

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7909-0251-00

Planning Report Date: March 1, 2010

PROPOSAL:

- **Development Permit**
- **Development Variance Permit**

in order to allow a new free-standing sign and an additional fascia sign.

LOCATION:

16299 Fraser Highway

OWNER:

629681 B.C. Ltd., Inc. No. 733965

ZONING:

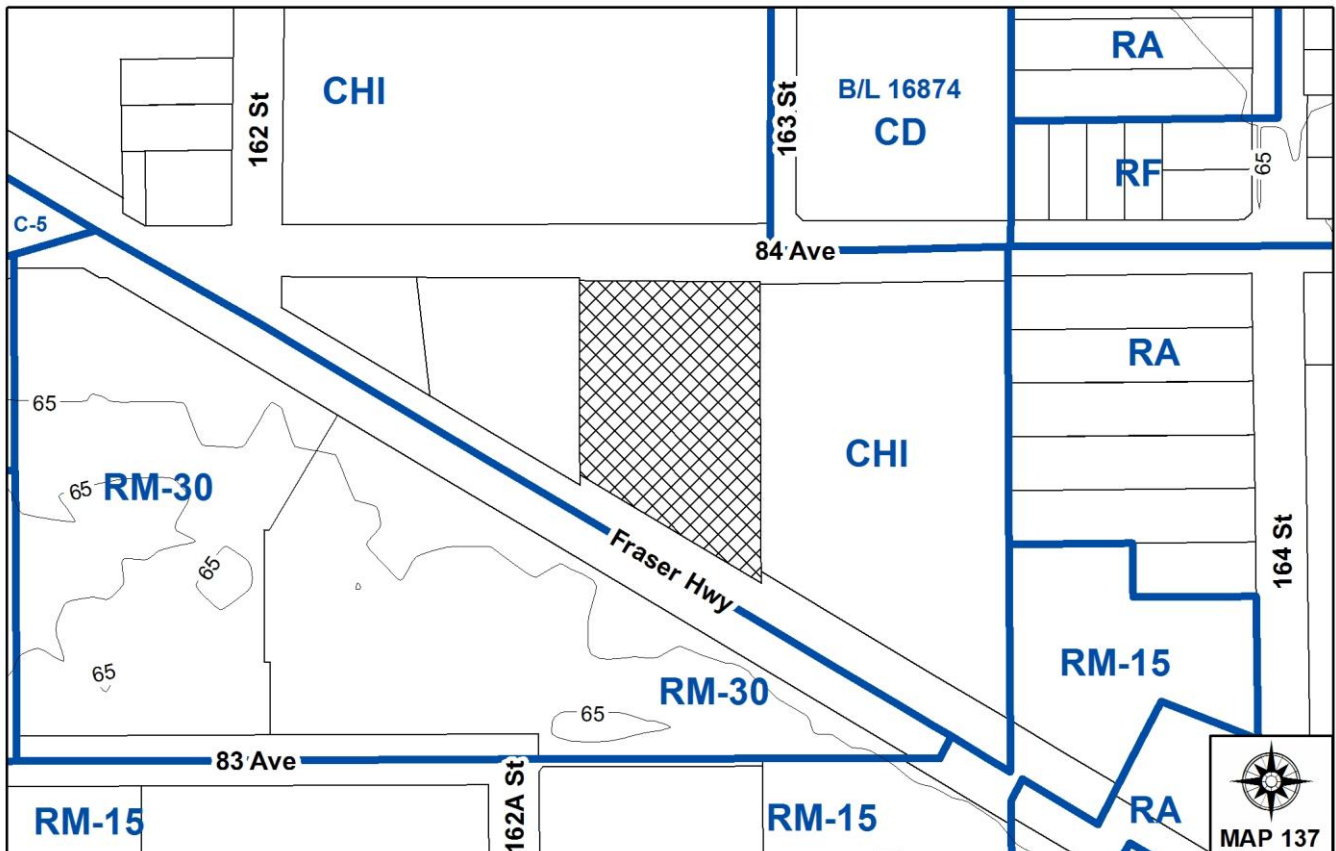
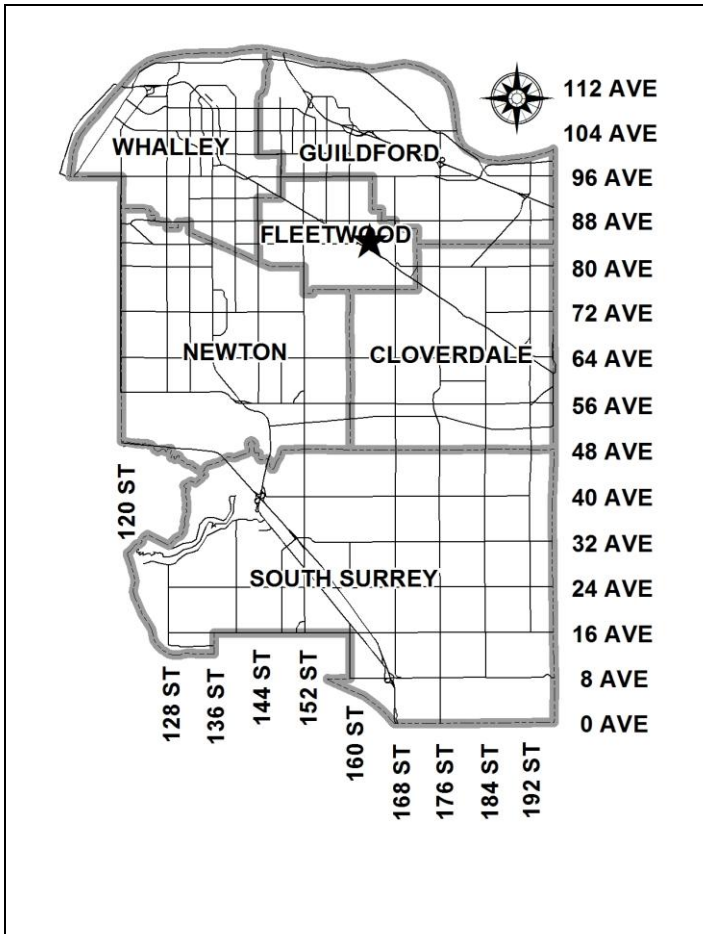
CHI

OCP DESIGNATION:

Commercial

TCP DESIGNATION:

Highway Commercial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking two additional fascia signs on the building.

RATIONALE OF RECOMMENDATION

- Proposed free-standing sign is an upgrade over the existing sign.
- Proposed free-standing sign will occupy the exact location of the current sign.

DEVELOPMENT CONSIDERATIONS

- The subject site, located at 16299 Fraser Highway, is zoned Highway Commercial Industrial Zone (CHI) and is designated Highway Commercial in the Fleetwood Town Centre Plan and Commercial in the Official Community Plan (OCP). A KIA automobile dealership currently exists on the property.
- The existing signage and building was approved under Development Permit No. 7902-0097-00.
- The applicant proposes to install one (1) additional fascia sign, in addition to the three (3) existing fascia signs that were approved under Development Permit No. 7902-0097-00. The additional fascia sign will be located on the south elevation (facing Fraser Highway).
- Additionally, the applicant proposes to replace the existing 2.7-metre (9.0 ft.) high free-standing sign near the southeast corner of the property.
- A Development Permit is required for the proposed free-standing sign. The additional fascia sign on the south building elevation, as well as an existing third fascia sign, require a variance as they exceed the maximum number of signs permitted under Surrey Sign By-law, 1999 (No. 13656).

Proposed Free-Standing Sign

- The applicant proposes to erect a new double-faced, free-standing sign near the southeast corner of the subject property along Fraser Highway (Appendix II, Drawing A).
- The proposed sign is approximately 3.7 metres (12.0 feet) in height and 2.4 metres (8.0 feet) in width. The proposed sign area is 7.4 square metres (80 sq. ft) for the double faced sign. The Surrey Sign By-law, 1999 (No. 13656) permits a maximum total sign area of 27.8 square metres (300 sq.ft). The sign is located within the Fleetwood Special Sign Area which permits a maximum height of 3.7 metres (12.0 ft.).
- The proposed free-standing sign will be mounted on a permanent base, and will not restrict access along the public sidewalk adjacent to Fraser Highway. The Sign By-law requires a minimum 2.0-metre (6.6 ft.) setback from all lot lines. The proposed free-standing sign will comply with the By-law.
- A Statutory Right-of-Way (SROW) is located along the south property line running east / west. The City Engineering Department has no objection to the proposed location of the free-standing sign, as it will not interfere with the SROW.

DESIGN PROPOSAL AND REVIEW

- The proposed free-standing sign is to be installed on the existing concrete base of the existing free-standing sign. The concrete base will be painted to match "KIA Dark Grey." The sign will be made from aluminum constructed shell panels to be painted "KIA Medium Grey." The header panel will consist of White Mustang Plaskolite with translucent vinyl, and will be internally illuminated (Appendix II, Drawing A).

- The existing free-standing sign is outdated. The proposed free-standing sign is an improvement over the existing free-standing sign and it will reflect the updated corporate logo for KIA.
- The proposed free-standing sign will be located within the groundcover and landscaping that currently surrounds the existing sign and was approved under Development Permit No. 7902-0097-00 (Appendix II, Drawing F).
- The proposed fascia sign is 5.4 metres (17.8 ft.) in length and 0.6 metres (2.0 ft.) in height. The new signage is keeping with the scale of the building (Appendix II, Drawing B).
- The existing KIA logo fascia sign, as well as the existing APPLEWOOD fascia sign, both currently located on the south building elevation, will be slightly updated with new illuminated fascia signs (Appendix II, Drawings C and D). Both of these proposed updated fascia signs will be consistent in size with the signs that they are replacing and comply with the Sign By-law. The original fascia signs were approved under Development Permit No. 7902-0097-00.
- City staff have reviewed the proposed design for the free-standing sign, and have no objections.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 5, Section 27, Sub-section 2(a) of the Sign By-law (No. 13656) to increase the number of fascia signs from two (2) to four (4).

Applicant's Reason

- The additional signs will provide a stronger presence to the building and provide better identification for the business to those traveling along Fraser Highway.

Staff Comments

- Under the Sign By-law, the subject site is permitted to have two (2) fascia signs. There are currently three (3) fascia signs on the building, two on the south elevation, and one on the north elevation. Therefore, a variance is required for the proposed fourth fascia sign and an existing third fascia sign that was approved under Development Permit No. 7902-0097-00.
- The existing APPLEWOOD fascia sign above the main entrance will be relocated further east on the building elevation. A proposed KIA MOTORS fascia sign will then be placed where the APPLEWOOD fascia sign is currently located.
- The proposed KIA MOTORS fascia sign is 5.4 metres (17.8 ft.) in length and 0.6 metres (2.0 ft.) in height. This equates to an area of 3.2 m² (35.6 ft²). The combined area of all fascia signs on the building is well below the permitted area of 32.3 m² (348 ft²).
- The proposed KIA MOTORS fascia sign will consist of red illuminated letters and will be constructed from aluminum.

- The KIA MOTORS fascia sign will complement the KIA logo fascia sign, located directly above.
- The KIA MOTORS fascia sign is in scale with the building, and is supportable.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Signage Drawings
Appendix III.	Engineering Summary
Appendix IV.	Development Variance Permit No. 7909-0251-00

Jean Lamontagne
General Manager
Planning and Development

JD/kms

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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: Norman Isaak
 Address: 16299 Fraser Highway
 Surrey, BC
 V4N 0G1
 Tel: 604-635-3010

2. Properties involved in the Application

- (a) Civic Address: 16299 Fraser Highway
- (b) Civic Address: 16299 Fraser Highway
 Owner: 629681 B.C. Ltd., Inc. No. 733965
 Director Information:
 Darren Graham

Officer Information as at June 19, 2005
Darren Graham (President, Secretary)

PID: 012-703-257
Parcel "B" (Explanatory Plan 8927), Except: Portion on Plan BCP3676 Lot 6
Section 25 Township 2 New Westminster District Plan 2425

3. Summary of Actions for City Clerk's Office

- (a) Proceed with Public Notification for Development Variance Permit No. 7909-0251-00.