

City of Surrey
PLANNING & DEVELOPMENT REPORT

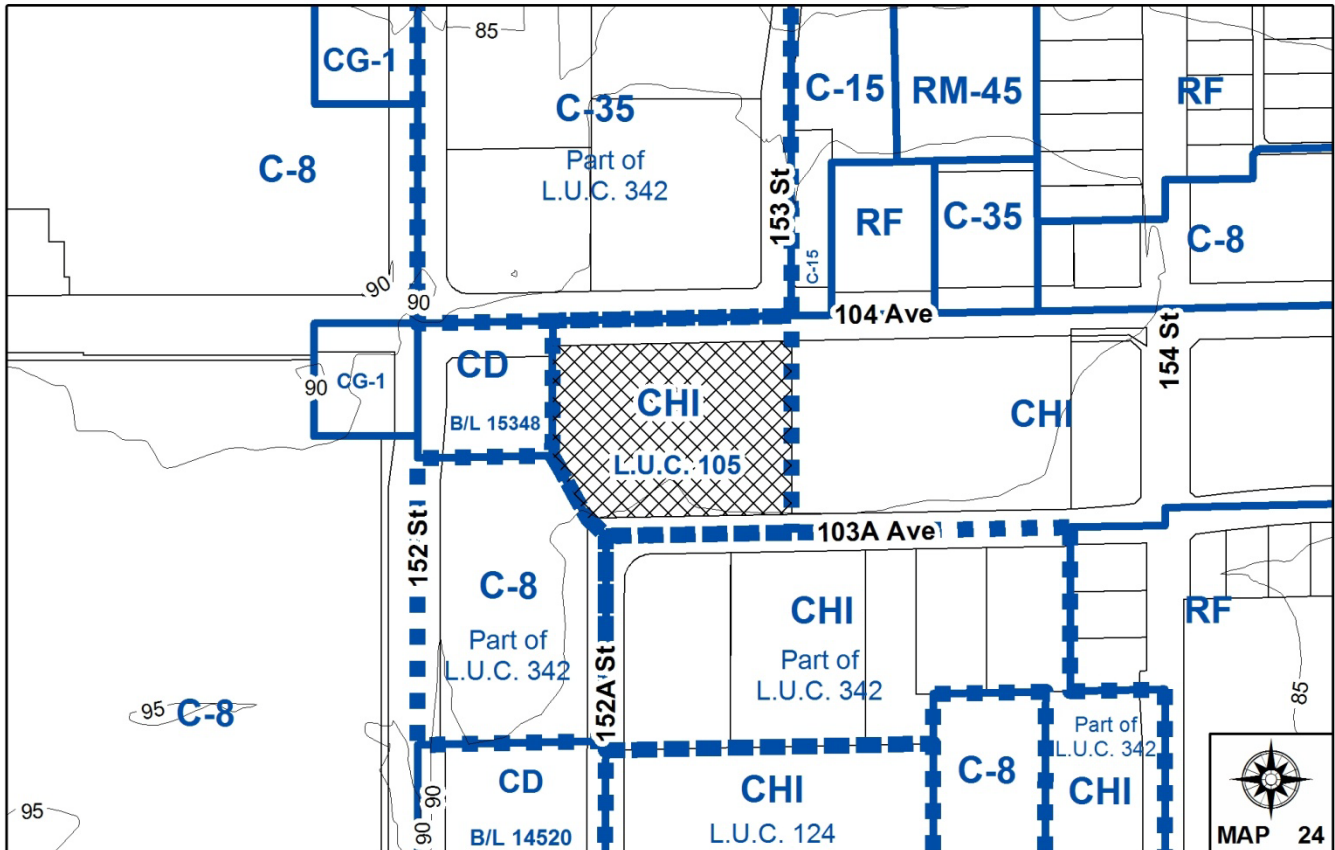
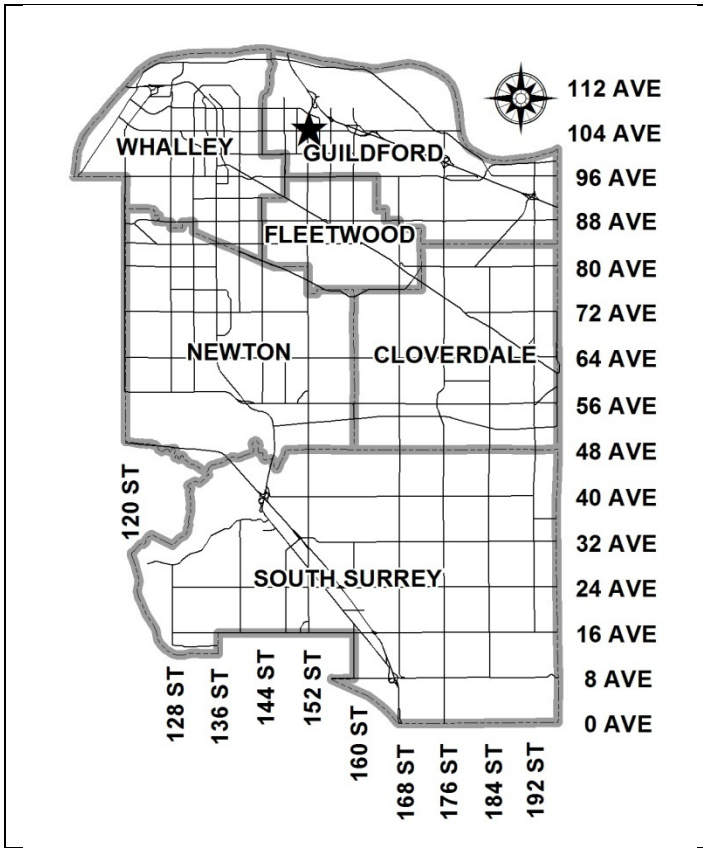
File: 7911-0121-00

Planning Report Date: June 13, 2011

PROPOSAL:

- **Development Variance Permit**
 in order to allow additional fascia signs on a commercial building (Mitsubishi automobile dealership).

LOCATION: 15250 - 104 Avenue
OWNER: Flag Automotive Sales & Lease Ltd.
ZONING: L.U.C No. 105 (underlying CHI Zone)
OCP DESIGNATION: Town Centre



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant is proposing four (4) additional fascia signs than permitted by the Sign By-law.

RATIONALE OF RECOMMENDATION

- The four (4) proposed signs are high quality and are only small logo/emblem signs.
- Similar variances have been approved by Council for other automobile dealerships in the City.
- The fascia signs comply with all other aspects of the Sign By-law.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7911-0121-00 (Appendix II) varying the following, to proceed to Public Notification:
 - (a) to vary the Sign By-law to increase the number of fascia signs permitted on the subject building from two (2) to six (6).

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Mitsubishi automobile dealership

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across 104 Avenue):	Sheraton Hotel.	Town Centre	C-35
East:	Commercial building.	Town Centre	CHI
South (Across 103A Avenue):	Three-storey office building and multi-tenant commercial building.	Town Centre	L.U.C. 342 (underlying CHI Zone)
	Two-storey office / commercial building.	Town Centre	L.U.C. 342 (underlying CHI Zone)
West:	Gas station.	Commercial	CD (By-law No. 15348)
	Multi-tenant commercial building.	Town Centre	L.U.C. 342 (underlying C-8 Zone)

DEVELOPMENT CONSIDERATIONS

- The subject property is located at 15250 – 104 Avenue in Guildford. The property is regulated by Land Use Contract (LUC) No. 105 with an underlying CHI zoning, and designated Town Centre in the Official Community Plan (OCP).

- A Chevrolet automobile dealership (Flag Chev Olds) was located on the site for many years.
- The site is the location of the 84-metre (276 ft.) high flagpole formerly on the Expo '86 site, which was approved by Council on October 19, 1987 (Development Application No. 6987-510).
- More recently, the same owner has acquired a Mitsubishi dealership, which now occupies the space. The owner completed some minor exterior renovations to the subject building to accommodate the new dealership, and now has proposed to install six (6) fascia signs on the building.
- The Sign By-law currently permits one fascia sign along each of the lot and premise frontages of a building for a total of two (2). The four (4) additional emblem/logo signs requested, require approval of a Development Variance Permit (see By-law Variance section).

DESIGN PROPOSAL AND REVIEW

- The applicant is proposing to install the six (6) fascia signs on the subject building, as follows:
 - A 'Mitsubishi' sign along the north building elevation facing 104 Avenue;
 - A 'Flag' sign along the east building elevation above the main entrance; and
 - Four (4) Mitsubishi logo/emblem signs located at the top corners of the building along the north, west and east building elevations.
- The proposed fascia signs are to be installed on the showroom portion (north section) of the building.
- The proposed 'Mitsubishi' and 'Flag' signs are individual channel letter signs that are made of aluminum and will be internally illuminated. Both proposed fascia signs are approximately 1.52 metres (5 ft.) high. The 'Mitsubishi' sign is proposed to be 12.6 metres (41.4 ft.) in length, while the 'Flag' sign is proposed to be 5.44 metres (17.8 ft) in length.
- The four (4) proposed logo/emblem signs each consist of a painted cabinet with an aluminum face and incised lettering. The proposed cabinets are illuminated and are approximately 2.74 metres (9 ft.) high and 1.67 metres (5.5 ft.) wide. The incised logo and text, however, are only 1.48 metres (4.8 ft) high and 1.34 metres (4.4 ft) wide.
- The proposed fascia signs are of high quality and of an appropriate size for the space.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to increase the maximum number of fascia signs on the subject building from two (2) to six (6).

Applicant's Reason:

- The fascia signs will provide a stronger presence and adequate business identification for the new dealership.

Staff Comments:

- The four (4) proposed emblem/logo signs are high-quality and are of an appropriate size and scale.
- A Development Variance Permit No. 7907-0117-00 was approved by Council on October 5, 2009 for similar fascia signage at the Mitsubishi automobile dealership at 19360 Langley By-pass (Highway #10). The application was also for four (4) additional fascia signs including a logo/emblem sign.
- Staff support the proposed 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. 7911-0121-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

DN/kms

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APPENDIX I

Information for City Clerk

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

1. (a) Agent: Name: Bryan Heiberg
 Address: 15250 - 104 Avenue
 Surrey, BC V3R 6N8
 Tel: (604) 584-7411

2. Properties involved in the Application

- (a) Civic Address: 15250 - 104 Avenue
- (b) Civic Address: 15250 - 104 Ave
 Owner: Flag Automotive Sales & Lease Ltd.
 PID: 006-287-948
 Lot 38, Section 28 Block 5 North Range 1 West New Westminster District Plan 47979

3. Summary of Actions for City Clerk's Office

- (a) Proceed with Public Notification for Development Variance Permit No. 7911-0121-00.

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7911-0121-00

Issued To: FLAG AUTOMOTIVE SALES & LEASE LTD.
("the Owner")

Address of Owner: 15250 - 104 Avenue
Surrey, BC
V3R 6N8

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: 006-287-948
Lot 38, Section 28 Block 5 North Range 1 West New Westminster District Plan 47979

15250 - 104 Avenue

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) To vary Part 5, Section 27(2)(a) to increase the number of fascia signs from two (2) fascia signs to six (6) fascia signs.
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 , 2011.
ISSUED THIS DAY OF , 2011.

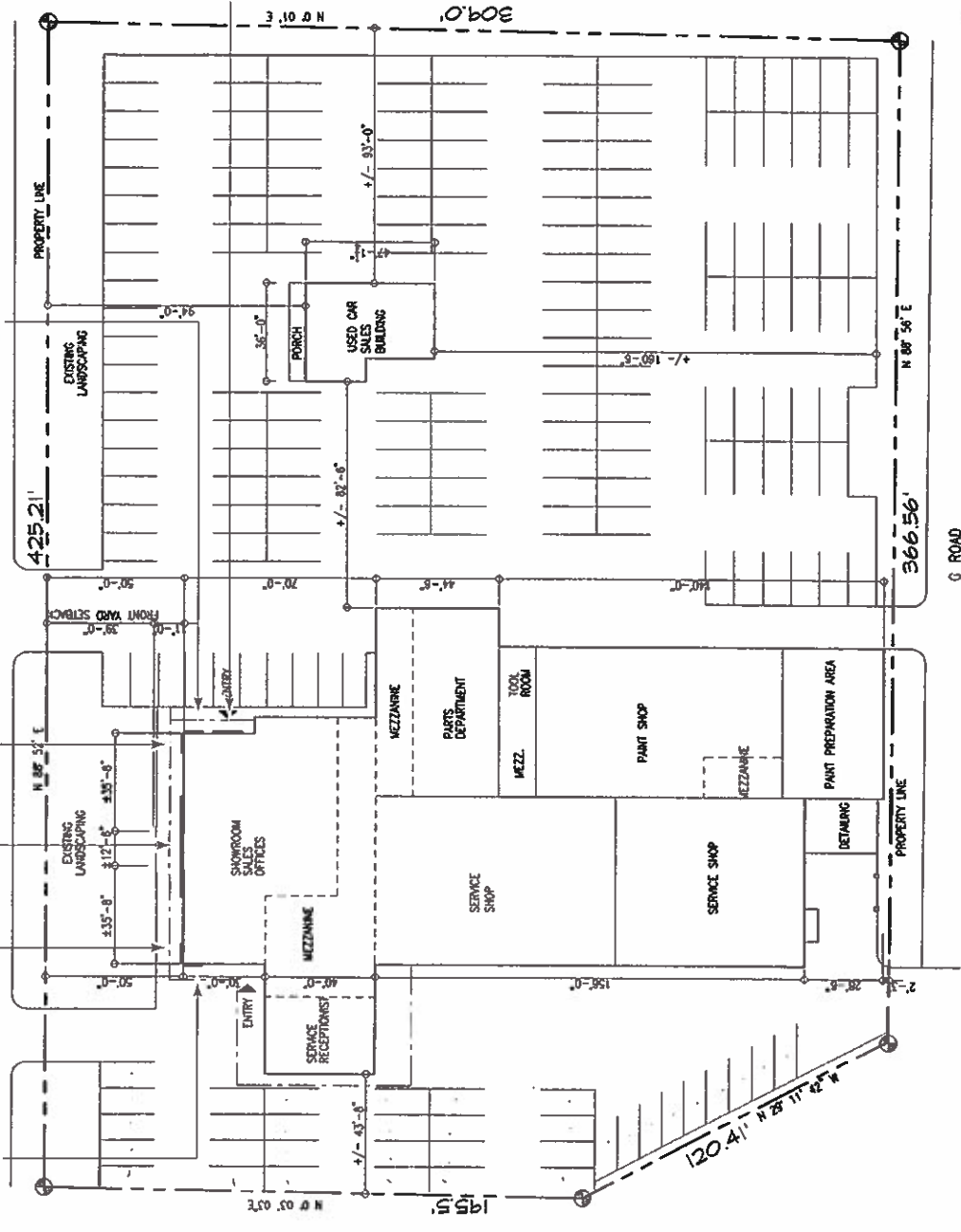
Mayor – Dianne L. Watts

City Clerk – Jane Sullivan

MM-WM9-56V
Primary Vertical Wall Sign
(9'0" x 5'6" x 12")

MM-MIT-60 Custom
60" Mitsubishi Letters

MM-WM9-56V
Primary Vertical Wall Sign
(9'0" x 5'6" x 12")



Mandatory Items

1. Site Plan
Scale: 1/32" = 1'-0"



Job No.

Vantage #: MIT80915
Date: 30-MAR-11
Design #: 11-0531
Scale: N.T.S.
Sales: D. Ianni
Designer: R. Ferrara

Rev. #: R2
Date: 5-MAY-11

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production

Electrical Requirements
 120V 347V
 Other

*Voltage needs to be specified prior to customer approval!
 Customer Approval
 Date



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 Fax (416) 759-4955
 Toll Free 1-800-268-6536

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 Toronto, Ontario, Canada M1R 4E8
 www.pattisonsign.com



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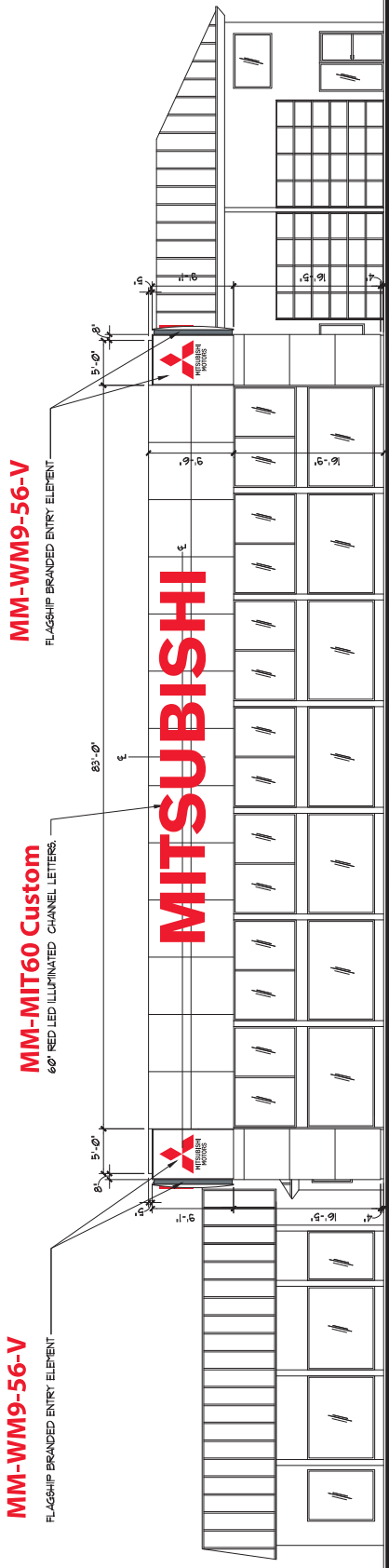
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Electrical Requirements

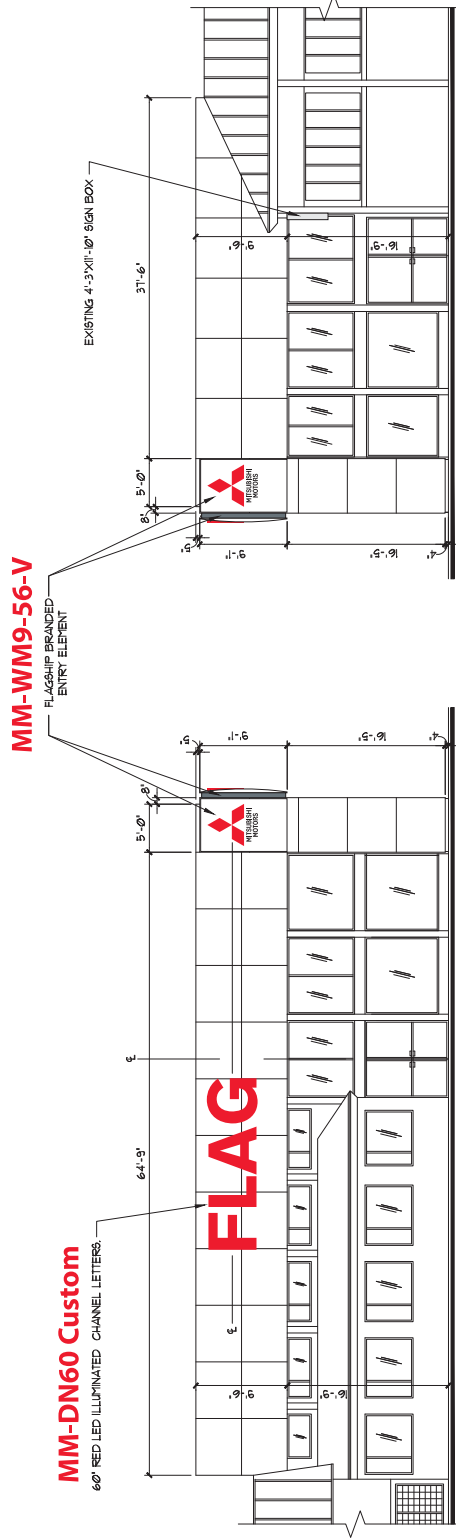
120V 347V
 Other

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Customer Approval _____
 Date _____



North Elevation



West Elevation



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Job No.

Vantage #: MIT80915
Date: 30-MAR-11
Design #: 11-0531
Scale: 1/8"=1'-0"
Sales: D. Ianni
Designer: R. Ferrara

Rev. #:
Date:

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production

Electrical Requirements

120V 347V

Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval _____

Date _____



41'-4 1/2"

5'-0"

MITSUBISHI

MM-MIT60 Custom

Colours:

- Returns & Trim-cap:
PMS 431 C Grey (Mathews MP00546 Grey - Gloss)
- Letters faces:
#2793 red acrylic faces
- Letter Interior:
Akzo Grip Guard Bright White

60" Custom Mitsubishi Letters

Supply & install one (1) set of individual illuminated letters
Painted aluminum returns & trim-cap retainers
PMS 431 C Grey (Mathews MP00546 Grey - Gloss)
Inside of letters painted Akzo Grip Guard Bright White
#2793 red acrylic faces
Red LED illumination
Self contained power supply



Sample Letter Detail



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Vantage #: MIT80915
Date: 30-MAR-11
Design #: 11-0531
Scale: 1/8"=1'-0"
Sales: D. Ianni
Designer: R. Ferrara

Rev. #:
Date:

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production

Electrical Requirements

120V 347V

Other _____

* Voltage needs to be specified prior to customer approval

Customer Approval _____

Date _____



MM-DN60 Custom

60" Custom Dealer Name Letters

Supply & install one (1) set of individual illuminated letters
 Painted aluminum returns & trim-cap retainers
 PMS 431 C Grey (Mathews MP00546 Grey - Gloss)
 Inside of letters painted Akzo Grip Guard Bright White
 #2793 red acrylic faces
 Red LED illumination
 Self contained power supply

Colours:

- Returns & Trim-cap:
PMS 431 C Grey (Mathews MP00546 Grey - Gloss)
- Letters faces:
#2793 red acrylic faces
- Letter Interior:
Akzo Grip Guard Bright White



Sample Letter Detail



Job No.

Vantage #: MIT80915
Date: 30-MAR-11
Design #: 11-0531
Scale: 3/8"=1'-0"
Sales: D. Ianni
Designer: R. Ferrara

Rev. #:
Date:

- Vector Artwork Required
- High Resolution Image Required
- Final Colours Required
- Site Check Required

- Conceptual Artwork
- Approved for Production

Electrical Requirements

120V 347V

Other

* Voltage needs to be specified prior to customer approval

Customer Approval

Date



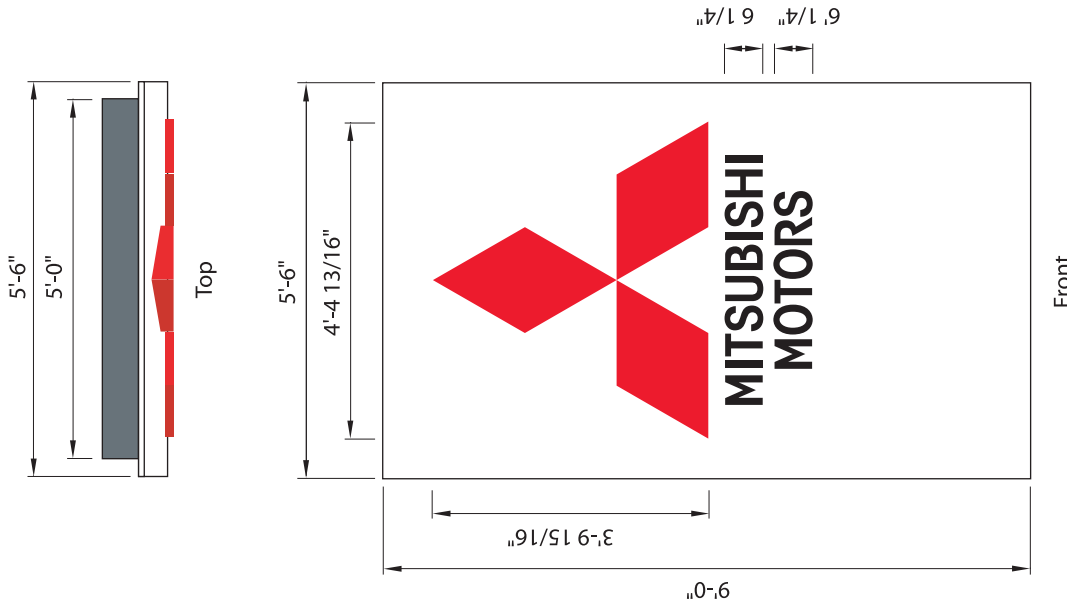
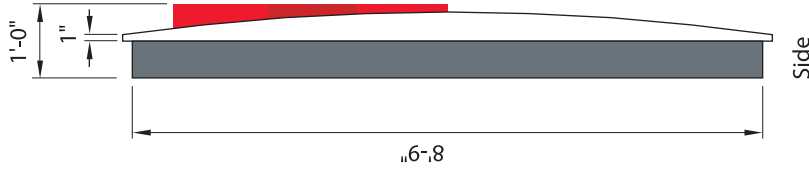
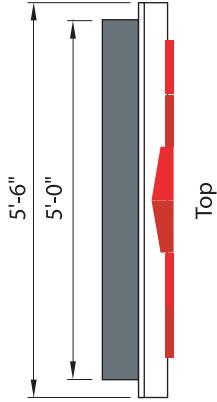
MM-WM9-56-V

Primary Vertical Wall Sign (9'0"x5'6"x12")

Supply & install four (4) s/f illuminated fascia signs
 .125 aluminum painted face w/ incised logo & copy
 Logo - pushed through 3/16" formed acrylic
 Copy - backed with 3/16" acrylic
 Painted back cabinet
 Painted cabinet interior
 H.O. daylight fluorescent illumination

Colours:

- Faces: Natural white (Mathews 42202SP White - Gloss)
- Logo: #2793 red acrylic
- Copy: 3/16" day/night acrylic w/ 3M 3635-70 diffuser white vinyl
- Back Cabinet: PMS 431 C Grey (Mathews MP00546 Grey - Gloss)
- Cabinet Interior: Akzo Grip Guard Bright White



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