

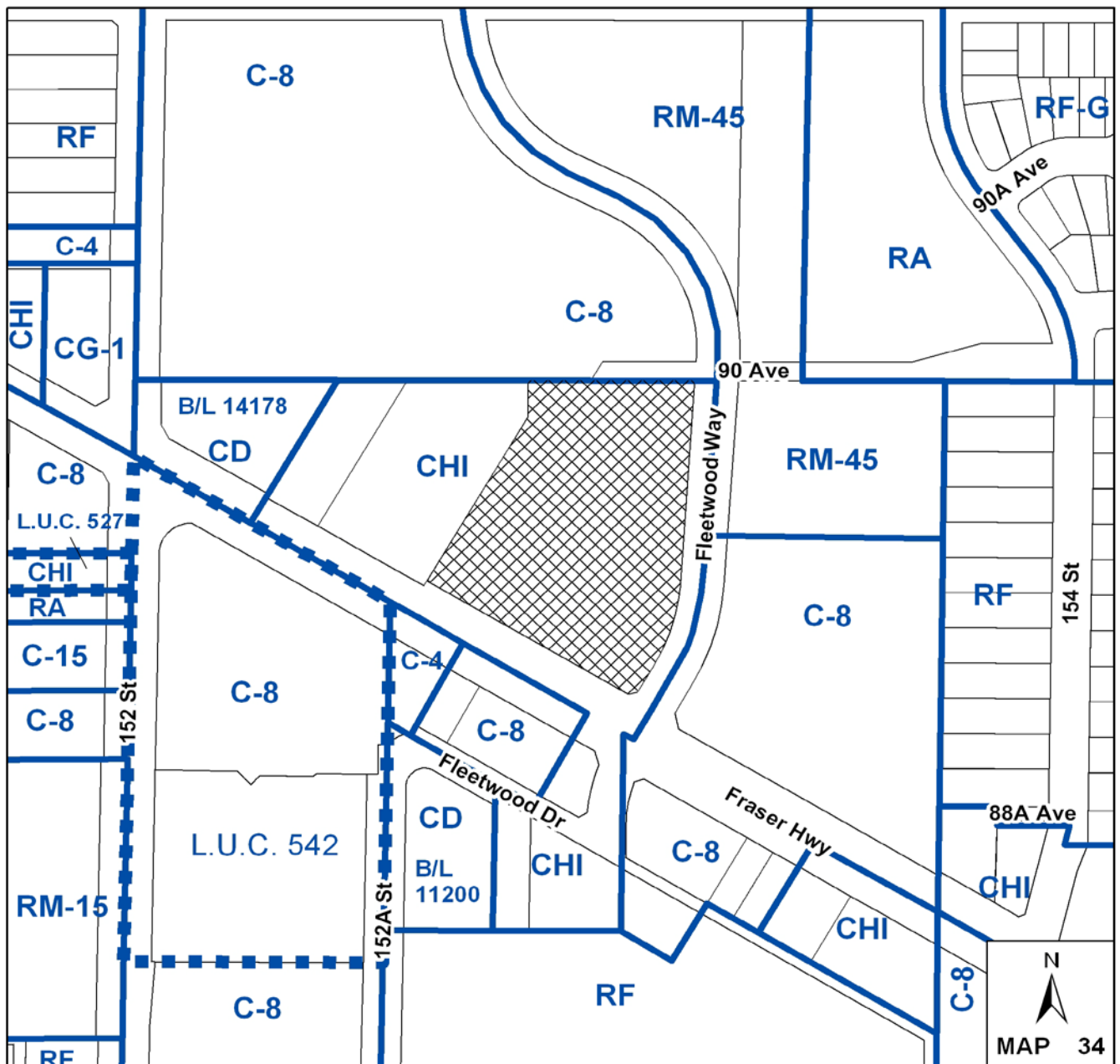
**Proposal:** Development Variance Permit to increase the maximum number of fascia signs from 8 to 10 to permit the installation of 2 new small fascia signs.

**Recommendation:** Approval to Proceed

**Location:** 15291 Fraser Highway      **Zoning:** CHI

**OCP Designation:** Commercial

**Owner:** Raybelle Holdings Ltd.



### PROJECT TIMELINE

Completed Application Submission Date: February 1, 2006  
Planning Report Date: May 29, 2006

### PROPOSAL

The applicant is proposing:

- a Development Variance Permit to vary the following Sign By-law regulation:
  - increase the maximum number of fascia signs from 8 to 10

in order to permit the installation of two new small fascia signs at the existing Surrey Honda dealership on Fraser Highway.

### RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7906-0058-00, (Appendix IV) varying the following, to proceed to Public Notification:
  - (a) to vary the Sign By-law to increase the maximum number of fascia signs from 8 to 10.

### SITE CHARACTERISTICS

- **Existing Land Use** Surrey Honda Auto Dealership.
- **East:** Across Fleetwood Way, commercial mall including Fleetwood Community Policing Station, zoned C-8, designated Commercial and townhouses zoned RM-45, designated Multiple Residential.
- **South:** Across Fraser Highway, Fraser Valley Credit Union, zoned C-8 and various commercial properties, zoned CHI, C-4 and C-8, designated Commercial.
- **West:** Pacific Nissan Auto dealership, zoned CHI, designated Commercial.
- **North:** Shopping centre, including Save-on-Foods, zoned C-8, designated Commercial.

### PLAN AND POLICY COMPLIANCE

OCP Designation: Complies.

## DEVELOPMENT CONSIDERATION

### Background

- The subject property is located at the north-west corner of Fraser Highway and Fleetwood Way and is occupied by Surrey Honda. It is designated Commercial in the Official Community Plan (OCP) and is zoned "Highway Commercial Industrial Zone (CHI)".
- The original Honda dealership was constructed on the site in 1987.
- In 2003, Council approved Development Permit No. 7902-0031-00 to permit an addition and a renovation to the original building. As well, Council approved Development Variance Permit No. 7901-0031-00 to increase the number of fascia signs on the site from two to eight, and to increase the copy area of a free-standing sign from 13.9 square metres (150 sq. ft.) to 18.9 square metres (203 sq. ft.) (Appendix III).
- The number, design and location of the existing dealership signage generally matches the approved Development Permit.

### Current Proposal

- The applicant has submitted a Development Variance Permit application to allow two new illuminated fascia signs along the Fleetwood Way elevation of the dealership building. The proposed signs will read "Service" and "express service" (Appendix IV). The total additional proposed sign area is 2.5 square metres (27 sq. ft.).

## BY-LAW VARIANCE AND JUSTIFICATION

### (a) Requested Variance:

- To increase the maximum number of fascia signs from 8 to 10 to permit the installation of two new signs (Appendix V).

### Applicant's Reasons:

- The proposed signs would identify the services that are available from the Fleetwood Way driveway entrance.
- The additional fascia signs will not detract from the overall appearance of the building.

### Staff Comments:

- The proposed service signs are small and modest for the scale of the building.

- Even with the two additional signs, the proposed sign area of 33.5 square metres (361 sq.ft.) is well below the allowable sign area of 64.47 square metres (694 sq.ft.).
- Therefore, the Planning and Development Department supports the proposed variance.

### INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Contour Map
Appendix III.	Development Variance Permit No. 7901-0031-00
Appendix IV.	Site Plan, Typical Elevations, Signage Drawings
Appendix V.	Development Variance Permit No. 7906-0058-00

How Yin Leung  
Acting 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:                    Klaus Ernig, Provincial Sign Systems  
                         Address:                    375 Frankom Street  
                                                            Ajax, Ontario L1S 1R4  
                         Tel:                                    905-428-1791

2.      Properties involved in the Application

(a)      Civic Address:                    15291 Fraser Highway

(b)      Civic Address:                    15291 Fraser Highway  
                         Owner:                                    Raybelle Holdings Ltd.  
                         PID:                                        025-402-048  
                         Lot A Section 35 Township 2 Plan LMP53366

3.      Summary

(a)      Proceed with Public Notification for Development Variance Permit No. 7906-0058-00.

## DEVELOPMENT DATA SHEET

Proposed/Existing Zoning: \_\_\_\_\_

Required Development Data	Minimum Required / Maximum Allowed	Proposed
<b>LOT AREA*</b> (in square metres)		
Gross Total	13,878.33 m <sup>2</sup>	
Road Widening area		
Undevelopable area		
Net Total		
<b>LOT COVERAGE</b> (in % of net lot area)		
Buildings & Structures	2,907.4 m <sup>2</sup>	
Paved & Hard Surfaced Areas		
Total Site Coverage		
<b>SETBACKS</b> ( in metres)	n/a	
Front		
Rear		
Side #1 (N,S,E, or W)		
Side #2 (N,S,E, or W)		
Side #3 (N, S, E or W)		
<b>BUILDING HEIGHT</b> (in metres/storeys)	8.931 m	
Principal		
Accessory		
<b>NUMBER OF RESIDENTIAL UNITS</b>	n/a	
Bachelor		
One Bed		
Two Bedroom		
Three Bedroom +		
Total		
<b>FLOOR AREA: Residential</b>	n/a	
<b>FLOOR AREA: Commercial</b>		
Retail		
Office	320.5 m <sup>2</sup>	
Total		
<b>FLOOR AREA: Industrial</b>	n/a	
<b>FLOOR AREA: Institutional</b>	n/a	
<b>TOTAL BUILDING FLOOR AREA</b>		

*\* If the development site consists of more than one lot, lot dimensions pertain to the entire site.*

## Development Data Sheet cont'd

Required Development Data	Minimum Required / Maximum Allowed	Proposed
DENSITY	n/a	
# of units/ha /# units/acre (gross)		
# of units/ha /# units/acre (net)		
FAR (gross)		
FAR (net)		
AMENITY SPACE (area in square metres)	n/a	
Indoor		
Outdoor		
PARKING (number of stalls)		
Commercial	267 cars parked on site	
Industrial		
Residential Bachelor + 1 Bedroom		
2-Bed		
3-Bed		
Residential Visitors		
Institutional		
Total Number of Parking Spaces	267	
Number of disabled stalls		
Number of small cars		
Tandem Parking Spaces: Number / % of Total Number of Units		
Size of Tandem Parking Spaces width/length		

Heritage Site	NO	Tree Survey/Assessment Provided	NO
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CONTOUR MAP FOR SUBJECT SITE

