

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7910-0233-00

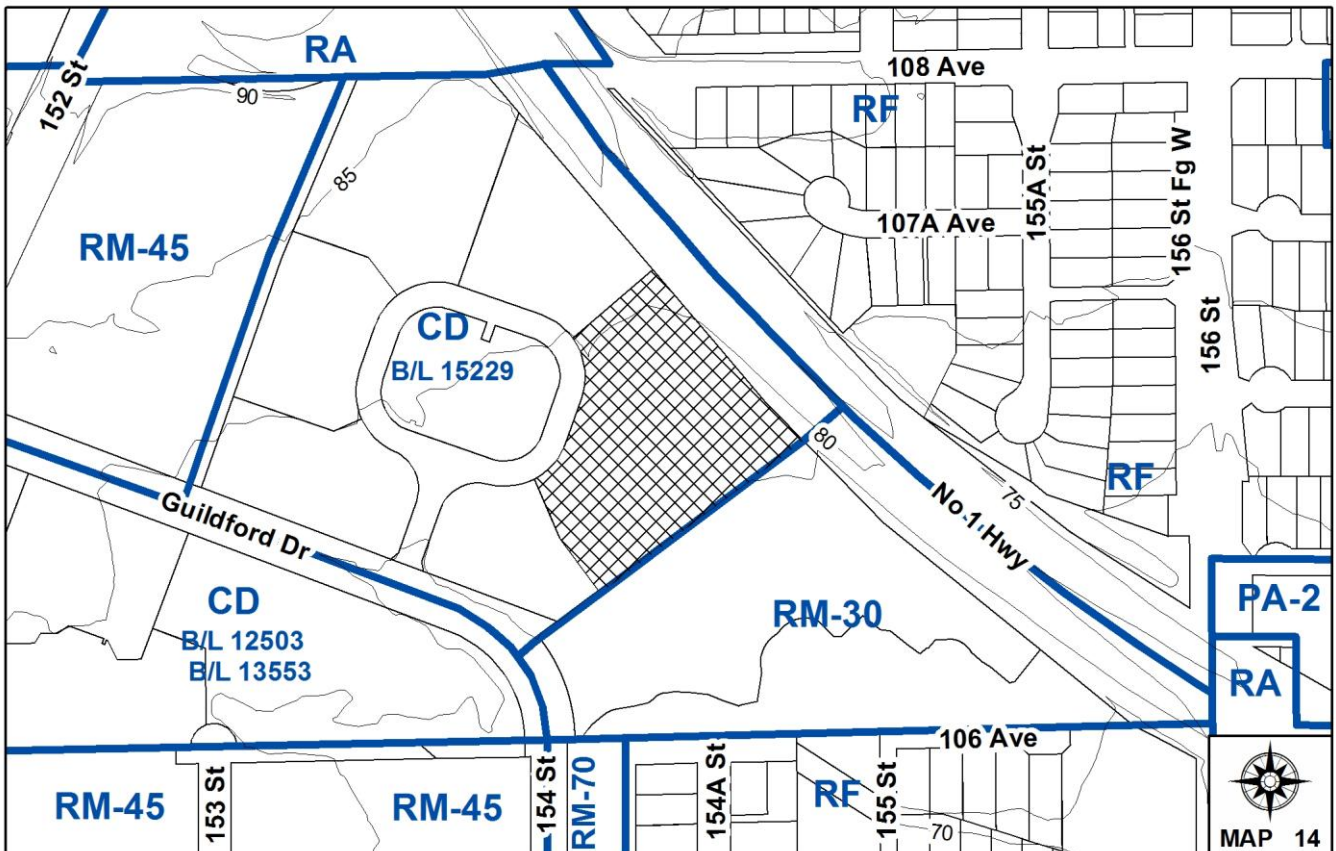
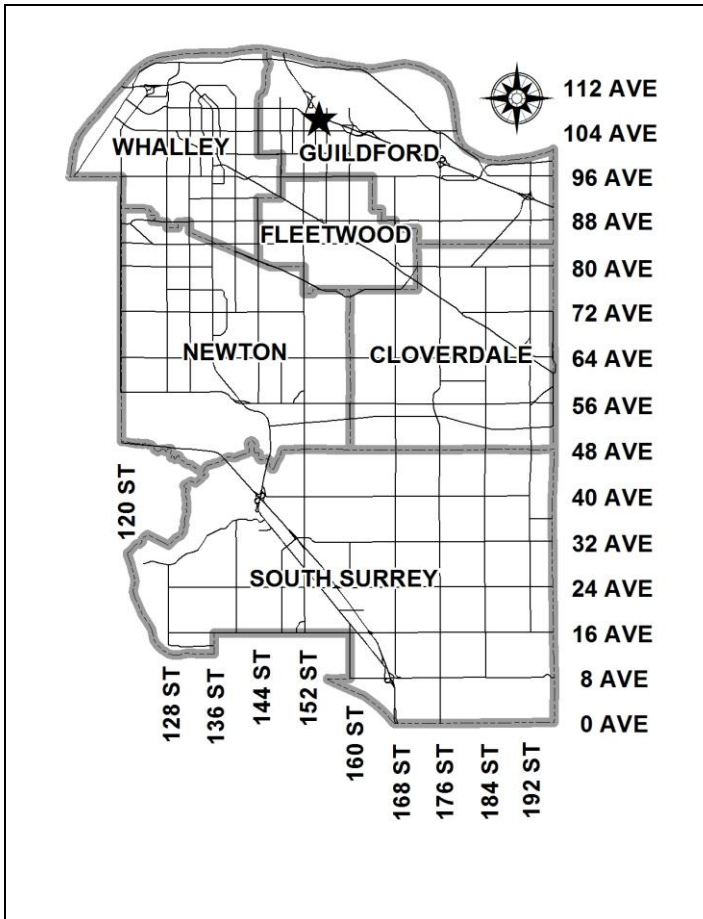
Planning Report Date: October 18, 2010

PROPOSAL:

- **Development Variance Permit**

in order to permit an additional fascia sign for an automobile dealership.

LOCATION: 15389 Guildford Drive
OWNER: Pattison Surrey Auto Mall Ltd.
ZONING: CD (By-law No. 15229)
OCP DESIGNATION: Commercial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking additional fascia signage.

RATIONALE OF RECOMMENDATION

- The proposed additional fascia signage is in keeping with the size and scale of the building on which it is to be installed.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7910-0233-00, (Appendix II) varying the following, to proceed to Public Notification:
 - (a) to vary the Sign By-law by increasing the number of fascia signs permitted from 2 to 5.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Auto mall.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across Highway No. 1):	Single family dwellings.	Urban	RF
East:	Recently approved townhouse project under construction.	Multiple Residential	RM-30
South:	Vacant lot.	Commercial.	CD (By-law No. 15229)
West:	Hyundai dealership and Volvo dealership.	Commercial	CD (By-law No. 15229)

DEVELOPMENT CONSIDERATIONS

- The subject property is located at 15389 Guildford Drive in Guildford and zoned CD By-law No. 15229, which provides for car dealerships and accessory uses. The OCP designation is Commercial.
- A Toyota dealership occupies the site. The building and related signage were approved under application no. 7905-0015-00, which was the first phase of the Surrey Auto Mall. The application included a Development Variance Permit (DVP) to increase the number of fascia signs from two (2) signs to four (4) signs. DVP No. 7905-0015-00 was approved on April 18, 2005.
- The current application for a Development Variance Permit is to allow an additional fascia sign (5 fascia signs in total).

- The proposed sign is for Scion which is a new brand of Toyota vehicles.
- The sign, to be located on the building's front façade, has grey channel lettering on a black background, which follows the Scion corporate branding.
- The proposed sign replaces 4 panels of existing greyish spandrel glass and is approximately 5 ft. by 20 ft. for a total of 100 sq.ft. No Development Permit is required due to the size of the proposed sign.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the number of fascia signs permitted from two (2) to five (5).

Applicant's Reasons:

- The additional signage is required to market Scion vehicles, which is Toyota's new brand.
- Due to the size of the building and road frontage a fifth sign will not overcrowd the frontage of the building.

Staff Comments:

- The Sign By-law stipulates that the 3 sq. ft. of signage is permitted for each linear foot of frontage. Based on this formula approximately 960 sq ft. of signage is permitted. Total signage including the proposed sign is well below the maximum size requirements.
- The proposed sign is located on the building's front façade that angles west. Though still visible from Highway No. 1, the proposed sign will not be as prominent as other existing Toyota signage, due to the proposed sign being angled away from Highway No. 1 and lower than some of the other Toyota signage.
- Staff 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. Development Variance Permit No. 7910-0233-00

Jean Lamontagne
General Manager
Planning and Development

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