

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7911-0003-00

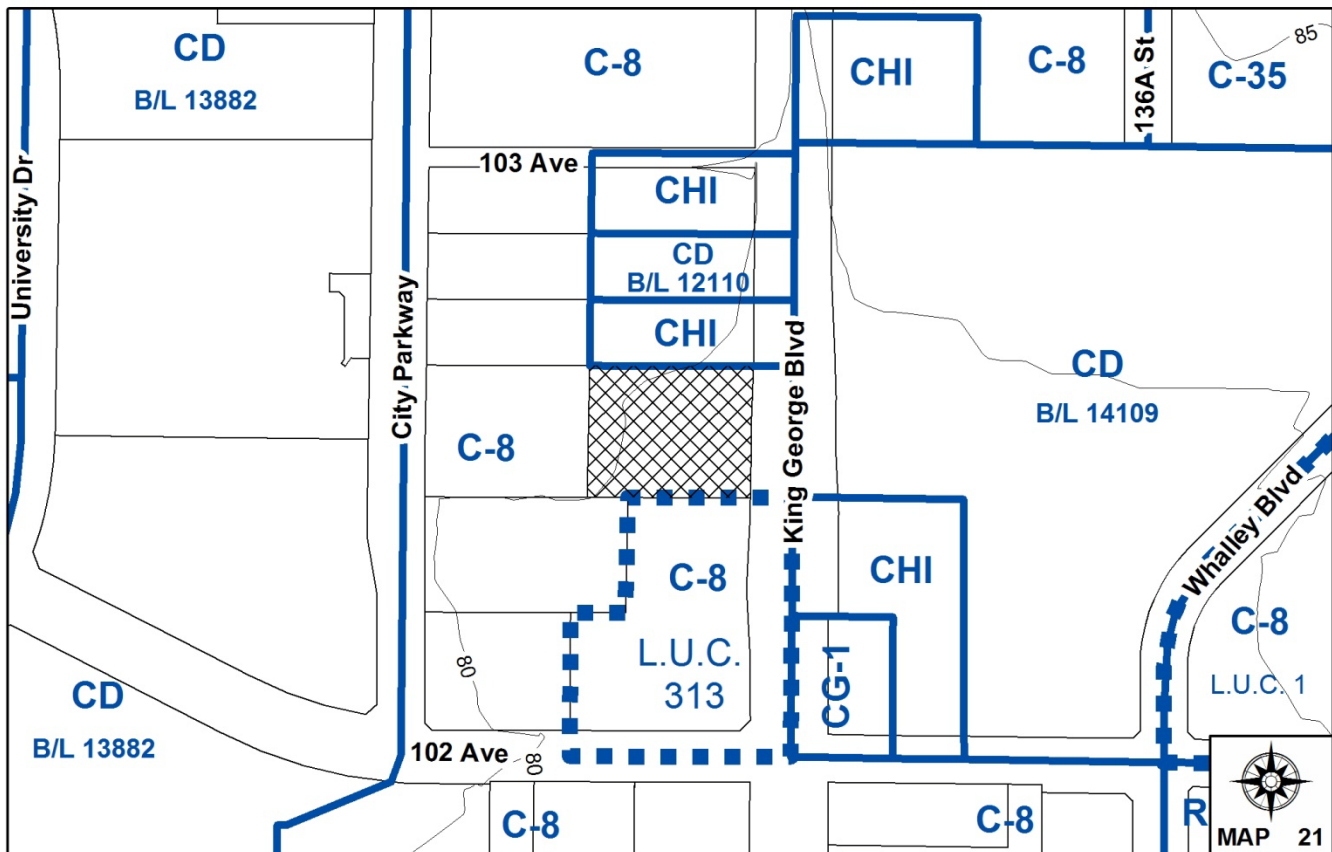
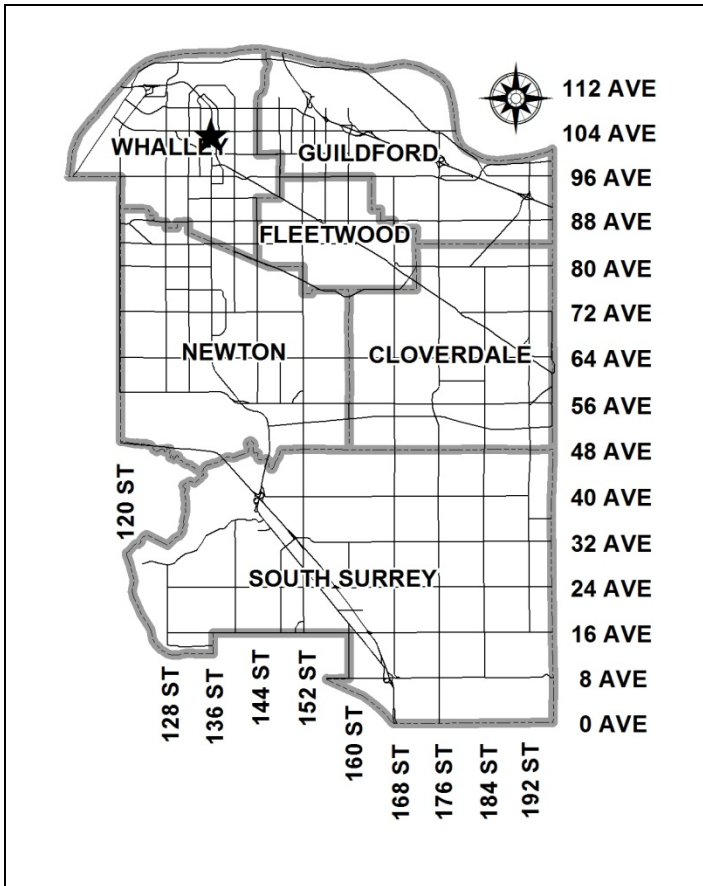
Planning Report Date: April 4, 2011

PROPOSAL:

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

in order to allow a replacement free-standing sign on a commercial site in City Centre.

LOCATION: 10241 King George Boulevard
OWNER: Kwan Bros. Investments Ltd.
ZONING: C-8
OCP DESIGNATION: City Centre



RECOMMENDATION SUMMARY

- Denial of the Development Variance Permit

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The proposed replacement free-standing sign is proposed to be installed 0.9 metre (3 ft.) from the property line, which is a variance to the minimum 2.0-metre (6.6 ft.) setback requirement.
- Contrary to Principles 4 and 6 in the Surrey City Centre Plan Update regarding transforming King George Boulevard into a vibrant, energetic, pedestrian-oriented thoroughfare, enhancing the pedestrian experience, and improving the image and the visual appeal of City Centre.

RATIONALE OF RECOMMENDATION

- The requested variance is not supported for the proposed replacement free-standing sign, as the subject building is situated close to King George Boulevard, providing the building tenant good exposure.
- The existing fascia signage on the subject building is very prominent and affords significant exposure for the business to passing motorists.
- The subject property is located in City Centre and is designated for future redevelopment to a higher density of mixed uses. Approval of the proposed Development Variance Permit would be contrary to the redevelopment goals for this area.
- The approval of the proposed Development Variance Permit would encourage similar variances for additional free-standing signs in the area.
- A single-pole, free-standing sign currently exists on the site, which was used by the previous tenant, Sleep Country, and could be used without a Development Variance Permit or Development Permit.

RECOMMENDATION

The Planning & Development Department recommends that this application be denied.

REFERRALS

Engineering: Should the application be approved to proceed, Engineering will be requested to provide comments with respect to the proposal.

SITE CHARACTERISTICS

Existing Land Use: Multi-tenant commercial buildings.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	Commercial building.	City Centre	CHI
East (Across King George Boulevard):	Commercial building.	Commercial	CD By-law No. 14109 (based on C-8)
South:	Multi-tenant commercial building.	City Centre	LUC No. 313 (underlying C-8 Zone)
West:	Multi-tenant retail/office building.	City Centre	C-8

DEVELOPMENT CONSIDERATIONSBackground

- The subject property is located at 10241 King George Boulevard in City Centre. The property is zoned Community Commercial Zone (C-8) and designated City Centre in the Official Community Plan (OCP). There are two (2) multi-tenant commercial buildings on the subject site.
- A Moneytree cheque cashing business currently occupies the easternmost retail unit within the building directly adjacent to King George Boulevard (Appendix II).
- A double-sided 'lollipop-style' free-standing sign is presently located on the subject property near the southeast corner in front of the Moneytree loan and cheque-cashing business along King George Boulevard (Appendix IV). The existing free-standing sign is situated approximately 0.9 metre (3 ft.) from the east property line, immediately between the building and the sidewalk.

- The existing free-standing sign was installed prior to the adoption of the Sign By-law and its siting is currently non-conforming, as it encroaches within the 2.0-metre (6.6 ft.) setback requirement from the front property line.

Current Proposal

- The applicant is proposing to replace the existing double-sided free-standing sign with a new double-sided, illuminated free-standing sign. The proposed sign is approximately 3.6 metres (12 ft.) in height, which complies with the Sign By-law (Appendix III).
- The applicant is proposing the replacement free-standing sign be installed in the same location as the existing free-standing sign. The sign would be located approximately 0.9 metre (3 ft.) from the property line, which does not comply with the 2.0-metre (6.6 ft.) setback requirement in Surrey Sign By-law, 1999, No. 13656. Therefore, the applicant has applied for a Development Variance Permit.
- The proposed replacement free-standing sign is to be constructed of an aluminum cabinet and panels. The Moneytree business will occupy the top cabinet of the proposed sign, while the two (2) interchangeable panels will be utilized by future tenants on the site. The cabinet and panels would be internally illuminated.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to reduce the minimum setback from the front lot line for the proposed replacement free-standing sign from 2.0 metres (6.6 ft.) to 0.9 metre (3 ft.).

Applicant's Reasons:

- The existing free-standing sign is not visible due to the trees along King George Boulevard. There are also concerns that the store itself is not visible due to existing trees and landscaping.
- The proposed free-standing sign will be lower, below the tree line, for better visibility for pedestrians and motorists.
- There is no available advertising space on the existing sign for other tenants at this shopping centre. The proposed free-standing sign will offer that space.
- There is a high turnover rate at this shopping centre due to the lack of visibility. The existing free-standing sign will not provide the needed visibility to stay in business.

Staff Comments:

- The Moneytree business is located next to King George Boulevard in the easternmost building on the subject property. The building is situated close to King George Boulevard (approximately 5.3 metres / 17.5 ft. from the front lot line) and benefits from considerable exposure to passing motorists.
- A Sign Permit was issued on February 23, 2011 to Moneytree for the two (2) existing fascia signs on the easternmost building (Appendix IV). The existing fascia signage is very prominent and provides significant advertising and exposure for the business. In addition, for the northern elevation of the unit, although no fascia signage has been requested, a banner has been erected on the parapet and window signage has been installed.
- The subject property is located in City Centre and is designated for future redevelopment to higher density. Staff have concerns that approving the Development Variance Permit, to allow the proposed replacement free-standing sign, will send the wrong message regarding the vision for City Centre.
- The Surrey City Centre Plan Update – Phase II Stage 1, presented to Council on January 19, 2009, sets forth a clear vision for creating a vibrant City Centre. The vision is guided by seven (7) key principles. Specifically, the proposed replacement free-standing sign is contrary to Principles 4 and 6:
 - Principle 4 highlights the importance of street design in establishing a vibrant, pedestrian-oriented City Centre, with a particular emphasis on enhancing King George Boulevard. The proposed replacement free-standing sign does not promote these ideals; and
 - Principle 6 emphasizes the creation of a beautiful city form and public realm. Specifically, City Centre must be designed to enhance visual appeal at a human-scale with building forms and materials that reinforce a strong, attractive, urban streetscape. The proposed replacement free-standing sign does not support these objectives.
- The approval of the proposed Development Variance Permit would encourage similar variances for additional free-standing signs in the area.
- Staff suggested that the applicant consider re-facing the existing free-standing sign, as a Development Variance Permit would not be required. However, the applicant did not agree to this option.
- Staff recommend that the proposed Development Variance Permit be denied.
- Should Council consider the application to have merit, it should be referred back to staff to undertake the necessary referrals and to draft the Development Variance Permit.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners and Action Summary
- Appendix II. Aerial Map
- Appendix III. Proposed Replacement Free-standing Sign
- Appendix IV. Existing Free-standing Sign and Existing Fascia Signage

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

DN/kms

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Information for City Clerk

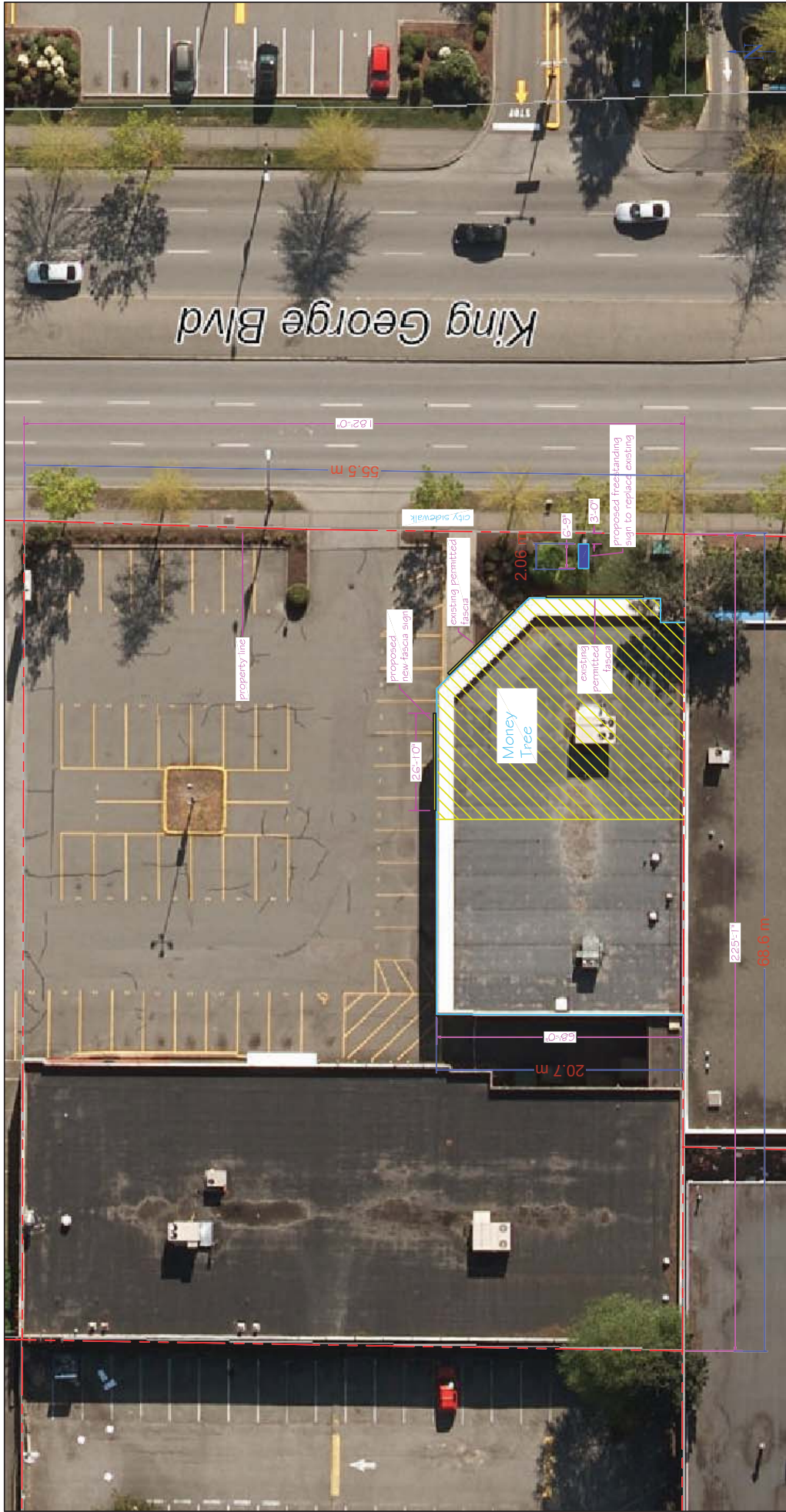
Legal Description and Owners of all lots that form part of the application:

1. (a) Agent: Name: Heather Brownell, Priority Permits Ltd.
 Address: 713 Columbia Street, Unit 104
 New Westminster, BC
 V3M 1B2
 Tel: 778-397-1394

2. Properties involved in the Application

- (a) Civic Address: 10241 King George Boulevard
- (b) Civic Address: 10241 King George Boulevard
 Owner: Kwan Bros. Investments Ltd.
 PID: 007-362-765
 Lot 157 Section 27 Block 5 North Range 2 West New Westminster District Plan
 44303

3. Summary of Actions for City Clerk's Office



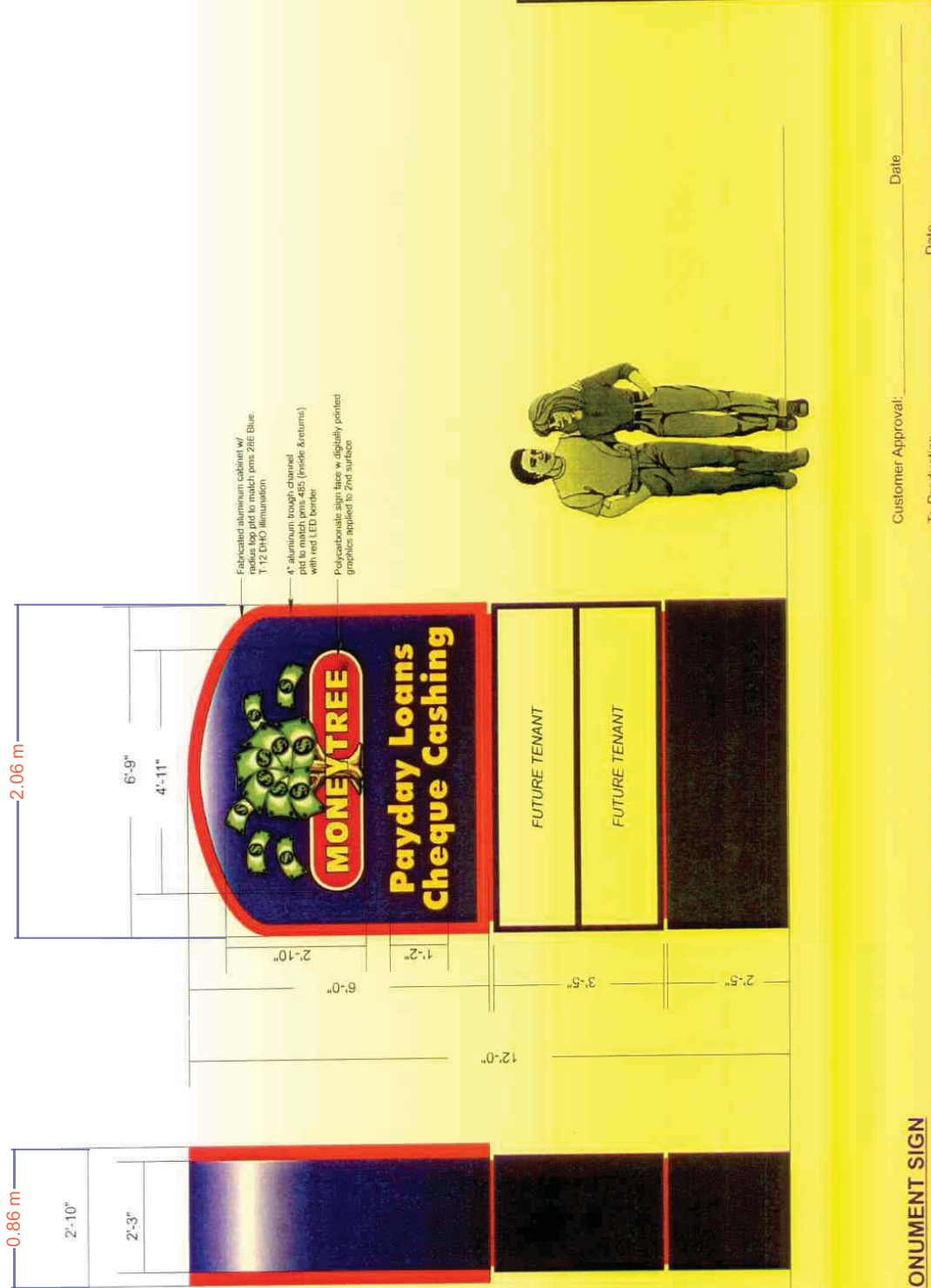
PRIORITY PERMITS
Your Sign Permit Solution

PRIORITY PERMITS
#104 - 713 COLUMBIA ST.
NEW WESTMINSTER, B.C.
PH: 778-397-1394

SCALE: 1/32"=1'
DRAWING BY: SC
DATE: 2011/01/04

DRAWING TITLE: Sign Permit

PROJECT: Money Tree
10241 King George Blvd.
Surrey, BC



Customer Approval: _____ Date _____
 To Production _____

PROPOSED 12' MONUMENT SIGN

*SITE CHECK REQUIRED FOR SIZING & METHOD OF INSTALL

ATLAS
 SIGN & AVISING
 26671 Edouardo Way, Langley, BC V4W 3S8
 Ph: (604) 556-7963 Fax: (604) 859-7925
 or call toll free: (800) 862-1018

JOB	MONEY TREE
98916	
LOCATION	10241 KING GEORGE HWY SURREY
SALES	Kevin McDonald
DESIGNER	Jennifer Crouch
SCALE	3/8"
DATE	Aug 26, 2010
PAGE	4 OF 5

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