

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7908-0138-00

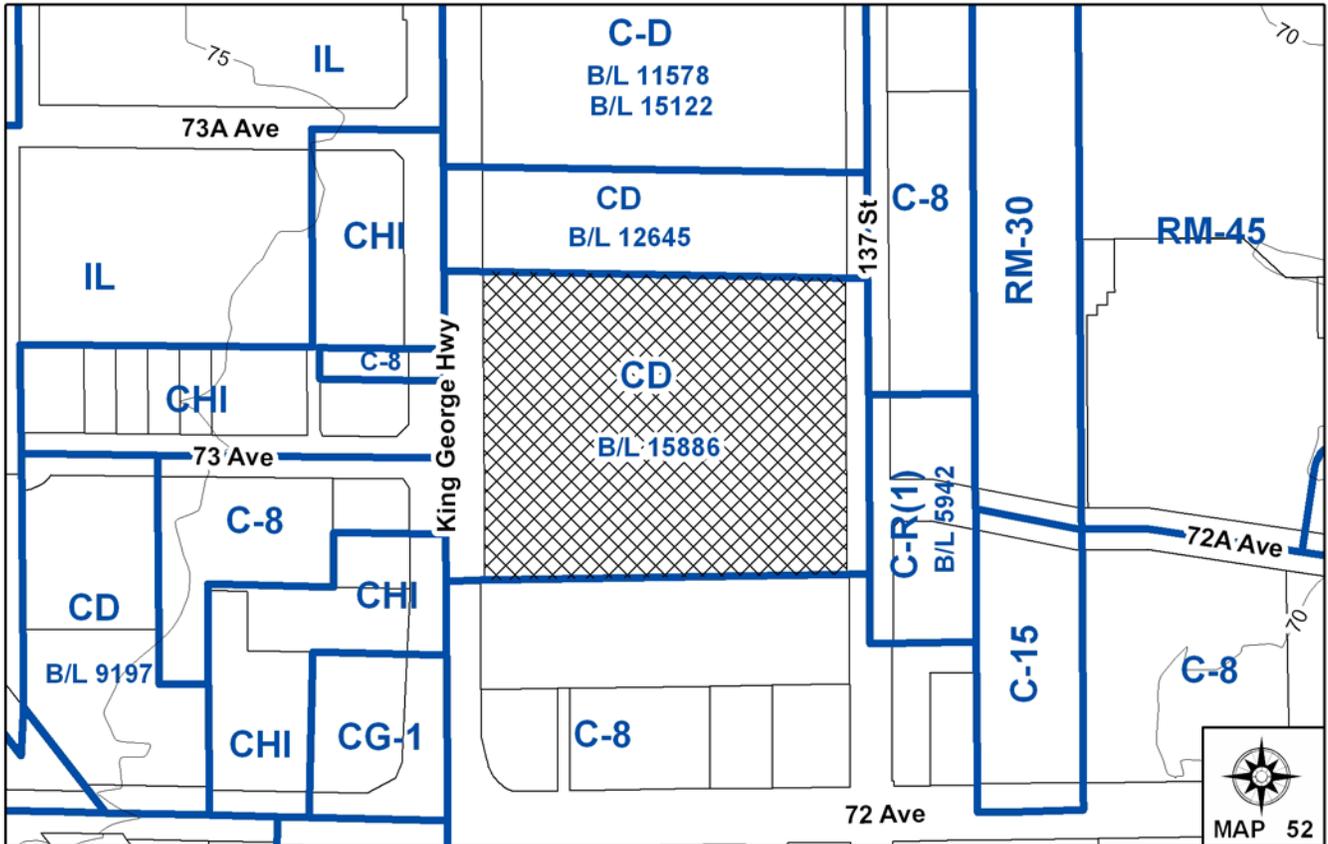
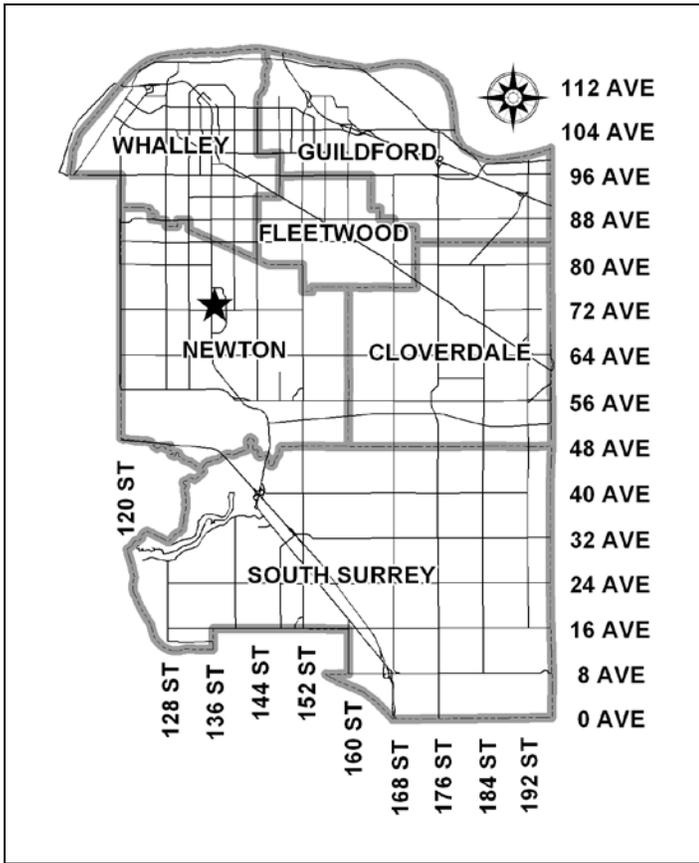
Planning Report Date: July 14, 2008

PROPOSAL:

- Development Permit
- Development Variance Permit

in order to allow 1 additional free-standing sign and to vary the height of the sign, and to allow 2 corner retail units to exceed their maximum number of fascia signs and sign area.

LOCATION: 7320 King George Highway
OWNER: Centre of Newton Property Inc., Inc. No. 695829
ZONING: CD (By-law No. 15285)
OCP DESIGNATION: Commercial
LAP DESIGNATION: Retail Commercial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Proposed free-standing sign requires a variance in the maximum permitted height from 4.5 metres (15 ft.) to 5.0 metres (16.5 ft.).
- Proposed fascia signs on each of the 2 corner commercial retail units (CRUs) require a variance in the maximum number of fascia signs from 1 to 2 and maximum sign area of 8.25 square metres (88.7 sq.ft.) to 11.28 square metres (121.5 sq.ft.).

RATIONALE OF RECOMMENDATION

- The proposed free-standing sign is allowed under the Sign By-law.
- The proposed free-standing sign will replace possible free-standing signage on 137 Street, and is well located, well designed and architecturally coordinated with existing buildings in proximity.
- The proposed free-standing sign itself complies with the maximum permitted height of 4.5 metres (15 ft.); however, a variance is required to allow an architectural element on the top of the sign to match the existing Save-on-Foods building.
- The increase in the number of fascia signs and maximum allowable sign area will allow the signage along the neighbouring CRUs to be of a consistent height and design on all elevations of the corner units including the premise frontage (south elevation) and the east and west elevation respectively.

DEVELOPMENT CONSIDERATIONS

Development Site Background

- The subject property located at 7320 King George Highway is designated as Commercial in the Official Community Plan (OCP) and is zoned CD (By-law No. 15285). Currently a number of commercial and retail uses occupy the site.
- Council approved the development of the site in November 2006 under Project No. 7905-0042-00. The site has now been fully developed and occupied, and includes various Commercial Retail Units (CRUs) including Save-on-Foods, Shopper's Drug Mart, Blockbuster Video, and Tim Hortons, among other, smaller, commercial uses.
- The approved Development Permit (No. 7905-0042-00) permitted two 25-foot free-standing signs fronting King George Highway. The signs have been constructed. No free-standing signage was proposed for the CRUs fronting 137 Street or for the CRUs on the south face of the Save-on-Foods.

Additional Free-Standing Sign Proposal

- As part of Project No. 7905-0042-00, a number of CRUs were planned for, and subsequently constructed, around the south and eastern edges of Save-on-Foods. The retail units are designed in a street-oriented fashion but front onto an internal driveway rather than a municipal street.
- The current application proposes to install one (1) free-standing sign near the southern property line, to provide advertising exposure for future tenants of the CRUs.
- The applicant has been attempting to lease the CRUs out for the last year but has found it difficult to lease the south-facing units due to the lack of exposure on a City Road. Additionally, there is no free-standing sign on 137 Street to advertise these units.
- The Sign By-law permits several free-standing signs on 137 Street. The proposed sign is therefore, permitted on the subject site, however, an internal location has been selected rather than placing the sign fronting on 137 Street. The proposed sign is located in the internal part of the site to better advertise the internal CRUs, in particular, the south-facing units that front the internal driveway to the south of the development site. The applicant has agreed, in writing, to not seek a free-standing sign on 137 Street to advertise these retail units.
- The proposal will create better exposure for the internal retail units, and at the same time will not result in additional free-standing signage on 137 Street which is the main commercial and pedestrian-oriented street in the Newton Town Centre. On this basis the proposed free-standing sign can be supported.
- The proposed free-standing sign will be 5.02 metres (16.5 ft) high, which exceeds the permitted height in the Sign By-law of 4.5 metres (15 feet). Therefore, a variance is required. This variance is described below. Also, because this sign was not shown in the original Development Permit, a new Development Permit is also required.

Design Proposal and Review of Free-Standing Sign Application

- The proposed free-standing sign is 5.0 metres (16.5 ft.) high and 3.35 metres (11 ft.) wide (Appendix II). Without the architectural design features the sign is 4.5 metres (15 ft.) high and 2.46 metres (8 ft. 1 in.) wide and would comply with the permitted height (4.5 metres/15 ft.) under the Sign By-law.
- The sign is double sided, with a total sign area of 11.07 square metres (119 sq.ft.) per side.
- The proposed free-standing sign is to be supported by one pole, with sheet metal cladding painted to match the surrounding buildings. The sign portion will consist of 20 individual sign channels (10 per side) for advertisement and communication purposes.
- The proposed free-standing sign is of high quality and will reflect the architectural design standards of the surrounding development, including the other free-standing signs of the property while providing important signage and wayfinding for the tenants in the CRUs located on the south and east side of the development site.

Corner CRU Fascia Signs Proposal

- Development Permit No. 7905-0042-00 included significant detail on the allowable types, and size, of signage including both fascia signs and individual letters where appropriate and where they met the requirements of the sign by-law. .
- The applicant has applied for a variance to allow the additional fascia signs for each of the corner CRUs (the locations are shown in Appendix II and are part of Building F). As a result of the additional signs, the overall sign area will exceed the maximum allowable sign area by 3 square metres (33 sq.ft.).

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to allow an increase in the maximum height of a free-standing sign from 4.5 metres (15 ft.) to 5.0 metres (16.5 ft.).

Applicant's Reasons:

- The proposed height variance for the free-standing sign will allow the design to incorporate an architectural design feature.

Staff Comments:

- The height of the proposed free-standing sign, without the additional architectural features, meets the intent of the Sign by-law's height restriction. The advertising portion of the sign complies with the height restrictions of the Sign By-law, and it is only the additional architectural features on top of the sign, which exceed the maximum height restrictions. The addition of unique and reflective architectural design pieces to the sign installation serves to

more clearly reflect the architectural features of the surrounding development.

- The sign will replace permitted signage on 137 Street and, therefore, will minimize the signage on 137 Street, the main pedestrian street in the Newton Town Centre.

(b) Requested Variance:

- To vary the Sign By-law to allow two (2) additional fascia signs for the two corner unit CRUs to increase the maximum sign area from the allowable 8.25 sq m (88.7 sq ft) to 11.28 sq m (121.5 sq ft).

Applicant's Reasons:

- The proposed variance for a larger-than-allowed sign area for the two (2) corner lot CRUs, as a result of signage on two sides of the unit, will allow the height of all fascia signs in this development to be consistent and maintain visual continuity.
- All the sign areas for development on the site are designed for 0.9 metre (3 ft) high signs and are placed between brick pilasters.

Staff Comments:

- Both of the corner CRUs, part of Building F (shown in Appendix II) fronts onto an internal driveway to the south that functions as an internal roadway. The placement of the 2 additional fascia signs integrates well with the overall design and rhythm of signs on the building.
- The increase in maximum sign area is needed to accommodate the additional fascia signs and is not considered to be excessive.
- By allowing this variance, the look and feel of the CRU development can be maintained that reflects the overall design concept under Development Permit No. 7905-0042-00.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners, Action Summary and Project Data Sheets
Appendix II. Development Variance Permit No. 7908-0138-00

Jean Lamontagne
General Manager
Planning and Development

Information for City Clerk

Legal Description and Owners of all lots that form part of the application:

1. (a) Agent: Name: Harp Hoonjan, Platinum Projects Ltd.
 Address: 2230 - 138 Street
 Surrey, BC
 V4A 4G6
 Tel: 604-606-7076

2. Properties involved in the Application
 - (a) Civic Address: 7320 King George Highway

 - (b) Civic Address: 7320 King George Highway
 Owner: Centre of Newton Property Inc., Inc. No. 695829
 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. 7908-0138-00.