

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7910-0199-00

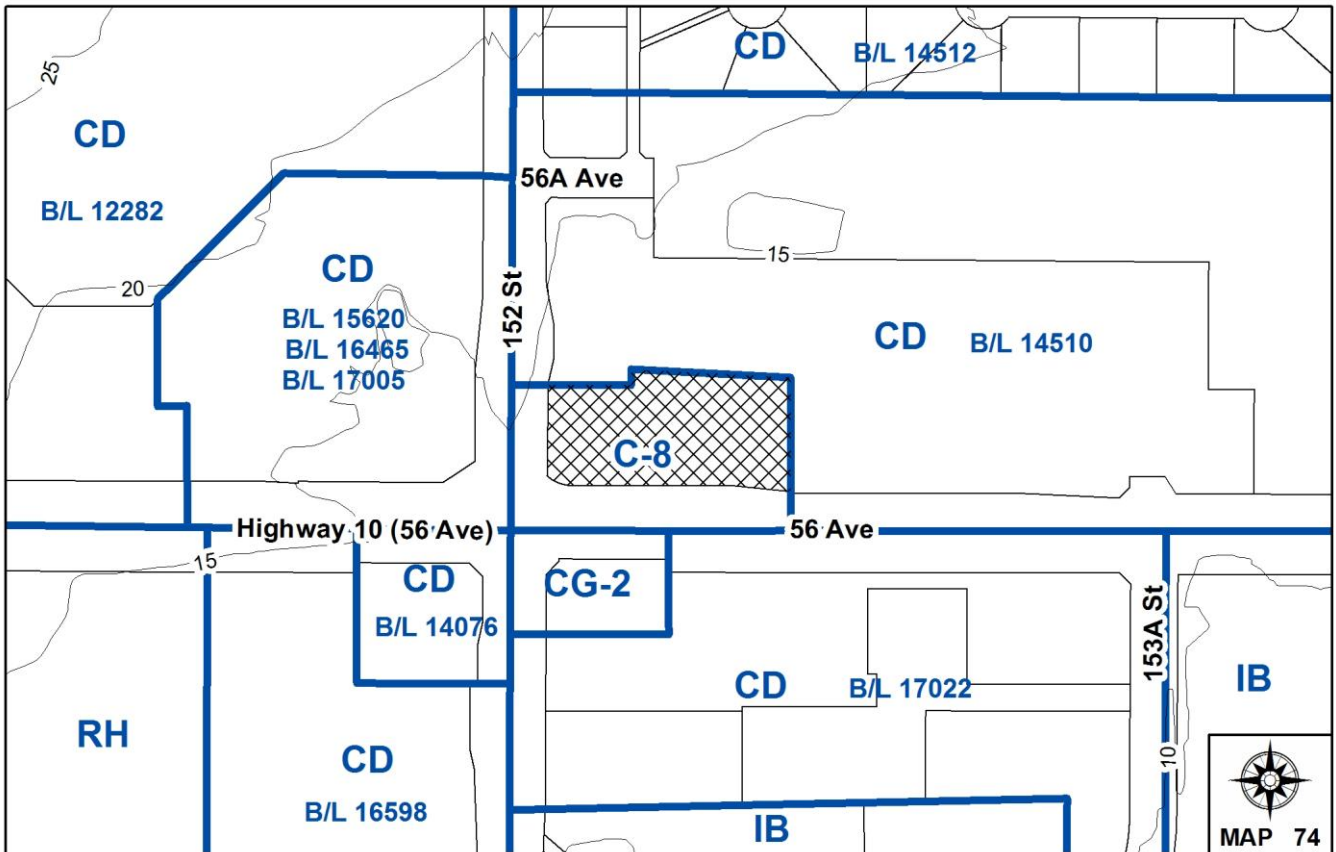
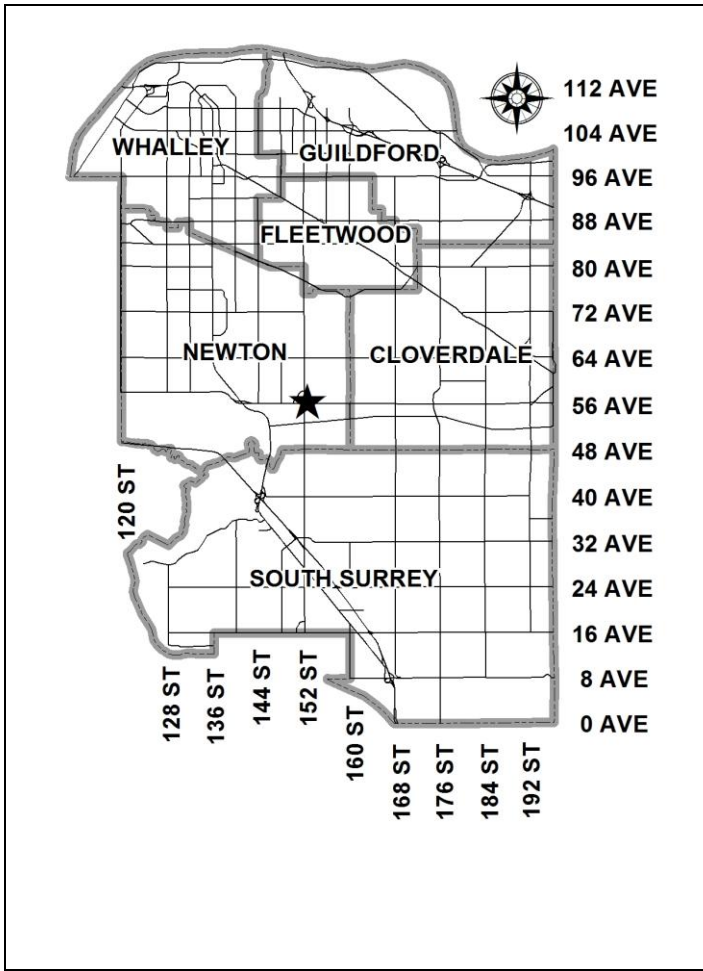
Planning Report Date: October 4, 2010

PROPOSAL:

- **Development Variance Permit**

in order to permit an identification sign on an existing commercial building.

LOCATION: 5606 - 152 Street
OWNER: 0746675 B.C. Ltd., Inc. No. 0746675
ZONING: C-8
OCP DESIGNATION: Commercial
LAP DESIGNATION: Urban Residential



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- A Development Variance Permit (DVP) is proposed in order to allow an identification sign on the northern elevation of an existing commercial building.

RATIONALE OF RECOMMENDATION

- The proposed identification sign will better identify Rodeo Square to passing motorists and direct patrons to the subject building.
- The proposed identification sign is of high quality design, suitably located and architecturally coordinated with the existing commercial building.

RECOMMENDATION

1. The Planning & Development Department recommends that:
2. Council approve Development Variance Permit No. 7910-0199-00, (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to vary the Sign By-law to permit one identification sign up to a maximum total sign area of 4.35 square metres (46.8 sq.ft.) on the northern elevation of an existing commercial building, as per the attached drawings in Schedule A.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Commercial building

Adjacent Area:

| Direction | Existing Use | OCP/LAP Designation | Existing Zone |
|--|---|--|----------------------------------|
| North, East and West(Across 152 Street): | Commercial buildings | OCP = Commercial LAP = Urban Residential, Shopping Centre & Retail Commercial | CD (By-law Nos. 14510 and 15620) |
| South (Across 56 Avenue): | Industrial Business Centre and Corner Gas Station | OCP = Industrial LAP = Agro-industrial | CG-2 & (CD By-law No. 17022) |

DEVELOPMENT CONSIDERATIONSBackground

- The subject property at 5606 – 152 Street is designated "Commercial" in the Official Community Plan (OCP) and currently zoned "Community Commercial Zone (C-8)". An existing commercial building, Rodeo Square, presently occupies the subject property.
- Council issued the Development Permit (No. 7905-0291-00) on July 10, 2006 which allowed for two multi-tenant commercial buildings that comprise a total floor area of 3,298 square metres (35,500 square feet) reserved primarily for office and retail uses.

Proposed Identification Sign

- The applicant is proposing to install an identification sign on the northern elevation of the existing mixed office/retail building above the entry doors to the lobby which provides access to the second- and third-storey offices. Therefore, the applicant is requesting a Development Variance Permit (DVP) in order to vary the Sign By-law to permit an identification sign not to exceed a maximum total sign area of 4.35 square metres (46.8 sq. ft.), as per the attached drawings in Schedule A.

DESIGN PROPOSAL AND REVIEW

- The "Rodeo Square" portion of the proposed identification sign consists of individual channel letters with white acrylic faces and LED background illumination. The channel letters will be attached to a sheet metal raceway mounted directly above the C-channel and painted to match the existing building façade. The address panel, in contrast, will consist of a cabinet and frame with silver vinyl numbers and black vinyl face located within the C-channel above the lobby entry which provides access to second- and third-floor offices.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To permit one identification sign up to a maximum total sign area of 4.35 square metres (46.8 sq. ft.) on the northern elevation of an existing commercial building.

Applicant's Reasons:

- The proposed identification sign will better identify Rodeo Square to passing motorists as well as assist patrons in finding the entry doors to the lobby and elevator which serve the second- and third-storey offices.

Staff Comments:

- Without appropriate signage, the entry doors to the lobby and elevator serving the second- and third-floor tenants is difficult to distinguish from the entries to surrounding retail units. As a result, the proposed identification sign on the northern elevation should assist patrons in locating the correct second- and third-floor entrance.
- The proposed identification sign is in keeping with the scale of the existing building and suitably located on the northern elevation directly above the lobby entry which provides access to second- and third-floor tenants.
- Therefore, City staff supports 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 Sign Drawings
- Appendix III. Development Variance Permit No. 7910-0199-00

Jean Lamontagne
General Manager
Planning and Development

MRJ/kms

Information for City Clerk

Legal Description and Owners of all lots that form part of the application:

1. (a) Agent: Name: Buzz Parsons from Triad Signs Ltd.
 Address: 560 Alpha Street, Victoria, BC V8Z 1B2
 Tel: 250-388-3993

2. Properties involved in the Application
 - (a) Civic Address: 5606-152 Street

 - (b) Civic Address: 5606-152 Street
 Owner: 0746675 B.C. Ltd., Inc. No. 0746675
 Director Information:
 Murray Sereda

 Officer Information as at January 24, 2009
 Murray Sereda (President, Secretary)
 PID: 026-853-850
 Parcel 1 Section 11 Township 2 New Westminster District Plan BCP 26477

3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7910-0199-00.