

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7907-0346-00

Planning Report Date: December 17, 2007

PROPOSAL:

- **Development Variance Permit**

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

LOCATION:

15976 - 108 Avenue

OWNER:

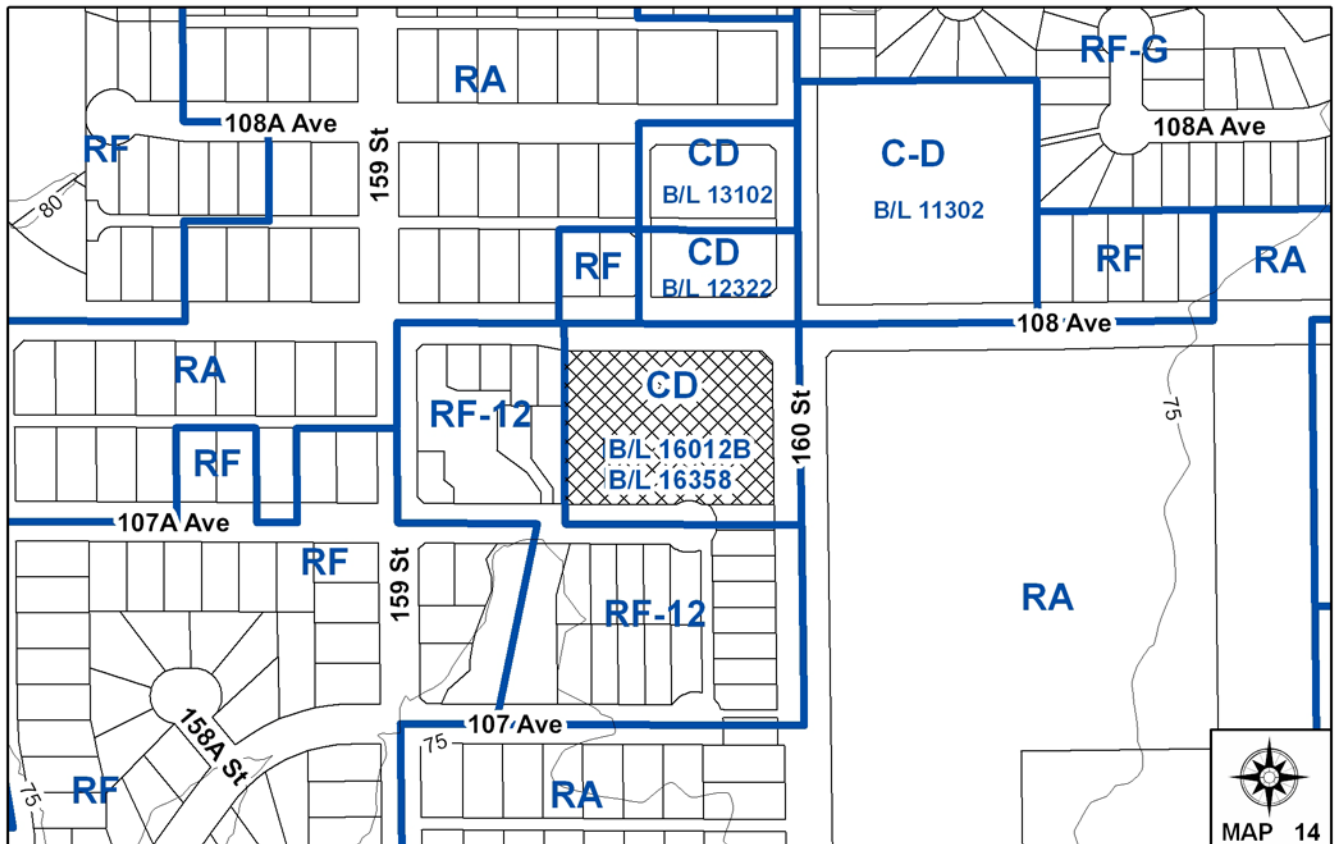
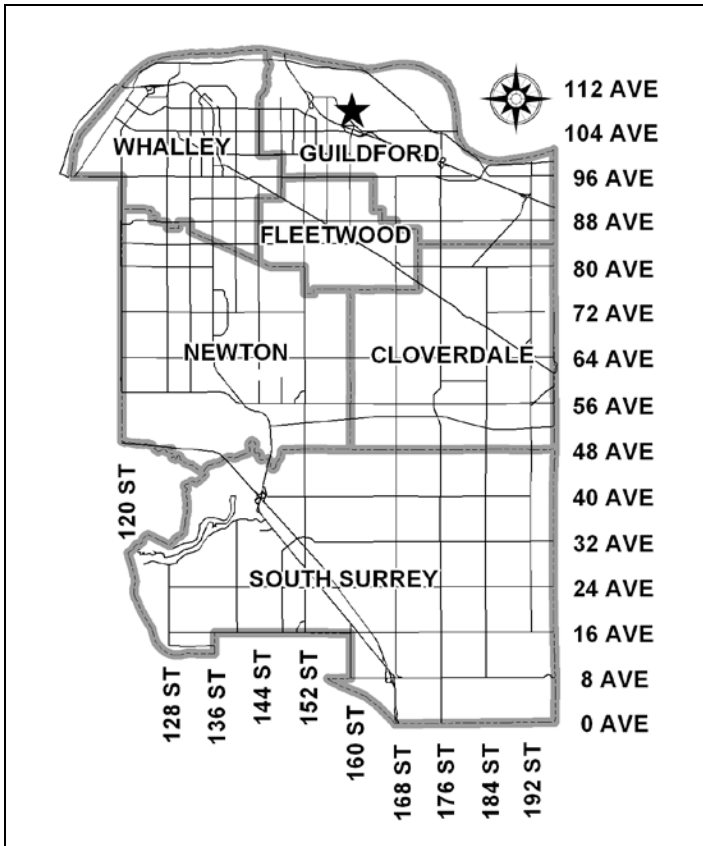
Popular Group Investments Ltd.

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 sign will fit with the design of the building.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7907-0346-00, (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to vary the Sign By-law to allow the number of proposed fascia signs for one tenant in a multi-tenant commercial building to be increased from two (2) to three (3).

REFERRALS

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

SITE CHARACTERISTICS

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

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
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, one of which is currently under application to rezone to CD (File No. 7907-0185-00).	Urban	RF-12

DEVELOPMENT CONSIDERATIONS

Background

- The subject property is located at 15976 – 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 on the westerly portion of the subject site.
- The current application for signage applies only to commercial retail unit (C.R.U.) #1 in Building #2, the easterly building, which is to be occupied by Starbucks Coffee (Appendix II).
- The approved Development Permit (DP) No. 7904-0357-00 allows for channel letter signage with a maximum height of 0.45 metre (1.5 ft). The approved DP also limits C.R.U. #1 to two (2) fascia signs- one on the north building elevation and one on the south.
- The applicant proposes to install one (1) fascia sign on the west building elevation, which technically is neither a premise nor a lot frontage. The Surrey Sign By-law (No. 13656) does not allow signage on a building elevation unless it is a premise or lot frontage. Therefore, a variance is required. In total, three (3) fascia signs are to be installed— one (1) each on the north and south building elevations (approved under DP Application No. 7904-0357-00), and the current proposal for one (1) fascia sign on the west elevation.

DESIGN PROPOSAL AND REVIEW

- The proposed fascia signage is an illuminated channel letter sign mounted on a 0.18-metre (0.6 ft) high metal raceway. The proposed fascia sign is approximately 0.40 metre (1.3 ft) in height and 6.5 metres (21.5 ft) in length. It is identical to the two (2) fascia signs (allowed under Development Permit Application No. 7904-0357-00), which are to be installed on the north and south building elevations, respectively.
- The proposed fascia sign is of high quality. City staff have reviewed the design and have

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 allow one (1) additional fascia sign on the west elevation of Building #2.

Applicant's Reasons:

- The additional fascia sign will provide better identification for the business to those travelling east along 108th Avenue.

Staff Comments:

- The premise frontage of the Starbucks Coffee business is approximately 8.9 metres (29.3 ft) in length. Under Surrey's Sign By-law (No. 13656), this building allows for signage with a maximum sign area of 8.9 m² (94.6 ft²). The three (3) proposed fascia signs, with an area of 7.9 m² (85.5 ft²), will comply with this permitted sign area.
- The proposed fascia sign is in keeping with the scale and design of the building, and therefore, the proposed variance can be supported.

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 |
| Appendix III. | Development Variance Permit No. 7907-0346-00 |

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: Steph Blackburn (North Star Signs & Lighting Ltd.)
 Address: 12763 - 60 Avenue
 Surrey, B
 V3X 2K9
 Tel: 778-388-5343

2. Properties involved in the Application

(a) Civic Address: 15976 - 108 Avenue

(b) Civic Address: 15976 - 108 Avenue
 Owner: Popular Group Investments Ltd., Inc. No. B0424541
 PID: 026-991-292
 Lot 8 Section 22 Block 5 North Range 1 New Westminster District Plan
 BCP28480

3. Summary of Actions for City Clerk's Office

(a) Proceed with Public Notification for Development Variance Permit No. 7907-0346-00.