

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7911-0077-00

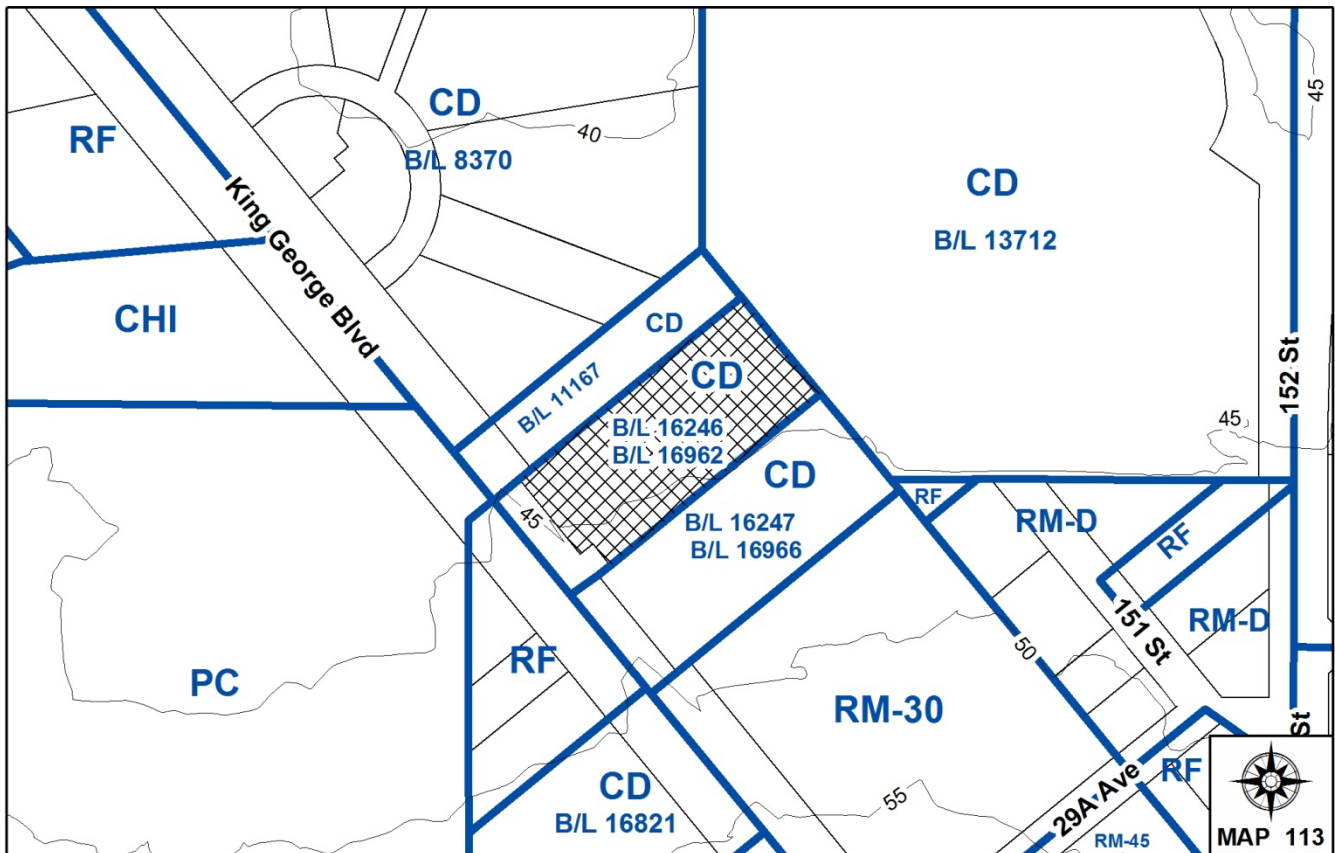
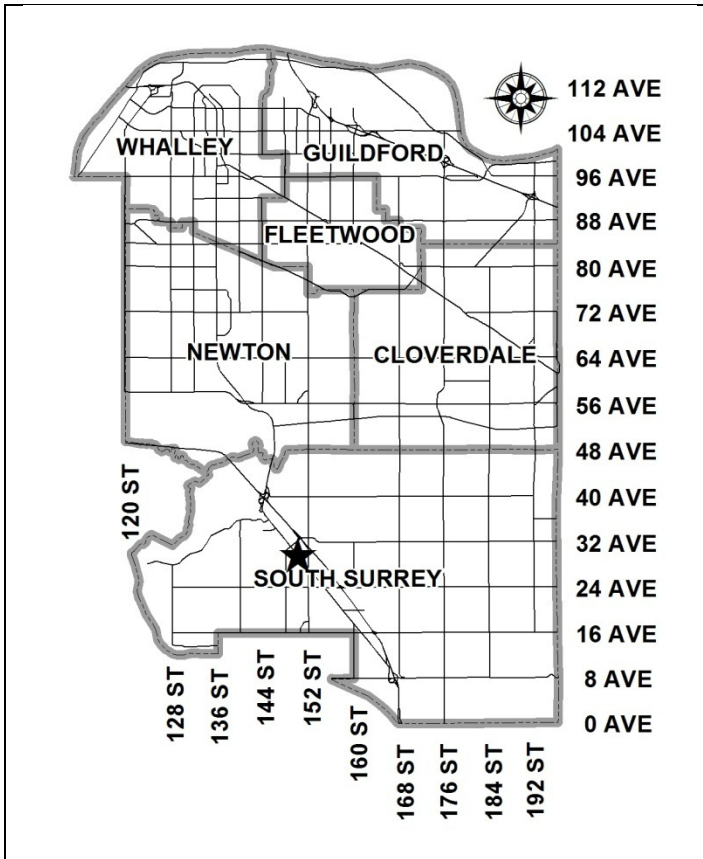
Planning Report Date: May 9, 2011

**PROPOSAL:**

- **Development Variance Permit**

in order to permit projecting signs along the building elevations as prescribed in the Development Permit.

**LOCATION:** 2970 King George Boulevard  
**OWNER:** Strata Lot Owners  
**ZONING:** Comprehensive Development Zone (By-law Nos. 16246 and 16962)  
**OCP DESIGNATION:** Multiple Residential  
**LAP DESIGNATION:** Urban Residential



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Vary the Surrey Sign By-law, By-law No. 13656, to permit projecting signs along various building elevations in combination with fascia signage in accordance with the Development Permit. This would allow a combination of fascia signage and projecting signs for a single business.

### RATIONALE OF RECOMMENDATION

- The proposed signage is consistent with the design of the existing building as approved in the Development Permit No. 7906-0360-00. The Development Permit provides for fascia signage and for projecting signs for commercial units as an integral part of the building façade.
- The signage is attractive and fits well with the design of the building.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7911-0077-00 (Appendix III) varying the following provisions of the Sign By-law, to proceed to Public Notification:
  - (a) Section 27.5(a) to permit projecting signs along the building elevations as prescribed in the Development Permit No. 7906-0360-00.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Mixed-use commercial/residential (4 storey).

Adjacent Area:

Direction	Existing Use	OCP/LAP Designation	Existing Zone
North:	New car sales dealership.	Commercial/Urban Residential	CD (By-law No. 11167)
East:	Single tenant and multiple tenant commercial buildings.	Commercial/ Industrial Park	CD (By-law No. 13712)
South:	Mixed use commercial and residential (4 storey).	Multiple Residential/ Urban Residential	CD (By-law Nos. 16247 and 16966)
West (across King George Boulevard):	Single family dwellings.	Urban/Urban Residential	RF

DEVELOPMENT CONSIDERATIONSBackground

- The subject property located at 2970 King George Boulevard is designated Multiple Residential in the Official Plan and is zoned Comprehensive Development Zone under CD By-law Nos. 16246 and 16962. The zoning allows retail stores, personal service uses, general service uses, eating establishments, neighbourhood pubs, office uses, child care centres and multi-unit residential buildings. The development was approved under Development Permit No. 7906-0360-00 and was first opened up in 2010.
- The development directly to the south at 2940 King George Boulevard is part of the same complex and it mirrors in form, character and uses the buildings at 2970 King George Boulevard with commercial strata units at ground level and multiple-unit residential above.

- Businesses in the complex include retail stores, personal services businesses, e.g., a spa, and a restaurant. A number of the commercial units are unoccupied.

### Proposal

- The sign area for the projecting signs is 3 ft. by 2.67 ft. (8.0 square feet, 0.74 square metres). The Sign By-law allows a sign area of 3 square metres (32 sq. ft.) for a single projecting sign.

### BY-LAW VARIANCES AND JUSTIFICATION

#### (a) Requested Variance:

- To vary the Sign By-law to permit projecting signs along building elevations as prescribed in the Development Permit no. 7906-0360-00. This would allow a combination of fascia signage and projecting signs for a single business.

#### Applicants Reasons:

- The projecting signs were approved and steel mesh sign mounts (see Appendix II) have been erected as part of the existing mixed use development in accordance with the Development Permit No. 7906-0360-00.
- The projecting signs will provide greater visibility for existing businesses.

#### Staff Comments

- The proposed signage is consistent with the design of the existing building as approved in the Development Permit 7906-0360-00. The Development Permit provides for both fascia signage and for one or more projecting signs for each commercial strata unit.
- The signage is attractive and fits well 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
Appendix II	Elevation Showing the Existing Facial Signage and Steel Mesh Frame
Appendix III	Development Variance Permit No. 7911-0077-00

*original signed by Nicholas Lai*

Jean Lamontagne  
General Manager  
Planning and Development

SG/kms

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PROPOSED SIGNAGE TO BE INSTALLED ON EXISTING STEEL MESH FRAME



CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7911-0077-00

Issued To:                    OWNERS OF STRATA PLAN BCS3795  
  
   ("the Owner")

Address of Owner:        Units 2 - 2970 King George Boulevard  
   Surrey, BC  
   V4P 0E6

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 identifiers:     028-199-332, 028-199-341, 028-199-359, 028-199-367, 028-199-375, 028-199-383, 028-199-391, 028-199-405, 028-199-413, 028-199-421, 028-199-430, 028-199-448, 028-199-456.

Strata Lots 1-13, Section 22 Township 1 New Westminster Strata Plan BCS3795 Together with an Interest in the Common Property in Proportion to the Unit Entitlement of the Strata Lot as Shown on Form V.

2970 King George Boulevard  
  
(the "Land")

3.     Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
  - (a)    Section 27(5), Sub-section (a) is varied to permit additional projecting signs per premise on the building elevations for multi-tenant Building A and multi-tenant Building B as prescribed in the approved Development Permit No. 7906-0360-00.
  
4.     This development variance permit applies to only the 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 terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.
  
6. 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

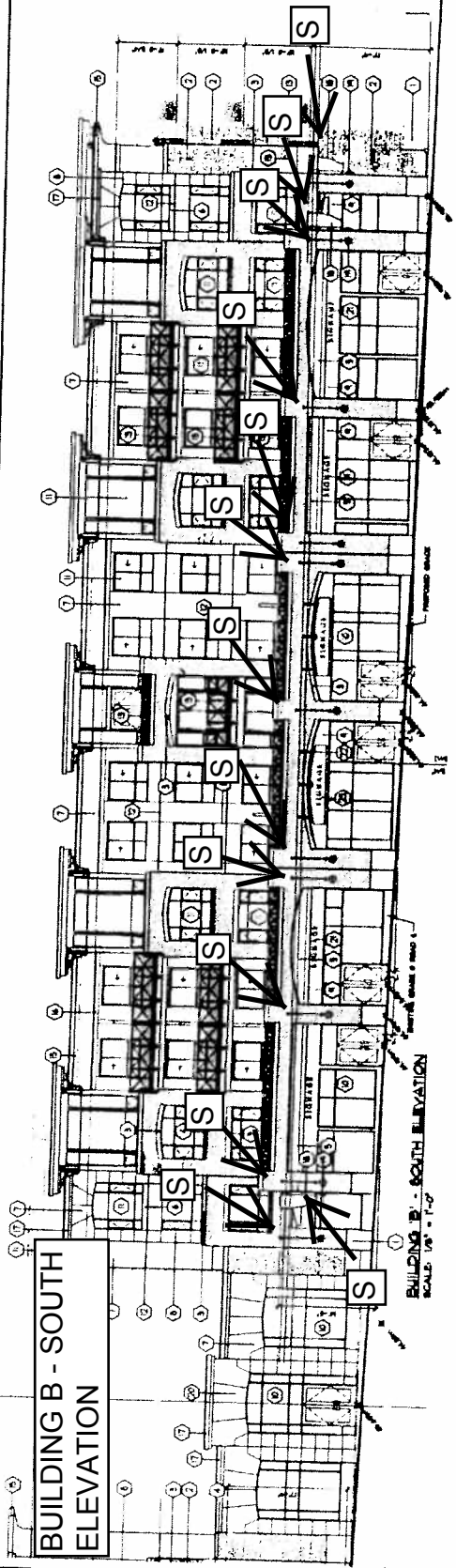
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City Clerk – Jane Sullivan

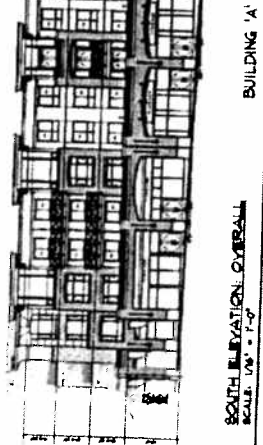
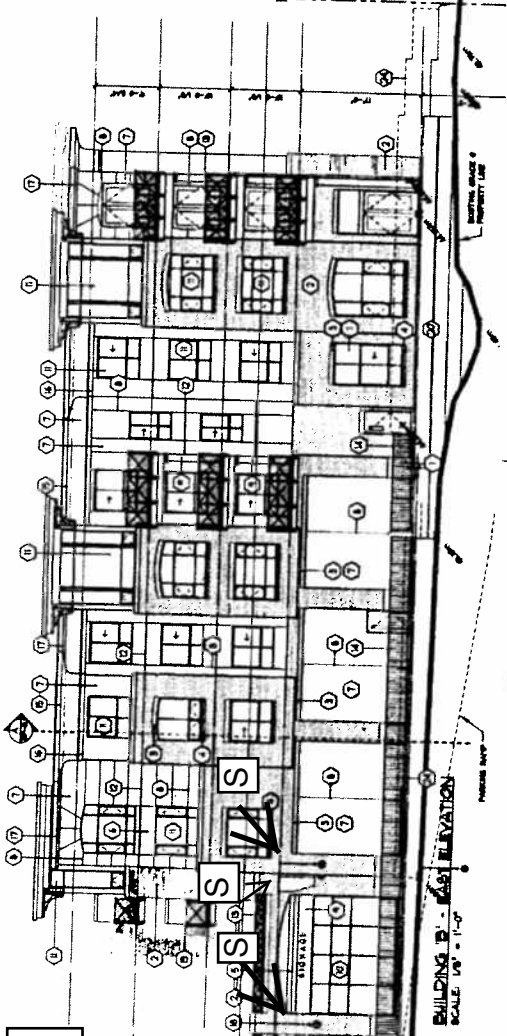


**S** = PROJECTING SIGN

**BUILDING B - SOUTH ELEVATION**



**BUILDING B - EAST ELEVATION**



- ELEVATION LAYOUT (LARGE SCALE BUILDING)**
- 1. CONCRETE CURB AND RAMP
  - 2. BRICK VENTILATION
  - 3. BRICK SILLING CURB
  - 4. ALUMINUM SILLING CURB
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<p><b>FOCUS ARCHITECTURE INCORPORATED</b></p> <p>100 SOUTH MAIN STREET, SUITE 200 ANN ARBOR, MI 48106 TEL: 734.769.1100 WWW.FOCUSARCHITECTURE.COM</p>	<p>PROJECT: THE WATER MARK SOUTH SURREY</p> <p>MEASURE DEVELOPMENT / FLEISCHER / SWISSERLAL</p> <p>LOCATION: 2800 WYOMING AVENUE, SUITE 100, ANN ARBOR, MI 48106</p> <p>DRAWN: [ ]</p> <p>CHECKED: [ ]</p> <p>SCALE: AS NOTED</p> <p>DATE: 05/22</p> <p>SHEET NO: DP-13</p> <p>FILE NO: 0522</p>
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