

# City of Surrey PLANNING & DEVELOPMENT REPORT File: 7912-0307-00

Planning Report Date: February 18, 2013

#### **PROPOSAL:**

• Development Permit

• Development Variance Permit

in order to allow for an addition and exterior renovations to an existing automotive dealership. A Development Variance Permit is required to relax the Sign By-law requirements.

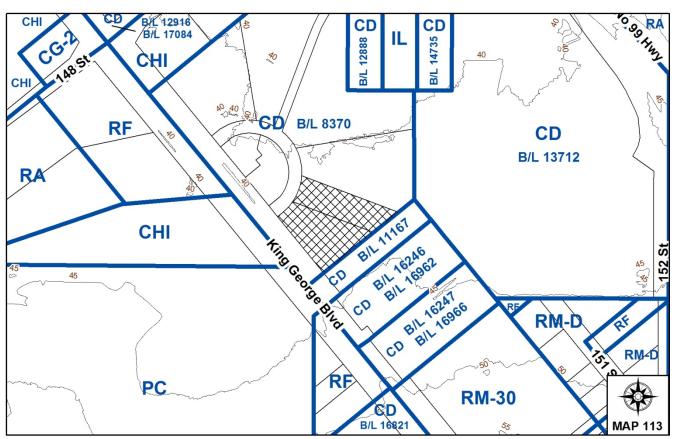
LOCATION: 3050 - King George Boulevard

**OWNER:** F & R White Rock Investments Ltd.

**ZONING:** CD (By-law No. 8370)

**OCP DESIGNATION:** Commercial

LAP DESIGNATION: Highway/Tourist Commercial



#### **RECOMMENDATION SUMMARY**

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

#### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

• A Development Variance Permit (DVP) is required to relax the Sign By-law to increase the number of fascia signs permitted from 1 to 4 and to vary the setback requirement from the common strata road from 2.0 metres (6.6 ft.) to 1.5 metres (5 ft.).

## **RATIONALE OF RECOMMENDATION**

- The proposed exterior renovations and increased landscaping will enhance the appearance of the building and site.
- The proposed fascia and free-standing signage incorporates the logo of the company as well as business identification. The signage is of an appropriate size and scale in relation to the building.
- The proposed sign area falls below the maximum allowable under the Sign By-law.
- The setback variance for the free-standing sign is to the common strata road, not a public road. This variance does not have a negative impact to the public realm or to sight lines.

#### RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7912-0307-00 generally in accordance with the attached drawings (Appendix II).

- 2. Council approve Development Variance Permit No. 7912-0307-00 (Appendix III) varying the following, to proceed to Public Notification:
  - (a) to relax the Sign By-law to increase the number of fascia signs from 1 to 6; and
  - (b) to reduce the northwest setback requirement for a free-standing sign from 2 metres (6.6 ft.) to 1.5 metres (5 ft.).
- 3. Council instruct staff to resolve the following issues prior to final Development Permit approval:
  - (a) submission of a landscaping plan and landscaping cost estimate to the specifications and satisfaction of the Planning and Development Department;
  - (b) resolution of all urban design issues, including signage, to the satisfaction of the Planning and Development Department; and
  - (c) approval of Development Variance Permit No. 7912-0307-00.

## **REFERRALS**

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

Ministry of Environment: The Ministry of Environment has received a Site Profile, will add

the property to the Site Registrar, and has no objection to the

project.

#### **SITE CHARACTERISTICS**

Existing Land Use: Automotive dealership in the South Surrey Auto Mall (Ocean Park Ford)

## Adjacent Area:

Direction	Existing Use	OCP/NCP	Existing Zone
		Designation	
North, East and South:	Automotive	Commercial /	CD (By-law Nos.
	businesses and retail	Highway/Tourist	8370, 11167 & 13712).
	shopping centre	Commercial	
	(Southpointe		
	Exchange Mall)		

Direction	Existing Use	OCP/NCP	Existing Zone
		Designation	
West (Across King George	Commercial buildings	Commercial and	CHI and PC
Blvd.)	and Cemetery	Suburban / Commercial	

#### **DEVELOPMENT CONSIDERATIONS**

- The subject site at Strata Lots 6 and 7, 3050 King George Boulevard is zoned "Comprehensive Development Zone (CD)" (By-law No. 8370) and is part of the South Surrey Auto Mall. The Strata Plan (NW2519) is attached as Appendix IV for reference. There is an existing automotive dealership on the site, Ocean Park Ford.
- The South Surrey Auto Mall was originally developed in 1985 under Development Application No. 7985-0376-00. This application included a subdivision (consolidation), rezoning and Development Permit.
- The applicant also owns the adjacent strata lot to the northeast of the subject site (Strata Lot 5), and the adjacent lot to the southeast of the subject site, at 2986 King George Boulevard. Strata Lot 5 contains a building for the "Fastlane Ford" automobile repair shop, and the property at 2986 King George Boulevard is used for additional parking. This property was rezoned to allow vehicle display and storage parking in 1992 under Development Application No. 7990-0389-00.
- The applicant is applying for a Development Permit (DP) and Development Variance Permit (DVP) to allow for an addition and exterior renovations to the existing "Ocean Park Ford" automotive dealership. The applicant proposes a small addition for a "Ford Millennium Tower" at the entrance to the dealership, on the west side of the building. The renovations also include cladding and signage and are proposed to bring the dealership into accordance with the new corporate standards for all Ford dealerships.

#### DESIGN PROPOSAL AND REVIEW

#### **Building Renovation and Landscaping**

- A relatively small 8 square metre (89 sq. ft.) building addition is proposed in order to add a projecting
  architectural feature at the entry to the building, called the "Ford Millennium Main Entrance Tower"
  (Appendix II). This entrance tower is proposed in order to bring the car dealership into conformity
  with Ford's corporate requirements.
- The renovation includes exterior cladding at the front of the building, around the entrance, with white composite aluminum panels. New glazing is also proposed for a portion of the building close to the entrance. The remainder of the building is pre-cast concrete, and will be painted white as per Ford's corporate standards.
- Additional landscaping is proposed at the entrance to the site, and adjacent to King George Boulevard. This landscaping includes new plants and shrubs to be planted within landscaped islands at the entrance to the site, and plants, shrubs and trees to be planted within a 1.5 metre (5 ft.) wide strip adjacent to King George Boulevard.

• The 1.5 metre (5 ft.) landscaping strip along King George Boulevard is a requirement of the CD Zone (By-law No. 8370). However, this landscaping strip does not exist currently. Using historic air photos from 1994 and 1998, it can be determined that it is likely that this landscaping strip was never installed. As part of the development, the on-site landscaping will be improved and this requirement will be complied with.

## **Signage**

- The applicant proposes to update the existing fascia and free-standing signage on the site with new signage, in accordance with Ford's corporate design requirements. New signage will consist of internally illuminated logos and individual channel letters with through-wall construction.
- There are four (4) new fascia signs proposed: two (2) "Ocean Park" signs and two (2) "Ford" oval signs. There is also an existing "Service" fascia sign and an existing projecting "Parts" sign on the northeast side of the building; both of these signs are proposed to be retained. The fascia signs have a total sign area of 25.6 square metres (275 sq. ft.), which is less than the maximum permitted sign area of 28 square metres (300 sq. ft.). A variance is required to vary the number of fascia signs (see the "By-law Variance and Justification" section of this report).
- There is an existing directional sign at the entrance to the site. The sign includes an arrow and the word "Service" and is intended to direct customers to the service area. The sign is proposed to be replaced with a new directional sign. The proposed new sign complies with the Surrey Sign By-law requirements for directional signage. The design of this sign is still under review and will be finalized before the issuance of the Development Permit.
- There is a small free-standing "Ford" sign at the entrance to the site, adjacent to King George Boulevard. This sign is also proposed to be replaced with a new free-standing sign. The proposed sign is 6.6 metres (21 ft.) in height, which is less than the maximum height of free-standing signs along King George Boulevard of 7.6 metres (25 ft.). The sign will be finished with aluminum composite panels with an illuminated "Ford" logo and "Ocean Park" channel letters.
- The signs have been coordinated with the existing building in terms of colours and materials.

## **BY-LAW VARIANCE AND JUSTIFICATION**

- (a) Requested Variance:
  - To increase the maximum number of fascia signs from one (1) to six (6).

#### Applicant's Reasons:

- The fascia signs are required in order to provide adequate business identification.
- Variances to increase the number of fascia signs have been approved on local competitor brand dealerships in the immediate neighbourhood that are directly visible from King George Boulevard and 32 Avenue, including the Toyota, Nissan, Hyundai and Honda dealerships.

#### **Staff Comments:**

• The signs incorporate the logo of the company as well as business identification. The fascia signs are of an appropriate size and scale in relation to the building.

- The signage is an improvement from the existing box signage on the building. The box signage will be removed and replaced with the new fascia signage.
- The premise frontage of the dealership is 30.2 square metres (99 ft.). Under Surrey's Sign Bylaw No. 13656, Part 5 Section 27(3)(b), this equates to an allowable sign area of 28 square metres (297 sq. ft.). The proposed fascia signs on the subject building represent an area of approximately 25.6 square metres (275 sq. ft.), and therefore are within the allowable sign area.
- A variance to allow additional fascia and canopy signage was recently approved for two (2) other automotive dealerships in the South Surrey Auto Mall (Midway Mazda and Barnes Wheaton GM), under Development Variance Permit Nos. 7910-0202-00 and 7911-0050-00 respectively. These variances both permitted a total of four (4) fascia and canopy signs on each automotive dealership. While Ford is proposing two (2) more signs than was permitted in these cases, the two (2) additional fascia signs are existing way-finding signs at the rear (east side) of the building, which fronts an adjacent strata lot. Therefore this signage is not visible from King George Boulevard or the Auto Mall's strata road, and the existing signs are only visible to the adjacent strata lot, which is owned and operated by the same Ford business owner.
- There are currently eleven (11) existing fascia signs on the building. With the proposed new signage, existing and outdated signage will be removed, leading to a reduction in the total number of fascia signs on the building.

#### (b) Requested Variance:

• To reduce the northwest setback requirement for a free-standing sign from 2 metres (6.6 ft.) to 1.5 metres (5 ft.).

## Applicant's Reasons:

• The variance will allow for the dealership to retain an additional parking spot.

#### **Staff Comments:**

- The Sign By-law specifies that, for commercial zoned sites, the minimum setback for a free-standing sign is 2 metres (6.6 ft.). This setback is being accommodated on the southwest side, adjacent to King George Boulevard, but is proposed to be relaxed on the northwest side, adjacent to the internal strata road. Since the requested variance is to a common strata road, there will be no impact from a future City road widening viewpoint, which is a common concern with the location of free-standing signs.
- Transportation Engineering has confirmed that there are no sightline issues with the location of the sign.

## **INFORMATION ATTACHED TO THIS REPORT**

The following information is attached to this Report:

Appendix I. Lot Owners, Action Summary and Project Data Sheets

Appendix II. Proposed Site Plan, Building Elevations, and Landscape Plans

Appendix III. Development Variance Permit No. 7912-0307-00

Appendix IV. Strata Plan NW2519

Original signed by Nicholas Lai

Jean Lamontagne General Manager Planning and Development

## HK/da

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## Information for City Clerk

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

1. (a) Agent: Name: Paul Clarke

MPB Construction Ltd.

Address: Unit 62, 15515 24 Avenue

Surrey, BC V<sub>4</sub>A <sub>2</sub>J<sub>4</sub>

Tel: 604-538-9622

2. Properties involved in the Application

(a) Civic Address: Units 3 and 4 - 3050 King George Boulevard

(b) Civic Address: Unit 4 - 3050 King George Boulevard

Owner: F & R White Rock Investments Ltd. (Incorporation #317084)

PID: 006-430-911

Strata Lot 6 Section 22 Township 1 New Westminster District Strata Plan NW2519 Together with an Interest in the Common Property in Proportion to the Unit Entitlement of the Strata Lot as shown on Form 1

(c) Civic Address: Unit 3 - 3050 King George Boulevard

Owner: F & R White Rock Investments Ltd. (Incorporation #317084)

PID: 006-430-937

Strata Lot 7 Section 22 Township 1 New Westminster District Strata Plan NW2519 Together with an Interest in the Common Property in Proportion to the Unit Entitlement of the Strata Lot as shown on Form 1

- 3. Summary of Actions for City Clerk's Office
  - (a) Proceed with Public Notification for Development Variance Permit No. 7912-0307-00 and bring the Development Variance Permit forward for issuance and execution by the Mayor and City Clerk.

## **DEVELOPMENT DATA SHEET**

Existing Zoning: CD By-law 8370

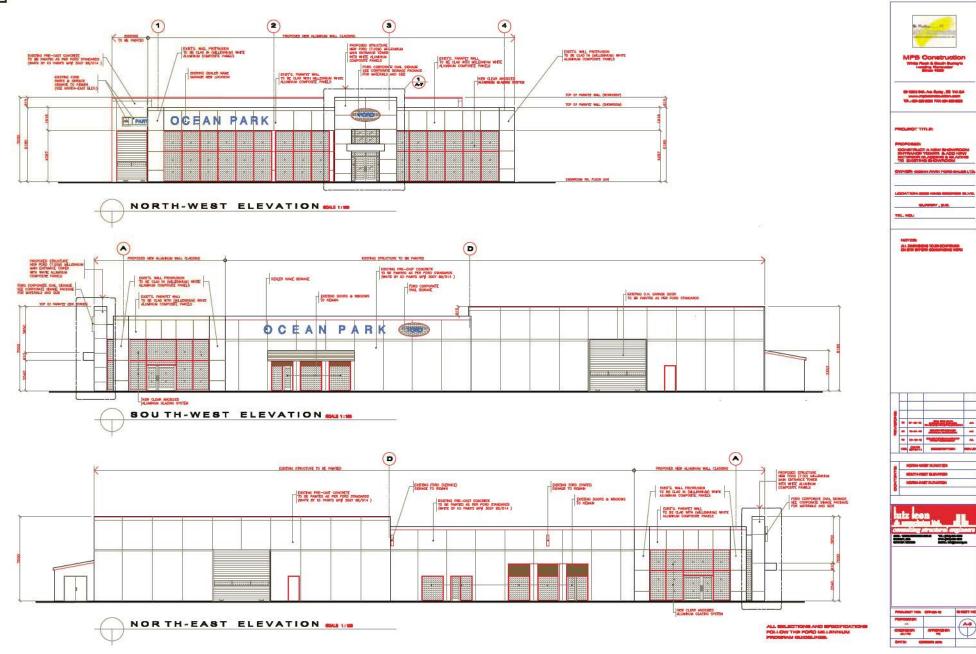
Required Development Data	Minimum Required / Maximum Allowed	Proposed
LOT AREA* (in square metres)		
Gross Total	7,356 m²	7,356 m <sup>2</sup>
Road Widening area		
Undevelopable area		
Net Total		
LOT COVERAGE (in % of net lot area)	50%	21.33%
Buildings & Structures		
Paved & Hard Surfaced Areas		
Total Site Coverage		
SETBACKS ( in metres)		
Front	7.5 m	33.83 m
Rear	7.5 m	No change
Side #1 (West)	3.0 m	No change
Side #2 (East)	7.5 m	No change
BUILDING HEIGHT (in metres/storeys)		
Principal	9 m	7 m
Accessory		•
NUMBER OF RESIDENTIAL UNITS	N/A	N/A
Bachelor		
One Bed		
Two Bedroom		
Three Bedroom +		
Total		
FLOOR AREA: Residential	N/A	N/A
FLOOR AREA: Commercial		1,569 m²
Retail		·/ /
Office		
Total		1,569 m²
FLOOR AREA: Industrial	N/A	N/A
FLOOR AREA: Institutional	N/A	N/A
TOTAL BUILDING FLOOR AREA		1,569 m²

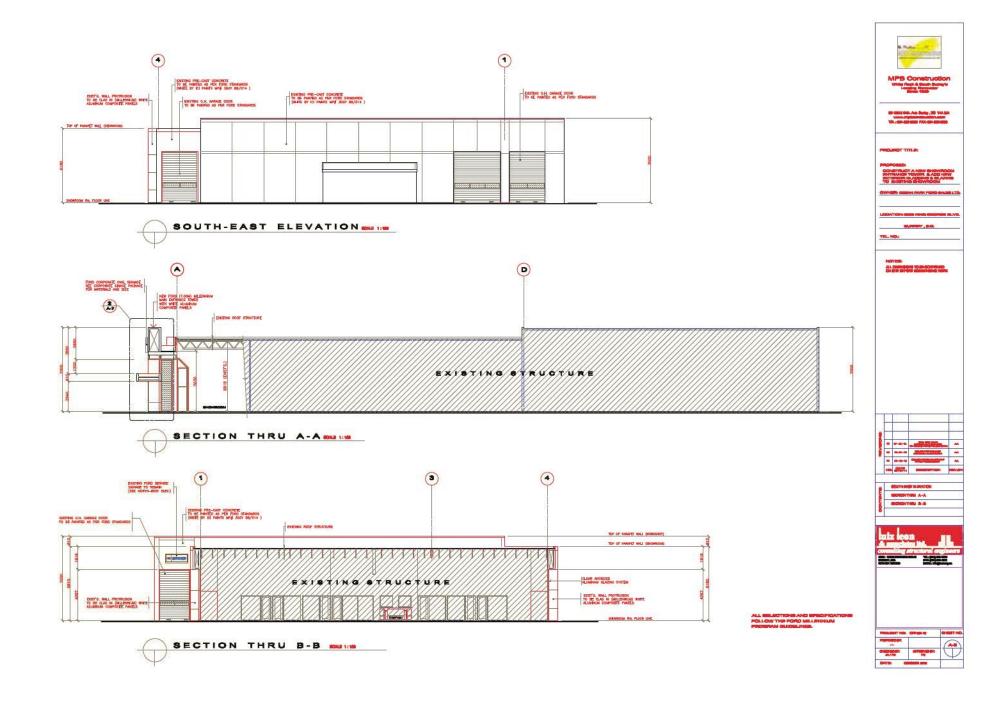
# Development Data Sheet cont'd

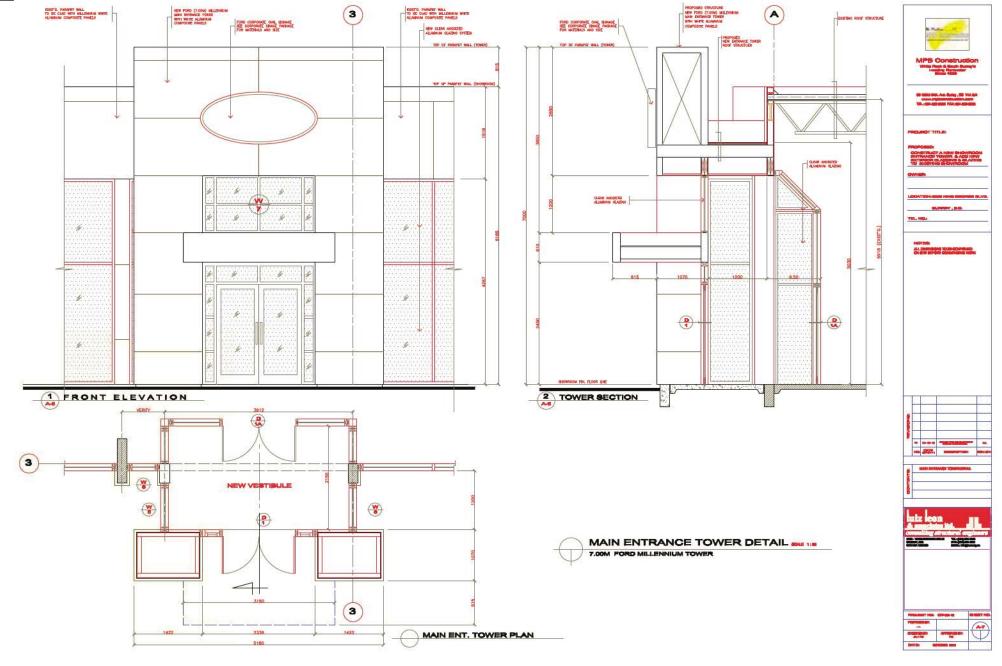
Required Development Data	Minimum Required / Maximum Allowed	Proposed
DENSITY		
# of units/ha /# units/acre (gross)		
# of units/ha /# units/acre (net)		
FAR (gross)		
FAR (net)	1.0	0.2
AMENITY SPACE (area in square metres)	N/A	N/A
Indoor	,	,
Outdoor		
PARKING (number of stalls)		
Commercial		98
Industrial		
Residential Bachelor + 1 Bedroom		
2-Bed		
3-Bed		
Residential Visitors		
Institutional		
Total Number of Parking Spaces		98
Number of disabled stalls		2
Number of small cars		
Tandem Parking Spaces: Number / % of Total Number of Units		
Size of Tandem Parking Spaces width/length		

Heritage Site NO	Tree Survey/Assessment Provided	NO	
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SITE PLAN MALE 1:00





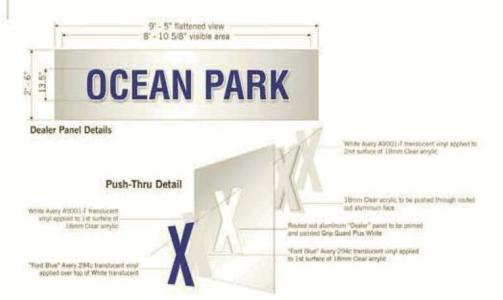


New Illuminated D/s Pylon Sign



#### Material Specifications

- 080 Aluminum constructed returns primed and painted Grip Guard Plus "Ford Blue" ( PI-0294 ) with Plus Clear Coat.
- . White Seemee IV ( B1149 ) flex face with translucent vinyl applied to 1st surface
- Pride aluminum PTS frameless cover to be primed and painted Grip Guard Plus "Ford Blue" ( PI-0294 ) with Plus Clear Coat.
- . T12 extra long life fluorescent illumination ( 50, 000 hours )
- . Translucent vinyl graphics ( "Ford Blue" Avery 294c / Black translucent )
- 100 rolled and formed aluminum face / returns primed and painted Grip Guard Plus Black with Plus Clear Cost.
- . Graphics to be routed out of aluminum face and 18mm Clear acrylic pushed through openings.
- . White A9001-T translucent vinyl applied to both 1st and 2nd surfaces of Clear acrylic.
- · White LED illumination
- . 100 rolled and formed aluminum face / returns primed and painted Grip Guard Plus White with Plus Clear Coat.
- · Graphics to be routed out of aluminum face and 18mm Clear acrylic pushed through openings.
- . "Ford Blue" Avery 294c translucent vinyl applied over top of White A9001-T ( 1st surface of 18mm acrylic )
- . White A9001-T translucent vinyl applied to 2nd surface of Clear acrylic. ( diffuser )
- . White LED illumination.
- 100 rolled and formed aluminum panel faces and base plate cover primed and painted Grip Guard Plus White with Plus Clear Coat





FORD-PY087230,192A1



Approved for Production

CLIENT APPROVAL **REVISION DATES:** 











3050 King George Hwy Surrey, British Columbia



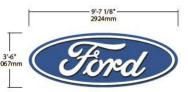
DRAWN BY: T. Dodge. DATE: January 23, 2013



39" / 991 mm letter with 1 1/2" / 38mm outline

#### INDIVIDUAL LED ILLUMINATED LETTERS

- WHITE LED ILLUMINATION
- ACRYLIC FACES
- "DEALER NAME" NEW FORD BLUE 3M VQ15282
- . METAL FABRICATED RETURNS / WHITE FINISH
- . THRU-WALL OR CARRIER BOX INSTALLATION (determined by site conditions)



42" / 1067mm OVAL

#### ILLUMINATED OVAL

- WHITE LED ILLUMINATION
- FRAMELESS FLEX FACE WITH TRANSLUCENT VINYL GRAPHICS APPLIED (1st surface) FORD BLUE 3M 3630-8328 WITH BLACK DROP SHADOW 3M 3630-22
- ALUMINUM FABRICATED CABINET WITH 5 1/2" DEEP RETURNS PAINTED FORD BLUE



NORTH WEST ELEVATION

PAGE 1 of 1

Job No.

Vantage #: PSG0000

Design #: FD-01-371

Vector Artwork Required

High Resolution

Image Required

Conceptual artwork only

120V 347V Other .

Customer Approval

Date

Final Colours

Required

12/20/12

1/4"=1'-0"

R. Stewart Designer: DPReyes

Date:

Scale:

Sales:

Rev. #: Date:

Ocean Park Ford Sales

3050 King George Highway Surrey, BC V4P 1A2

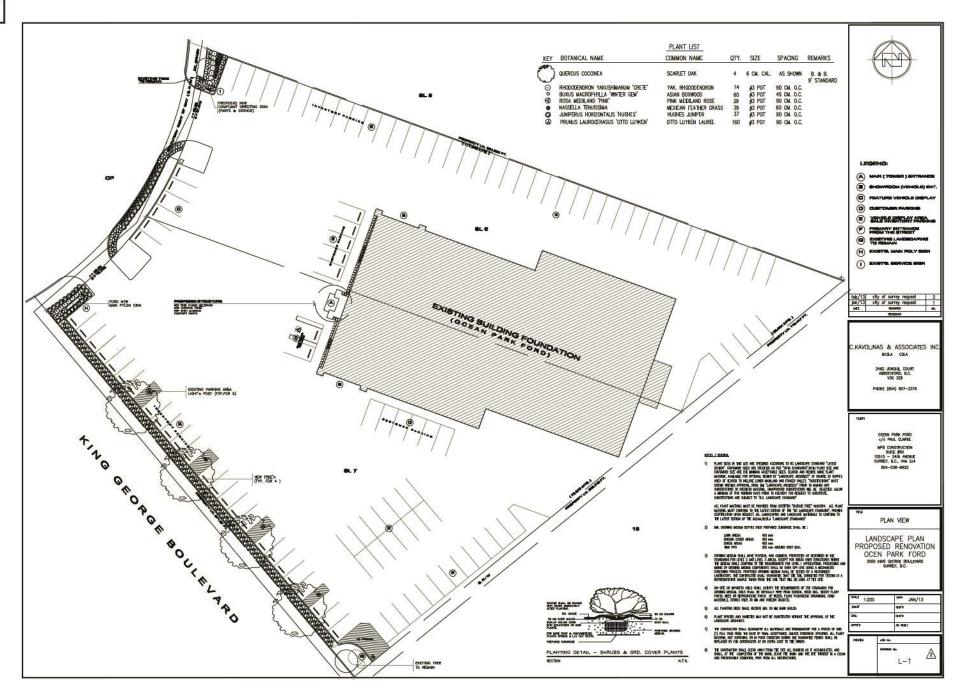


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#### **CITY OF SURREY**

(the "City")

#### **DEVELOPMENT VARIANCE PERMIT**

NO.: 7912-0307-00

Issued To: F & R WHITE ROCK INVESTMENTS LTD. (INCORPORATION

#317084)

("the Owner")

Address of Owner: 15261 Russell Avenue

White Rock, BC

V4B-2P7

- 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: 006-430-911

Strata Lot 6 Section 22 Township 1 New Westminster District Strata Plan NW2519 Together with an Interest in the Common Property in Proportion to the Unit Entitlement of the Strata Lot as shown on Form 1

Unit 4, 3050 - King George Blvd

Parcel Identifier: 006-430-937

Strata Lot 7 Section 22 Township 1 New Westminster District Strata Plan NW2519 Together with an Interest in the Common Property in Proportion to the Unit Entitlement of the Strata Lot as shown on Form 1

Unit 3, 3050 - King George Blvd

(the "Land")

- 3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
  - (a) Part 5 "Signs in Commercial/Industrial Zones", Section 27 Sub-section 1(e) the minimum setback from the northwest lot line of Strata Lot 7 of the Land is relaxed from 2 metres (6.6 ft.) to 1.5 metres (5 ft.).

- (b) Part 5 "Signs in Commercial/Industrial Zones", Section 27 Sub-section 2(a) the number of fascia signs is increased from 1 to 6.
- 4. This development variance permit applies to only that portion of the buildings and structures on the Land, including signage, 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

