs for two businesses located in the same building to be increased from two (2) to four (4); and
  - (b) to reduce the minimum projection of the four (4) awnings on the subject building from 1.2 metres (4.0 ft.) to 0.9 metres (3.0 ft.) from the building façade.

REFERRALS

Engineering: The Engineering Department has no objection to the project.

SITE CHARACTERISTICS

Existing Land Use: Multi-tenant commercial shopping centre.

Adjacent Area:

<b>Direction</b>	<b>Existing Use</b>	<b>OCP Designation</b>	<b>Existing Zone</b>
North (Across 91 Avenue):	Restaurant and mixed-use office units.	Commercial	C-8 and CD (By-law No. 7946)
East (Across Fleetwood Way):	Townhouses and Megan Ann McDougall Park.	Multiple Residential	RM-45
South:	Gas station and car wash, multi-tenant commercial building and two automobile dealerships.	Commercial	CD (By-law No. 14178) and CHI
West (Across 152 Street):	Single family dwelling, Fire Hall No. 6, automobile oil change business.	Urban and Commercial	RF, C-4 and CG-1

## DEVELOPMENT CONSIDERATIONS

### Background and Review

- The subject property (9014 – 152 St) is located at the northeast corner of 152<sup>nd</sup> Street and Fraser Highway. The property is zoned "Community Commercial (C-8)" and designated Commercial in the Official Community Plan (OCP). A large retail commercial plaza (Fleetwood Village Shopping Centre) currently exists on the site.
- An existing neighbourhood pub and liquor store are located in a detached building at the northwest corner of the subject site, near the intersection of 152<sup>nd</sup> Street and 91 Avenue. A Tenant Improvement Permit for renovations on the building was issued in April of 2007. The current application applies only to this building (Appendix II).
- There currently are four (4) awning signs installed on the subject building, two (2) for the pub and two (2) for the liquor store. No approvals or sign permits have been granted for these awning signs; therefore the applicant is applying to legalize the four (4) awning signs.
- The Surrey Sign By-law (No. 13656) allows only one (1) awning sign for each business. Therefore, a Development Variance Permit (DVP) is required for the two (2) additional awning signs - one (1) for each business (Appendix III). The Sign By-law also states that the awnings must project at least 1.2 metres (4.0 ft) from the building façade. The existing awnings only project 0.9 metre (3 ft) from the building, and thus a second variance is required.
- A Development Permit (DP) is also required, as the signage details for the subject building were not included in the original Development Application (No. 7987-0100-00) that created the shopping plaza. The DP will help legalize the existing signs and restrict future signage modifications on the subject building.

## DESIGN PROPOSAL AND REVIEW

- The two (2) existing awning signs for Jack's Neighbourhood Pub are in keeping with the size and scale of the building. The black awnings with gold and white text will reflect the design and colour of the building.
- The two (2) existing awning signs for the liquor store are also in keeping with size and scale of the building. The red colour of the awnings reflect the company colour of 152<sup>nd</sup> Liquor Store. There are a number of other businesses in or near the shopping centre that also use a similar 'red' colour for signage like KFC, Petro Canada, Shoppers Drug Mart and an insurance business. Therefore, the colour and design of the awnings are supportable.
- The existing awnings are an upgrade to the previous signage installed on the building, and will provide a high-quality and visually attractive façade.

## BY-LAW VARIANCES AND JUSTIFICATION

### (a) Requested Variance:

- To allow two (2) additional awning signs on the subject building.

### Applicant's Reason:

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

### Staff Comments:

- The premise frontage of Jack's Neighbourhood Pub is 19.5 metres (64 ft). Under Surrey's Sign By-law No. 13656, Part 5 Section 27 (3)(b), this equates to an allowable sign area of 19.2 m<sup>2</sup> (206.6 ft<sup>2</sup>). The two existing awning signs of the pub total approximately 9.5 m<sup>2</sup> (102 ft<sup>2</sup>), and therefore comply with this regulation.
- One of the two (2) existing awning signs of the pub is located on the premise frontage (west building elevation), while the other is located on its lot frontage (north elevation). The variance is required for the awning sign currently installed on the north building elevation, facing 91<sup>st</sup> Avenue.
- The premise frontage of 152<sup>nd</sup> Liquor Store is 19.0 metres (62.3.0 ft), equating to an allowable sign area of 18.7 metres (201.1 ft). The combined sign area of both existing awning signs is approximately 5.6 m<sup>2</sup> (60.5 ft<sup>2</sup>), and therefore complies with the Sign By-law.
- One of the existing awning signs of the liquor store is located on the premise frontage (south building elevation). The other has been installed on its lot frontage (west elevation). The variance is required for the awning sign currently installed on the west building elevation, facing 152<sup>nd</sup> Street.
- An existing awning sign located on the rear building façade (east elevation) has been removed, as requested by City Staff. No signage is permitted on the east building elevation.

### (b) Requested Variance

- To allow the existing awnings to project 0.9 metre (3 ft) from the building façade.

### Applicant's Reason

- The existing signs are located on standard size awnings and are appropriate given construction costs.

### Staff Comments

- The awnings are of appropriate size given the size and scope of the building façade.

- The existing awnings are quality fabric awnings, and are 1.2 metres (4.0 ft) in height. The awnings will provide additional weather protection. All other Sign By-law requirements are in compliance.

### INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

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|---------------|--|
| Appendix I.   | Lot Owners and Action Summary                |
| Appendix II.  | Site Plan and Building Elevations            |
| Appendix III. | Development Variance Permit No. 7907-0255-00 |

Jean Lamontagne  
General Manager  
Planning and Development

DN/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:                    Wayne Ellis (Atlas Sign & Awning Co.)  
                         Address:                    26697 Gloucester Way  
                                                            Langley, BC  
                                                            V4W 3S8  
                         Tel:                                604-856-7983
  
2.      Properties involved in the Application
  - (a)      Civic Address:                    9014 - 152 Street
  
  - (b)      Civic Address:                    9014 - 152 Street  
                         Owner:                                Fleetwood Center Investments Ltd., Inc. No. 696972  
                         PID:                                        009-693-327  
                         Lot A Section 35 Township 2 New Westminster District Plan 76734
  
3.      Summary of Actions for City Clerk's Office
  - (a)      Proceed with Public Notification for Development Variance Permit No. 7907-0255-00.