

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7908-0281-00

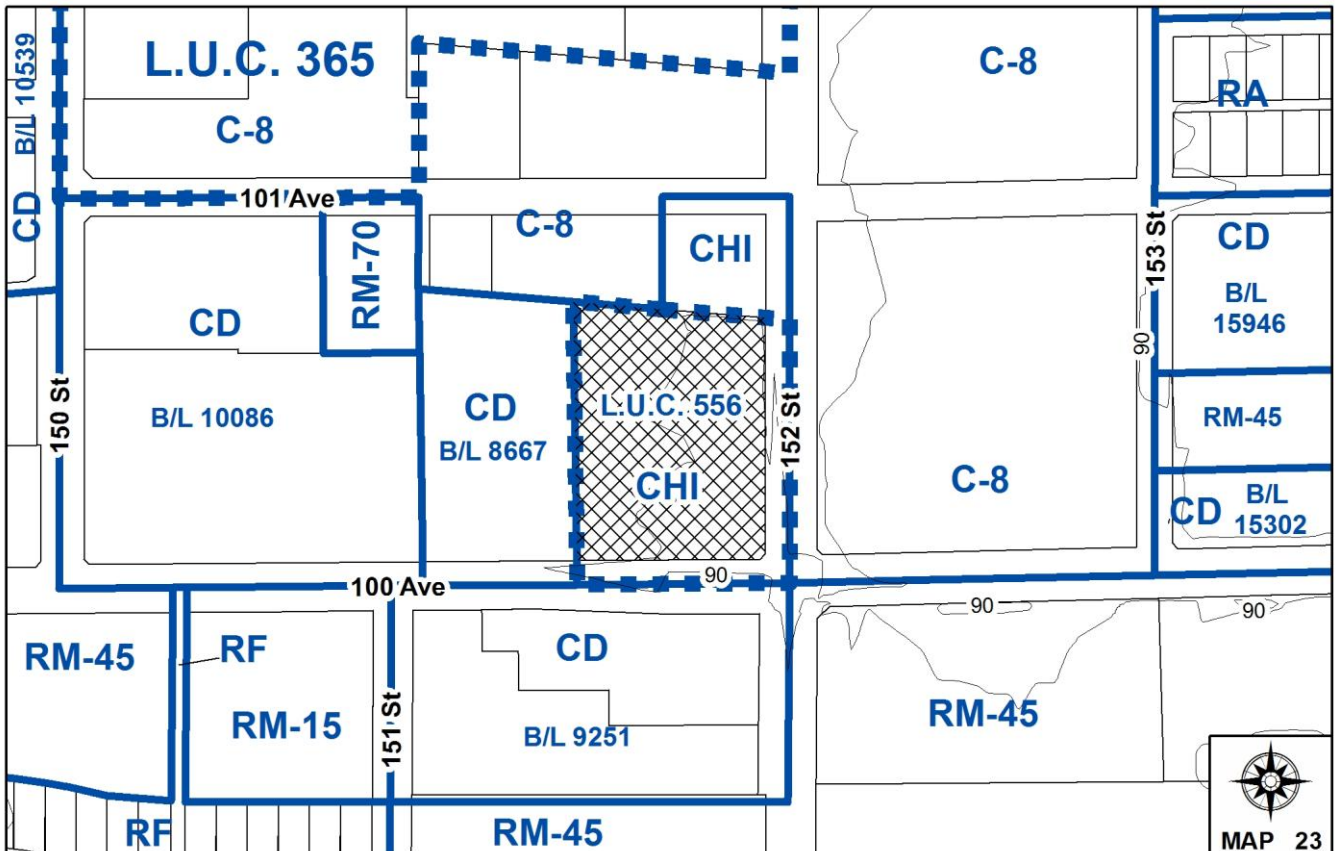
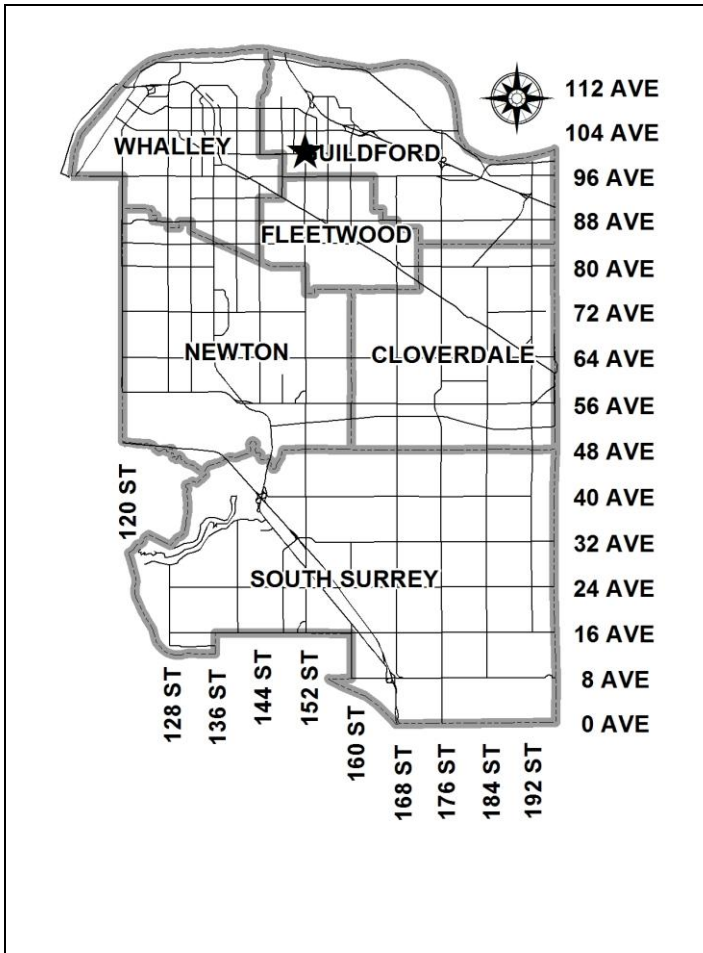
Planning Report Date: May 3, 2010

PROPOSAL:

- **Land Use Contract** Discharge to allow the underlying CHI Zone to regulate the site
- **Development Permit**
- **Development Variance Permit**

in order to allow exterior renovations and a façade addition to the east elevation of the vehicle showroom building.

LOCATION: 10025 - 152 Street
OWNER: Hallmark Ford Sales Limited
ZONING: LUC No. 556 (underlying CHI Zone)
OCP DESIGNATION: Commercial



RECOMMENDATION SUMMARY

- By-law Introduction and set date for Public Hearing for Land Use Contract Discharge.
- Approval to draft Development Permit.
- Approval for Development Variance Permit to proceed to Public Notification.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking a reduction in the minimum east flanking street side yard setback for a minor canopy addition to the existing building.
- Seeking Sign By-law variances for an existing free-standing sign and to allow two (2) additional fascia signs including one (1) to be installed above the roof line.

RATIONALE OF RECOMMENDATION

- Complies with OCP designation.
- Eliminates an existing Land Use Contract.
- The proposed signage is in keeping with the size and design of the building.
- The proposed variances for the existing and proposed structures are minor relaxations and are supportable. If the buildings and structures were to be removed in the future, they would need to comply with the requirements of the CHI Zone and the Sign By-law.

RECOMMENDATION

The Planning & Development Department recommends that:

1. a By-law be introduced to discharge Land Use Contract No. 556 and a date for Public Hearing be set.
2. Council authorize staff to draft Development Permit No. 7908-0281-00 in accordance with the attached drawings (Appendix II).
3. Council approve Development Variance Permit No. 7908-0281-00, (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to reduce the minimum side yard on flanking street setback of the CHI Zone from 7.5 metres (25 ft.) to 6.7 metres (22 ft.);
 - (b) to vary the Sign By-law to increase the maximum number of fascia signs from one (1) to three (3);
 - (c) to vary the Sign By-law to allow one (1) fascia sign to be installed above the roof line of the subject building; and
 - (d) to vary the Sign By-law to allow a reduction in the minimum setback from the property line for the existing free-standing sign at the corner of 100 Avenue and 152 Street from 2.0 metres (6.5 ft.) to 1.44 metres (4.7 ft.);
4. Council instruct staff to resolve the following issues prior to approval:
 - (a) ensure that all engineering requirements and issues including restrictive covenants, and rights-of-way where necessary, are addressed to the satisfaction of the General Manager, Engineering;
 - (b) submission of a landscaping plan and landscaping cost estimate to the specifications and satisfaction of the City Landscape Architect;
 - (c) removal of vehicles parked in the City rights-of-way along 100 Avenue and 152 Street to the satisfaction of the Planning & Development Department; and
 - (d) issuance of Development Variance Permit No. 7908-0281-00.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Automobile dealership (Hallmark Ford)

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	Multi-tenant commercial buildings.	Commercial	CHI and C-8
East (Across 152 Street):	Multi-tenant shopping complex.	Commercial	C-8
South (Across 100 Avenue):	Multi-tenant commercial buildings.	Commercial	CD (By-law No. 9251)
West:	Commercial buildings and a 4-storey office building.	Commercial	CD (By-law No. 8667)

DEVELOPMENT CONSIDERATIONS

- The subject property is located at 10025 – 152 Street and is approximately 1.47 hectares (3.6 acres) in size and is regulated under Land Use Contract No. 556 with an underlying Highway Commercial Industrial (CHI) Zone. The property is designated Commercial in the Official Community Plan (OCP). The site is currently used as a Ford automobile dealership with two (2) existing buildings (a vehicle showroom and a vehicle repair garage).
- The applicant has applied for a Development Permit to modify the exterior of the existing showroom, which is the smaller building that is located on the eastern portion of the subject site fronting 152 street. No additional floor space or renovations to the repair garage (larger building at the southwest portion of the site) are proposed.
- The owner has also applied to discharge Land Use Contact No. 556 to allow the underlying CHI Zone to regulate the subject property. The applicant also requires a Development Variance Permit to allow the following variances:
 - To reduce the minimum flanking street side yard setback along the east building elevation of the CHI Zone from 7.5 metres (25 ft) to 6.7 metres (22 ft.) to permit a minor canopy addition to the existing showroom building;
 - To vary the Sign By-law to allow two (2) additional fascia signs to be installed on the subject building;
 - To vary the Sign By-law to allow one (1) fascia sign to be installed above the roofline of the subject building; and
 - To vary the Sign By-law to allow a reduced minimum setback for the existing free-standing sign at the corner of 100 Avenue and 152 from 2.0 metres (6.5 ft.) to 1.44 metres (4.7 ft.).
- Due to the decline in the economy over the past few years, particularly in the automobile industry, numerous construction and renovation projects at vehicle dealerships were placed on hold. The subject application was one such renovation project that was delayed.

PRE-NOTIFICATION

Pre-notification letters were sent out on January 29, 2009, and staff received no comments or concerns.

DESIGN PROPOSAL AND REVIEW

- The applicant proposes exterior renovations to the existing showroom building including new signage. The most significant changes to the building are proposed along the east building elevation.
- The applicant proposes to relocate the main entranceway from the south building elevation to the east building elevation, and construct a parapet above the entrance. The proposed parapet will only extend above the entrance, and will not extend fully around the existing building. Clear anodized aluminum skylights are proposed on the supporting structure directly behind the parapet to provide added sunlight within the building.
- The existing main entrance to the showroom building on the south building elevation will remain as a secondary access.
- A proposed stucco canopy with white metal cladding is proposed above the entranceway. The proposed canopy projects approximately 0.9 metre (3 ft.) from the east building façade and is approximately 3.0 metres (10 ft.) wide. As result of the proposed canopy, a Development Variance Permit is required to reduce the minimum flanking street side yard setback along 152 Street from 7.5 metres (25 ft.) to 6.7 metres (22 ft.).
- The applicant proposes to install a sandstone walkway from the proposed main entranceway on the building's east elevation to the existing public sidewalk along 152 Street. Landscaping including shrubs and flowers are proposed along both sides of the walkway.
- An existing metal canopy is attached to the building's north elevation, and will be removed as part of the proposed exterior renovations to the subject building.
- New lintels are proposed for installation along the bottom portion of the existing windows on the building's south elevation. Most existing window glazing throughout the subject building will remain.
- The existing subject building is painted white with silver grey roof trim. The applicant proposes to install white alucabond metal cladding as the predominant exterior finish to the subject building. None of the silver grey roof trim will remain.
- There currently is one (1) fascia sign ('Hallmark Ford') installed on the east façade of the subject building. The existing 'Hallmark Ford' sign will be replaced with a new illuminated individual channel letter sign and will remain on the east façade but relocated to the south corner.

- Two (2) additional illuminated fascia signs are proposed, both of which are Ford logo signs and both of which are identical in size and design. One (1) logo sign is proposed on the east building elevation on the proposed parapet above the new entranceway, while the second logo sign is proposed on the building's south elevation above the existing entrance. The proposed signage is in keeping with the design and size of the building.
- Vehicle access to and from the subject site will remain unchanged. There is a right-in / right-out driveway access off 100 Avenue and one off 152 Street.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary the Highway Commercial Industrial (CHI) Zone to allow a reduction in the minimum east flanking street side yard setback for the subject building from 7.5 metres (25 ft.) to 6.7 metres (22 ft).

Applicant's Reasons:

- The reduced building setback will allow for a small canopy addition to the existing showroom building. The structure will be constructed of the same materials as the main building and will blend nicely with the existing structures.
- The addition is crucial to Ford's Millennium Program, which seeks to unify the corporate branding of Ford and Lincoln products with a consistent facility design.

Staff Comments:

- If the proposed discharge of the Land Use Contract No. 556 is approved by Council, the underlying CHI Zone will regulate the property. The CHI Zone requires a minimum 7.5-metre (25 ft.) flanking street side yard setback, and thus, the proposed canopy on the existing building's east elevation requires a setback relaxation.
- The owners have agreed to remove any vehicles that are currently parked within the City right-of-way along both 100 Avenue and 152 Street.
- Planning staff support the proposed variance.

(b) Requested Variance:

- To vary Sign By-law, 1999, No. 13656 to increase the number of fascia signs on the subject building from one (1) to three (3).

Applicant's Reason:

- To allow greater exposure for Ford, particularly since 152 Street is a major traffic route. Ford branding is crucial to the marketing and success of Hallmark Ford.

Staff Comments:

- There is currently one (1) fascia sign, which denotes the dealership name (Hallmark Ford), located on the east façade of the subject building facing 152 Street. The owners propose to replace the fascia sign with a new illuminated individual channel letter sign and relocate it to the south corner of the building's east elevation.
- The applicant proposes to install two (2) additional fascia signs on the subject building: one on the east elevation facing 152 Street and one on the south elevation facing 100 Avenue. Both signs are standard blue Ford logo signs. The proposed logo sign on the east elevation will be located on the new parapet above the main entrance.
- The proposed fascia signs are of high quality and are in keeping with the context of the existing building.

(c) Requested Variance:

- To vary Sign By-law, 1999, No. 13656 to allow one (1) fascia sign to be installed above the roof line of the subject building.

Applicant's Reason:

- To allow greater exposure for Ford and to provide consistency between vehicle showrooms and facilities, as part of the Ford Millennium Program.

Staff Comments:

- The proposed logo sign is to be installed on the proposed parapet on the east elevation of the subject building. The proposed logo sign is centered on the parapet and is in keeping with the design and scale of the existing building.
- Staff support the proposed variance, as it is a small corporate logo sign and only contains a single word of text.

(d) Requested Variance:

- To vary Sign By-law, 1999, No. 13656 to allow a reduced setback for the existing free-standing sign at the corner of 100 Avenue and 152 Street from 2.0 metres (6.5 ft.) to 1.44 metres (4.7 ft.).

Applicant's Reason:

- To allow retention of the existing free-standing sign on the subject property.

Staff Comments:

- There are two (2) existing free-standing signs located on the subject property. One is located at the corner of 100 Avenue and 152 Street, while the other one is also located along 152 Street, but farther north on the site.

- The two (2) existing free-standing signs were installed in accordance with Land Use Contract No. 556. As a result of the proposed discharge of the Land Use Contract, the existing free-standing signs will be regulated by the Sign By-law, 1999, No. 13656, which requires that both free-standing signs be located a minimum 2.0 metres (6.5 ft.) from any lot line.
- The existing free-standing sign near the northeast section of the subject site complies with the minimum 2.0-metre (6.5 ft.) setback, however the existing free-standing sign at the corner of 100 Avenue and 152 Street will not comply, as it is located 1.44 metres (4.7 ft.) from the east lot line.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Site Plan, Building Elevations, Landscape Plan
Appendix III.	Development Variance Permit No. 7908-0281-00

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: Robert Blaney, FX4o Building Design
 Address: 1557 Marine Drive
 West Vancouver, BC
 V7V 1H9
 Tel: 604-922-6092

2. Properties involved in the Application

- (a) Civic Address: 10025 – 152 Street
- (b) Civic Address: 10025
 Owner: Hallmark Ford Sales Limited, Inc. No. 0531208
 PID: 005-658-055
 Lot 2 Section 29 Block 5 North Range 1 West New Westminster District Plan
 73212

3. Summary of Actions for City Clerk's Office

- (a) Introduce a By-law to discharge Land Use Contract No. 556.
- (b) Proceed with Public Notification for Development Variance Permit No. 7908-0281-00.