

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7907-0356-00

Planning Report Date: January 14, 2008

PROPOSAL:

- **Development Variance Permit**

in order to permit one (1) additional fascia sign in an existing commercial shopping centre.

LOCATION:

7322 King George Highway

OWNER:

Centre of Newton Property Inc.

ZONING:

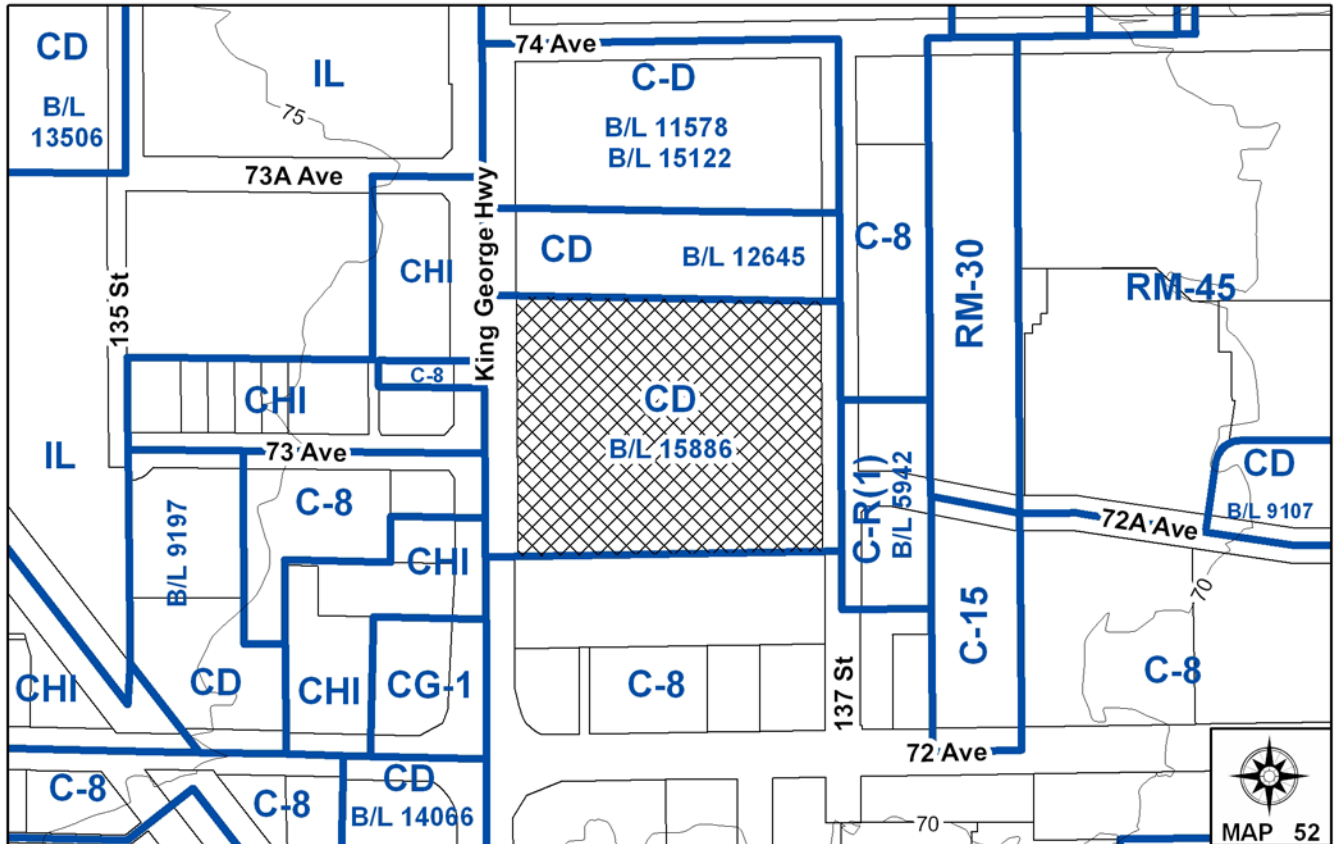
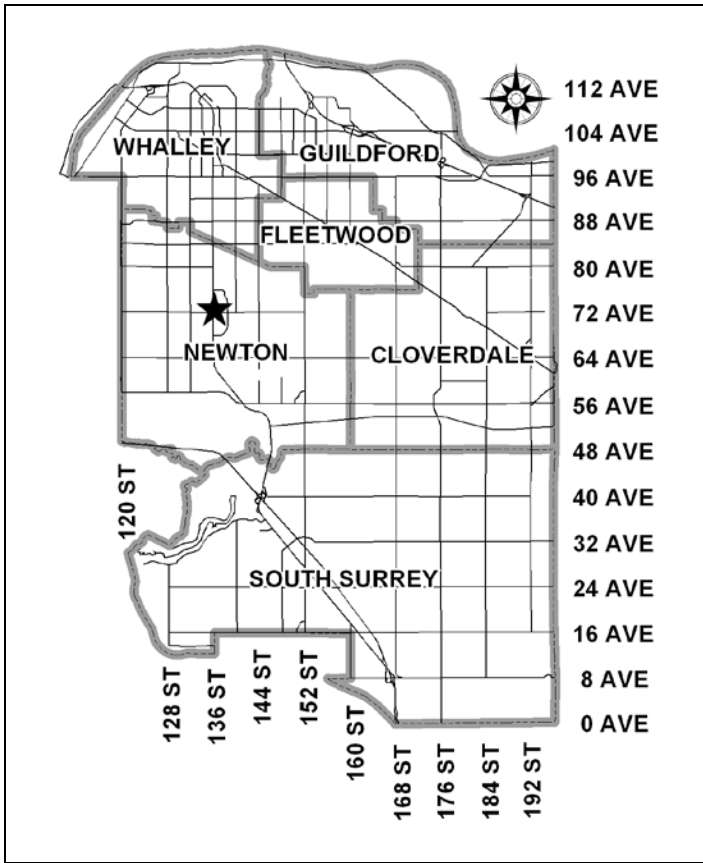
CD (By-law No. 15886)

OCP DESIGNATION:

Commercial

LAP DESIGNATION:

Commercial and Office



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant proposes a Development Variance Permit to allow one (1) additional premises frontage fascia sign for an existing tenant (Blockbuster Video), on the south elevation of Building C, within the Newton commercial shopping plaza.

RATIONALE OF RECOMMENDATION

- The proposed sign consists of a stylized Blockbuster ticket and is intended to compliment the existing channel letter sign on the front (south) elevation of the store.
- The placement of the additional sign is well integrated in the overall design of the building and will balance the signage for this tenant and improve the identification of the store entrance.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7907-0356-00, (Appendix III) varying the Surrey Sign By-law (No. 13656) as follows to proceed to Public Notification:
 - (a) to permit one (1) additional fascia sign on a premises frontage (south elevation) within Building C for an existing tenant (Blockbuster Video) in the Centre of Newton commercial development.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Commercial shopping centre (Centre of Newton).

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	Commercial/office developments.	Commercial	CD (By-law No. 12645)
East (Across 137 Street):	Commercial retail, office and service uses.	Commercial and Town Centre	C-8 and C-R(1) (By-law No. 5942)
South:	A commercial plaza and Newton Police Office.	Commercial	C-8
West (Across King George Highway):	Commercial and highway commercial uses.	Commercial and Industrial	CHI and C-8

DEVELOPMENT CONSIDERATIONSBackground & Signage Proposal

- A commercial shopping centre (Centre of Newton) was recently approved (Development Permit No. 7905-0042-00) and constructed on the subject property, at 7322 King George Highway (Appendix II).
- The owner has submitted a Development Variance Permit application to permit one (1) additional fascia sign on a premises frontage (south elevation) of Building C, for Blockbuster Video (Appendix III).

- The approved Development Permit (No. 7905-0042-00) illustrates multiple fascia signage opportunities on the south elevation of Building C, and generally allows one fascia sign per business frontage, in accordance with the Surrey Sign By-law (No. 13656). No signage details for Blockbuster Video were included in the Development Permit.
- Blockbuster Video currently has, and is permitted to have, two fascia signs, one on the south elevation (channel lettering), and a second stylized movie ticket sign on the east elevation. The applicant is now applying to add a third fascia sign, on the south elevation above the store entrance.
- The store currently occupies what was originally envisioned to be two individual units at the east end of Building C. The design of the front façade is, therefore, architecturally divided and cannot accommodate an additional fascia sign within the same sign area as the existing channel letters. The sign for the new tenant also cannot be centered due to the central dividing column that is already constructed. Consequently, a second sign is proposed. The proposed fascia sign necessitates a variance as outlined in the section below.
- The proposed fascia sign consists of a raised, illuminated signage box in the shape of a torn movie ticket (Appendix II). The sign is consistent in colors, materials and dimensions (approximately 0.9 metre / 3 feet high) as the existing fascia sign on the east elevation.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- Part 5 Section 27 Sub-section 2 (a) of the Sign By-law (No. 13656) is varied to allow one (1) additional fascia sign on the premises frontage of Building C, on the south elevation, for Blockbuster Video (Appendix III).

Applicant's Reasons:

- To balance the signage on the front façade and complete the store's corporate identification, which typically includes both the business name in individual lettering and a ticket-shaped sign.

Staff Comments:

- The proposed sign is appealing and well coordinated in style, form and location with the existing fascia signs on the south and east elevation of the store. Thus, the sign would reinforce, not detract from, a unified appearance to the store's signage.
- The size of the proposed sign is smaller than the existing channel lettering on the front of the building, and its dimensions are consistent with the signage area that was approved in the original Development Permit No. 7905-0042-00. Hence, the proposed sign is suitable in scale and would reinforce the business' identification.

- Furthermore, the placement of the proposed sign will balance the signage for this larger tenant and will be well-integrated with the design of the front façade, and would improve the identification of the store entrance (Appendix III).

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. | Approved Development Permit No. 7905-0042-00) (Site Plan and Elevation) |
| Appendix III. | Development Variance Permit No. 7907-0356-00 |

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: Dieter Bohnert, Artistic Sign Services
 Address: 9495 Ford Road
 Rosedale, BC
 V0X 1X0
 Tel: 604-794-3524

2. Properties involved in the Application
 - (a) Civic Address: 7322 King George Highway

 - (b) Civic Address: 7322 King George Highway
 Owner: Centre of Newton Property Inc.
 PID: 026-728-711
 Lot 1 Section 21 Township 2 New Westminster District Plan BCP24641

3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7907-0356-00.