

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7907-0307-00

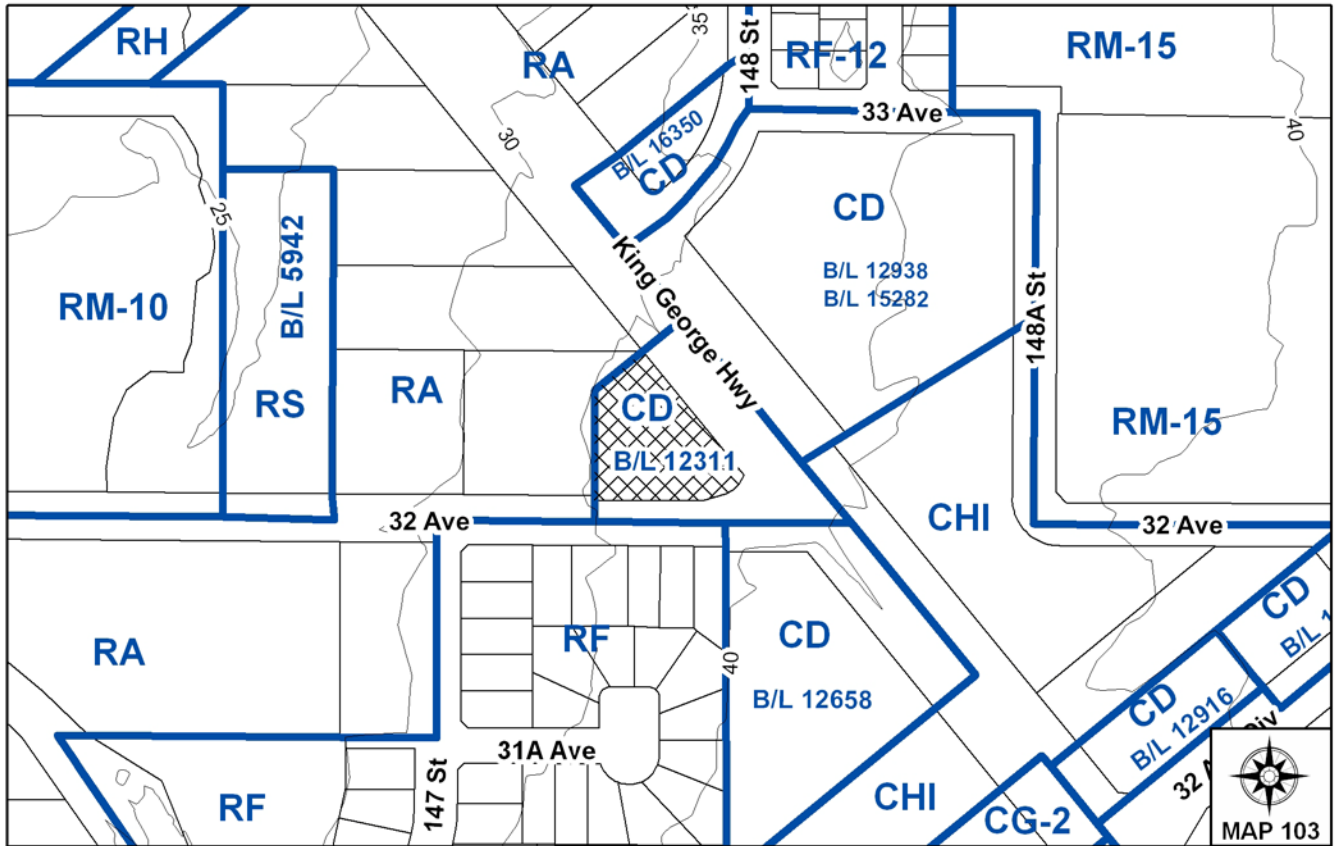
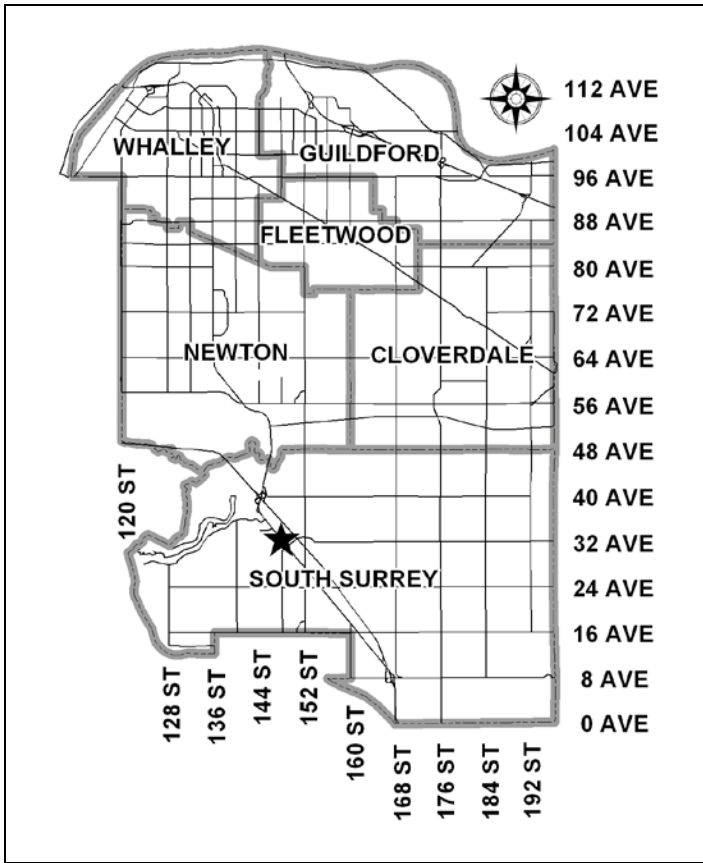
Planning Report Date: January 14, 2008

PROPOSAL:

- Development Permit
- Development Variance Permit

in order to permit one (1) free-standing sign and addition fascia signs on an existing commercial building.

LOCATION: 3237 King George Highway
OWNER: 235870 B.C. Ltd.
ZONING: CD (By-law No. 12311)
OCP DESIGNATION: Commercial
LAP 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

- The applicant proposes additional fascia signs on the north and east elevations of the existing building.

RATIONALE OF RECOMMENDATION

- The proposed free-standing sign is in compliance with the Sign By-law and appropriately designed.
- The proposed signage is suitable in scale and design and will provide an appropriate commercial appearance to the existing building which currently lacks an obvious commercial presence.
- The signs would be coordinated in design and provide subtle, yet effective identification for the building's tenants, particularly the larger anchor tenants, without resulting in excessive signage.
- The placement of the signs would be well integrated in the overall design of the commercial building, which has limited opportunities to accommodate signage.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7907-0307-00 in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7907-0307-00, (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to vary Surrey's Sign By-law No. 13656 as follows:
 - i. to allow a permitted fascia sign and an additional fascia sign, fronting King George Highway (north elevation), both to be located on a non-building face;
 - ii. to allow a permitted premises frontage fascia sign, fronting King George Highway (north elevation), to be located on a non-premises frontage (second floor); and
 - iii. to allow three (3) fascia signs on the east elevation of the building, for three (3) interior tenants that do not have a premises or lot frontage.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: One multi-tenant commercial building containing office and service uses.

Adjacent Area:

Direction	Existing Use	OCP/LAP Designation	Existing Zone
North (Across King George Highway):	Multi-tenant commercial shopping plaza (Alder Crossing).	Urban and Commercial in the OCP and Neighbourhood Commercial in the King George Highway Corridor Study.	CD (By-law No. 15282)
East (Across King George Highway):	Toyota car dealership.	Commercial in the OCP and Neighbourhood Commercial in the King George Highway Corridor Study	CHI

Direction	Existing Use	OCP/LAP Designation	Existing Zone
South (Across 32 Avenue):	Commercial shopping plaza (Rona Home Centre) and single family dwellings.	Urban and Commercial in the OCP and Single Family Clustering (8 upa) in the King George Highway Corridor Study	CD (By-law No. 12311) and RF
West:	One single family dwelling.	Urban in the OCP and Single Family Clustering (8 upa) in the King George Highway Corridor Study.	RA

DEVELOPMENT CONSIDERATIONS

Background & Proposal

- The subject property is located at 3237 King George Highway and contains an existing multi-tenant commercial building (Rodan Centre).
- The applicant has submitted a Development Permit application to construct a new free-standing sign along the frontage of King George Highway, and a Development Variance Permit application to allow multiple fascia signs on the north and east elevations of the building.
- The design of the existing building was originally intended to accommodate a restaurant and professional offices or compatible uses, in accordance with the property's zoning (CD By-law No. 12311) and approved rezoning applications No. 7988-0482-00 and 7994-0161-00. The restaurant was never included in the building.
- Subsequently, the building has been occupied by multiple office and service uses, and there is a need to address the lack of both free-standing and fascia signage for these commercial businesses. The proposed signs are discussed below.

Proposed Free-Standing Sign

- The applicant proposes to construct a free-standing sign facing King George Highway, as illustrated in Appendix II. The sign would be approximately 4.7 meters (15.5 feet) high, and would meet the requirements of the Sign By-law (No. 13656).
- The sign design includes a single cabinet with multiple tenant names, is illuminated, and is framed with sheet metal side poles (painted charcoal gray) with beige accents, and mounted on a brick base, which matches the base material of the existing building. The sign also identifies the name of the commercial building, Rodan Centre, in a complimentary color (dark blue with ivory letters) at the top of the sign.
- Minor modifications to the existing landscaping facing King George Highway will be required to accommodate the proposed free-standing sign. The applicant has advised two low-lying bushes will need to be removed in the location of the proposed sign. The applicant also proposes to replant a combination of shrubs including, Mugo Pine (1), Azaleas (2), Mohonia (1) and Blue

Star Junipers (2). The City Landscape Architect has reviewed and accepted the proposed landscaping modification.

Proposed Fascia Signs

- The applicant proposes to maintain an existing (Diva Fitness & Pilates Studio) and one additional fascia sign on the north elevation. The existing sign consists of individual plexi and foam channel letters, in red and black, approximately 0.5 meters (20 inches) high. The additional fascia sign is proposed on the same balcony face, adjacent to the Diva sign. The sign would be consistent in design and height (0.5m), with individual channel letters in exposed neon or plexi finish, illuminated or non-illuminated, and in complimentary colors.
- A third fascia sign is also proposed on second floor of the north elevation, above an entrance to the basement of the building. The design of this sign would be consistent with those noted above (illuminated or non-illuminate channel lettering), and it would be placed along the same horizontal plane as the signs on the balcony face to maintain a balanced appearance of signage on this elevation.
- On the east elevation, the applicant proposes to install three (3) smaller fascia signs, consisting of non-illuminated channel letters only (in metallic or dark finish), within three faux brick arches on the building, adjacent to the main entrance. These signs are intended to serve interior businesses with no direct outside entry or exposure. Only one business name would be permitted within each arch to ensure balance in the design.
- No signage is proposed for the south or west elevations.

ADVISORY DESIGN PANEL

- The proposal was not referred to the ADP but was reviewed by staff and deemed acceptable.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance (north elevation):

- Part 5 Section 27 Sub-section 2 (a) of the Sign By-law (No. 13656) is varied to allow one (1) permitted lot frontage fascia sign, and an additional fascia sign, fronting King George Highway (north elevation), both to be located on a non-building face (balcony) (Appendix III).
- Part 5 Section 27 Sub-section 2 (a) of the Sign By-law (No. 13656) is varied to allow one (1) permitted fascia sign, fronting King George Highway (north elevation), to be located on a non-premises frontage (second floor) (Appendix III).

Applicant's Reasons:

- To maintain an existing fascia sign for the building's largest anchor tenant, Diva Fitness & Pilates Studios, and to allow another opportunity for a future anchor tenant to locate a fascia sign on the most visible area of the building face.
- The signs will be coordinated in design and placement, in order to create a balanced appearance on the balcony face.
- To locate a sign more visibly, on the second floor (north elevation), above a tenant's entrance, which is substantially below grade.

Staff Comments:

- The balcony appears to be an extension of the building face, from the street. Therefore, the signs would be located in a visible and suitable space on the building.
- The signs are intended to provide adequate identification for the anchor tenants in the building, which have limited opportunity for signage elsewhere given the architecture of the building.
- The tenants would occupy space in the building below the sign areas. Hence, the proposed sign locations are appropriate and as close to the business premises as possible.
- The dimensions of the balcony face will restrict the height of the proposed fascia signs (0.5 metres/20 inches). The signs would, therefore, be visible yet suitable in scale.
- The sign would provide better identification for a larger anchor tenant that is located in the basement of the building and has very little opportunity for signage.
- It is not practical to locate this sign on the balcony face (north elevation) with the other two signs, given the limited space on the balcony. Instead, the sign would be suitably located between two bay windows on the second floor, and along the same horizontal plane as the Diva Fitness sign on the balcony face.
- The proposed sign design is subtle (non-illuminated channel lettering, maximum 0.5 meters high), and would coordinate well with the two signs proposed for the same elevation on the balcony face.

(b) Requested Variance (east elevation):

- Part 5 Section 27 Sub-section 2 (a) of the Sign By-law (No. 13656) is varied to allow three (3) fascia signs on the east elevation of the building, for three (3) interior tenants that do not have a premises frontage or lot frontage (Appendix III).

Applicant's Reasons:

- The signs would be well-integrated into the architecture of the building, and would provide subtle yet effective identification for businesses located internally within the building that do not have adequate opportunities for signage.

Staff Comments:

- The proposed signs would consist of non-illuminate channel letters, centered within each of the three faux arches, adjacent to the front entrance to the building (east elevation). Their design and placement would compliment the complex architecture of the building and provide a more commercial appearance to the building.
- The scale of the signs are suitable in that they are intended for visibility to pedestrians near the building, rather than for business identification from the highway.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Proposed Site Plan and Building Elevations
Appendix III.	Development Variance Permit No. 7907-0307-00

Jean Lamontagne
General Manager
Planning and Development

LCR/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: Toby Harper, SignCorp
 Address: 1471 Derwent Way
 Delta, B.C. V3M 6N2
 Tel: 604-525-4300

2. Properties involved in the Application

- (a) Civic Address: 3237 King George Highway

- (b) Civic Address: 3237 King George Highway
 Owner: 235870 B.C. Ltd.
 Director Information:
 Robert S. Davidson

Officer Information: (as at June 1, 2007)
Robert S. Davidson (President, Secretary)

PID: 015-864-341
Parcel A District Lot 155 Group 2 New Westminster District Reference Plan
84734

3. Summary of Actions for City Clerk's Office

- (a) Proceed with Public Notification for Development Variance Permit No. 7907-0307-00.