

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7908-0150-00

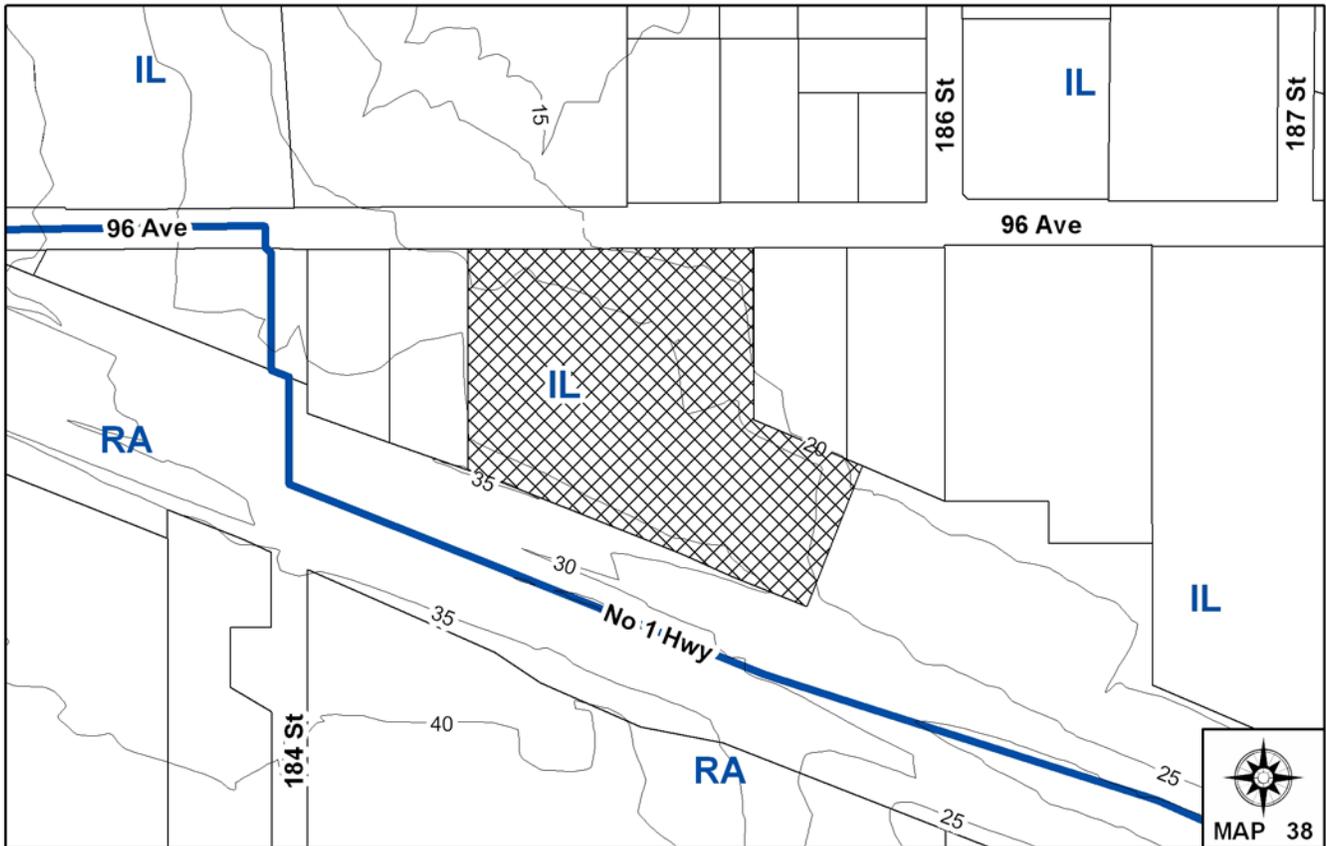
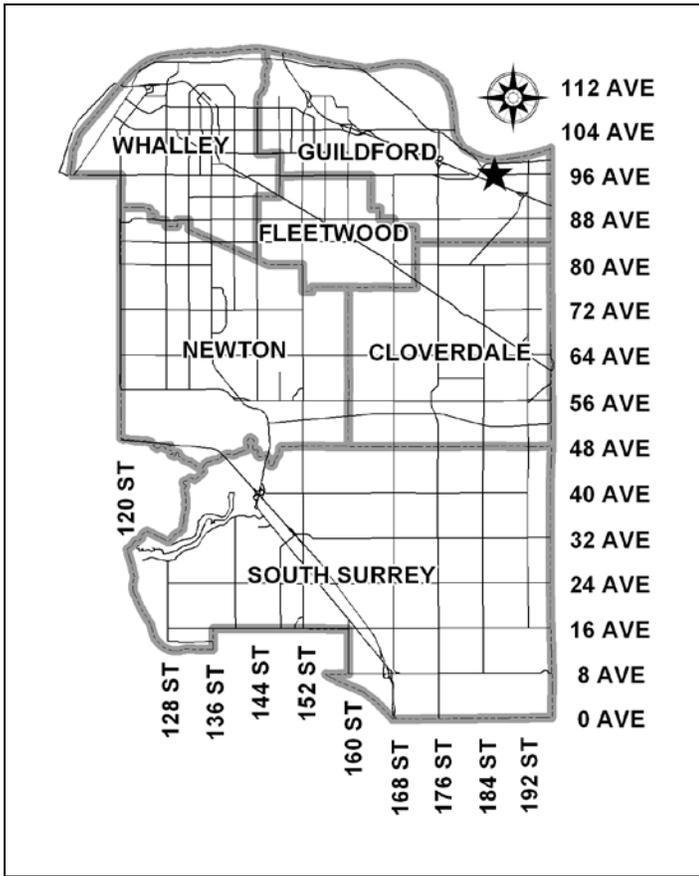
Planning Report Date: July 14, 2008

**PROPOSAL:**

- Development Permit
- Development Variance Permit

in order to permit the installation of one free-standing sign and eight fascia signs.

**LOCATION:** 18452 - 96 Avenue  
**OWNER:** 587217 B.C. Ltd., Inc. No. 587217  
**ZONING:** IL  
**OCP DESIGNATION:** Industrial



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant proposes to vary the Sign By-law in order to increase to a maximum of eight fascia signs, five of which are on the south building elevation oriented towards Highway No. 1.

### RATIONALE OF RECOMMENDATION

- The proposed fascia signage is not visible from Highway No. 1 and the number and size of fascia signs is not excessive for the size and scale of this single-occupant building.



<b>Direction</b>	<b>Existing Use</b>	<b>OCP Designation</b>	<b>Existing Zone</b>
South (Across Highway No. 1):	Single family dwelling.	Suburban	RA
West:	Vacant property used as surface parking and Falcon Equipment Ltd. (crane sale and fabrication).	Industrial	IL

## DEVELOPMENT CONSIDERATIONS

### Current Application

- The subject property located at 18452 – 96 Avenue is designated Industrial in the Official Community Plan (OCP), and is zoned IL (Light Impact Industrial Zone). The subject site fronts 96 Avenue to the north and Highway No. 1 to the south. Cummins Diesel has occupied the site since 1992.
- The applicant is proposing to update all signage on the site. The existing free-standing sign at the front of the site facing 96 Avenue will be replaced with a new free-standing sign, and existing fascia signage on the building will be updated to reflect the new brand-standard corporate colours.
- The applicant proposes to remove and replace the free-standing sign along 96 Avenue, and update 8 fascia signs on three building faces, 3 of which have valid sign permits.
- The proposed free-standing sign will be 5.5 metres (18 ft) high, which is within the permitted 6.0-metre (20 ft.) height for free-standing signs located along 96 Avenue between 184 Street and 196 Street.
- Under the Sign By-law, a total of 2 fascia signs would be permitted on this site. The applicant is requesting a Development Variance Permit to allow 8 fascia signs (see By-law Variance section).
- Part 1 Section 6 ‘General Provisions’ of the Sign By-law prohibits any fascia sign on a building wall or face that is oriented to Highway No. 1. As such, the applicant is requesting a Development Variance Permit for the proposed fascia signage on the building’s south elevation facing Highway No. 1 (see By-law Variance section).

### PRE-NOTIFICATION

- In accordance with Council policy, a development proposal sign was erected on the property. To date, staff have not received any comments with respect to the proposal.

## DESIGN PROPOSAL AND REVIEW

### Free-standing Sign

- The proposed free-standing sign is 5.5 metres (18 ft) high, 2.1 metres (6.9 ft) wide and will be double-faced, with a total sign area of approximately 23.2 m<sup>2</sup> (250 ft<sup>2</sup>). The Sign By-law permits a maximum height of 6.0 metres (20 ft.) and total sign area of 27.8 m<sup>2</sup> (300 ft<sup>2</sup>) at this location.
- The proposed free-standing sign is to be supported by two steel tubes with a solid aluminium base painted black. The sign area background will be made of aluminium painted red, and the logo on the sign will be white and backlit using fluorescent lamps.
- Landscaping will be provided at the base of the sign. The free-standing sign will be located approximately 3m (10 ft.) from the front property line abutting 96 Avenue, which complies with the Sign By-law.
- The proposed free-standing sign is of a quality that will reflect the design and scale of the existing building, and will tie in nicely with building colours and the updated fascia signage.

### Fascia Signs

- The applicant is proposing to replace 5 fascia signs on the south building elevation with new signs in the same location oriented towards Highway No. 1. The intent of the signs is to identify 3 shipping loading bays, 1 receiving loading bay, and 1 parts loading bay.
- The materials used for each of the 5 fascia signs will be aluminium with vinyl lettering. These fascia signs will not be illuminated.
- The applicant is also proposing to update the colours on 3 fascia (logo) signs that already exist, with permits, on the north-west, north, and east building faces. For all 3 logo signs, the applicant proposes to change the colour of the logo face to Cummins Diesel's brand-standard black-and-white by replacing the vinyl, and paint the existing cabinet black to blend in with the logo face.
- The total sign area for all 8 fascia signs is 25.82 sq.m. (278 sq.ft.), which is well below the maximum sign area of 264 sq.m. (2848 sq.ft.) permitted under the Surrey Sign By-law.

## BY-LAW VARIANCES AND JUSTIFICATION

### (a) Requested Variance:

- To vary the Sign By-law to allow a maximum of five fascia signs on a building face that is oriented towards Highway No. 1.

**Applicant's Reasons:**

- The proposed fascia signage will replace existing fascia signage in the same location (above overhead doors used for shipping, receiving and parts), and will be updated to reflect the company's new corporate colours.
- The proposed fascia signage is not visible from Highway No. 1 and assists in the function of the business.

**Staff Comments:**

- In November 2003, Council passed an amendment to the Sign By-law to prohibit free-standing signs and fascia signs along Highway No. 1 and Highway No. 99. The intent of this amendment to the Sign By-law is to mitigate the impacts that signs along Highway No. 1 (and Highway No. 99) could have on the image of the City.
- Part 1, Section 6 (8) of the Sign By-law does not permit fascia signs on a building wall or face that is oriented to Highway No. 1 or Highway No. 99.
- The proposed five fascia signs would be located on a building wall that is oriented towards Highway No. 1. A berm and vegetation partially obscures the industrial building from Highway No. 1. The proposed fascia signage would not be visible from Highway No. 1.
- The proposed fascia signage identifies shipping and receiving bays acting more like directional signs for the operation of the business. Directional signs are not prohibited from being oriented towards Highway No. 1, but are limited in size to 0.4 sq.m. (4 sq.ft.) each. Due to each sign ranging in size from 0.55 sq.m. (6 sq.ft.) to 1.8 sq.m. (20 sq.ft.), they fall under the fascia signage regulations.
- Staff support the requested variance.

**(b) Requested Variance:**

- To vary the Sign By-law to increase the number of fascia signs from 2 to 8.

**Applicant's Reason:**

- The proposed fascia signage will replace existing fascia signage in the same location, 3 of which have valid permits and five of which will assist in the function of the business.

**Staff Comments:**

- Part 5 of the Sign By-law states that only one fascia sign is permitted for each premise or lot frontage.

- Five of the proposed fascia signs identify shipping and receiving bays and are integral to the function of the business. These signs are intended to facilitate the movement of pedestrians and vehicles within the lot. These fascia signs would not be visible from Highway No. 1, nor from an adjacent lot, and fit the size and scale of the building.
- Three of the proposed fascia signs, which consist of the company logo, are replacements for signs which had previously been issued sign permits under former regulations.
- Staff support the requested variance.

#### INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Proposed Site Plan and Building Elevations
Appendix III.	Development Variance Permit No. 7908-0150-00

#### INFORMATION AVAILABLE ON FILE

- Complete Set of Landscape Plans prepared by DMG Landscape Architects, dated June 26, 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:                      Jennifer Hutchings, West Coast Sign Service Ltd.  
                         Address:                      P.O. Box 42006 Champlain  
                                                              Vancouver, BC  
                                                              V5S 4R5  
                         Tel:                                      604-522-2241

2.      Properties involved in the Application

- (a)      Civic Address:                      18452 - 96 Avenue
- (b)      Civic Address:                      18452 - 96 Avenue  
            Owner:                                      587217 B.C. Ltd., Inc. No. 587217  
    Director Information:  
    Alexander M. Colbeck  
    Gottfried Muench

Officer Information: (as at June 15, 2007)  
Alexander M. Colbeck (Secretary)  
Gottfried Muench (President)

PID:                                      017-410-479  
Parcel A District Lot 99 Group 2 New Westminster District Explanatory Plan  
LMP871

3.      Summary of Actions for City Clerk's Office

- (a)      Proceed with Public Notification for Development Variance Permit No. 7908-0150-00.