

City of Surrey
PLANNING & DEVELOPMENT REPORT
File: 7909-0056-00

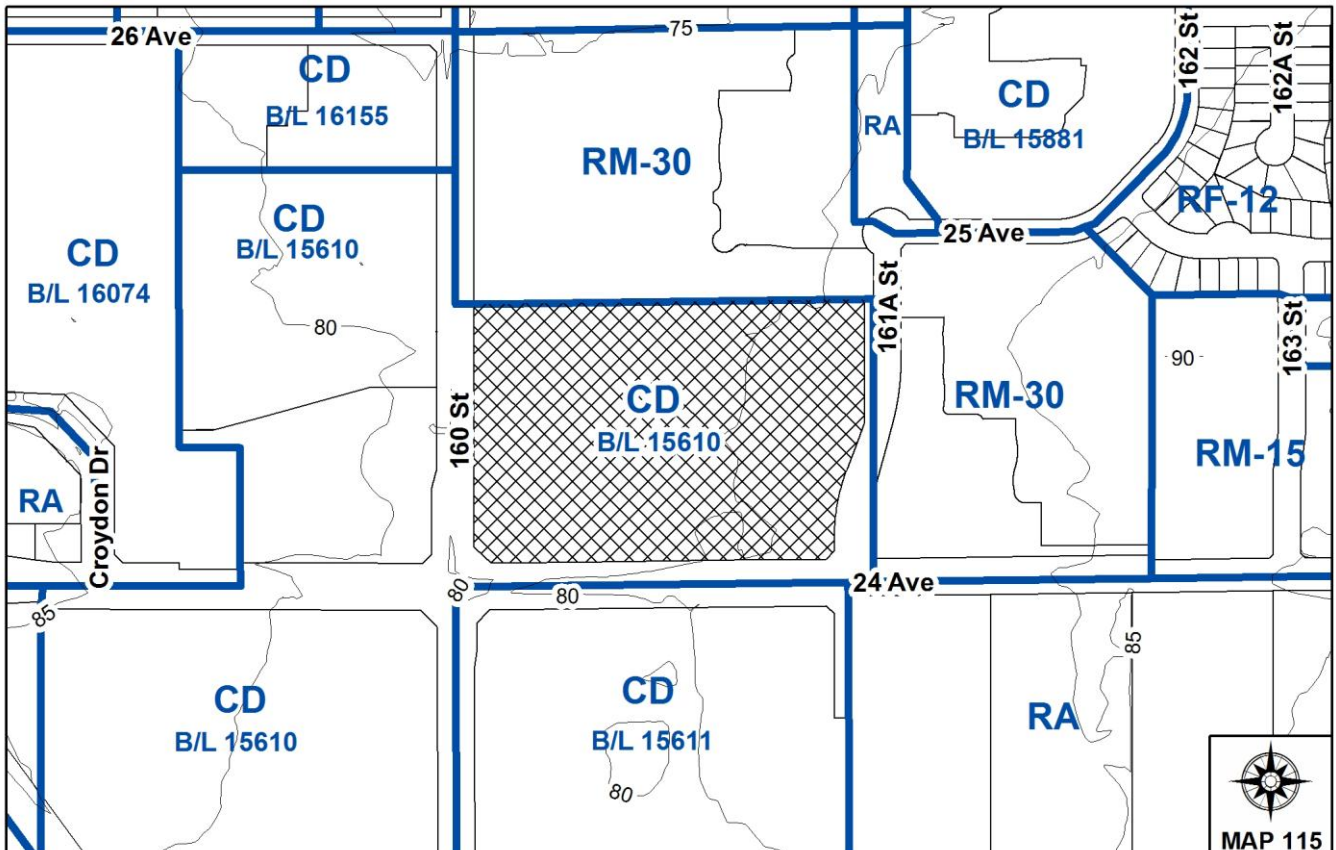
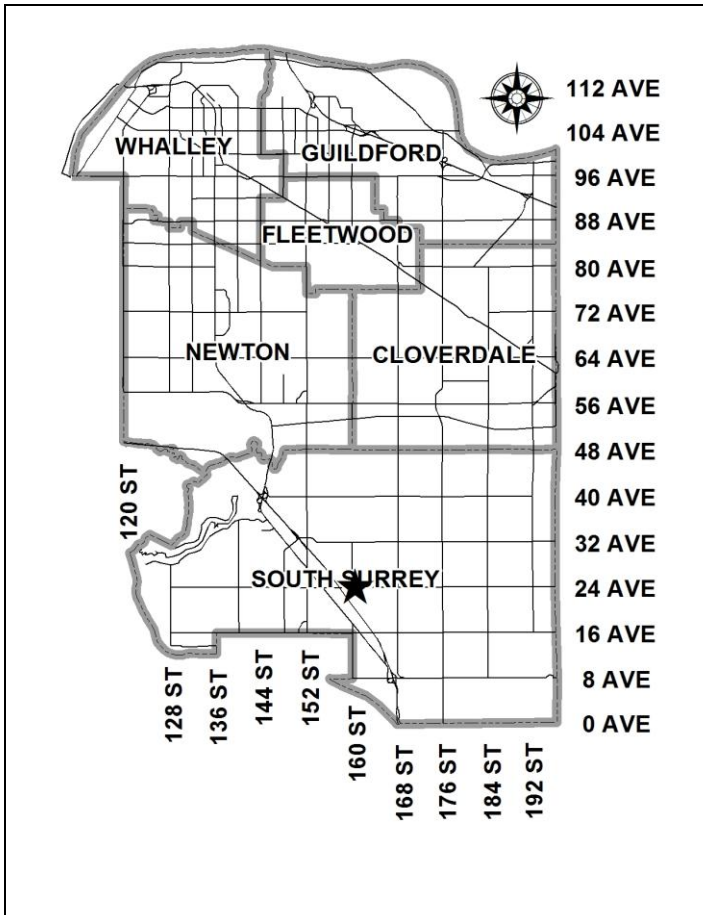
Planning Report Date: March 30, 2009

PROPOSAL:

- **Development Variance Permit**

in order to allow a larger directional sign for the parking structure in the northeast quadrant of the Grandview Corners Shopping Centre.

LOCATION: 2465 - 161A 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 proposed 1.4 square metre (15 sq.ft.) "Parking" directional sign exceeds the maximum sign area for an on-site directional sign under the Sign By-law. A Development Variance Permit (DVP) is proposed to increase the maximum permitted sign area of an on-site directional sign from 0.4 square metre (4.3 sq.ft.) to 1.4 square metres (15.0 sq.ft.) to accommodate the proposed sign.

RATIONALE OF RECOMMENDATION

- The proposed "Parking" sign will help direct shopping centre patrons to the parking structure and help encourage its use.
- The proposed "Parking" sign is not out of scale with its proposed location above the south entry to the parkade. It is not visible from the adjacent roads.
- The proposed "Parking" sign is of a high quality design and complies with the signage design guidelines for Grandview Corners.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7909-0056-00, (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to vary the Sign By-law to increase the maximum allowable sign area of an on-site directional sign from 0.4 square metre (4.3 sq.ft.) to 1.4 square metres (15.0 sq.ft.) for a "Parking" sign on the south elevation of the parking structure 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 buildings and parking structure 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.	Multiple Residential/20-30 upa Medium-High Density	RM-30
South (Across 24 Avenue):	Future Real Canadian Superstore and gas bar.	Commercial/Commercial	CD (By-law No. 15611)
West (Across 160 Street):	Home Depot and retail commercial buildings.	Commercial/Commercial	CD (By-law No. 15610)

DEVELOPMENT CONSIDERATIONSBackground and Site Context

- The subject proposal involves 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.

- 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 44 commercial retail units (CRUs), totalling 15,550 square metres (167,381 sq.ft.) of retail commercial space, and a two-level 210 stall parking structure.

Proposed Identification Sign for Parking Structure

- The applicant proposes to install a directional "Parking" sign at the south entry to the parking structure. The Sign By-law permits on-site directional signs but the maximum sign area is 0.4 square metres (4.3 sq.ft.). The applicant proposes a Development Variance Permit (DVP) to vary the Sign By-law to increase the maximum allowable sign area of an on-site directional sign to 1.4 square metres (15.0 sq.ft.)

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 1, Section 7(16) of the Surrey Sign By-law, 1993, No. 13656, as amended, to increase the maximum allowable sign area of an on-site directional sign from 0.4 square metres (4.3 sq.ft.) to 1.4 square metres (15.0 sq.ft.) for a "Parking" sign on the south elevation of the parking structure in the northeast quadrant of the Grandview Corners Shopping Centre.

Applicant's Reasons:

- The applicant has advised staff that patrons of the shopping centre are not making use of the parking structure and instead are circling the surface parking lots looking for a parking space. The applicant proposes to install a "Parking" directional sign to help people locate the parkade and encourage its use. The applicant contends that the 0.4 square metre (4 sq.ft.) maximum sign area permitted for an on-site directional sign under the Sign By-law is too small for the sign to be visible and effective.

Staff Comments:

- The Grandview Corners Shopping Centre and the adjacent Morgan Crossing Lifestyle Village have been developed under the Highway 99 Corridor Local Area Plan (LAP) surface parking cap. The LAP requires that surface parking lots within commercial developments be limited to a maximum of 3.0 parking spaces for every 100 square metres of gross floor area on any lot. Parking over this cap must be provided underground or within a parking structure. The intent of the surface parking cap is to limit the area needed for surface parking lots therefore creating more space for buildings, open spaces, public plazas and landscape features. The impact of the cap is quite evident at both Grandview Corners and Morgan Crossing, as both developments feature smaller surface parking lots and more public plazas, open spaces and landscape features than traditional commercial developments. It is important however; that patrons make use of the parking spaces provided in the underground

- parkades and parking structures to make them effective. The proposed "Parking" directional sign should help patrons locate the entry to the parking structure and help encourage its use.
- The proposed "Parking" sign is not out of scale with its proposed location on the south elevation of the parking structure above the entry. It is oriented internally to the site and not visible from the adjacent roads.
 - The proposed "Parking" sign is a high-quality, attractively designed sign that complies with the signage design guidelines established under the generalized Development Permit for the Grandview Corners Shopping Centre (No. 7904-0112-00). The sign consists of individual channel letters with through-wall construction (i.e. no sign box).
 - Staff supports the proposed variance.

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. | Proposed Directional Sign |
| Appendix III. | Development Variance Permit No. 7909-0056-00 |

Jean Lamontagne
General Manager
Planning and Development

RG/kms

v:\wp-docs\planning\plncom09\03241248rg.doc
KMS 3/24/09 2:28 PM

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	4.5 m
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
---------------	----	---------------------------------	----