

City of Surrey
PLANNING & DEVELOPMENT REPORT
File: 7909-0067-00

Planning Report Date: April 20, 2009

PROPOSAL:

- **Development Variance Permit**

in order to allow a larger directional sign on a mixed retail and office building in the northwest quadrant of the Grandview Corners Shopping Centre.

LOCATION:

2411 - 160 Street

OWNER:

Surrey South Shopping Centres Limited, Inc. No. A-63002

ZONING:

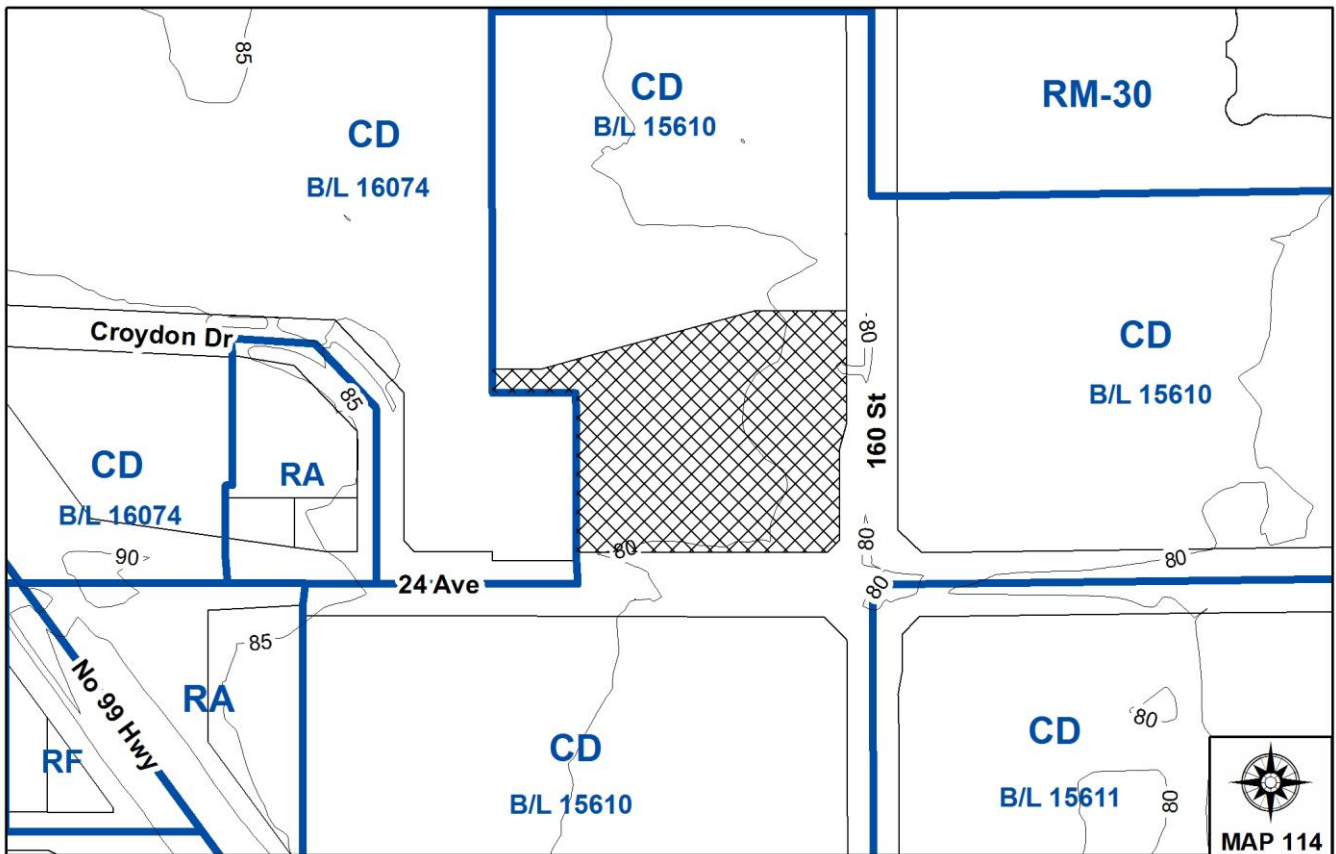
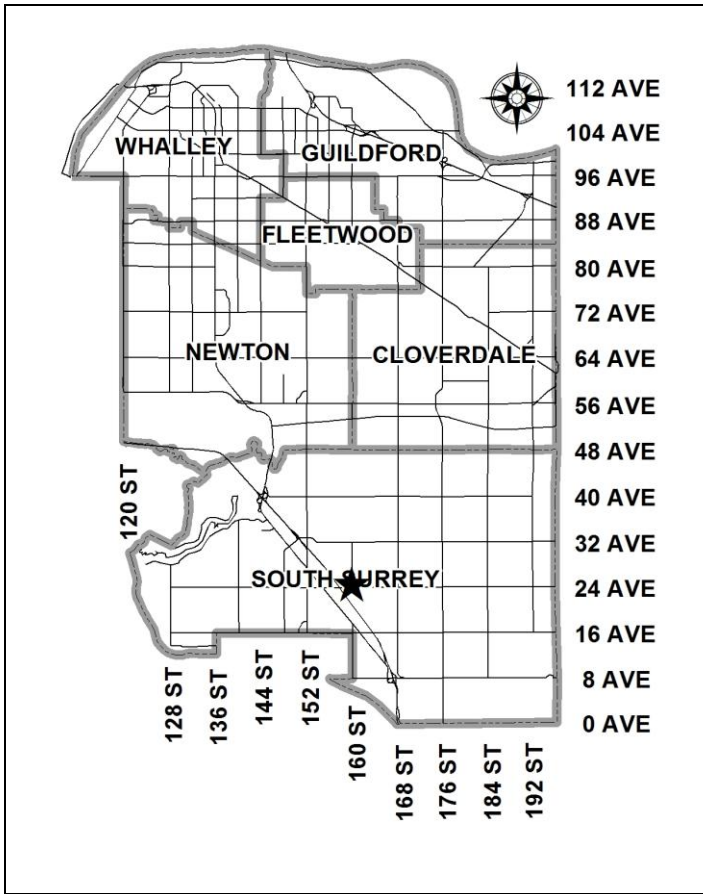
CD (By-law No. 15610)

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 2.8 square metre (30 sq.ft.) "Grandview Corners Offices" directional signs 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 2.8 square metres (30 sq.ft.) to accommodate the proposed sign.

RATIONALE OF RECOMMENDATION

- The proposed "Grandview Corners Offices" sign will help direct shopping centre patrons to the lobby entry for the second storey offices in the subject building.
- The proposed "Grandview Corners Offices" sign is not out of scale with its proposed location on the west elevation of the building above the lobby entry doors.
- The proposed "Grandview Corners Offices" 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. 7909-0067-00, (Appendix IV) 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 2.8 square metres (30 sq.ft.) for a "Grandview Corners Offices" sign on the west elevation of the mixed retail and office building located at 2411 - 160 Street in the northwest quadrant of the Grandview Corners Shopping Centre.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use:

Adjacent Area:

Direction	Existing Use	OCP/LAP Designation	Existing Zone
North:	Home Depot store.	Commercial/Commercial	CD (By-law No. 15610)
East (Across 160 Street):	Retail commercial buildings.	Commercial/Commercial	CD (By-law No. 15610)
South (Across 24 Avenue):	Wal-Mart store.	Commercial/Commercial	CD (By-law No. 15610)
West:	Morgan Crossing Lifestyle village.	Commercial/Commercial	CD (By-law No. 16074)

DEVELOPMENT CONSIDERATIONSBackground and Site Context

- The subject proposal involves the northwest 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. 7907-0031-00) for the subject site was approved by Council on July 9, 2007. The northwest quadrant consists of one 1,300 square metre (14,000 sq.ft.) retail commercial building (Marks Work Warehouse) and one 3,800 square metre (41,000 sq.ft.) mixed retail/office building with 4 ground floor retail units and second storey office space (Appendix II).

Proposed Identification Sign for Mixed Retail/Office building

- The applicant proposes to install a directional "Grandview Corners Offices" sign on the west side of the mixed retail/office building above the entry doors to the lobby and elevator for the second storey offices. 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 2.8 square metres (30 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 2.8 square metres (30 sq.ft.) for a "Grandview Corners Offices" sign on the west elevation of the mixed retail/office building in the northwest quadrant of the Grandview Corners Shopping Centre.

Applicant's Reasons:

- The applicant has advised staff that patrons of the shopping centre are having difficulty finding the entry doors to the office lobby and elevator amongst the other entry doors to the surrounding retail commercial units. The applicant proposes to install a "Grandview Corners Offices" directional sign to help people locate the entry to the office lobby and elevator. 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 subject mixed retail/office building is the only building in Grandview Corners with second storey office space. In order to ensure that this office space is successful, it is important that the entry lobby is clearly identifiable. Without appropriate signage, the entry doors to the office lobby and elevator are difficult to distinguish from the entries to the surrounding retail units. The proposed "Grandview Corners Offices" directional sign should help patrons locate the correct entry. A 0.4 square metre (4 sq.ft.) sign, as required under the Sign By-law would be too small for this purpose.

- The proposed "Grandview Corners Offices" sign is in keeping with the scale of the building and is appropriate for its proposed location on the west elevation of the building above the lobby entry for the second storey offices.
- The proposed "Grandview Corners Offices" 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 "Office" component of the sign consists of individual channel letters with through-wall construction. The "Grandview Corners" logo portion will be a sign box, however, it is designed such that only the lettering will illuminate; the sign field will be opaque.
- 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 and Survey Plan
Appendix II.	Site Plan and Building Elevations
Appendix III.	Proposed Directional Sign
Appendix IV.	Development Variance Permit No. 7909-0067-00

Jean Lamontagne
General Manager
Planning and Development

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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		17,400 m ²
LOT COVERAGE (in % of net lot area)		
Buildings & Structures	50%	18%
Paved & Hard Surfaced Areas		
Total Site Coverage		
SETBACKS (in metres)		
Front	5.0 m	5.0 m
Rear	5.0 m	103.0 m
Side #1 (North)	5.0 m	5.0 m
Side #2 (South)	3.0 m	3.1 m
BUILDING HEIGHT (in metres/storeys)		
Principal	12.0 m	11.0 m
Accessory		
NUMBER OF RESIDENTIAL UNITS		
Bachelor		
One Bed		
Two Bedroom		
Three Bedroom +		
Total		
FLOOR AREA: Residential		
FLOOR AREA: Commercial	8,700 m ²	5,122 m ²
Retail		
Office		
Total		
FLOOR AREA: Industrial		
FLOOR AREA: Institutional		
TOTAL BUILDING FLOOR AREA	8,700 m ²	5,122 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)	0.44	0.30
AMENITY SPACE (area in square metres)		
Indoor		
Outdoor		
PARKING (number of stalls)		
Commercial	153	153
Industrial		
Residential Bachelor + 1 Bedroom		
2-Bed		
3-Bed		
Residential Visitors		
Institutional		
Total Number of Parking Spaces		
Number of disabled stalls		4
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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