

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7910-0176-00

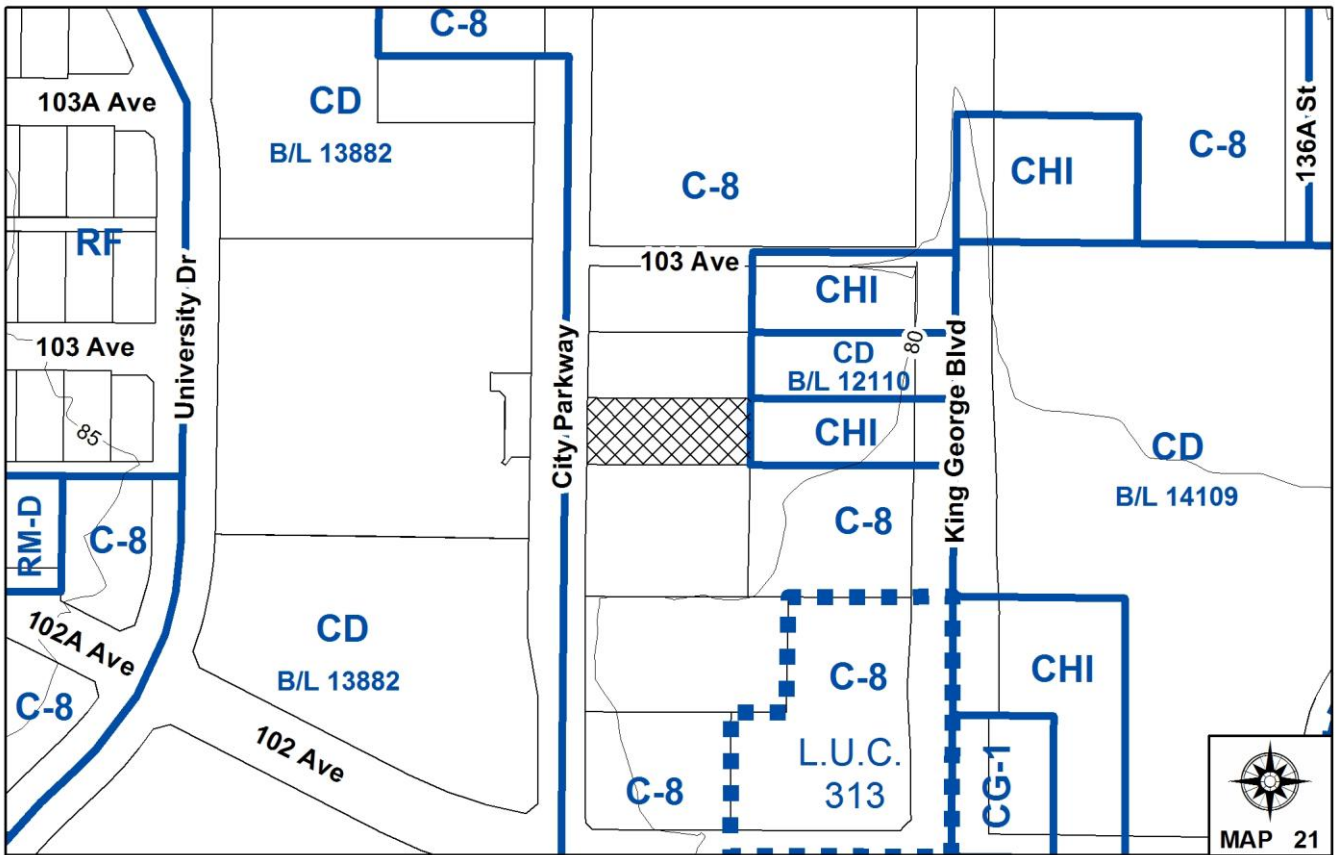
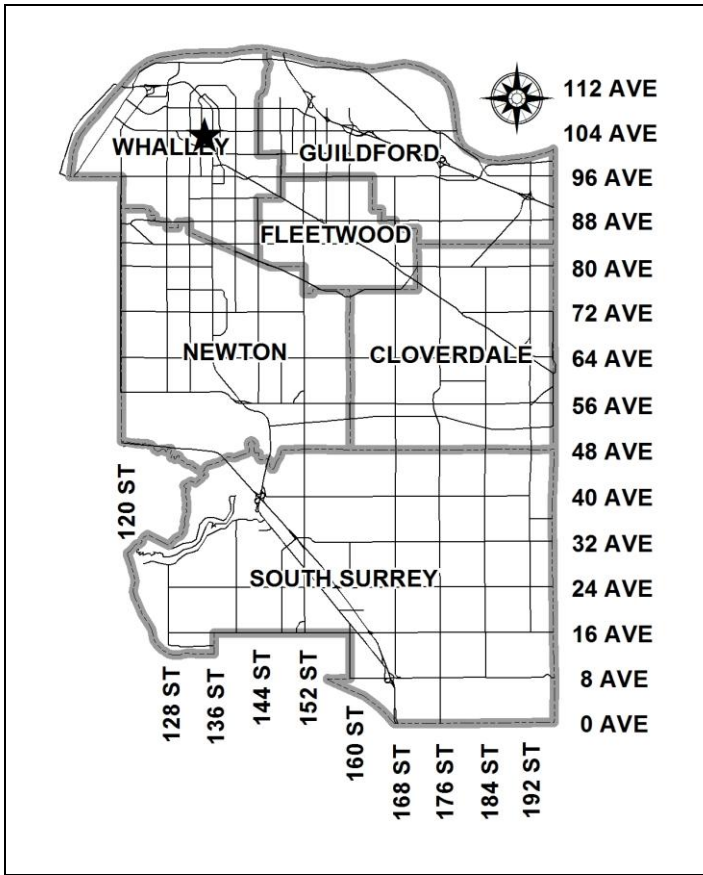
Planning Report Date: July 26, 2010

PROPOSAL:

- **Development Variance Permit**

in order to permit the installation of a fascia sign along the side of the commercial building and to permit the fascia signage to extend beyond the roof line of the building.

LOCATION: 10280 City Parkway
OWNER: 51561 BC Ltd.
ZONING: C-8
OCP DESIGNATION: City Centre



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The proposed fascia signs do not conform to the regulations in the Sign By-law.

RATIONALE OF RECOMMENDATION

- The proposed fascia signs provide increased visibility along a street on which free-standing signs are not permitted and are consistent with other signage on adjacent buildings.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7910-0161-00, (Appendix II) varying the following, to proceed to Public Notification:
 - (a) Section 27(2)(a), Signs in Commercial/Industrial Zones of Surrey Sign By-law No. 13656, is varied to permit fascia signs along the premise frontage of the building; and
 - (b) Section 27(2)(e), Signs in Commercial/Industrial Zones of Surrey Sign By-law No. 13656, is varied to permit fascia signs to extend beyond the roof line of the building.

SITE CHARACTERISTICS

Existing Land Use: Existing commercial building.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	One-storey commercial building	City Centre	C-8
East:	One-storey commercial building	City Centre	CHI
South:	Three-storey commercial building.	City Centre	C-8
West (Across City Parkway):	Surrey Central SkyTrain Station.	City Centre	CD (By-law No. 13882).

DEVELOPMENT CONSIDERATIONS

- The operator of The Hockey Shop, currently located at 10347 City Parkway, is relocating to new premises further to the south along City Parkway. The new premises, at 10280 City Parkway, is an existing building that was previously occupied by A & B Sound but which has been vacant for some time.
- The subject lot at 10280 City Parkway in Surrey City Centre is designated City Centre under the Official Community Plan (OCP) and is zoned Community Commercial (C-8) Zone.
- In order to make the building more urban and pedestrian-friendly, the applicant is proposing to enlarge two windows on the western façade of the building along City Parkway, and to add a window on the southwest corner of the building that will also be visible by pedestrians along City Parkway.

- As part of the renovations, the applicant is proposing to construct a new parapet along the City Parkway façade of the building and over the new window at the southwest corner of the building on which to install fascia signage.
- The overall height of the signage will be approximate 2.4 metres (8 ft.) and will consist of back-lit channelized letters and a back-lit company logo.
- Enlarging the windows visible from City Parkway in order to create a more pedestrian-friendly façade reduces the amount of space between the top of the windows and the roof line of the flat-roofed building, making it difficult to install adequate signage in this restricted space.
- As a result, the applicant is requesting that the signage be allowed to extend above the roof line of the building, requiring a variance to the Surrey Sign By-law which prohibits fascia signs to extend past the roofline of a building.
- The signage parapet, including the decorative cornice cap, will extend approximately 0.6 metres (2 ft.) above the roofline of the existing building.
- As part of the renovation of the existing building, the applicant also intends to relocate the existing door along the south side of the building and to make this door into a more formal entry into the building.
- The applicant is proposing to place fascia signage, displaying the company name, over this new door on the south side of the building. This proposed fascia signage is permitted under the provisions of the Surrey Sign By-law.
- As the applicant is proposing to place fascia signage over the new door on the south façade of the building, the proposed fascia sign at the southwest corner of the building, which forms part of the signage at the front of the building, would not be permitted as the Surrey Sign By-law permits only one fascia sign on the southern façade of the subject building.
- As a result, the applicant is asking for a variance to the Sign By-law to permit this additional fascia sign.
- The enlargement of two existing windows, the relocation of an existing door and the addition of one new window constitute minor changes to an existing building that would not trigger a Development Permit application, particularly as the subject building was constructed prior to the requirement for a Development Permit.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary Section 27(2) (a) of Surrey Sign By-law, 1999, No. 13656 to permit two fascia signs on the premise frontage of the building.

Applicant's Justification:

- The additional signage is intended to make the business more visible for pedestrians and vehicles moving north along City Parkway.

Staff Comments:

- The proposed signage increases the visibility on the business along City Parkway and is consistent with the signage on the rest of the building. Other than the noted variance, all of the proposed signage conforms to the Surrey Sign By-law. As a result, the Planning & Development Department can support the requested variance.

(b) Requested Variance:

- To vary Section 27(2) (e) of Surrey Sign By-law, 1999, No. 13656 to permit fascia signs to extend beyond the roof line of the building.

Applicant's Justification:

- The signage needs to extend above the roof line of the building in order for the signage to be proportionate with the scale of the building.

Staff Comments:

- Creating a new parapet and sign that extends above the roof line of the existing building will result in signage that is more in keeping with the scale of the building. Raising the height of the fascia sign also results in signage that is more in keeping with the elevation and height of signage on the adjoining building to the north, which will result in more consistency of signage along the street. As a result, the Planning & Development Department can 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.	Site Plan and Proposed Signs
Appendix III.	Development Variance Permit No. 7910-0176-00

Jean Lamontagne
General Manager
Planning and Development

GAG/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: Rod Bolivar, Bolivar Holdings
 Address: 10369 City Parkway
 Surrey, BC
 V3T 4C3
 Tel: 604-377-2196

2. Properties involved in the Application

- (a) Civic Address: 10280 City Parkway

- (b) Civic Address: 10280 City Parkway
 Owner: 51561 BC Ltd.
 Director Information:
 Barbara Eslake
 Michael Fred Steiner

Officer Information as at October 3, 2009
Michael Fred Steiner (President)

PID: 005-199-395
Lot 144 Section 27 Township 2 Block 5 North Range 2 West New Westminster
District Plan 44302

3. Summary of Actions for City Clerk's Office

- (a) Proceed with Public Notification for Development Variance Permit No. 7910-0176-00.