

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7908-0145-00

Planning Report Date: July 28, 2008

PROPOSAL:

- **Development Variance Permit**

in order to allow an additional fascia sign on a retail commercial unit.

LOCATION:

2428 - 160 Street

OWNER:

Surrey South Shopping Centres Limited, Inc. No. A63002

ZONING:

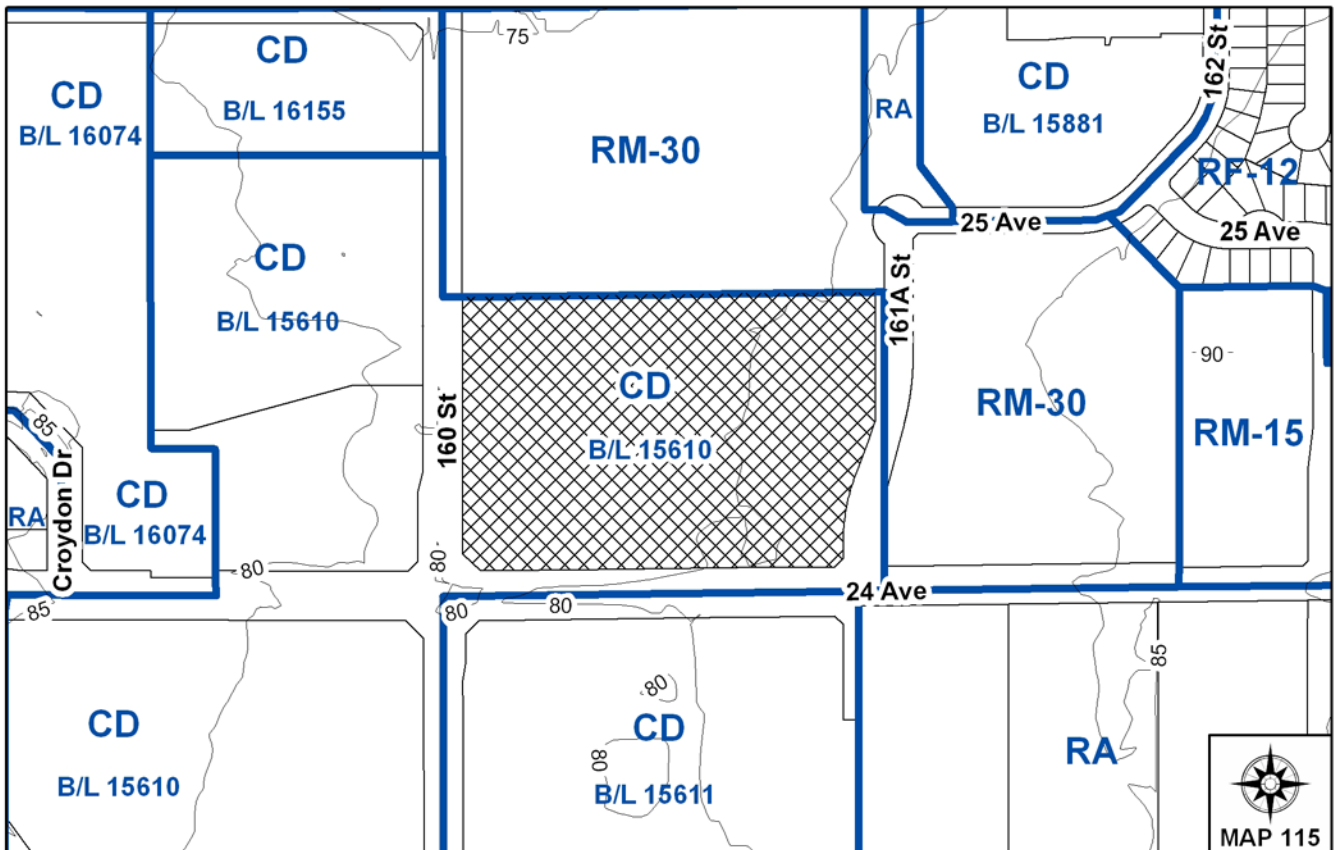
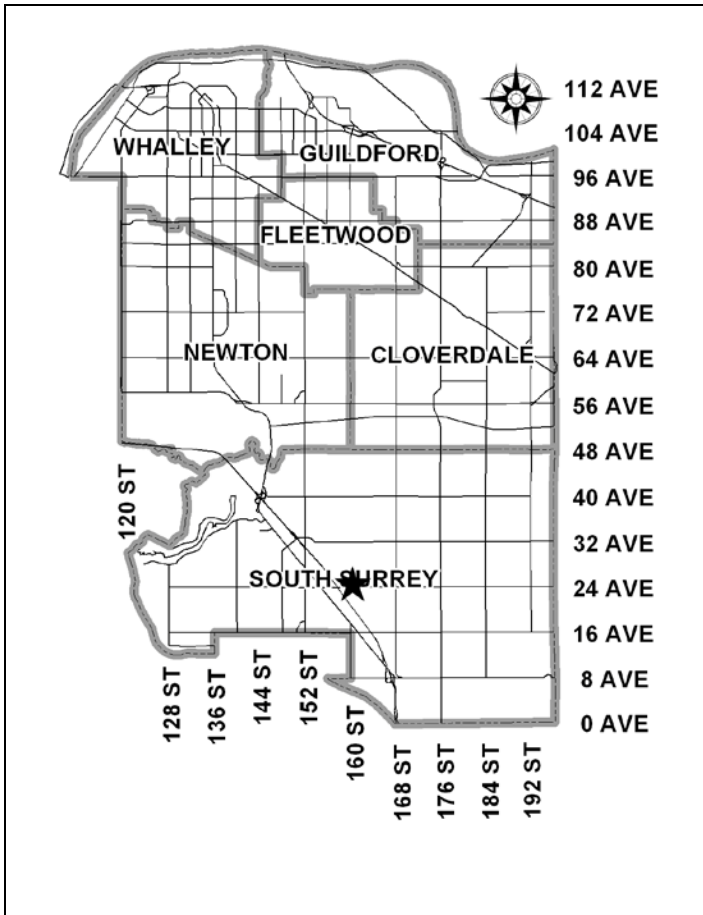
CD (By-law No. 15610)

OCP DESIGNATION:

Commercial

LAP DESIGNATION:

Commercial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant proposes to install a total of 3 fascia signs on Unit #40 (La Senza) of the subject commercial retail building (2428 – 160 Street) in the northeast quadrant of the Grandview Corners Shopping Centre. The Sign By-law only permit a maximum of 2 fascia signs for this unit and as such a Development Variance Permit (DVP) is proposed to permit the additional sign.

RATIONALE OF RECOMMENDATION

- The retail tenant (La Senza) wishes to advertise two separate fashion lines under the same business (La Senza and La Senza Girl). On the north elevation of the unit, advertising for both of these lines is combined into one fascia sign. However; on the east elevation, advertising for both lines cannot be combined into one fascia sign due to the articulation of the building which results in breaking up the sign band. As such, two separate fascia signs are proposed on the east elevation to accommodate the two signs.
- The total fascia signage area for the two signs on the east elevation is the same as if the two signs could be combined into one sign, and also complies with the Sign By-law. The subject unit (#40) is a corner unit with multiple building faces and as such, the proposed fascia signage will not appear excessive.
- The fascia signage design is attractive and complies with the signage design guidelines for the Grandview Corners Shopping Centre and the approved Development Permit (No. 7906-0426-00). The proposed dimensions of the fascia signs are appropriate for their proposed location on the building and are comparable to the dimensions approved for other tenant fascia signage in this shopping centre.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7908-0145-00, (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to vary the Sign By-law to increase the maximum number of permitted fascia signs from two (2) to three (3) for Unit #40 of the subject retail commercial building (2428 - 160 Street) in the northeast quadrant of the Grandview Corners Shopping Centre.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Retail commercial building currently under construction in the Grandview Corners Shopping Centre.

Adjacent Area:

Direction	Existing Use	OCP/LAP or NCP Designation	Existing Zone
North:	Townhouses under construction.	Multiple Residential/20-30 upa Medium-High Density	RM-30
East (Across 161A Street):	Townhouses under construction.	Multiple Residential/20-30 upa Medium High Density	RM-30
South (Across 24 Avenue):	Proposed Real Canadian Superstore and gas bar.	Commercial/Commercial	CD (By-law No. 15611)
West (Across):	Home Depot store and future retail commercial centre.	Commercial/Commercial	CD (By-law No. 15610)

DEVELOPMENT CONSIDERATIONS

Background and Site Context

- The subject retail commercial building (2428 – 160 Street) is located within the northeast quadrant of the Grandview Corners Shopping Centre. The Grandview Corners Shopping Centre comprises all four quadrants of 24 Avenue and 160 Street - approximately 30 hectares (74 acres) in land area. The shopping centre site is designated Commercial in the Official Community Plan (OCP) and is also proposed for commercial uses in the Highway 99 Corridor Local Area Plan approved by Council in February 2004.
- To the west of the site is the recently opened Home Depot store and a retail commercial shopping centre under construction, zoned CD (By-law No. 15610), designated Commercial in both the OCP and in the Highway 99 Corridor LAP. To the south of the site is the Real Canadian Superstore, approved by Council but not yet constructed, and a gas bar with preliminary approval by Council (Project No. 7906-0177-00), designated Commercial in both the OCP and in the Highway 99 Corridor LAP.
- A detailed Development Permit (No. 7906-0426-00) for the subject site was approved by Council on March 12, 2007. The northeast quadrant consists of approximately 44 commercial retail units (CRUs), totaling 15,550 square metres (167,381 sq.ft.) of retail commercial space, and a two-level 210 stall parking structure. The site is currently under construction.

Proposed Fascia Signage for Unit VF5 (La Senza/La Senza Girl)

- The applicant proposes to install a total of 3 fascia signs on Unit #40 of the subject retail commercial building (2428 – 160 Street) on this shopping centre site. The Sign By-law only permit a maximum of 2 fascia signs for this unit and as such a Development Variance Permit (DVP) is proposed to permit the additional sign, as described below.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 5, Section 27(2)(a) of the Surrey Sign By-law, 1993, No. 13656, as amended to increase the maximum number of permitted fascia signs from two (2) to three (3) for Unit #40 of the subject retail commercial building (2428 – 160 Street) in the northeast quadrant of the Grandview Corners Shopping Centre.

Applicant's Reasons:

- The tenant (La Senza) has two separate fashion lines that they wish to advertise (La Senza and La Senza Girl). On the north elevation of the unit, advertising for both of these departments can be combined into one fascia sign. However; on the east elevation, advertising for both departments cannot be combined into one fascia sign due to limitations imposed by the building design. The building is more articulated on the north side, which prevents the ability to combine the two elements of the sign on any building face at a legible

size. As such, two separate fascia signs are required on the east elevation to accommodate the two sign elements.

Staff Comments:

- The total fascia signage area is the same as if the two signs on the east elevation could be combined into one sign, and also complies with the Sign By-law. The subject unit (#40) is a corner unit with multiple building faces and as such, the proposed fascia signage will not appear excessive.
- The fascia signage design is attractive and complies with the signage design guidelines established under the generalized Development Permit for the Grandview Corners Shopping Centre (No. 7904-0112-00). The signage consists of individual channel letters with through-wall construction (i.e. no sign boxes)
- The proposed dimensions of the fascia signs are appropriate for their proposed location on the building and are comparable to the dimensions approved for other tenant fascia signage in this shopping centre. The maximum letter height is 1.1 metres (3.5 ft).

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

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| Appendix I. | Lot Owners, Action Summary and Project Data Sheets |
| Appendix II. | Proposed Fascia Signage |
| Appendix III. | Development Variance Permit No. 7908-0145-00 |

INFORMATION AVAILABLE ON FILE

- Complete Set of signage dated July 9, 2008.

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: Dieter Bohner, Artistic Sign & Banner Installation
 Address: 9495 Ford Road
 Rosedale, BC
 V0X 1X0
 Tel: 604-794-3534

2. Properties involved in the Application

(a) Civic Address: 2428 - 160 Street

(b) Civic Address: 2428 - 160 Street
 Owner: Surrey South Shopping Centre Limited, Inc. No. A63002
 PID: 026-589-435
 Lot A Section 24 Township 1 New Westminster District Plan 22200

3. Summary of Actions for City Clerk's Office

(a) Proceed with Public Notification for Development Variance Permit No. 7908-0145-00.

DEVELOPMENT DATA SHEET

Existing Zoning: CD (By-law No. 15610)

Required Development Data	Minimum Required / Maximum Allowed	Proposed
LOT AREA* (in square metres)		
Gross Total		
Road Widening area		
Undevelopable area		
Net Total		49,249 m ²
LOT COVERAGE (in % of net lot area)		
Buildings & Structures		
Paved & Hard Surfaced Areas		
Total Site Coverage	50%	30%
SETBACKS (in metres)		
Front	3.0 m	3.0 m
Rear	3.0 m	3.0 m
Side #1 (North)	13.5 m	13.5 m
Side #2 (South)	3.0 m	3.0 m
BUILDING HEIGHT (in metres/storeys)		
Principal	12 m	9 m
Accessory	4.5 m	n/a
NUMBER OF RESIDENTIAL UNITS		
Bachelor		
One Bed		
Two Bedroom		
Three Bedroom +		
Total		
FLOOR AREA: Residential		
FLOOR AREA: Commercial		
Retail	15,760 m ²	15,550 m ²
Office		
Total	15,760 m ²	15,550 m ²
FLOOR AREA: Industrial		
FLOOR AREA: Institutional		
TOTAL BUILDING FLOOR AREA	15,760 m ²	15,550 m ²

** 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		
# of units/ha /# units/acre (gross)		
# of units/ha /# units/acre (net)		
FAR (gross)		
FAR (net)	0.32	0.30
AMENITY SPACE (area in square metres)		
Indoor		
Outdoor		
PARKING (number of stalls)		
Commercial	459	637
Industrial		
Residential Bachelor + 1 Bedroom		
2-Bed		
3-Bed		
Residential Visitors		
Institutional		
Total Number of Parking Spaces	459	637
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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