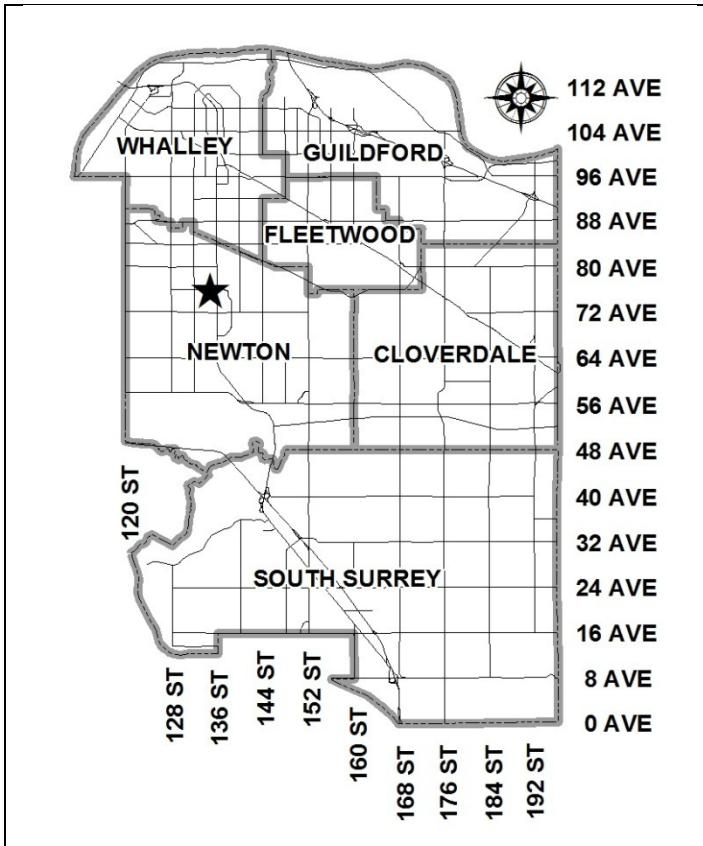


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7912-0053-00

Planning Report Date: April 23, 2012



PROPOSAL:

- **Development Variance Permit**
 in order to vary the number of permitted fascia signs.

LOCATION:

7599 King George Boulevard

OWNER:

Surrey-West Business Park Inc.,
 Inc. No. 511317

ZONING:

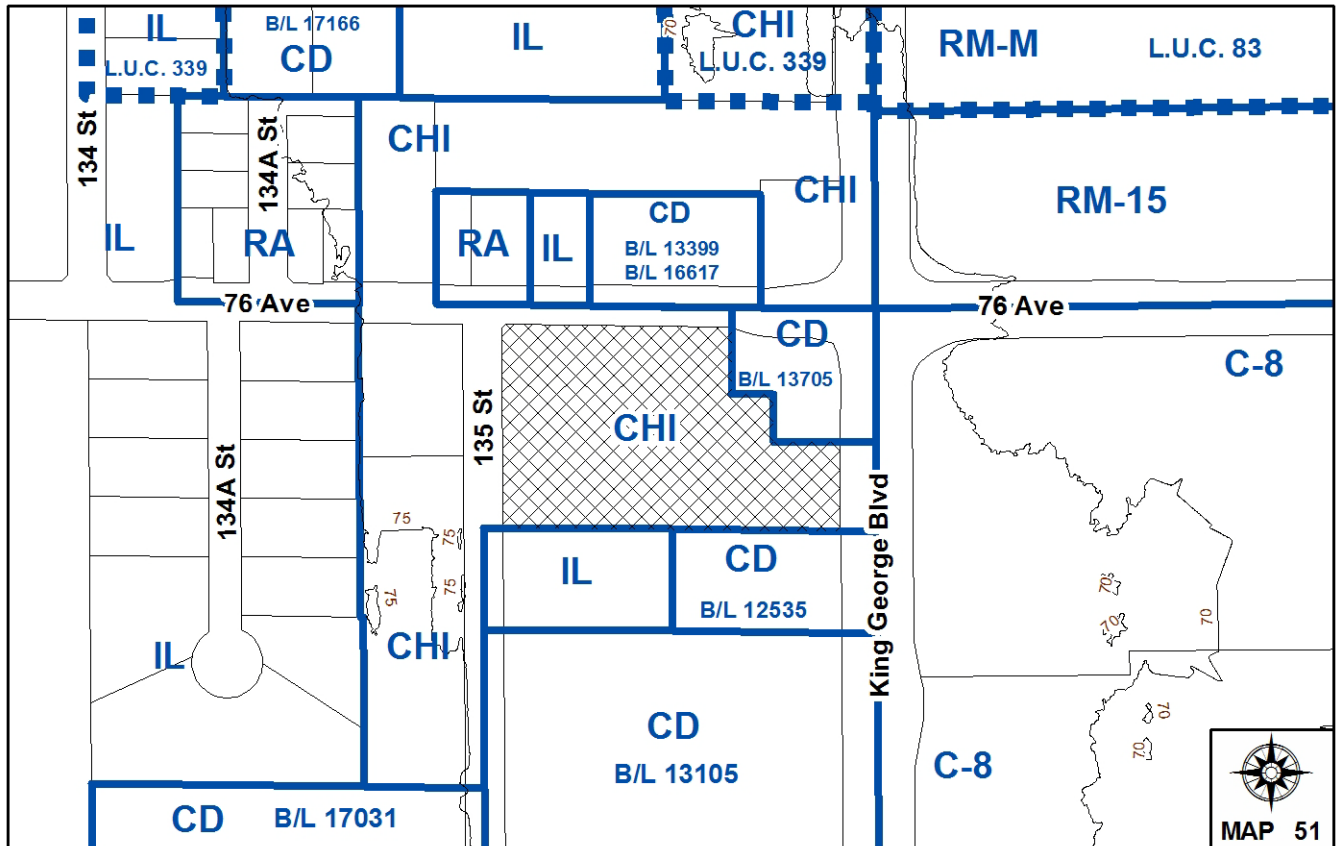
CHI

OCP DESIGNATION:

Industrial

LAP DESIGNATION:

Mass Merchandising



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant proposes to vary the number of allowed fascia signs from 3 to 7.

RATIONALE OF RECOMMENDATION

- While only three (3) fascia signs are permitted under the Surrey Sign By-law, five (5) were shown in the original Development Permit for the site (Development Permit No. 7996-0176-00). The two (2) signs which were not shown in the original DP are way-finding signs which are intended to assist customers in locating the "Customer Pick-Up" area and the Auto Service Centre waiting area.
- The proposed additional fascia signage is under the maximum sign area permitted under the Sign By-law, and is considered reasonable in relation to the size and scale of the existing building.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7912-0053-00 (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to vary the Surrey Sign By-law (By-law No. 13656) to increase the maximum number of fascia signs from 3 to 7.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Large-format retail commercial (Canadian Tire)

Adjacent Area:

Direction	Existing Use	OCP/LAP Designation	Existing Zone
North (Across 76 Avenue):	Light industrial buildings.	Industrial	CD (By-law No. 13399/16617), IL, CHI and RA
East (Across King George Boulevard):	Retail commercial buildings.	Commercial/Mass Merchandising	CD (By-law No. 13705) and C-8
South:	Office commercial and vacant lot.	Industrial/Mass Merchandising	CD (By-law No. 12535) and IL
West (Across 135 Street):	Retail commercial and light industrial buildings.	Industrial	CHI

DEVELOPMENT CONSIDERATIONS

- Located at the southwest corner of 76 Avenue and King George Boulevard, the site is designated "Industrial" in the Official Community Plan (OCP) and "Mass Merchandising" in the Newton Town Centre Plan. The site is occupied by an existing large-format retail store, "Canadian Tire", built in the late 1990s.
- Development Permit No. 7996-0176-00 for the Canadian Tire site was approved by Council on April 27, 1998.
- The Development Permit for the site was approved prior to the adoption of the Surrey Sign By-law in 1999. Five (5) fascia signs are shown on the Development Permit drawings for the Canadian Tire. Six (6) fascia signs were included in the original building construction, all of which are proposed to be retained, and one (1) new sign is proposed.

- Canadian Tire is currently in the process of updating the building, including the signage, in accordance with their new corporate branding.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 5 Section 27(2)(a) of the Surrey Sign By-law (By-law No. 13656) to increase the maximum number of fascia signs from 3 to 7.

Applicant's Reasons:

- Along with the new corporate colours, the signage is being revised to match their new signage standards and to maintain their corporate branding.
- Some signage has been reduced in size and others removed to make way for new way finding signage to better assist customers in locating the "Customer Pick-Up" area as well as the Auto Service Centre waiting areas. These signs have been kept to a minimum size while still providing high visibility.

Staff Comments:

- Under the Sign By-law the proposed building can have a total of 3 fascia signs because the site has 3 frontages. The applicant is proposing to keep the six (6) existing signs on the building, of which five (5) are shown on the original DP, and add one (1) additional sign, as follows:

Sign Type	Shown on DP?	Elevation
"Canadian Tire"	Yes	East
"Garden Centre"	Yes	East
"Auto Centre"	Yes	East
Logo Sign	Yes	East
"Auto Parts and Service"	No	East
"Customer Pick-up"	No	West
"Tires-Parts-Service"	Yes	North

- There are five (5) existing signs on the east elevation, where the main entry to the building is located. Four (4) of these signs are shown on the original DP drawings. The fifth "Auto Parts and Service" sign was erected during the original building construction but was not shown on the DP drawings. The proposed DVP will formalize this existing situation.
- The east elevation has a long façade and the existing signage does not clutter the façade.
- The existing "Tires-Parts-Service" sign on the north elevation was shown on the original DP drawings and is the only sign on the north side of the building.

- The proposed new "Customer Pick-Up" sign is located on the west building elevation. This signage is intended to assist customers in finding the customer pick-up area. This is a relatively small sign (4.81 sq. m. / 52 sq. ft.) in comparison to the size and length of the building face, and serves the functional purpose of way-finding.
- The total combined sign area of all proposed fascia signage is under the maximum sign area permitted under the Sign By-law. The maximum sign area permitted is 73.8 square metres (794 sq. ft.), and the applicant has proposed a total sign area of 62.3 square metres (670 sq. ft.).

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. 7912-0053-00

original signed by Nicholas Lai

Jean Lamontagne
General Manager
Planning and Development

HK/kms

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CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7912-0053-00

Issued To: SURREY-WEST BUSINESS PARK INC., INC. NO. 511317
("the Owner")

Address of Owner: Unit 205 - 2025 42 Avenue West
Vancouver, BC
V6M 2B5

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: 024-205-591
Lot 1 Section 20 Township 2 New Westminster District Plan LMP38641

7599 King George Boulevard

(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 Sub-section 2(a) the number of fascia signs is increased from 3 to 7.
4. This development variance permit applies to only the fascia signs shown on 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.

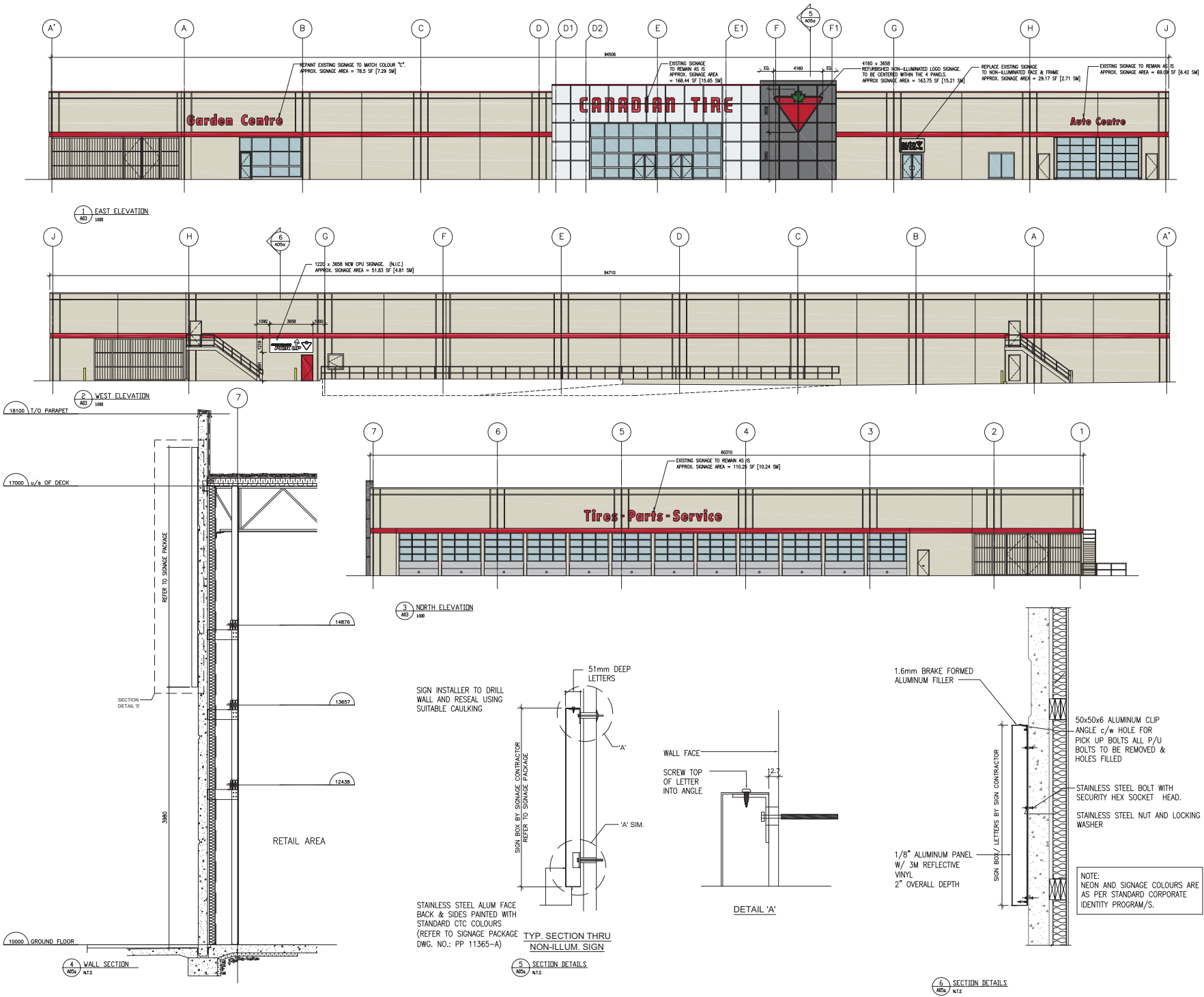
7. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.

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



issues:

date	no.	description	appr'd
18MAY12	1	ISSUED FOR SIGN PERMIT	
20MAY12	2	RE-ISSUED FOR SIGN PERMIT	

revisions:

date	no.	description	appr'd

Schedule A



PROJECT: CANADIAN TIRE CORPORATION LTD. RETAIL STORE & SERVICE CENTRE No. 443
 3800 ST. JACQUES ST. WEST

FIG. 0104 BUILDING ELEVATIONS SIGNAGE LOCATION

scale	date	printed	job no.
1:100	11/08/11		11024

drawn	chekd	app. no.	job no.
KM/RR	AJL		S-A02

CDC PROJECT 2011-040