

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7907-0388-00

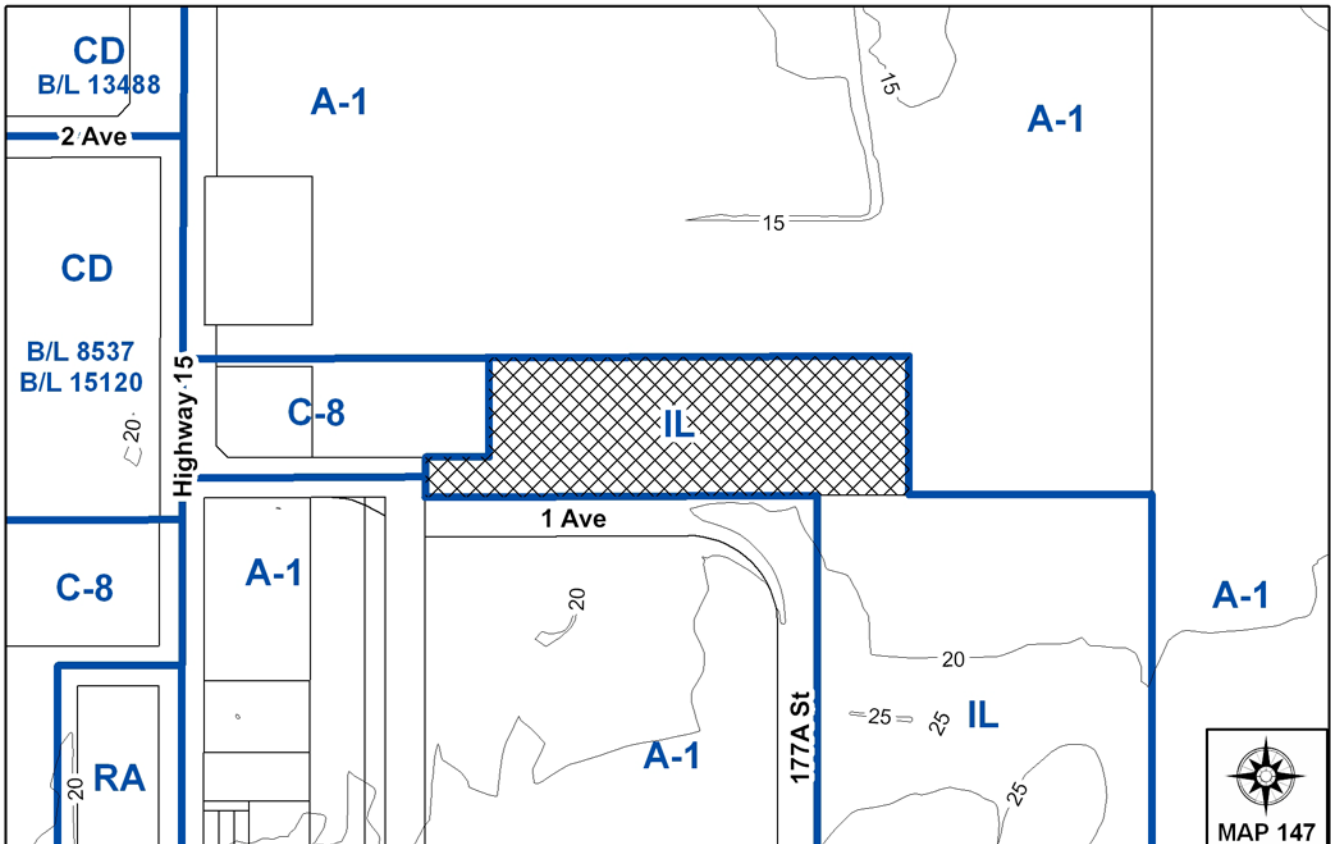
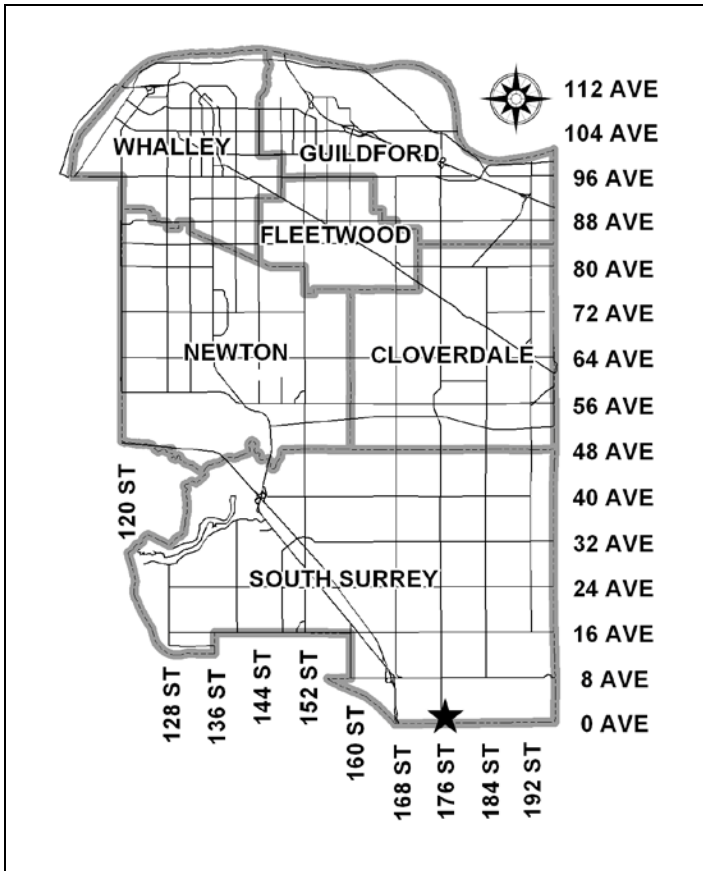
Planning Report Date: April 14, 2008

**PROPOSAL:**

- **Development Variance Permit**

in order to permit the construction of a free-standing sign to advertise a neighbourhood pub (The Derby Bar & Grill) on an adjacent lot.

**LOCATION:** 17735 - 1 Avenue  
**OWNER:** P.C.B. Properties Ltd.,  
 Incorporation No. 78028  
**ZONING:** IL  
**OCP DESIGNATION:** Industrial  
**LAP DESIGNATION:** Industrial



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant proposes to erect a free-standing sign on the subject site to advertise the neighbourhood pub (The Derby Bar & Grill) on the adjacent lot to the west. Since the pub is not located on the subject lot, the proposal is considered to be third party advertising which is not permitted under the Sign By-law. A Development Variance Permit to vary the necessary provisions in the Sign By-law to allow third party advertising is therefore proposed.

### RATIONALE OF RECOMMENDATION

- The two adjacent properties are owned by the same owner and essentially operate as a single entity due to the placement of the existing buildings and coordinated shared access and parking arrangement. Although the proposed free-standing sign is not technically on the Derby Bar & Grill site, it is in very close proximity and in an appropriate location for these lots.
- The proposed free-standing sign is permitted at this location, meets all other provisions of the Sign By-law and is in keeping with the design and character of signage in the area.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7907-0388-00 (Appendix V) varying the following to proceed to Public Notification:
  - (a) to vary Part 5 Section 27 Sub-section 1 (e) and Part 1 Section 6 Sub-section 8 of the Sign By-law (No. 14656) to allow advertising for a business located at 17637 - 1 Avenue on a free-standing sign located at 17735 - 1 Avenue and to allow this third party advertising to comprise up to 100% of the free-standing sign copy area.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Industrial building.

Adjacent Area:

<b>Direction</b>	<b>Existing Use</b>	<b>OCP Designation</b>	<b>Existing Zone</b>
North and East:	Agricultural land.	Agricultural	A-1
South (Across 1 Avenue):	Border facilities.	Commercial	A-1
West:	Office building and neighbourhood pub (The Derby Bar & Grill).	Industrial	C-8

DEVELOPMENT CONSIDERATIONSBackground

- The subject property (17735 – 1 Avenue) is located within a small industrial pocket on the east side of 176 Street (Highway 15), just north of the Pacific Border Crossing. The site is in a panhandle configuration with frontage on 1 Avenue. The property is designated "Industrial" in the Official Community Plan (OCP), zoned Light Impact Industrial Zone (IL), and is occupied by an industrial building.

- The neighbouring property to the west (17637 – 1 Avenue), which is under the same ownership, is also in a panhandle configuration with frontage on both 176 Street (Highway 15) and 1 Avenue. This neighbouring property is designated "Industrial" in the Official Community Plan (OCP), zoned Community Commercial Zone (C-8), and occupied by an office building with attached neighbourhood pub and teletheatre (The Derby Bar & Grill). Council granted final approvals for The Derby Bar & Grill, on the adjacent lot to the west, on May 29, 2006 (File No. 7905-0348-00). Construction of the Derby Bar & Grill is now completed and the establishment is open for business.
- The two properties (17735 and 17637 - 1 Avenue) essentially operate as a single entity with respect to building location, and shared access and parking. A reciprocal access and shared parking agreement allows the Derby Bar & Grill to share access to 1 Avenue with the subject site and also to use 28 of the subject site's surplus parking stalls. The parking stall configuration, and location of landscape islands, physically delineates the parking area on the subject site that is for use by the Derby Bar & Grill staff and patrons.
- To the north and east of the subject site is agricultural land, zoned A-1, designated "Agricultural" in the OCP, and within the Agricultural Land Reserve (ALR). To the south of the subject site are border facilities, zoned A-1 and IL, and designated "Commercial" and "Industrial" in the OCP.

#### Proposed Free-Standing Sign

- The applicant proposes to erect a free-standing sign on the subject site fronting 1 Avenue to advertise the Derby Bar & Grill establishment on the adjacent lot. The Sign By-law permits a free-standing sign at this location, and the proposed free-standing sign meets all dimensional requirements of the Sign By-law, however; a Development Variance Permit (DVP) is proposed because the Derby Bar & Grill establishment is not located on the subject site, and therefore the proposal is considered to be third party advertising, which is not permitted under the Sign By-law.

#### BY-LAW VARIANCE AND JUSTIFICATION

##### (a) Requested Variance:

- To vary Part 5, Section 27 Subsection 1(e) of the Sign By-law (No. 13656) to allow for a free-standing sign to advertise a business which is not located on the same legal property as where the sign is located; and
- To vary Part 1, Section 6 Subsection 8 of the Sign By-law (No. 13656) to allow this third party advertising to comprise up to 100% of the copy area of the subject sign.

##### Applicant's Reasons:

- The applicant wishes to erect the free-standing sign within close proximity of the parking area and entry to the Derby Bar & Grill. Other possible sign locations on the Derby Bar & Grill site would not be close to the entry and therefore would be confusing to patrons.

**Staff Comments:**

- The 2 adjacent properties essentially operate as a single entity as a result of the shared access and parking arrangement. Although the proposed location of the sign is not on the Derby Bar & Grill property, the proposed location is actually the most logical location for that establishment given the shared vehicular access location and parking lot configuration.
- The proposed free-standing sign meets all other provisions of the Sign By-law including all dimensional requirements.
- The design of the proposed free-standing sign has been reviewed by staff and is considered to be in keeping with the signage character of the area. The sign is 4.5 metres (15 ft.) in height by 2.7 metres (9 ft.) in width and consists of 2 illuminated cabinets, with a cultured stone base. The top cabinet will feature an illuminated printed graphic, with a horseracing theme, and the words "The Derby Bar & Grill". The bottom cabinet will accommodate interchangeable lettering for event advertising and will also be illuminated.
- Landscaping around the base of the sign will consist of a variety of small shrubs. Securities will be collected to ensure this landscaping is installed.

**INFORMATION ATTACHED TO THIS REPORT**

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Proposed Signage Site Plan and Elevations
Appendix III.	Engineering Summary
Appendix IV.	Existing Neighbourhood Pub (Derby Bar & Grill) Elevations
Appendix V.	Development Variance Permit No. 7907-0388-00

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:                      Olga Abramsky, Galaxie Signs  
                         Address:                      5085 Regent Street  
                                                              Burnaby, BC  
                                                              V5C 4H4  
                         Tel:                                      604-291-6011
  
2.      Properties involved in the Application
  - (a)      Civic Address:                      17735 - 1 Avenue
  
  - (c)      Civic Address:                      17735 - 1 Avenue  
                         Owner:                                      P.C.B. Properties Ltd., Incorporation No. 78028  
                         PID:    065-415-241  
                         Lot 2 Section 33 Block 1 North Range 2 East New Westminster District Plan  
                         73076
  
3.      Summary of Actions for City Clerk's Office
  - (a)      Proceed with Public Notification for Development Variance Permit No. 7907-0388-00.