

## City of Surrey <br> PLANNING \& DEVELOPMENT REPORT <br> File: 7910-0202-00

Planning Report Date:
November 1, 2010

## PROPOSAL:

- Development Permit
- Development Variance Permit
in order to allow for exterior renovations to an existing automotive dealership. A Development Variance Permit is required to relax Sign By-law and Zoning By-law requirements.

| LOCATION: | 3050 King George Boulevard |
| :--- | :--- |
| OWNER: | 384451 B.C. Ltd., Inc. No. 384451 |
| ZONING: | CD (By-law No. 8370$)$ |
| OCP DESIGNATION: | Commercial |
| LAP DESIGNATION: | Highway/Tourist Commercial |



## RECOMMENDATION SUMMARY

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


## DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- A Development Variance Permit (DVP) is required to relax the Sign By-law to increase the number of fascia signs permitted from 1 to 2 , and to increase the number of canopy signs permitted from 1 to 2 . Two (2) of the fascia signs are proposed on an architectural element, called a performance wall, which extends above the roofline of the existing building. The Sign By-law restricts roof signs; therefore, a variance is required.
- A Development Variance Permit (DVP) is also required to allow an increase in building height from 9 metres ( 30 ft .) to 10.9 metres ( 35.6 ft .) for the proposed performance wall.


## RATIONALE OF RECOMMENDATION

- The proposed exterior renovations will enhance the appearance of the building.
- The proposed architectural element, the performance wall, will provide an interesting feature to the building.
- The two (2) proposed canopy signs will replace two (2) existing fascia box signs on the building. The canopy signage is considered an upgrade from the existing fascia signage.
- The signs incorporate the logo of the company as well as business identification. The canopy and fascia signage are of an appropriate size and scale in relation to the building.


## RECOMMENDATION

The Planning \& Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7910-0202-00 in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7910-0202-00, (Appendix III) varying the following, to proceed to Public Notification:
(a) to vary the maximum building height of the CD Zone (By-law No. 8370) from 9 metres (30 ft.) to 10.9 metres ( 35.6 ft .);
(b) to relax the Sign By-law to increase the number of fascia signs from 1 to 2;
(c) to relax the Sign By-law to allow two (2) fascia signs to extend above the roof line; and
(d) to relax the Sign By-law to increase the number of canopy signs from 1 to 2.
3. Council instruct staff to resolve the following issue prior to approval of Development Permit No. 7910-0202-00:
(a) approval of Development Variance Permit No. 7910-0202-00.

## REFERRALS

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

## SITE CHARACTERISTICS

Existing Land Use: Automotive dealership in the South Surrey Auto Mall (Midway Mazda).
Adjacent Area:

| Direction | Existing Use | OCP/NCP Designation | Existing Zone |
| :--- | :--- | :--- | :--- |
| South, East, West and <br> North: | Automotive <br> businesses. | Commercial/Tourist/Highway <br> Commercial | CD (By-law No. <br> 8370) and CHI |

## DEVELOPMENT CONSIDERATIONS

## Background

- The subject site at Strata Lot 2, 3050 King George Boulevard is zoned "Comprehensive Development Zone (CD)" (By-law No. 8370) and is part of the South Surrey Auto Mall. There is an existing automotive dealership on the site, Midway Mazda.
- The South Surrey Auto Mall was originally developed in 1985 under Development Application No. 7985-0376-oo. This application included a subdivision (consolidation), rezoning, and Development Permit.
- The applicant is applying for a Development Permit (DP) and Development Variance Permit (DVP) to allow for exterior renovations to the existing Mazda dealership. The renovations include cladding and signage and are proposed in order to bring the dealership into accordance with Mazda's corporate design guidelines for all Canadian Mazda dealerships.
- The applicant has requested a Development Variance Permit to increase the number of fascia signs allowed per premise from 1 to 2 , to increase the number of canopy signs from 1 to 2 , and to increase the maximum allowable building height from 9 metres ( 30 ft .) to 10.9 metres ( 35.6 ft ) for a projecting architectural feature, called a performance wall, on the existing building. The two (2) fascia signs are proposed to be located at the highest and most visible point of the performance wall. As such, a DVP is also required to allow signage above the roofline of the existing building.
- The proposed exterior renovations will enhance the appearance of the building. The architectural element proposed, the performance wall, will provide an interesting feature to the building.


## DESIGN PROPOSAL AND REVIEW

- The existing building renovations include exterior cladding with a composite aluminum material in gray and blue. Exterior clear glazing of the existing storefront is also proposed.
- The renovations include the addition of a projecting architectural feature, called a performance wall. The performance wall consists of composite aluminum panels fixed to a structural frame. The composite aluminum panels are dark grey.
- A curved canopy is proposed to be added to the existing building, along the south building face and curving around to the southern portion of the east building face. The canopy will consist of a structurally engineered frame cladded with a composite aluminum material in white, with a blue composite aluminum material at the base.
- Two (2) logo signs are proposed on the performance wall. These signs include both the Mazda logo and blue Mazda channel letters underneath the logo, both of which are proposed to be illuminated. The performance wall, including signage, is in accordance with Mazda's corporate design requirements.
- The existing building currently has two (2) fascia signs at the front of the building (the south elevation). The applicant proposes to update these two (2) fascia signs with new canopy signage, in accordance with Mazda's corporate design requirements. One (1) canopy sign will include the Mazda logo, and the word "Mazda" in blue illuminated channel letters. The second canopy sign indicates the Mazda dealership name, "Midway", in black individual channel letters, which are individually mounted to the canopy.
- The fascia signs have a total sign area of 18 square metres ( 193 sq . ft.) which is less than the maximum permitted sign area of 28 square metres ( 299 sq . ft.) permitted in the Surrey Sign By-law.


## BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To increase the maximum height of the principal building from 9 metres ( 30 ft .) to 10.9 metres ( 35.6 ft .) in order to allow for a architectural element (performance wall).

Applicant's Reasons:

- The performance wall is an essential component of Mazda's corporate design requirements.


## Staff Comments:

- The maximum allowable building height under the CD Zone (By-law 8370) is 9 metres ( 30 ft .). The existing building height is well below the permissible building height, at 6.3 metres ( 20.6 ft .). The performance wall is 1.9 metres ( 6 ft .) above the maximum allowable building height. This increase in height is for the performance wall only, and will provide an interesting design feature to the building.
(b) Requested Variance:
- To increase the maximum number of canopy signs from one (1) to two (2) and to increase the maximum number of fascia signs from one (1) to two (2).

Applicant's Reasons:

- The canopy and fascia signs will provide a stronger presence to the building and provide adequate business identification.
- The proposed signage is in accordance with Mazda's corporate design requirements.

Staff Comments:

- The signs incorporate the logo of the company as well as business identification. The canopy and fascia signs are of an appropriate size and scale in relation to the building.
- The canopy signage is an improvement from the existing box signage on the building. There are currently two (2) fascia signs on the existing building and these are box signs. The box signage is to be removed and replaced with the canopy signage.
- The premise frontage of the dealership is 30.4 metres ( 99.8 ft .). Under Surrey's Sign By-law No. 13656, Part 5 Section 27 (3)(b), this equates to an allowable sign area of 28 square metres (299 sq.ft.). The proposed fascia and canopy signs on the subject building represent an area of approximately 18 square metres ( 193 sq. ft.), and therefore much less than the allowable sign area.
(c) Requested Variance:
- To vary the Sign By-law to permit the two fascia signs along the top of the performance wall to extend above the roof line of the building face.


## Applicant's Reason:

- The performance wall and logo location forms part of the Mazda corporate design requirements.

Staff Comments:

- The proposed performance wall on the existing building, will provide an interesting architectural feature to the building. The performance wall extends above the roofline of the existing building, and the logo signage is proposed at the highest point on the wall. If the logo signage was moved down, in order to be in line with the roofline of the building, the result would be an off-balanced design.


## 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 Building Elevations
Appendix III. Development Variance Permit No. 7910-0202-oo

Jean Lamontagne
General Manager
Planning and Development
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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: Paul Rust

Address: 19579-5 Avenue
Surrey, BC
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Tel: 604-531-7855
2. Properties involved in the Application
(a) Civic Address: 3050 King George Boulevard
(b) Civic Address: 3050 King George Boulevard

Owner: 384451 B.C. Ltd., Inc. No. 384451
Director Information:
Bernard Rosenblatt
Officer Information as at March 23, 2010
Bernard Rosenblatt (President, Secretary)
PID: oo6-430-848
Strata Lot 2 Section 22 Township 1 New Westminster District Strata Plan NW2519 Together with an Interest in the Common Property in Proportion to the Unit Entitlement of the Strata Lot as Shown on Form 1
3. Summary of Actions for City Clerk's Office
(a) Proceed with Public Notification for Development Variance Permit No. 7910-0202-00.












(122) East Elevation












## DEVELOPMENT VARIANCE PERMIT

NO. 7910-0202-00

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Issued To:
384451 B.C. LTD., INC. NO. 384451
        (the "Owner")
Address of Owner: \(\quad 2780\) King George Boulevard
    Surrey, BC
    \(\mathrm{V}_{4} \mathrm{P} \mathrm{A}_{2}\)
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1. This development variance permit is issued subject to compliance by the Owner with all statutes, by-laws, orders, regulations or agreements, except as specifically varied by this development variance permit.
2. This development variance permit applies to that real property including land with or without improvements located within the City of Surrey, with the legal description and civic address as follows:

Parcel Identifier: oo6-430-848
Strata Lot 2 Section 22 Township 1 New Westminster District Strata Plan NW2519
Together with an Interest in the Common Property in Proportion to the Unit Entitlement of the Strata Lot as Shown on Form 1

3050 King George Boulevard
(the "Land")
3. Surrey Zoning By-law, 1979, No. 5942, as amended is varied as follows:
(a) In Section F of Part 2 of Surrey Zoning By-law, 1979, No. 5942, Amendment By-law, 1985, No. 8370 the maximum building height is increased from 9 metres ( 30 ft .) to 10.9 metres ( 35.6 ft .).
4. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
(a) Part 5 "Signs in Commercial/Industrial Zones", Section 27 Sub-section 2(a) the number of fascia signs is increased from 1 to 2 ;
(b) Part 5 "Signs in Commercial/Industrial Zones", Section 27 Sub-section 2(e), logo signage may extend above the roofline of the building; and
(c) Part 5 "Signs in Commercial/Industrial Zones", Section 27 Sub-section 10 the number of canopy signs is increased from 1 to 2.
5. This development variance permit applies to only that portion of the buildings and structures on the Land shown on Schedule A which is attached hereto and forms part of this development variance permit. This development variance permit does not apply to additions to, or replacement of, any of the existing buildings shown on attached Schedule A, which is attached hereto and forms part of this development variance permit.
6. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.
7. This development variance permit shall lapse if the Owner does not substantially start any construction with respect to which this development variance permit is issued, within two (2) years after the date this development variance permit is issued.
8. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.
9. This development variance permit is not a building permit.

AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , $\mathbf{~ o ~ . ~}$ ISSUED THIS DAY OF , zo .






(122) East Elevation





