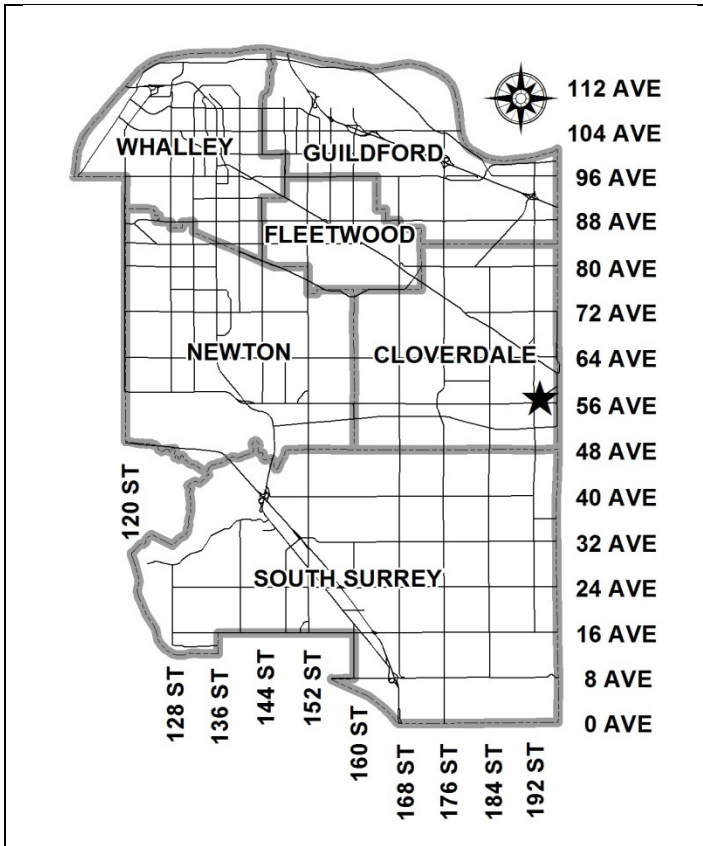


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7911-0122-00

Planning Report Date: July 25, 2011



PROPOSAL:

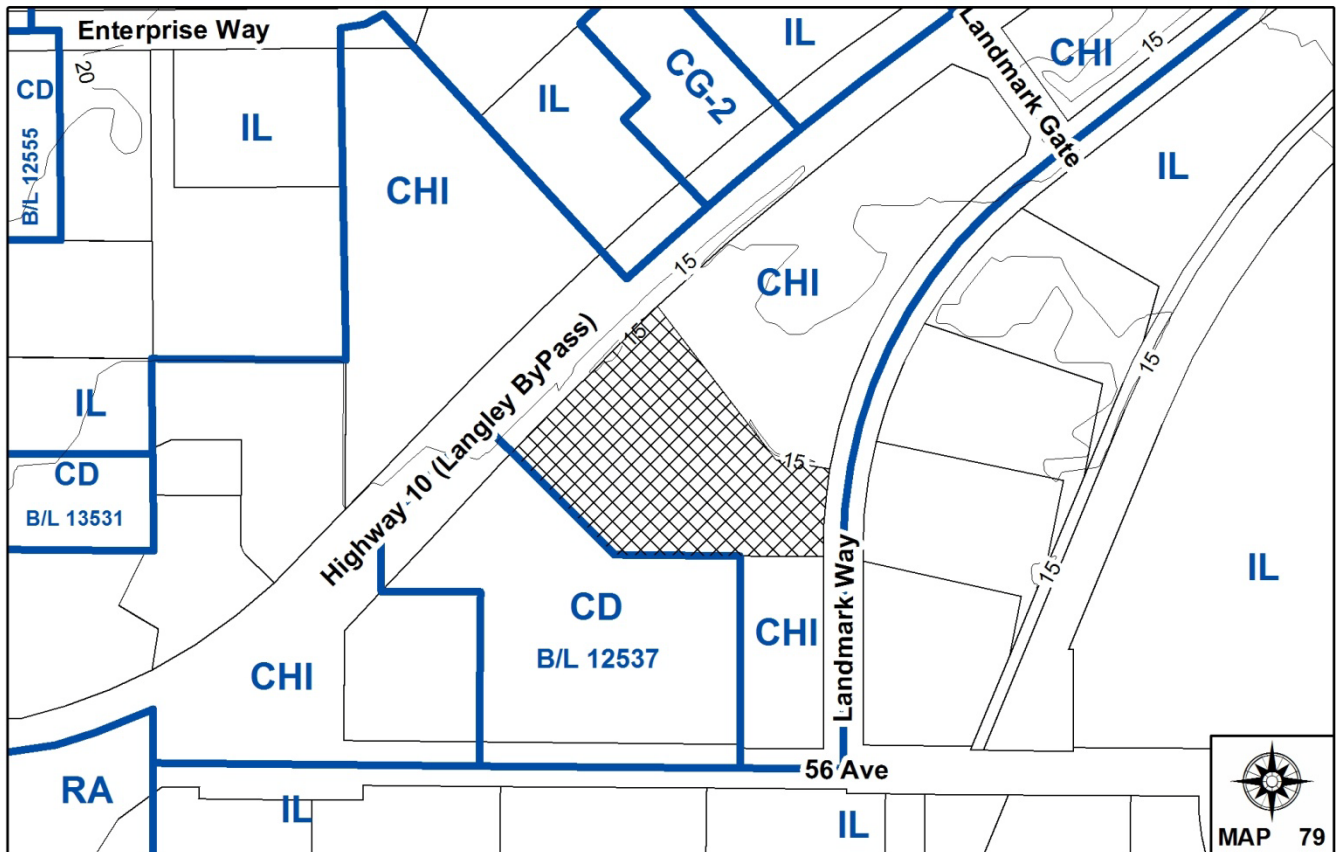
- **Development Permit**
 in order to permit a free-standing sign for an existing automobile dealership.

LOCATION: 19360 Highway No. 10 (Langley By-pass)

OWNER: G D Wolfe Holdings Ltd

ZONING: CHI

OCP DESIGNATION: Industrial



RECOMMENDATION SUMMARY

- Refer the application back to staff to work with the applicant to propose a free-standing sign that better addresses OCP Development Permit Area Guidelines for signs, and is comparable to other recently approved signage in the area along Highway No. 10 and the original free-standing sign approved for the site under Development Permit No. 7910-0071-00.
- If Council determines the proposed free-standing sign is acceptable, Development Permit No. 7911-0122-00 is in order for approval and issuance.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The proposed free-standing sign is contrary to OCP Development Permit Area Guidelines for signs.
- The proposed free-standing sign does not reflect the signage proposed and approved for the site under Development Permit No. 7910-0071-00.

RATIONALE OF RECOMMENDATION

- Does not comply with sign specifications in Development Permit No. 7910-0071-00, approved for this site on November 1, 2010.
- The "lolly-pop" design of the proposed free-standing sign is not considered appropriate for a gateway area of Surrey.
- The applicant has been unwilling to consider an alternative design.

RECOMMENDATION

The Planning & Development Department recommends that the application be referred back to staff to work with the applicant to propose a free-standing sign that better addresses the Official Community Plan (OCP) Development Permit Area Guidelines for signs, and is comparable to other recently approved signage in the area along Highway No. 10 and the original free-standing sign approved for the site under Development Permit No. 7910-0071-00.

If Council is of the opinion that the proposed free-standing sign is acceptable, it is in order for Council to approve the attached Development Permit No. 7911-0122-00 (Appendix II), authorize the Mayor and Clerk to sign the Development Permit, and authorize the transfer of the Permit to the heirs, administrators, executors, successors and assigns of the title of the land within the terms of the Permit.

NOTE: If the Development Permit, as presented, is not acceptable to Council in relation to the character of the development, including landscaping and siting, form, exterior design and finish of the structures, Council may refer the Development Permit back to staff with direction regarding any of these matters.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Subaru and Mitsubishi car dealerships.

Adjacent Area:

| Direction | Existing Use | OCP Designation | Existing Zone |
|---|---|-----------------|-------------------------------|
| North/East: | Langley Chrysler auto dealership. | Industrial | CHI |
| East (Across Landmark Way): | Mixed use industrial building. | Industrial | IL |
| South: | Dams Ford dealership and mixed-use building. | Industrial | CD (By-law No. 12537) and CHI |
| West (Across Highway No. 10 / Langley By-pass): | Mixed-use building including Xcess Cargo and Enterprise Rental Car. | Industrial | CHI |

DEVELOPMENT CONSIDERATIONS

Background and Current Proposal

- The subject property is located at 19360 Langley By-pass (Highway #10). The property is zoned "Highway Commercial Industrial (CHI)" and designated Industrial in the Official Community Plan (OCP).
- Two (2) automobile dealerships (Mitsubishi and Subaru) currently operate on the subject site. The current application only applies to the Subaru dealership situated at the north portion of the property.
- On January 10, 2011 Council issued Development Permit No. 7910-0071-00 which was for the redevelopment of the Subaru auto dealership and included a free-standing sign in a monolith style (Appendix III). At the early stages of the design review the applicant proposed a "lollo-pop" style free-standing sign which was not considered acceptable by staff for a gateway area to Surrey and the applicant changed the design to the monolith style.
- The approved free-standing sign was to reflect Subaru's corporate requirement and was similar to the existing sign on site.
- Contrary to the approved Development Permit, the applicant proceeded to order a free-standing pylon sign in a "lollo-pop" style. According to the applicant, this style of sign allows for motorists to better see the cars parked behind the sign, which a monolith design would not.
- Accordingly, the applicant has submitted a new Development Permit application for a modified free-standing sign for the site.

Design Proposal and Review

- The proposed sign is 7.5 metres (24.5 ft.) in height, 4 metres (13.1 ft.) in width and double-faced, with a total sign area of approximately 9.1 square metres (98.23 sq. ft.). A maximum height of 7.5 metres (25 ft.) and a total sign area of 27.8 square metres (300 sq. ft.) are permitted at this location. The sign is approximately 0.61 metres (2 ft.) thick.
- The column/stem of the sign is 0.69 metres (2.25 ft.) thick which makes the sign more substantial than other "lollo-pop" style signs in the vicinity along Highway No. 10.
- The proposed signage is illuminated and primarily blue with a silver logo and lettering. The sign is metallic and is of a high quality.
- Proposed landscaping will not change from Development Permit No. 7910-0071-00.
- The OCP Development Permit Area Guidelines include the following guidelines for free-standing signs:
 - Free-standing signs should be provided with a base preferably using the same material as is used for the principal building.

- These signs should be architecturally coordinated with the overall design and integrated into landscaped areas.
- Three-dimensional signs designed to become an architectural feature or landmark are encouraged rather than billboard type, pole-mounted "flat" signs.
- The applicant's proposal to utilize a single pole-mounted sign is at odds with the OCP Development Permit Area Guidelines.
- The original free-standing sign for the site approved under Development Permit No. 7910-0071-00 met the Development Permit Area Guidelines for free-standing signs.
- While there are a variety of free-standing signs in the area along Highway No. 10, the more recently approved free-standing signs for auto dealerships such as Honda and Hyundai are a monolith style as well as for Hampton Inns and Fox and Fiddle (Appendix IV).
- There are, however, some approved free-standing signs in the last three years that are inconsistent with the OCP Development Permit Area Guidelines. The "two legged" (Mazda) and "flag-pole" (Mitsubishi) styles were both installed without permits and later legalized by the applicant (the same applicant as the subject application) after submitting land development applications (7907-0117-00 and 7907-0121-00) and subsequently receiving the necessary approvals from Council.
- A number of existing signs (Volkswagen, Acura, Super Save Group and XScargo) were constructed prior to free-standing signs requiring Development Permits. Such Development Permits became a requirement with the adoption of the Official Community Plan in 1998.
- Over the last few years, many of the auto dealerships along Highway No. in Cloverdale have been renovated and upgraded to reflect changing corporate images. These changes have helped to improve the character along Highway No. 10.
- The current proposal by Subaru to install a single pole-mounted "lollo-pop" free-standing sign is contrary to the recent efforts to improve the Highway No. 10 streetscape.

CONCLUSION

- It is recommended that the applicant be directed to work with staff to propose a free-standing sign that better addresses the OCP Development Permit Area Guidelines for signs and is comparable to other recently approved signage in the area along Highway No. 10 and the signage approved for the subject site under Development Permit No. 7910-0071-00.
- However, should Council decide to approve the proposed free-standing sign, Development Permit No. 7911-0122-00 is attached and is in order for approval and issuance (Appendix II).

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners and Action Summary
Appendix II. Development Permit No. 7911-0122-00.
Appendix III. Previously Approved Monolith Sign for Subject Site from Development Permit No. 7910-0071-00
Appendix IV. Recently Approved Free-Standing Signs In Area Along Highway No. 10.

INFORMATION AVAILABLE ON FILE

- Examples of other signage along Highway No. 10 / Langley By-pass

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

JKS/kms

\\file-server1\net-data\csdc\generate\areaproduct\save\19747697062.doc
. 7/21/11 9:09 AM

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7911-0122-00

Issued To: G D WOLFE HOLDINGS LTD., INC. NO. 368980
("the Owner")

Address of Owner: 19360 No 10 (Langley Bypass) Hwy
Surrey, BC
V3S 7R2

1. This development 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 permit.
2. This development 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: 014-524-627
Lot B Section 10 Township 8 New Westminster District Plan 82215

19360 No 10 (Langley Bypass) Hwy

(the "Land")

3. This development permit applies only to that portion of the buildings and structures on the Land shown on Schedule A which is attached hereto and forms part of this development permit.
4. The Land has been designated as a Development Permit Area in Surrey Official Community Plan, 1996, No. 12900, as amended.
5. The character of the development and the siting, form, exterior design and finish of buildings and structures shall be in accordance with the drawings numbered 7911-0122-00(A) through to and including 7911-0122-00(E) (the "Drawings") which are attached hereto and form part of this development permit.
6. Minor changes to the Drawings that do not affect the general form and character of the landscaping and the siting, form, exterior design and finish of buildings and structures on the Land, may be permitted subject to the approval of the City.
7. This development permit supplements/amends Development Permit No. 7910-0071-00.
8. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development permit.

9. This development permit shall lapse if the Owner does not substantially start any construction with respect to which this development permit is issued, within two (2) years after the date this development permit is issued.
10. The terms of this development permit or any amendment to it, are binding on all persons who acquire an interest in the Land.
11. This development permit is not a building permit.

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

Mayor – Dianne L. Watts

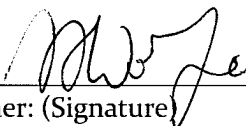
City Clerk – Jane Sullivan

IN CONSIDERATION OF COUNCIL'S APPROVAL OF THIS DEVELOPMENT PERMIT AND OTHER GOOD AND VALUABLE CONSIDERATION, I/WE THE UNDERSIGNED AGREED TO THE TERMS AND CONDITIONS OF THIS DEVELOPMENT PERMIT AND ACKNOWLEDGE THAT WE HAVE READ AND UNDERSTOOD IT.

Authorized Agent: (Signature)

Name: (Please Print)

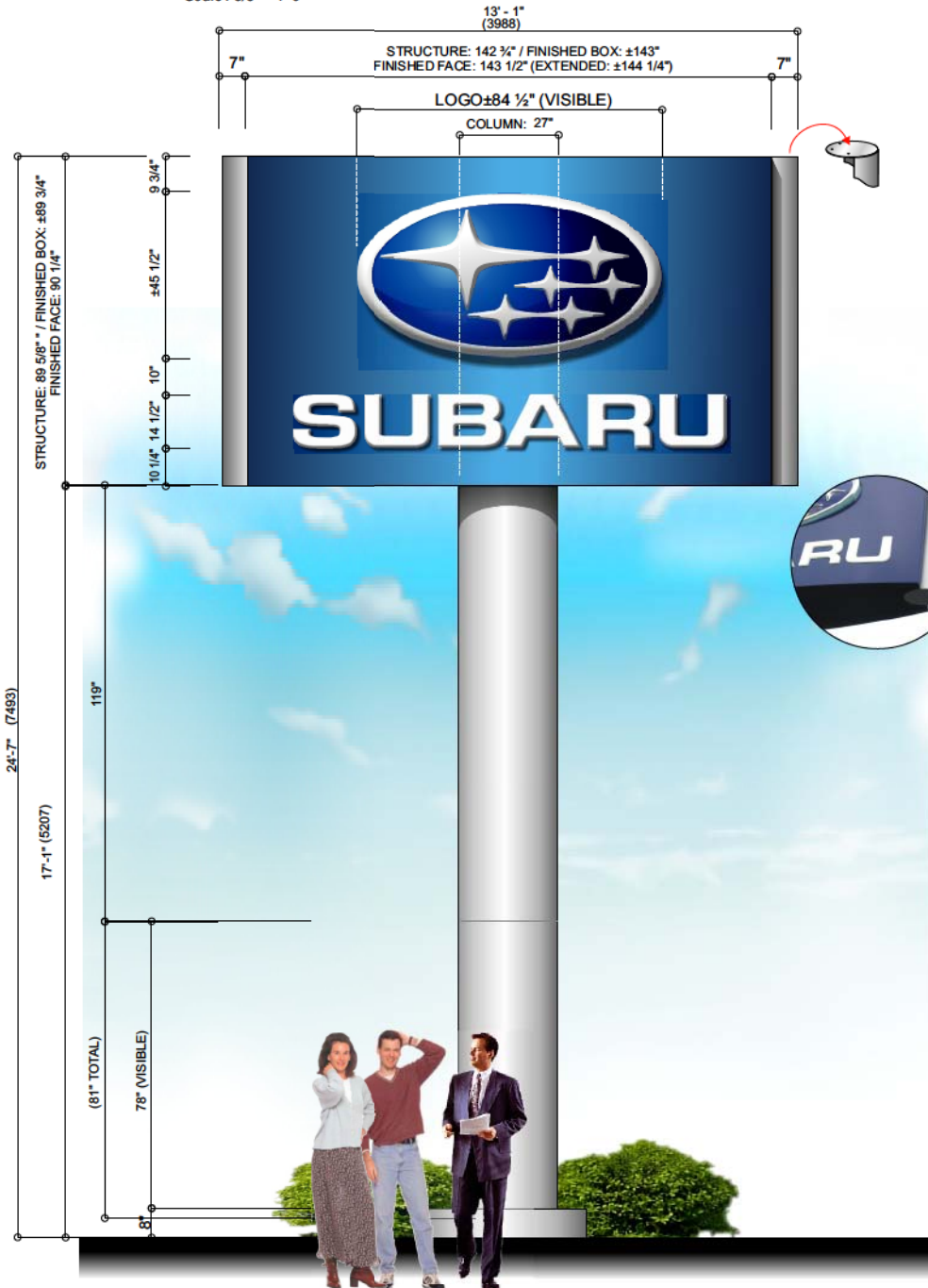
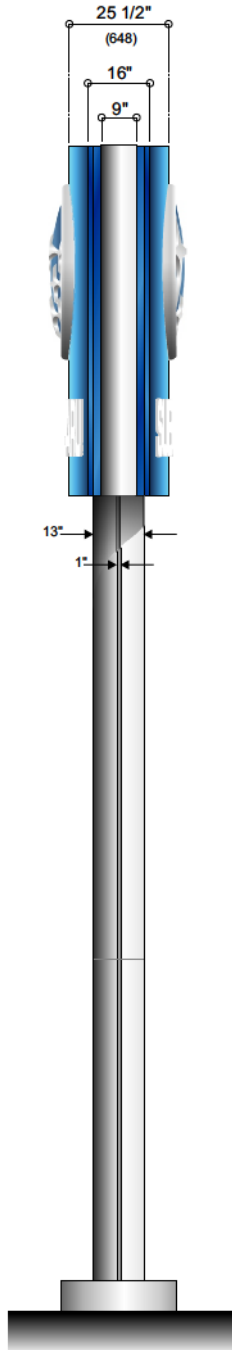
OR



Owner: (Signature)

G.D. Wolfe

Name: (Please Print)



SIDE VIEW
Scale : 3/8" = 1'-0"

A GRAPHIC ELEVATION Scale : 3/8" = 1'-0"

D/FACE ILLUMINATED PYLON SIGN

DESCRIPTION:

(1) DOUBLE-SIDE ALUMINUM SIGN
FACE PAINTED BLUE #Mathews #SVOC 1975 semi-gloss finish
ROUTED OUT GRAPHICS
ACRYSTEEL (or equal) LOGO AND LETTERS INSERTED

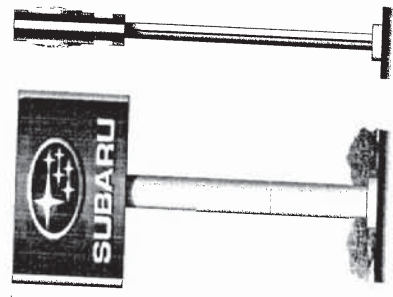
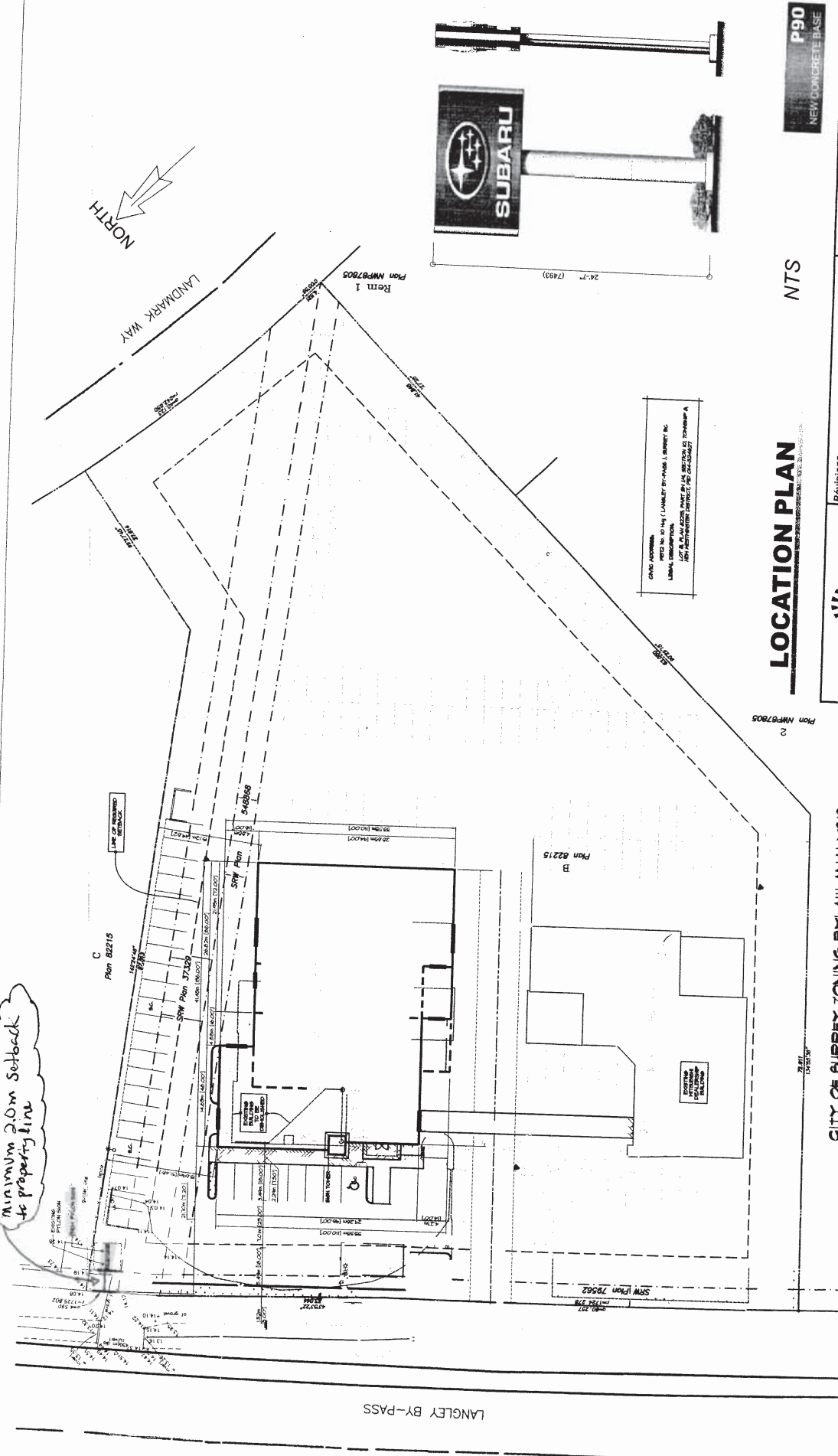
DECORATIVE ALUMINUM COLUMN AND BASE PLATE COVER
PAINTED SILVER METALLIC #Mathews #SVOC 1905 satin finish



P90
NEW CONCRETE BASE

| | | | | | | | | |
|---|------------------|------------|----|--------------|---|-------------------------------------|--|----------------------------|
| TRANSWORLD SIGNS A World Product Company 9310 Parkway, Montreal, QC, H1J 1N7 Phone: (514) 352-8030 Fax: (514) 352-0386 E-mail: info@transworldsigns.com | Révisions | | By | Date | SUBARU | Customer Subaru | Site: # | |
| | No 4 | X | | | | | | |
| This drawing, including graphic layout and technical details is the property of Transworld Signs Co and cannot be reproduced, copied or used without prior authorization from Transworld Signs Co. Licence PBC: 8270-8815-47 Émission d'une licence de fabrication en vertu de la loi sur le bâtiment du Québec. | No 3 | X | | | Address 19360, HWY #10, Surrey, BC Rep. R. Campbell | Date 10 / 01 / 2011 Work Order # | | |
| | No 2 | ADRESSE | ND | 10 / 01 / 11 | | | | |
| | No 1 | NOUV. BASE | ND | 10 / 01 / 11 | | | | |
| | Shop Drawing: X | | | | | | Graphic Drawing: N. Dion Technical Drawing: X | Drawing # 210176m15 |
| | Checked by: X | | | | | | | |
| Production Approval: X | | | | | | | | |

Minimum 2.0m setback to property line



OWNER APPROVED
 1000 10th St. Langley, BC
 1000 10th St. Langley, BC
 1000 10th St. Langley, BC

LOCATION PLAN

NTS

TRANSWORLD SIGNS
 9310 Parkway, Montreal, QC H1J 1N7
 Phone: (514) 352-8030 Fax: (514) 352-0386
 Email: info@transworldsigns.com

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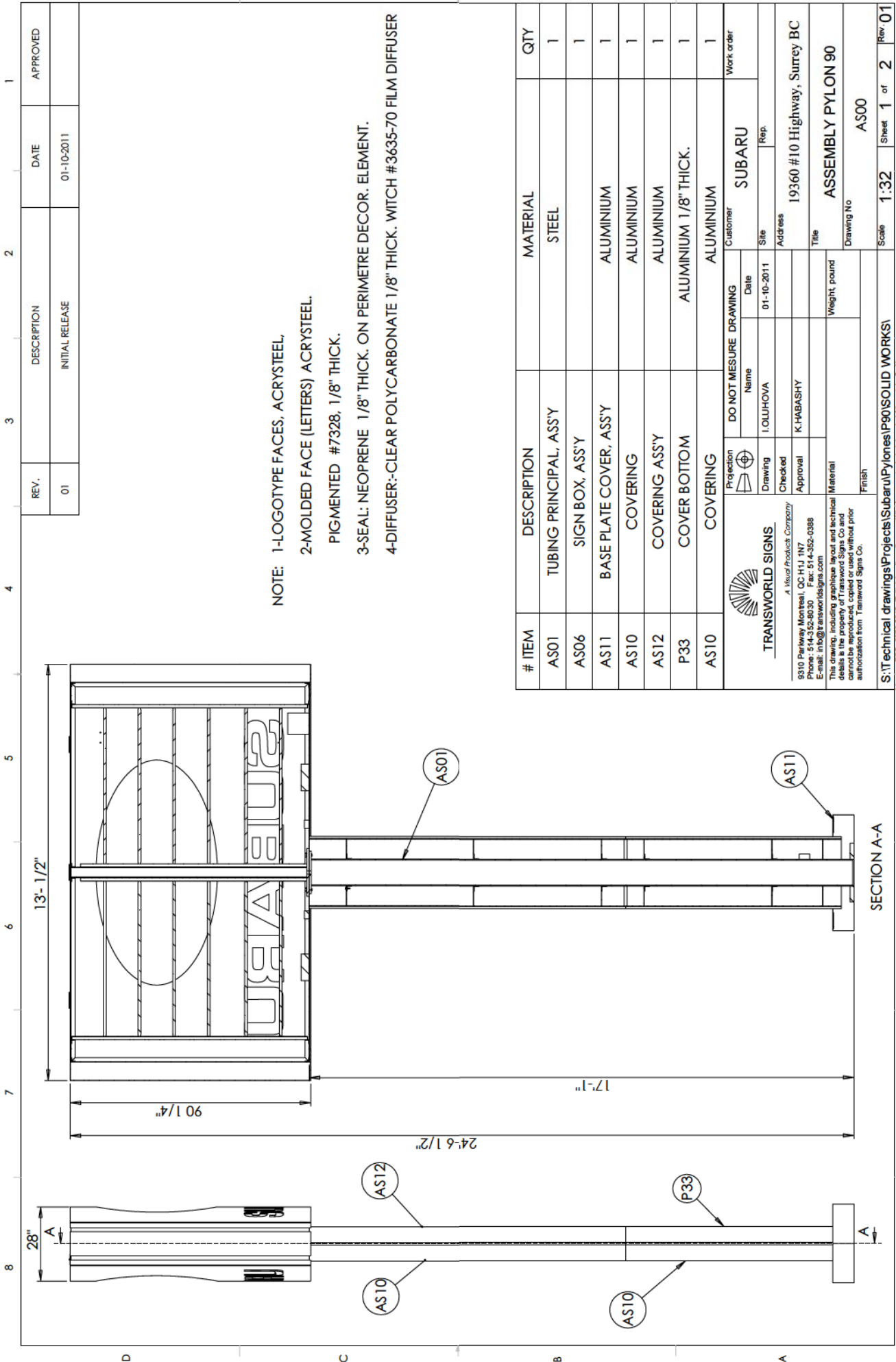
Revisions

| No | Date | By |
|------|------|----|
| No 4 | X | |
| No 3 | X | |
| No 2 | X | |
| No 1 | X | |

Shop Drawing X
 Checked by: X
 Production Approval: X

Customer: **Subaru** Site #
 Address: **Strey, BC** Date: **10/01/2011**
 Rep: **R. Campbell**
 Work Order #
 Drawing # **210176m16**

- #### CITY OF SURREY ZONING BY-LAW ANALYSIS
1. ZONING: COMMERCIAL, INDUSTRIAL, RESIDENTIAL (CIR)
 2. SETBACKS: 2.0m (6.56ft) from all property lines
 3. SIGNAGE: 2.0m (6.56ft) from all property lines
 4. SIGNAGE: 2.0m (6.56ft) from all property lines
 5. SIGNAGE: 2.0m (6.56ft) from all property lines
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 18. SIGNAGE: 2.0m (6.56ft) from all property lines
 19. SIGNAGE: 2.0m (6.56ft) from all property lines
 20. SIGNAGE: 2.0m (6.56ft) from all property lines



NOTE: 1-LOGO TYPE FACES, ACRYSTEEL,
 2-MOLDED FACE (LETTERS) ACRYSTEEL,
 PIGMENTED #7328, 1/8" THICK.
 3-SEAL: NEOPRENE 1/8" THICK. ON PERIMETRE DECOR. ELEMENT.
 4-DIFFUSER:-CLEAR POLYCARBONATE 1/8" THICK. WITCH #3635-70 FILM DIFFUSER

| # ITEM | DESCRIPTION | MATERIAL | QTY |
|--------|-------------------------|-----------------------|-----|
| AS01 | TUBING PRINCIPAL, ASS'Y | STEEL | 1 |
| AS06 | SIGN BOX, ASS'Y | | 1 |
| AS11 | BASE PLATE COVER, ASS'Y | ALUMINIUM | 1 |
| AS10 | COVERING | ALUMINIUM | 1 |
| AS12 | COVERING ASSY | ALUMINIUM | 1 |
| P33 | COVER BOTTOM | ALUMINIUM 1/8" THICK. | 1 |
| AS10 | COVERING | ALUMINIUM | 1 |

TRANSWORLD SIGNS
 A World Products Company
 9310 Parkway Montreal, QC H1J 1N7
 Phone: (514) 352-0388
 Email: info@transworldsigns.com

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DO NOT MEASURE DRAWING

| | | |
|------------|-----------|---------------|
| Projection | Name | Date |
| Drawing | I.OLUHOVA | 01-10-2011 |
| Checked | | |
| Approval | K.HABASHY | |
| Material | | Weight, pound |
| Finish | | Drawing No |

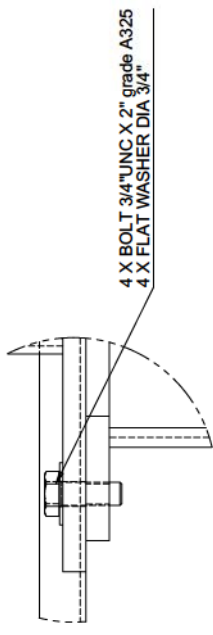
Customer: SUBARU
 Site: 19360 #10 Highway, Surrey BC
 Address: 19360 #10 Highway, Surrey BC
 Title: ASSEMBLY PYLON 90
 Drawing No: AS00

Scale: 1:32 Sheet 1 of 2 Rev: 01

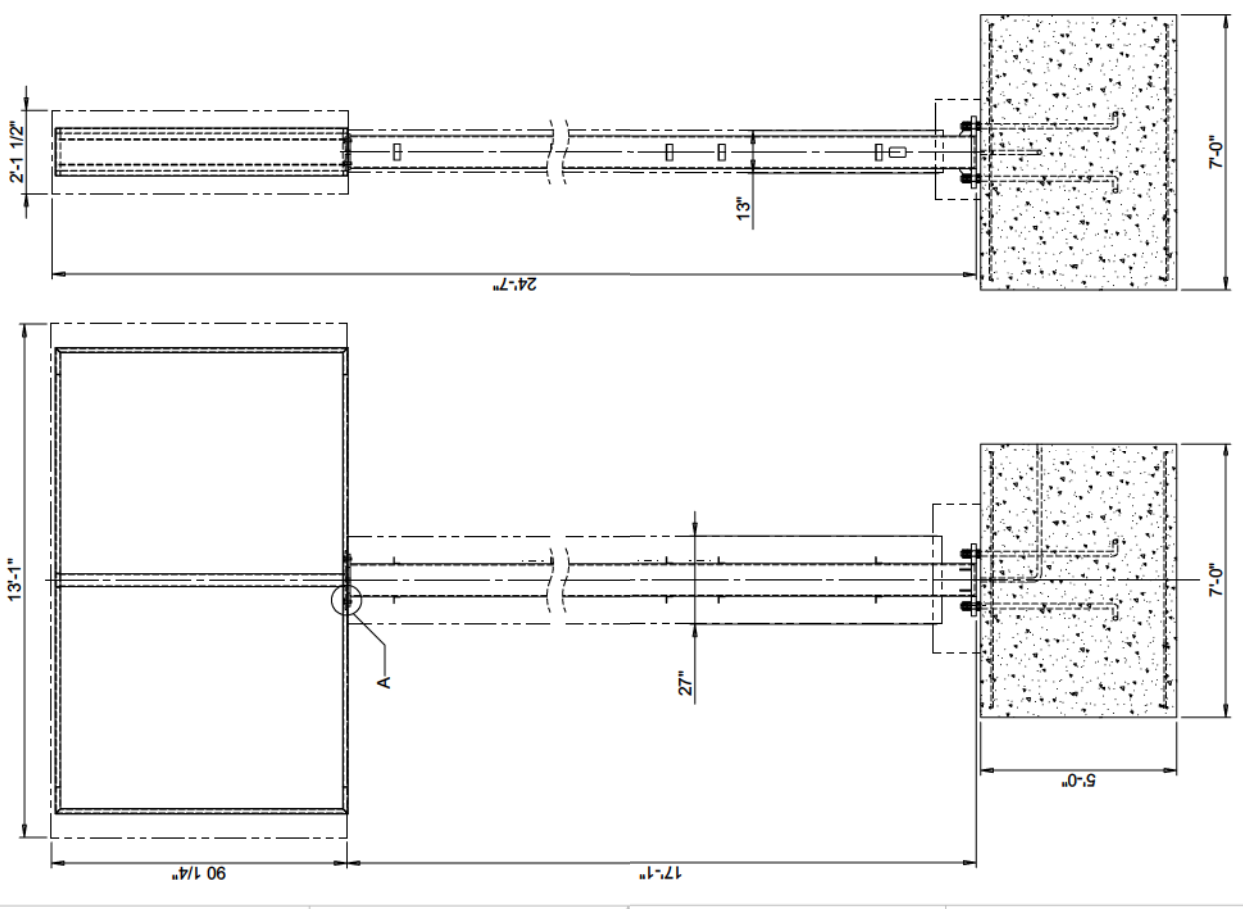
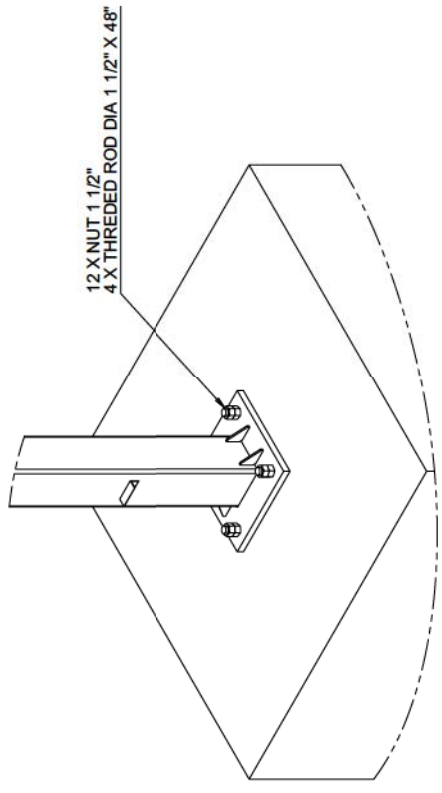
SECTION A-A

S:\Technical drawings\Projects\Subaru\Pylons\AS00\SOLID WORKS\ Licence RDC: 28703815-47 - 4 copies d'une licence délivrée en vertu de la Loi sur l'accès à l'information au Québec.

| | | | |
|------|-----------------|------------|----------|
| REV. | DESCRIPTION | DATE | APPROVED |
| 01 | INITIAL RELEASE | 01-10-2011 | |



DETAIL A
SCALE 1 : 4



| | | | |
|---|------------------------|------------|------------------------------|
| | DO NOT MEASURE DRAWING | Customer | Work order |
| | Name | Subaru | |
| Drawing | 1.LOLUHOVA | Site | |
| Checked | | Address | 19360 #10 Highway, Surrey BC |
| Approval | K.HABASHY | Title | Pylon P90 |
| Material | | Drawing No | AS14 |
| Finish | | Scale | 1:38 |
| S:Technical drawings\Projects\Subaru site\Subaru Wolfe\P900 Licence RDC: 02/03/05-47 Toute réimpression sans autorisation est formellement interdite. | | Sheet | 1 of 2 |
| | | Rev. | 01 |

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Email: info@transworldsigns.com
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CITY OF BURETT ZONING BYLAW ANALYSIS

| 1 | 2 | 3 | 4 |
|--|---|--|--|
| <p>COMMERCIAL - CONSTRUCTION, INDUSTRIAL, OFFICE (C-1)</p> <p>MIN. LOT AREA: 10,000 SQ. FT. (2.25 AC)</p> <p>MIN. LOT FRONT: 100 FT.</p> <p>MIN. LOT DEPTH: 100 FT.</p> <p>MIN. FRONT YARD SETBACK: 10 FT.</p> <p>MIN. SIDE YARD SETBACK: 5 FT.</p> <p>MIN. REAR YARD SETBACK: 5 FT.</p> <p>MIN. FRONT SETBACK: 10 FT.</p> <p>MIN. SIDE SETBACK: 5 FT.</p> <p>MIN. REAR SETBACK: 5 FT.</p> <p>MIN. FRONT SETBACK: 10 FT.</p> <p>MIN. SIDE SETBACK: 5 FT.</p> <p>MIN. REAR SETBACK: 5 FT.</p> | <p>COMMERCIAL - GENERAL (C-2)</p> <p>MIN. LOT AREA: 10,000 SQ. FT. (2.25 AC)</p> <p>MIN. LOT FRONT: 100 FT.</p> <p>MIN. LOT DEPTH: 100 FT.</p> <p>MIN. FRONT YARD SETBACK: 10 FT.</p> <p>MIN. SIDE YARD SETBACK: 5 FT.</p> <p>MIN. REAR YARD SETBACK: 5 FT.</p> <p>MIN. FRONT SETBACK: 10 FT.</p> <p>MIN. SIDE SETBACK: 5 FT.</p> <p>MIN. REAR SETBACK: 5 FT.</p> <p>MIN. FRONT SETBACK: 10 FT.</p> <p>MIN. SIDE SETBACK: 5 FT.</p> <p>MIN. REAR SETBACK: 5 FT.</p> | <p>COMMERCIAL - OFFICE (C-3)</p> <p>MIN. LOT AREA: 10,000 SQ. FT. (2.25 AC)</p> <p>MIN. LOT FRONT: 100 FT.</p> <p>MIN. LOT DEPTH: 100 FT.</p> <p>MIN. FRONT YARD SETBACK: 10 FT.</p> <p>MIN. SIDE YARD SETBACK: 5 FT.</p> <p>MIN. REAR YARD SETBACK: 5 FT.</p> <p>MIN. FRONT SETBACK: 10 FT.</p> <p>MIN. SIDE SETBACK: 5 FT.</p> <p>MIN. REAR SETBACK: 5 FT.</p> <p>MIN. FRONT SETBACK: 10 FT.</p> <p>MIN. SIDE SETBACK: 5 FT.</p> <p>MIN. REAR SETBACK: 5 FT.</p> | <p>COMMERCIAL - RETAIL (C-4)</p> <p>MIN. LOT AREA: 10,000 SQ. FT. (2.25 AC)</p> <p>MIN. LOT FRONT: 100 FT.</p> <p>MIN. LOT DEPTH: 100 FT.</p> <p>MIN. FRONT YARD SETBACK: 10 FT.</p> <p>MIN. SIDE YARD SETBACK: 5 FT.</p> <p>MIN. REAR YARD SETBACK: 5 FT.</p> <p>MIN. FRONT SETBACK: 10 FT.</p> <p>MIN. SIDE SETBACK: 5 FT.</p> <p>MIN. REAR SETBACK: 5 FT.</p> <p>MIN. FRONT SETBACK: 10 FT.</p> <p>MIN. SIDE SETBACK: 5 FT.</p> <p>MIN. REAR SETBACK: 5 FT.</p> |

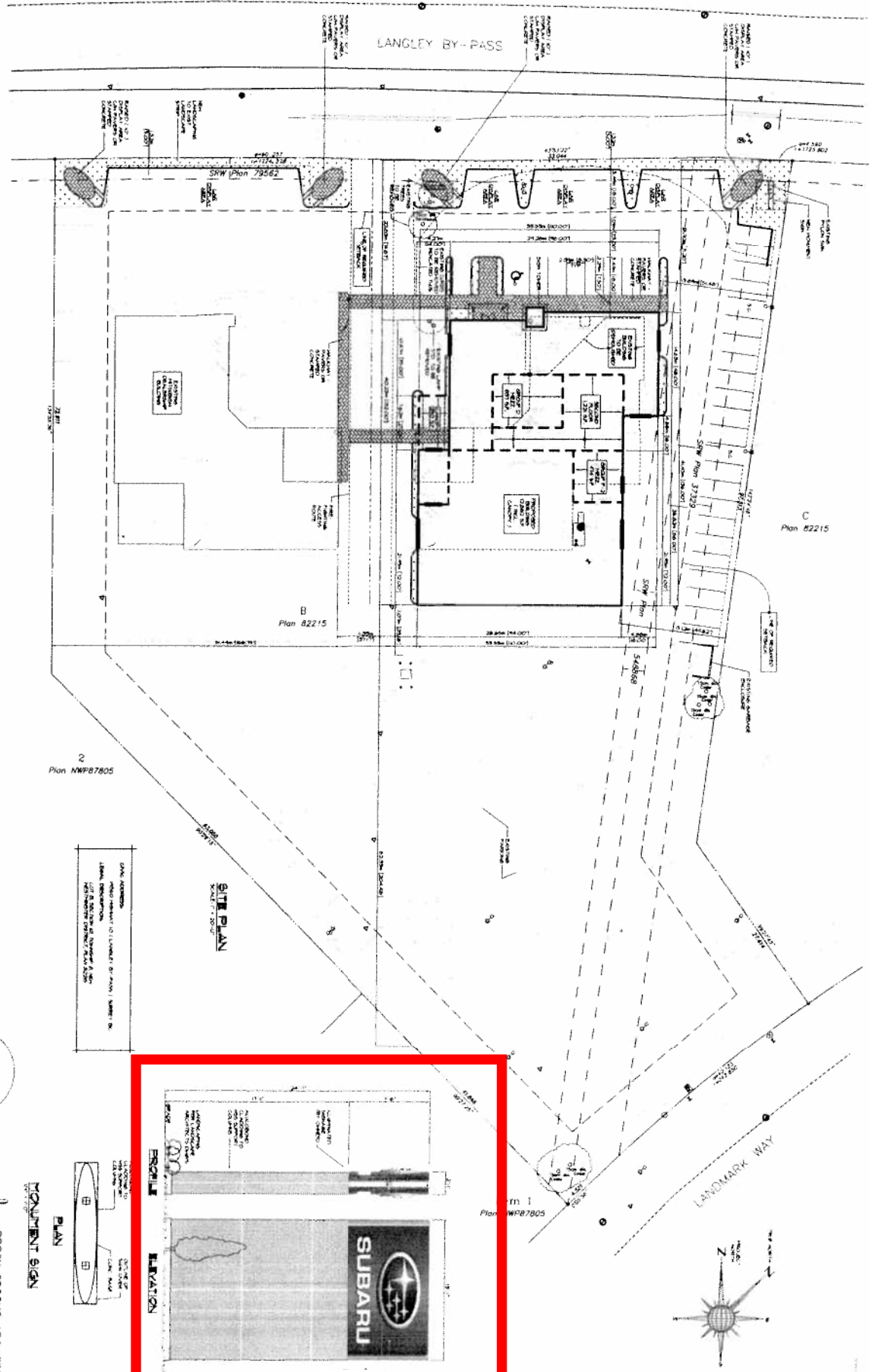
PARKING ANALYSIS

| Category | Requirement | Actual |
|--------------|---------------------------|-------------------|
| Office | 1 space per 1,000 sq. ft. | 120 spaces |
| Retail | 1 space per 300 sq. ft. | 150 spaces |
| Garage | 1 space per 1,000 sq. ft. | 100 spaces |
| Other | 1 space per 1,000 sq. ft. | 50 spaces |
| Total | | 420 spaces |

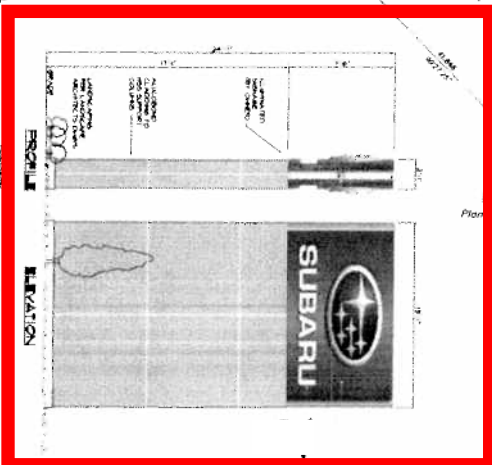
Brook Groome

BROOK GROOME ARCHITECT
 1500 BAYVIEW AVE. SUITE 100
 SCARBOROUGH, ONTARIO M1S 5V6
 TEL: (416) 291-1111
 FAX: (416) 291-1112
 WWW.BROOKGROOME.COM

APR 13 2011
 PROJECT: SUBARU DEALERSHIP
 SCALE: AS SHOWN
 SHEET: SITE PLAN

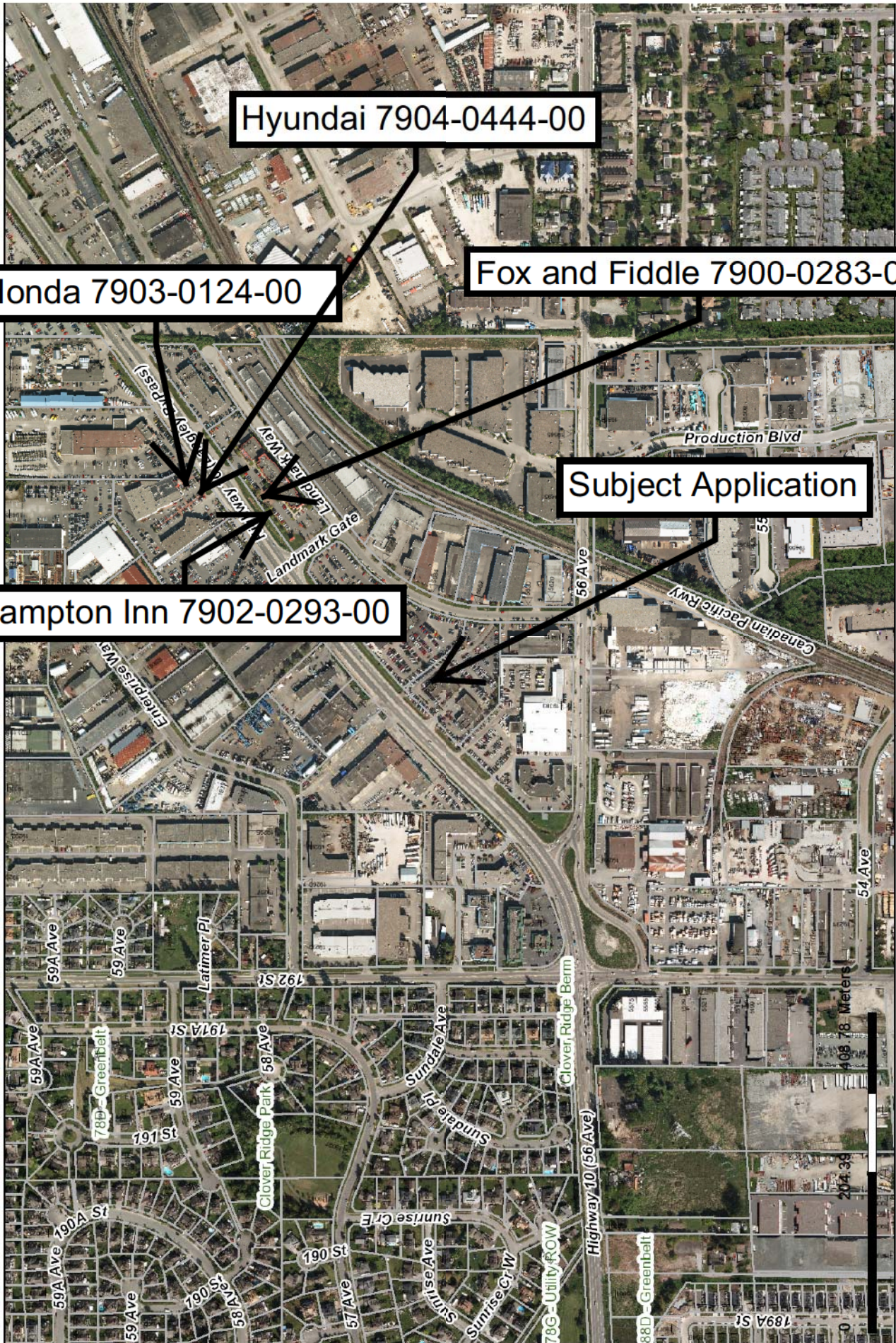


SITE PLAN
 SCALE: 1/8" = 1'-0"



MONUMENT SIGN
 PLAN

Recently Approved Free-Standing Signs In Area Along Highway No. 10.



Scale: 1:6,813
 Map created on: Tuesday, 19 July 2011

Enter Map Description

The data provided is compiled from various sources and is NOT warranted as to its accuracy or sufficiency by the City of Surrey. This information is provided for information and convenience purposes only. Lot sizes, legal descriptions and encumbrances must be confirmed at the Land Title Office. Use and distribution of this map is subject to all copyright and disclaimer notices at cosmos.surrey.ca.

**19459 Highway No. 10 (Langley By-pass)
7904-0444-00 Development Permit for renovation and an addition to
an existing car dealership including free-standing sign**



**19515 Highway No. 10 (Langley By-pass)
7903-0124-00 Development Permit for building addition and upgrades
to finishing. Included free-standing sign.**



19530 Highway No. 10 (Langley By-pass)

7902-0293-00 - Development Permit for patio and free-standing sign



19500 Highway No. 10 (Langley By-pass)

7900-0283-00 - Development Permit for hotel and free-standing sign

