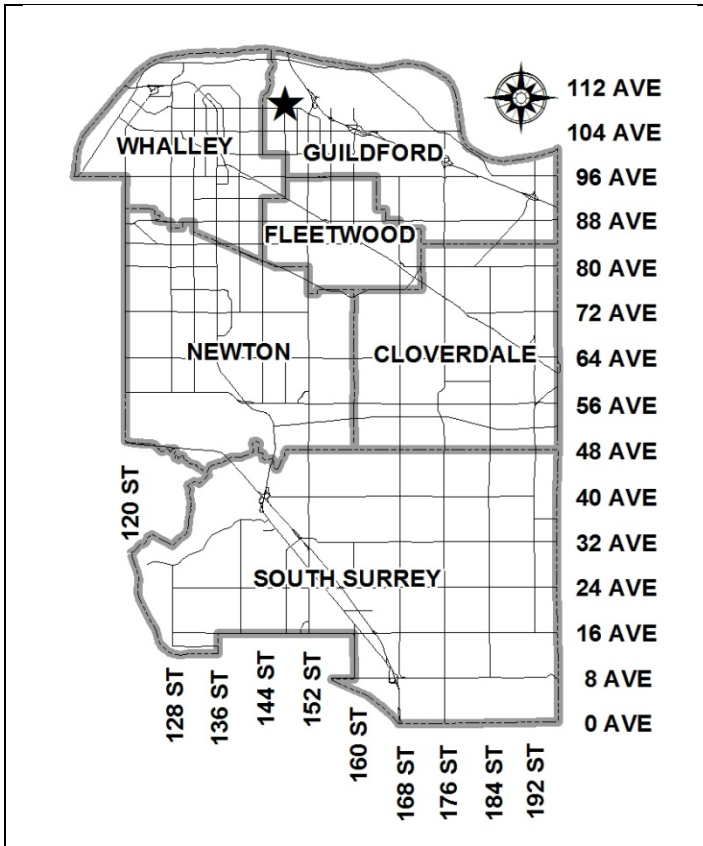


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7911-0277-00

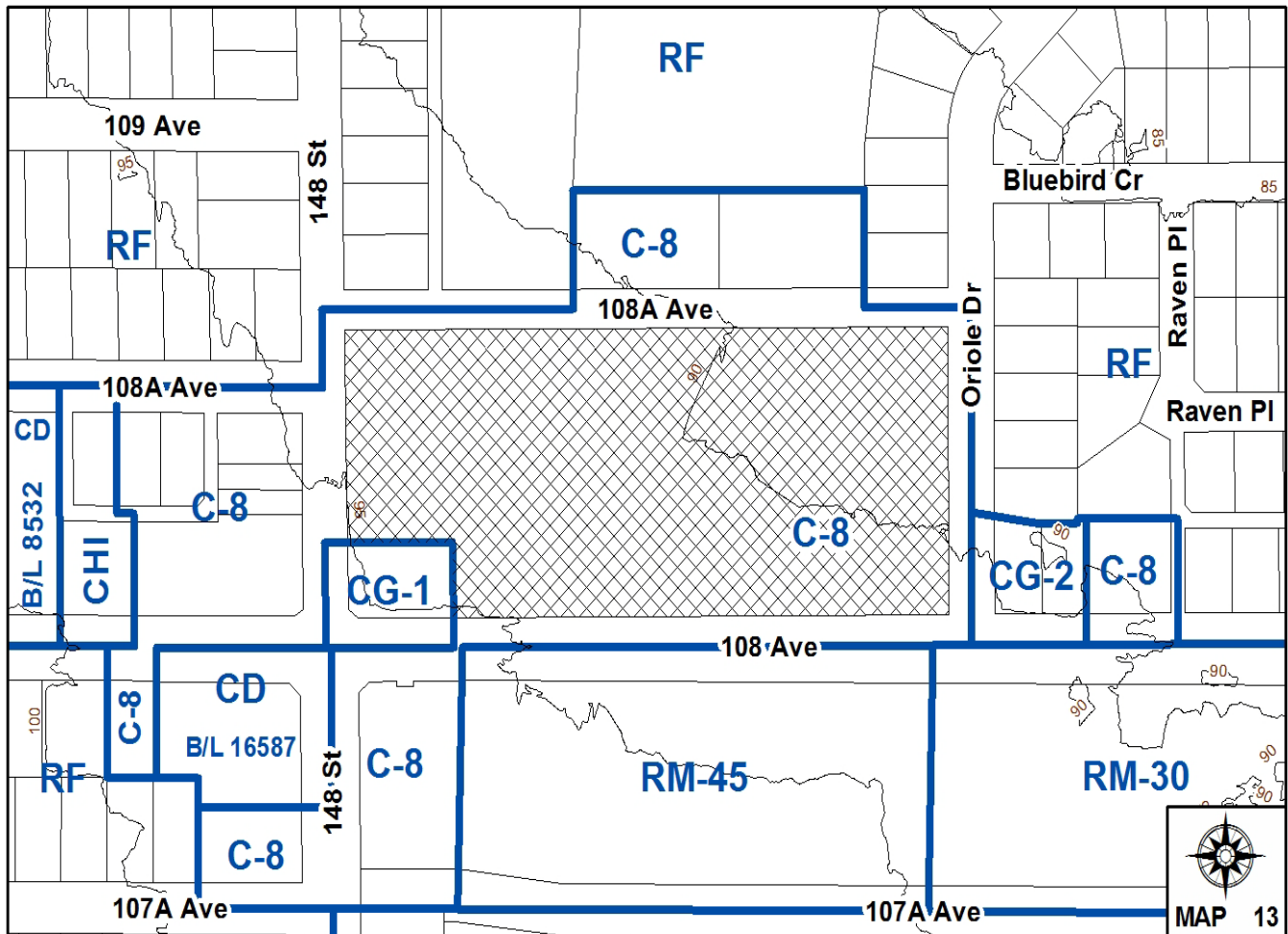
Planning Report Date: December 12, 2011



PROPOSAL:

- **Development Variance Permit**
 in order to permit two fascia signs for one tenant at the Riverside Heights shopping centre.

LOCATION: 14815 - 108 Avenue
OWNER: RMA Properties (Riverside) Ltd., Inc. No. 575181
ZONING: C-8
OCP DESIGNATION: Commercial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking an increase in the number of permitted fascia signs for one tenant, from 1 to 2.

RATIONALE OF RECOMMENDATION

- The premises frontage (i.e. front door) of the subject business is located in such a way that it is recessed from the parking lot and pedestrian pathway.
- The proposed fascia signs are consistent in design and scale with existing fascia signs in the same shopping centre.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7911-0277-00 (Appendix II) varying the following, to proceed to Public Notification:
 - (a) to vary Surrey Sign By-law, 1999, No. 13656, as amended, to permit an increase in the maximum number of fascia signs from 1 to 2 for Unit 200.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Riverside Heights shopping centre

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across 108A Avenue):	Single family dwellings, Ecole Riverdale Elementary and Riverside Park.	Urban	RF
East (Across Oriole Drive):	Single family dwellings and gas station.	Urban and Commercial	RF and CG-2
South (Across 108 Avenue):	Apartment buildings and multi-tenant commercial building.	Multiple Residential and Commercial	RF and C-8
West (Across 148 Street):	Multi-tenant commercial buildings.	Commercial	C-8

DEVELOPMENT CONSIDERATIONS

- The subject property located at 14821 – 108 Avenue is designated Commercial in the Official Community Plan (OCP), and is zoned Community Commercial Zone (C-8). The subject site is the location of the Riverside Heights Shopping Centre which consists of multi-tenant commercial buildings. This centre was originally developed in 1961 and due to a fire, redeveloped in 1994 under Development Application No. 6792-0115-00.
- One of the tenants in this shopping centre is the Riverside Heights Dental Group, located at Unit 200 14815 – 108 Avenue.

- The subject premises currently has a sign permit for one existing fascia sign on the east side of the commercial unit. The applicant would like to add a second fascia sign facing south into the parking lot.
- The existing fascia sign is to be replaced by a new 0.6-metre by 5.5-metre (2 ft. by 18 ft.) fascia sign, which had a sign permit issued on November 2, 2011. The proposed new fascia sign is 0.6-metre by 3-metre (2 ft. by 10 ft.).
- The second sign is proposed to be a backlit box sign with blue lettering on a white background. The proposed second fascia sign will match in colour and design the fascia sign with the permit issued. While staff typically encourage applicants to install channel-lettering signs rather than box signs, the proposed sign is consistent in appearance with others within the same commercial complex.
- The combined sign area of the proposed fascia signs is 5.2 square metres (56 sq.ft.), which conforms to the maximum sign area of 8.1 square metres (87 sq.ft.) permitted under the Surrey Sign By-law.
- A Development Variance Permit is required to allow the second fascia sign for this unit.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to increase the maximum number of fascia signs for one tenant, from 1 to 2.

Applicant's Reasons:

- The existing sign is located on an oblique angle from 108 Avenue, and while it is visible from a portion of the parking lot, it has poor exposure to 108 Avenue.
- The proposed signage is consistent with the signage provided for the commercial unit located to the west of the subject site. The proposed signage completes the building face that fronts 108 Avenue.
- The fascia signs are needed to identify the location of the business from each of the directions from which the public may approach – that is, from 108 Avenue and from within the shopping centre complex.

Staff Comments:

- Part 5(2) of the Sign By-law permits one fascia sign per lot frontage or premises frontage. In the case of this site, the subject building has one premise frontage.
- The applicant is requesting one sign for the premises frontage and one sign for the south building face, which is reasonable given the business function, the size, and the design of the proposed signage.

- The subject tenant, Riverside Heights Dental Group, occupies a unit within a larger commercial shopping complex. The increased number of fascia signs allows identification of the business for members of the public approaching from multiple directions.
- The proposed signs comply with the maximum sign area permitted under the Sign By-law, fit with the overall design of the building, and are consistent with the design and scale of other fascia signs within the same commercial complex.
- Staff support the requested 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. 7911-0277-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

SAL/kms

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. 12/8/11 9:47 AM

Information for City Clerk

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

1. (a) Agent: Name: Harvey Hansen
 A1 Signway
 Address: Unit 10 - 5619 Sundale Place
 Surrey BC V3S 7M6

 Tel: 604-574-2490

2. Properties involved in the Application
 - (a) Civic Address: Unit 200 - 14815 - 108 Avenue

 - (b) Civic Address: Unit 200 - 14815 108 Ave
 Owner: RMA Properties (Riverside) Ltd., Inc. No. 575181
 PID: 009-266-801
 Lot 33 Except: Part Subdivided by Plan 27710; Section 17 and 18 Block 5 North Range 1 West
 New Westminster District Plan 22668

3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7911-0277-00 and
 bring the Development Variance Permit forward for issuance and execution by the Mayor
 and City Clerk.

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7911-0277-00

Issued To: RMA PROPERTIES (RIVERSIDE) LTD., INC. NO. 575181
("the Owner")

Address of Owner: 200 - 14815 - 108 Avenue
Surrey, BC
V3R 1W2

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: 009-266-801
Lot 33 Except: Part Subdivided by Plan 27710; Sections 17 and 18 Block 5 North Range 1
West New Westminster District Plan 22668

14815 - 108 Avenue

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) In Part 5 Signs in Commercial/Industrial Zones, Section 27. 2(a), the number of fascia signs is increased from 1 to 2.
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.

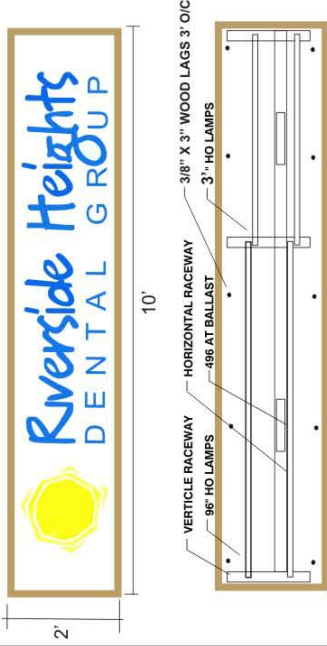
AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , 20 .
ISSUED THIS DAY OF , 20 .

Mayor – Dianne L. Watts

City Clerk – Jane Sullivan



SIGN CONSTRUCTION DETAILS



TYPICAL FASCIA SIGN CONSTRUCTION
 2' X 10' SIGN - 72 LBS
 2' X 20' SIGN - 144 LBS
 ELECTRICAL - SIGN A - 5 AMPS - SIGN B 11 AMPS

WALL CONSTRUCTION -
 STUCCO OVER 1/2" PLYWOOD
 WOOD STUD CONSTRUCTION

SIDE VIEW

10'



SIGN A - PROPOSED SIGN

Sign "A", proposed.
 Requires DVP

18'



SIGN B - EXISTING

Sign "B", Permit issued
 November 2, 2011



SITE PLAN

SHOPPERS DRUG MART

RIVERSIDE HEIGHTS
 DENTAL GROUP

SIGNWAY
 THE SIGN PROFESSIONALS
 ILLUMINATED SIGNS AWNINGS NEON
 #10 - 19510 55th Avenue SURREY, B.C. V3S 8P7
 PH. (604) 534 - 2484 FAX (604) 574-0148
 email - signway@shaw.ca

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JOB NAME: RIVERSIDE HEIGHTS DENTAL GROUP
 PROJECT #: 5774
 LOCATION: 74821 - 708TH AVE SURREY, B.C.
 CONTACT: DR GREG MARASA

SIGNWAY REP: HARVEY HANSEN
 DATE:
 FILE NAME:
 DESIGNER:

CUSTOMER APPROVAL:
 LANDLORD APPROVAL:
 CITY CONTACT:
 PAGE NUMBER: PAGE 2