

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7911-0036-00

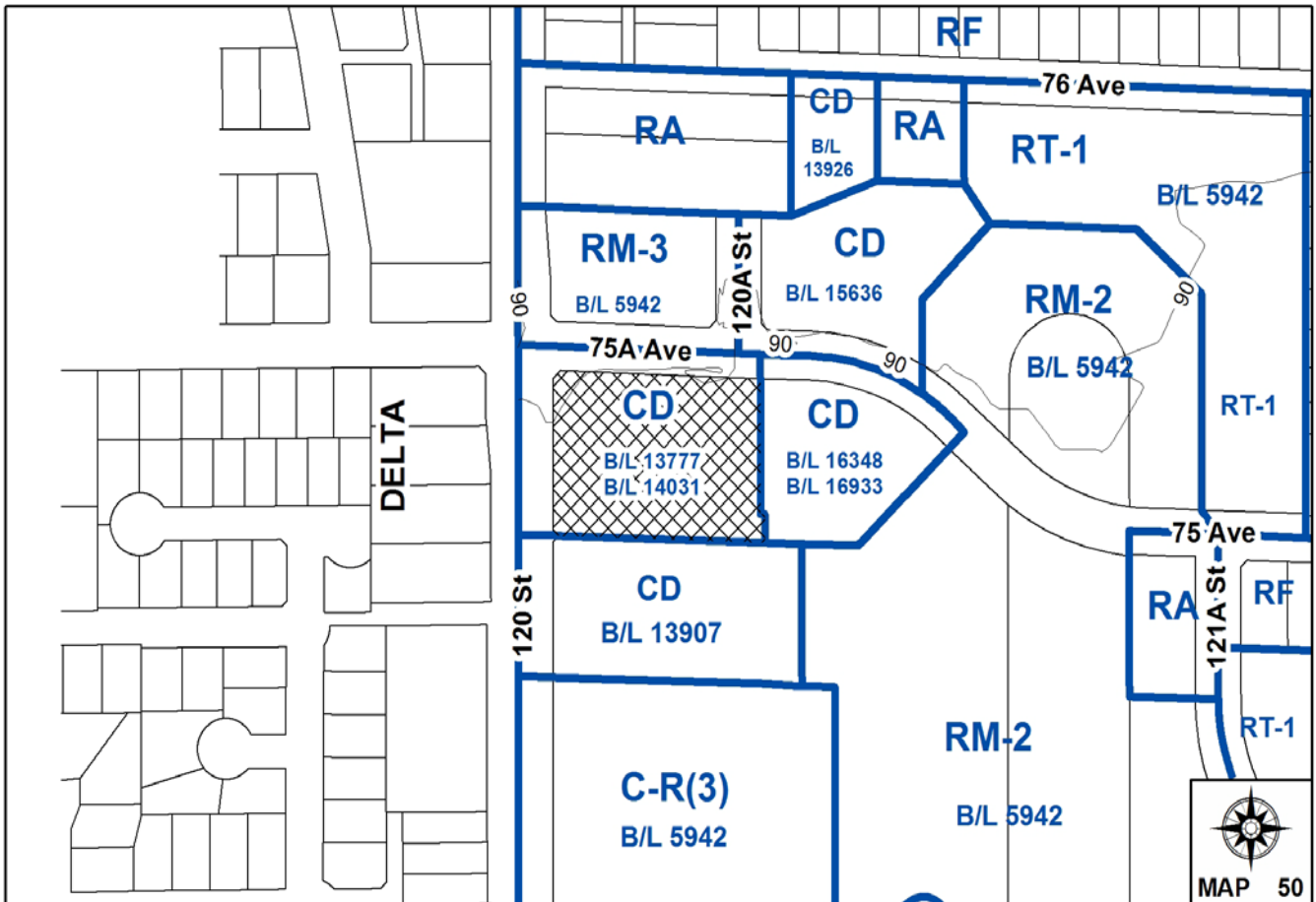
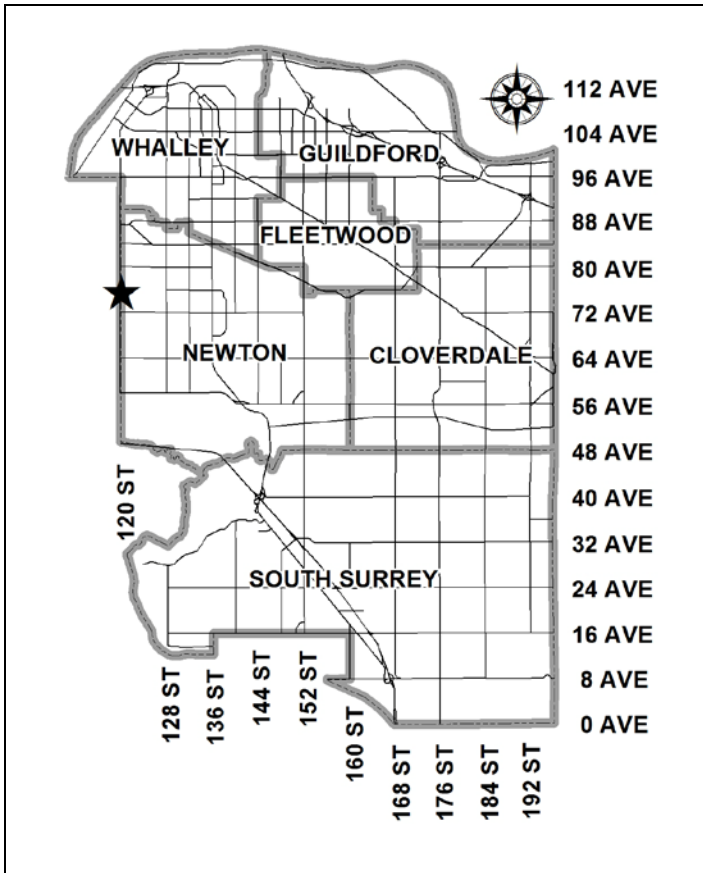
Planning Report Date: March 14, 2011

**PROPOSAL:**

- **Development Variance Permit**

in order to permit four (4) fascia signs, one for each premise frontage and an additional fascia sign at the entrance to the building.

**LOCATION:** 7548 - 120 Street  
**OWNER:** Popular Group Investments Ltd.  
**ZONING:** CD (By-law Nos. 13777 and 14031)  
**OCP DESIGNATION:** Commercial



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking to vary the Surrey Sign By-law, 1999, Bylaw No. 13656, to increase the number of permitted fascia signs from two to four, one for each elevation (north, west and south) with an additional existing sign at the northwest corner entrance to the building.

### RATIONALE OF RECOMMENDATION

- The building fronts onto 120 Street and 75A Avenue and access to the building for bank customers who are parking a vehicle is from a parking lot located at the south side of the building.
- The Sign By-law allows one fascia sign per lot frontage. The building currently has fascia signage with channel letters on three elevations (north, west and south) and the proposed signs would be replacing this signage as part of a building upgrade. The proposed signage provides visibility for the business from the parking area to the south. Retaining the existing sign at the building entrance allows for identification of the entrance location.
- The proposed fascia signs satisfy the sign area requirements of the Sign By-law.
- The proposed signage is of high quality and fits with the design of the building

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7911-0036-00, (Appendix III) varying the following to proceed to Public Notification:
  - (a) in order to amend Surrey Sign By-law, 1999, No. 13656 to permit a total of four (4) fascia signs, one for each of three premise frontages and an additional fascia sign at the entrance to the building.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Commercial, multi-tenant building

Adjacent Area:

<b>Direction</b>	<b>Existing Use</b>	<b>OCP/LAP Designation</b>	<b>Existing Zone</b>
North (Across 75A Avenue):	Multi-family dwelling, 6 storey building.	Multiple Residential/ Urban Residential	RM-3 (By-law No. 5942)
East:	Multi-tenant commercial building.	Commercial/ Urban Residential	CD (By-law Nos. 13777 and 14031)
South:	Single tenant commercial building.	Commercial/ Urban Residential	CD (By-law Nos. 13777 and 14031)
West (Across 120 Street in Delta):	Proposed 4-storey residential/commercial building.	TC – Town Centre Corporation of Delta	CD (By-law No. 384) Corporation of Delta

DEVELOPMENT CONSIDERATIONSBackground

- The subject property located at 7548 120 Street is designated Commercial in the Official Community Plan and zoned Comprehensive Development Zone (CD By-laws 13777 and 14031). The CD Zone allows retail stores, personal service uses, general service uses, eating establishments, office uses, indoor recreational facilities, community services and child care centres. The site was developed under Development Permit No. 7999-0066-00.
- A number of businesses are operating on the property including a bank, retail establishments such as a drug store and convenience store, personal service uses such as a hair salon and an eating establishment.

- The bank (Canadian Western Bank) has been operating for a number of years at this location. The branch is in a multi-tenant building with frontage on 120 Street and 75A Avenue on the northwest part of the property. Currently they are undertaking extensive interior renovations. Signage upgrades are being proposed in conjunction with the building renovations.

### Proposal

- The application is proposing to upgrade existing channel letter signs with upgraded fascia signs on three sides of the building, the north elevation (75A Avenue), the west elevation (120 Street), and the south elevation (parking area for the site). There is also an existing sign at the entrance which the applicant is proposing to retain (see Appendix II).
- The proposed signage consists of white channel lettering on a teal background and will be illuminated with LED-sourced lighting.

### BY-LAW VARIANCE AND JUSTIFICATION

#### (a) Requested Variance:

- To vary the Sign By-law to increase the maximum number of fascia signs from two to four.

#### Applicants Reasons:

- The applicant is upgrading signs as part of a major interior renovation process.
- This branch of Canadian Western Bank fronts onto two roads, 120 Street and 75A Avenue with a corner entrance at the intersection of these two roads (northwest corner of the building). The applicant is seeking to be identifiable from both frontages and from the parking area to the south.

#### Staff Comments:

- The building fronts onto 120 Street and 75A Avenue and access to the building for bank customers who are parking a vehicle is from a parking lot located at the south side of the building.

The Sign By-law allows one fascia sign per lot frontage. The additional proposed signage provides visibility for the business from the parking area to the south. Retaining the existing sign at the building entrance allows for identification of the entrance location.

- The sign area conforms to the Sign By-law requirements which allows for 3 square feet (0.3 square metres) per linear foot of premise frontage. A total sign area of 475 square feet (44.1 square metres) is permitted for the two frontages of 120 Street and 75A Avenue. The combined sign area for the three proposed signs along with the existing sign at the entrance is 340 square feet (31.6 square metres).
- The proposed signage is of high quality and fits with the design of the building.
- Staff supports the variance.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners, Action Summary and Project Data Sheets
- Appendix II. Existing Fascia Sign at the Northwest Corner of the Building
- Appendix III. Development Permit No. 7911-0036-00

*original signed by Nicholas Lai*

Jean Lamontagne  
General Manager  
Planning and Development

SG/kms

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. 3/2/11 8:54 AM

Information for City Clerk

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

1. (a) Agent:      Name:                    Joey Matwychuk, Alberta Neon  
                         Address:                    15319 – 116 Avenue  
                                                            Edmonton, Alberta  
                                                            T5M 3Z5  
                         Tel:                                    (780) 447-5319

2.            Properties involved in the Application

- (a)      Civic Address:                    7548 – 120 Street
- (b)      Civic Address:                    7548 – 120 Street  
            Owner:                                Popular Group Investments Ltd., Inc. No. 424541  
            PID:                                    024-828-939  
            Lot 1 Section 19 Township 2 New Westminster District Plan LMP46981

3.            Summary of Actions for City Clerk's Office

- (a)      Proceed with Public Notification for Development Variance Permit No. 7911-0036-00.

Existing Facia Signage  
Northwest Corner - Building Entrance



(the "City")

DEVELOPMENT VARIANCE PERMIT

NO. 7911-0036-00

Issued To: POPULAR GROUP INVESTMENTS LTD., INC. NO. 424541  
(the "Owner")

Address of Owner: 1 - 5730 Carnarvon Street  
Vancouver, BC  
V6N 4E7

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: 024-828-939  
Lot 1 Section 19 Township 2 New Westminster District Plan LMP46981

7548 - 120 Street

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
  - (a) In Section 27(2), Sub-section (a) is amended to permit four (4) fascia signs: one each on the north, west and south building elevations; and an additional fascia sign at the entrance to the building at the northwest corner, all as shown on Schedule A which is attached hereto and forming part of this permit.
4. 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.



5. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.
6. 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.
7. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.
8. This development variance permit is not a building permit.

AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE      DAY OF      , 20 .  
ISSUED THIS      DAY OF      , 20 .

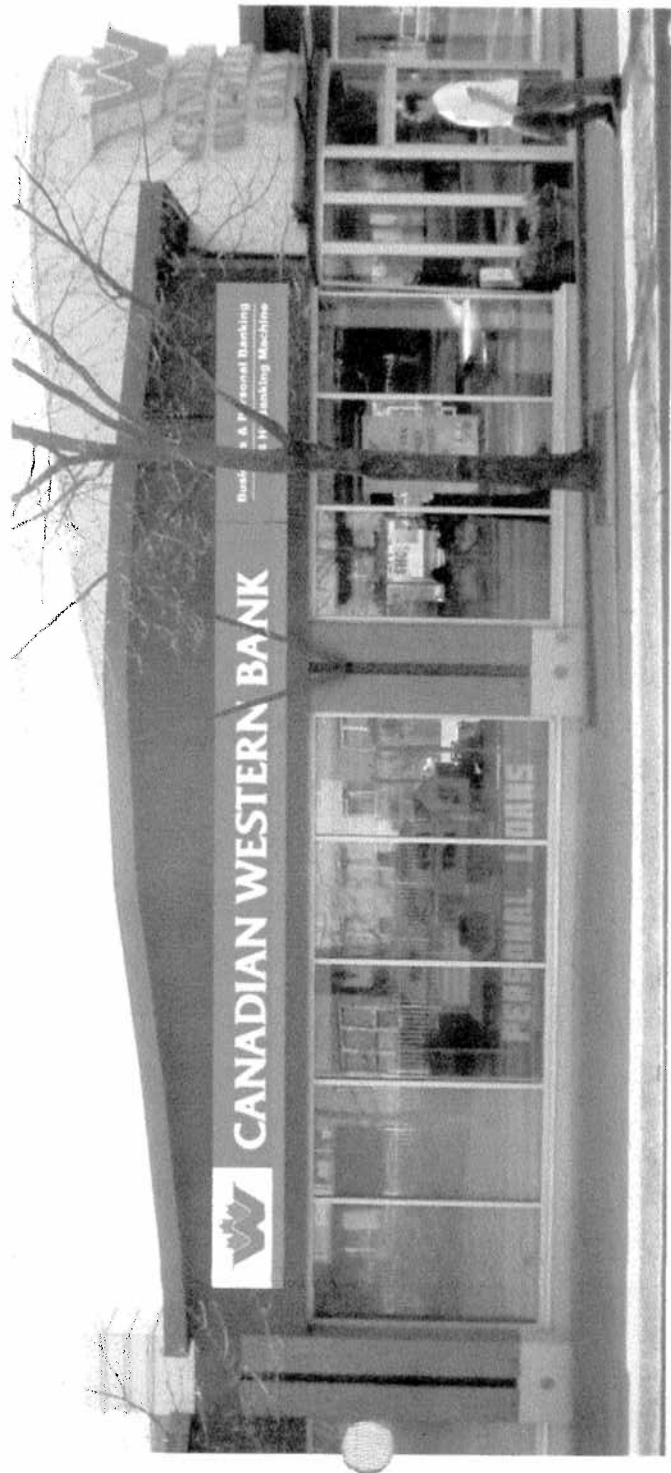
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Mayor – Dianne L. Watts

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City Clerk – Jane Sullivan

CWB - Strawberry Highway Elevation facing North



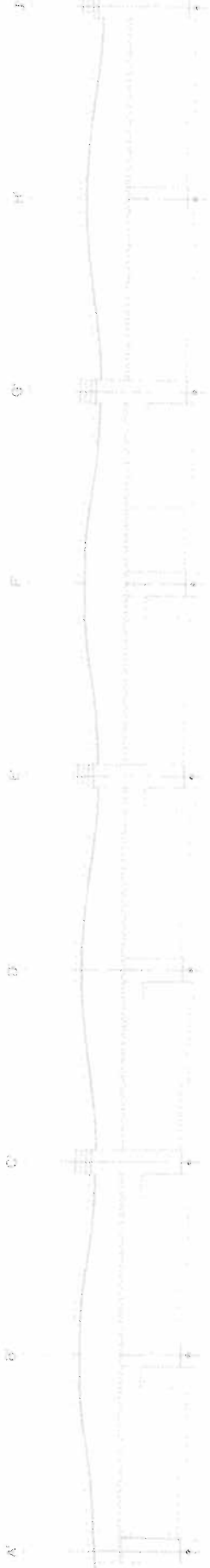
**North Elevation:**  
 - Remove all existing channel letters and replace with new channel letters and background

Small Banking information are push through white plexi letters  
 Details shown on drawing 17



**SCHEDULE A**

<p>(p) 780.451.5400                  (f) 780.447.5318                  15319-116 ave Edm, AB T5M 3Z5</p>	<p><b>Client Name:</b> CWB</p> <p><b>Location:</b> Strawberry Hill, BC</p>	<p><b>Start Date:</b> July 26, 2010</p> <p><b>Current Date:</b> Dec.9, 2010</p> <p><b>Drawing#:</b> 16</p>	<p>.....  <b>Client Approval</b></p> <p>.....  <b>Landlord Approval</b></p>	<p><b>Sales Rep:</b> Jim Martind</p> <p><b>Designer:</b> Danica Les</p>
	<p>Business &amp; Personal Banking                  24 Hr Banking Machine</p>			



OVERALL NORTH ELEVATION

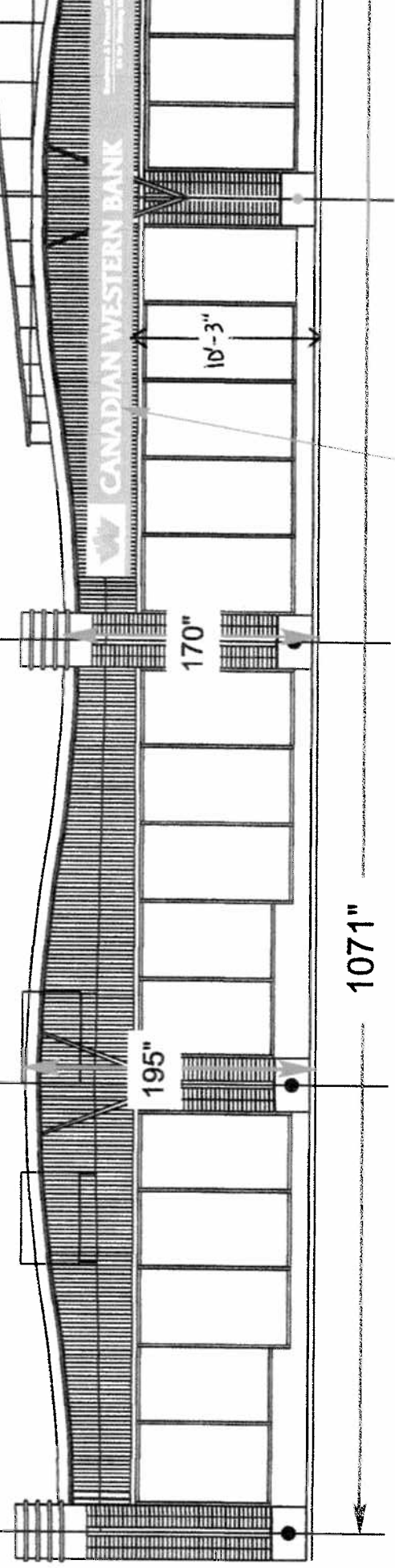
BANKING SPACE

G'

H'

J'

K'



1071"

195"

170"

10'-3"

CANADIAN WESTERN BANK

New channel letters on non illuminated background

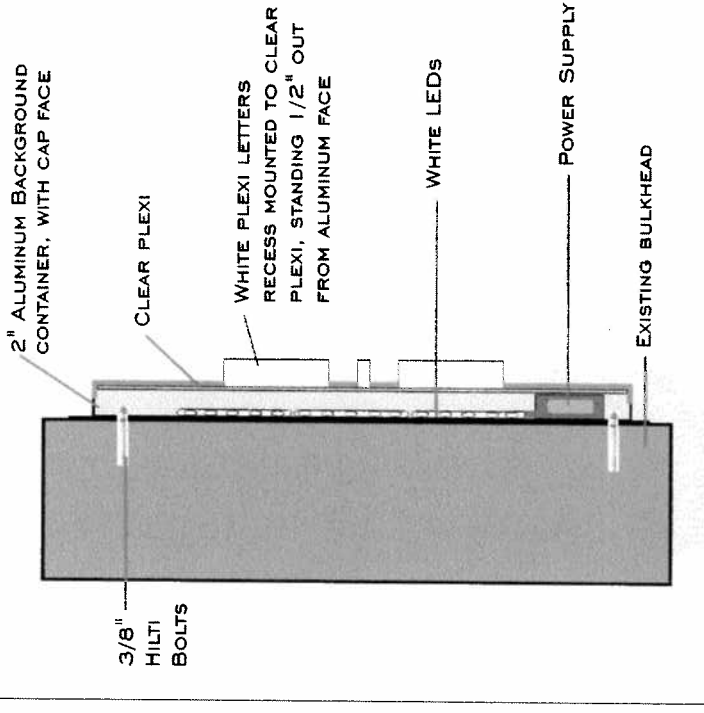
NORTH ELEVATION

CWB - Strawberry Highway facing West



**Signage Details**

Note\* These details are typical to all three elevations



**West Elevation:**

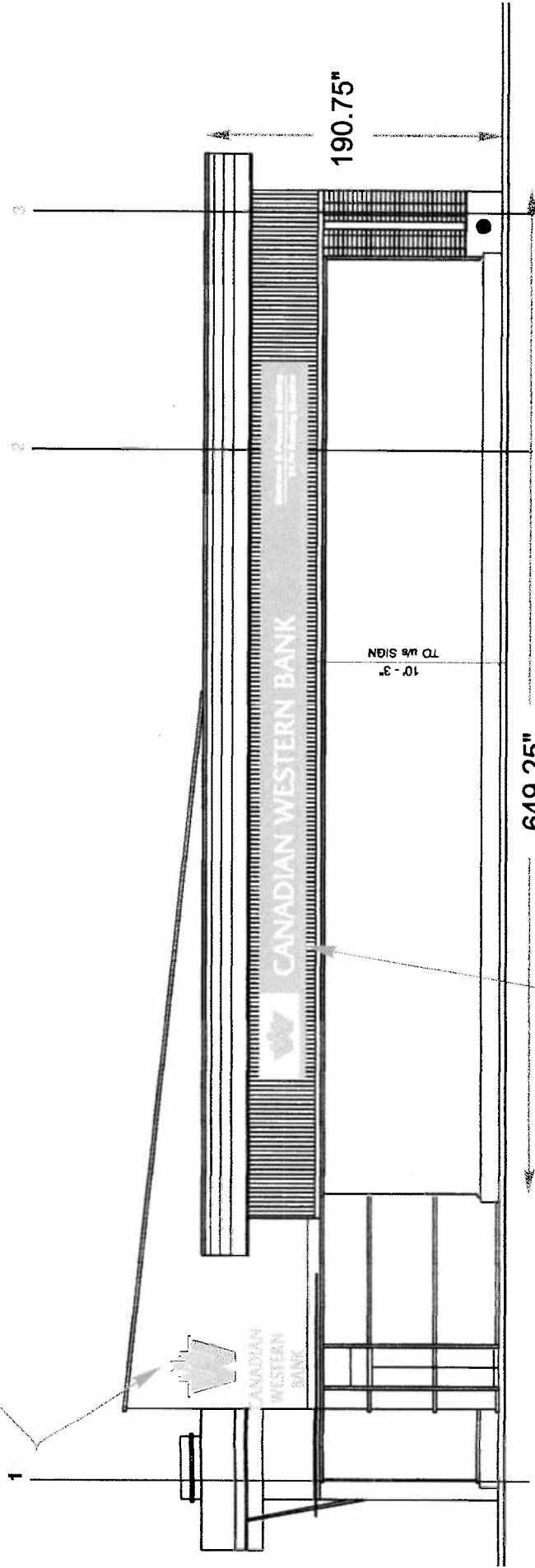
- Remove all existing channel letters and replace with new white channel letters and colored background

Small Banking letters are recess mounted



<p>(p) 780.451.5400 (f) 780.447.5318 15318-116 Ave Edm, AB T5M 3Z5</p>	<p><b>Client Name:</b> CWB</p> <p><b>Location:</b> Strawberry Hill, BC</p>	<p><b>Start Date:</b> July 26, 2010</p> <p><b>Current Date:</b> Dec 9, 2010</p> <p><b>Drawing#:</b> 17</p>	<p>..... <b>Client Approval</b></p> <p>..... <b>Landlord Approval</b></p>	<p><b>Sales Rep:</b> Jim Martinovich</p> <p><b>Designer:</b> Danica Leske</p>
	<p><b>Business &amp; Personal Banking</b> 24 Hr Banking Machine</p>			<p>.....</p>

Existing  
channel letters  
to remain



3 WEST ELEVATION  
SCALE 1/4"=1'-0"  
008-141

New channel letters on  
non illuminated background

Unit 1, 7548 - 120 street

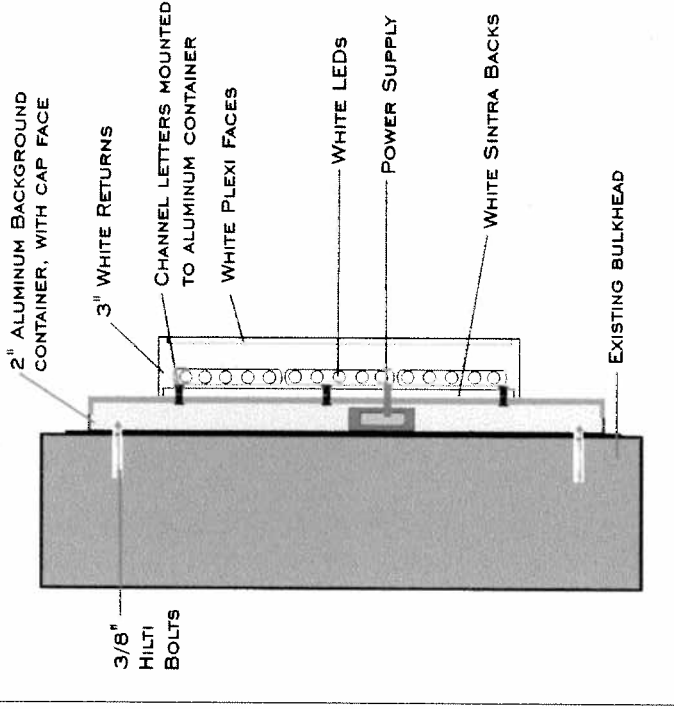
# CWB - Strawberry Hill Parking lot Elevation

(facing South)



## Signage Details

Note\* These details are typical to all three elevations



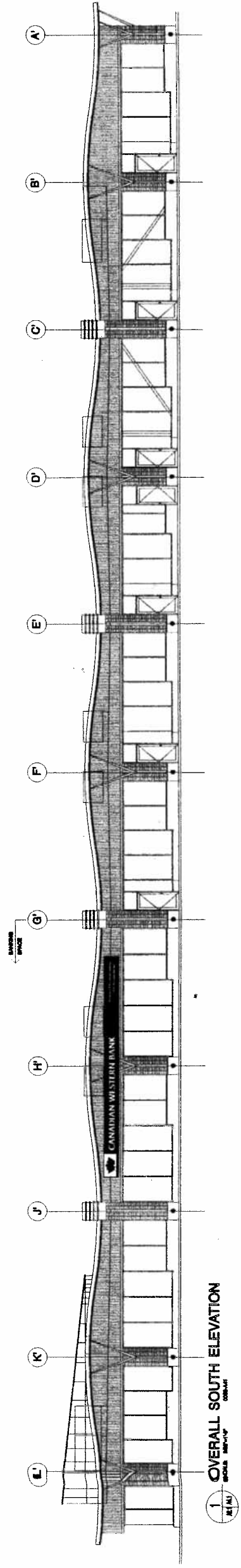
## Channel letters with Aluminum background:

- Remove all existing channel letters and replace with an aluminum background, new channel letters, and push through letters

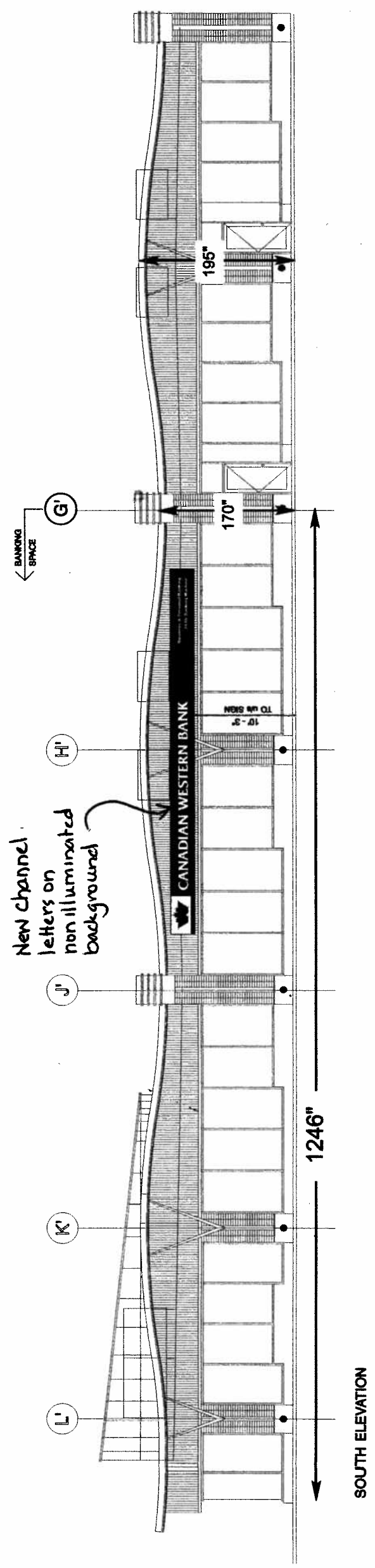
Small Banking information are push through white plexi letters  
Details shown on drawing 17



<p>(p) 780.451.5400 (f) 780.447.5318 15319-116 ave Edm. AB T5M 3Z5</p>	<p>Client Name: CWB</p> <p>Location: Strawberry Hill, BC</p>	<p>Start Date: July 26, 2010</p> <p>Current Date: Dec 9, 2010</p> <p>Drawing#: 15</p>	<p>Client Approval</p> <p>Landlord Approval</p>	<p>Sales Rep: Jim Martinovich</p> <p>Designer: Danica Leske</p>
	<p>Business &amp; Personal Banking 24 Hr Banking Machine</p>			<p>© COPYRIGHT 2006, BY ALBERTA NEON - ALL DESIGNS PRESENTED ARE THE SOLE PROPERTY OF ALBERTA NEON, AND MAY NOT BE REPRODUCED IN PART OR WHOLE WITHOUT WRITTEN PERMISSION FROM ALBERTA NEON</p>



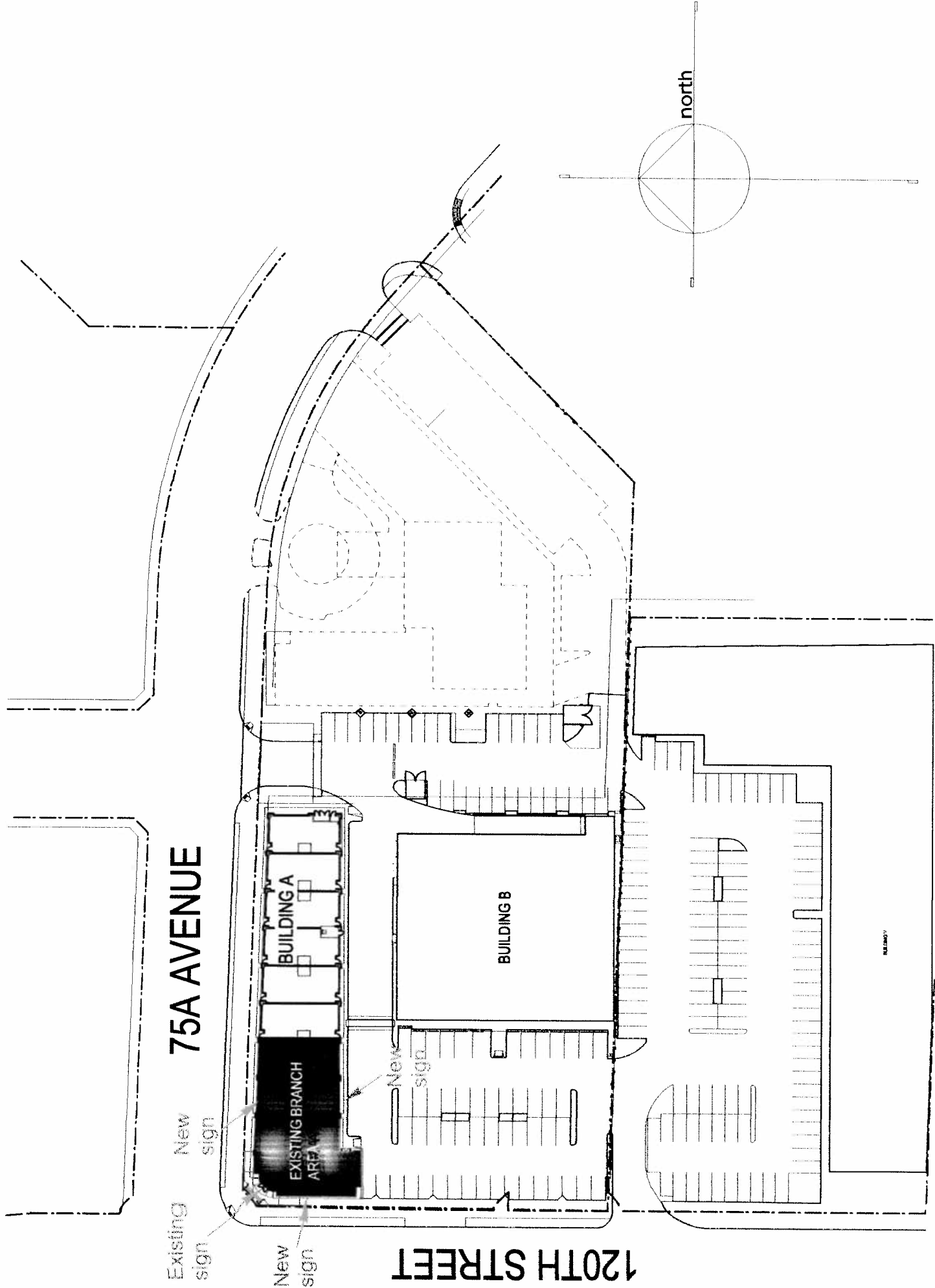
1/8" = 1'-0"  
**OVERALL SOUTH ELEVATION**



*New channel.  
 letters on  
 non illuminated  
 background*

**SOUTH ELEVATION**

Unit 1, 7548 - 120 street



**SITE PLAN**

SCALE: 1:1000

7548 - 120 street