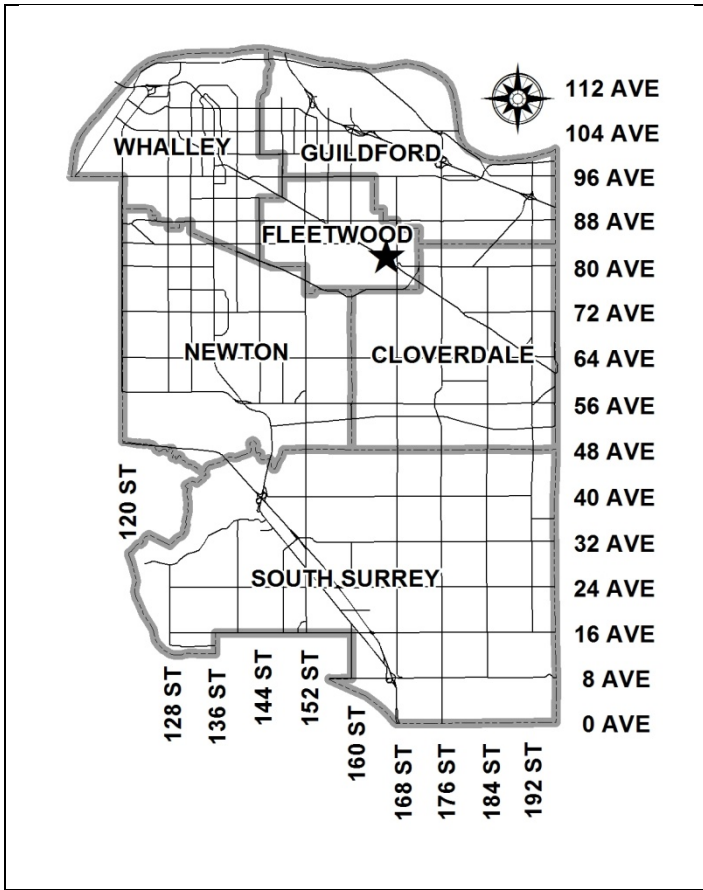


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7912-0318-00

Planning Report Date: January 14, 2013

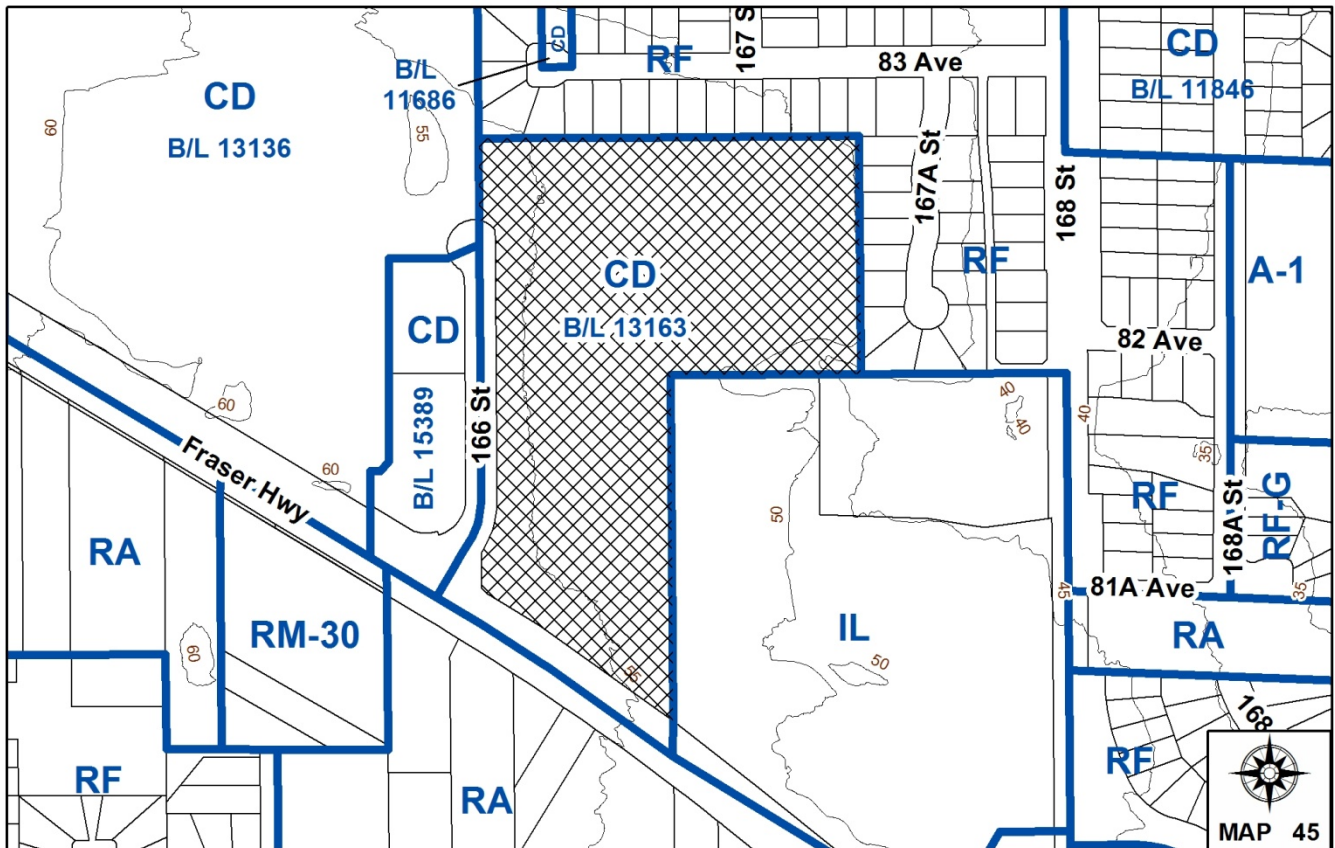


PROPOSAL:

- **Development Permit**
- **Development Variance Permit**

to permit an additional fascia sign and to permit additional fascia sign area for an existing retail store.

LOCATION: 16659 Fraser Highway
OWNER: TPD Holdings Ltd.
 PJD Holdings Ltd.
 MWD Holdings Ltd.
ZONING: CD (By-law No. 13163)
OCP DESIGNATION: Industrial
TCP DESIGNATION: Highway Commercial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Requires variances to the Sign By-law to permit an additional fascia sign and to permit the area of all fascia signs to exceed the maximum permitted.

RATIONALE OF RECOMMENDATION

- The proposed fascia signage is appropriately scaled to the size of the existing retail building.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7912-0318-00 generally in accordance with the attached drawings (Appendix II)
2. Council approve Development Variance Permit No. 7912-0318-00 (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to vary the Sign By-law to increase the allowable sign area from 36.6 square metres (394 sq. ft.) to 50 square metres (536 sq. ft.); and
 - (b) to vary the Sign By-law to increase the number of fascia signs from 2 to 3.
3. Council instruct staff to resolve the following issues prior to approval:
 - (a) submission of signage design drawings to the satisfaction of the Planning and Development Department; and
 - (b) compliance of window signage on the south elevation entrance, to the satisfaction of the Planning and Development Department.

REFERRALS

Engineering: The Engineering Department has no requirements.

SITE CHARACTERISTICS

Existing Land Use: Highway commercial development including Rona Home Centre and JYSK.

Adjacent Area:

Direction	Existing Use	NCP Designation	Existing Zone
North and Northeast:	Single family dwellings.	Single Family Urban.	RF
East:	FortisBC office building and single family dwellings.	Industrial and Single Family Urban	IL and RF
South (Across Fraser Highway):	Large single family lots.	Apartments and/or High Density Townhouses	RA
West (Across 166 Street):	Coffee shop, hotel and pub and Surrey Sports & Leisure Complex.	Institutional/Commercial	CD (By-law No. 15389) and CD (By-law No. 13136)

DEVELOPMENT CONSIDERATIONS

- The subject site is located at 16659 Fraser Highway and is zoned Comprehensive Development (CD) By-law No. 13163.

- The site is designated Industrial in the Official Community Plan (OCP) and designated Highway Commercial in the Fleetwood Town Centre Plan.
- The existing multi-tenant commercial building on the subject site is occupied by Rona Home Centre and JYSK with the applicant JYSK (a furniture store) occupying the southern portion of the building facing Fraser Highway.
- On October 15, 2007, Development Permit No. 7907-0256-00 was issued to permit upgrades to the exterior of the building occupied by JYSK.
- In addition to the exterior upgrades, Development Permit No. 7907-0256-00, also permitted the installation of two signs; a fascia sign over the entry on the south side of the building facing Fraser Highway and a canopy sign over the entry on the west side of the building facing 166 Street.

DESIGN PROPOSAL AND REVIEW

- The applicant has now submitted a Development Permit and Development Variance Permit application to replace the existing canopy sign over the west entry with a new, and larger, fascia sign, and to add a fascia sign on the southeast corner of the building, just below the roof line.

West Elevation

- The proposed new fascia sign over the entry on the west side of building is coordinated with the existing signage and design of the building and consists of a stylized goose logo to the left of the lettering “JYSK”.
- The logo and lettering are proposed to be white polycarbonate, illuminated and channelized with LED backlighting. The applicant proposes to retain the navy blue background.
- The stylized goose logo of the proposed sign is approximately 3.27 metres (10.5 ft.) high and 1.70 metres (5.5 ft.) wide for a total area of 5.56 square metres (60 sq. ft.). The JYSK lettering is approximately 2.59 metres (8.5 ft.) high and 7.39 metres (24 ft.) wide and for a total area of 19.1 square metres (206 sq. ft.). As a result, the signage area for the new fascia sign is approximately 24.66 square metres (265 sq. ft.).

South Elevation

- The other proposed fascia sign is located at the upper eastern corner of the south elevation of the existing building. The sign is three dimensional foam and is comprised of blue “JYSK” lettering on a white background. The proposed fascia sign is 1.2 metres (4 ft.) high and 4.9 metres (16 ft.) wide for a sign area of 5.9 square metres (64 sq. ft.).
- The existing fascia sign over the entry on the south side of the building facing Fraser Highway is to be retained.

- The sign located above the entrance of the south frontage comprises JYSK lettering and the text “Linen’n Furniture” as well as a goose logo. The lettering and logo are all white on a blue, bed-shaped background. The sign is approximately 2.4 metres (8 ft.) tall and 5.8 metres (19 ft.) wide for a total area of 14.1 square metres (152 sq. ft.).
- To comply with the Sign By-law, the applicant will reduce the size of the existing window signage to 25 percent of the window area, within the doors of the south elevation entrance area.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary the Surrey Sign By-law to increase the maximum area of all fascia signs for the subject business from 36.6 square metres (394 sq. ft.) to 45 square metres (484 sq. ft.).

Applicant's Reasons:

- An increase in allowable signage would match signage at other JYSK stores in Canada, to better establish a national brand.

Staff Comments:

- Given the size and scale of the building, the proposed increase in signage is appropriate.
- The largest fascia sign, located on the west side of the building, faces other commercial developments on the west side of 166 Street and is not visible from residential areas.
- Staff support the proposed variance.

(b) Requested Variance:

- To vary the Surrey Sign By-law to allow an increase in the number of fascia signs from two to three.

Applicant's Reasons:

- Third sign is located at the upper corner of the existing building away from the primary sign.

Staff Comments

- The proposed additional sign is compatible with the size of the building.
- 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. Proposed Signage and Building Elevations
- Appendix III. Development Variance Permit No. 7912-0318-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

ITEM 1

ELECTRICAL REQUIREMENT:

120 VOLT. 1500W
 347

WEIGHT OF SIGN

1000 LB

NOTE

FOR AN OUTDOOR SIGN, MAKE 1/8" Ø DRAIN HOLES AT BOTTOM OF A SIGN.



60 Emblem Court, Scarborough,
Ontario, M1S 1B1
Tel: (416) 291-4477
Fax: (416) 291-4678
E-mail: info@forwardsign.com

CLIENT

JYSK

LOCATION

16659 FRASER HWY, SURREY

PROJECT

CHANNEL LETTER

DRAWN BY

SEAN

FILE NAME

CHANNEL LETTER-S ELEV

DATE OF DRAWING

SEP 01, 2012

SCALE

AS NOTED

SALESMAN

KATSAIRE

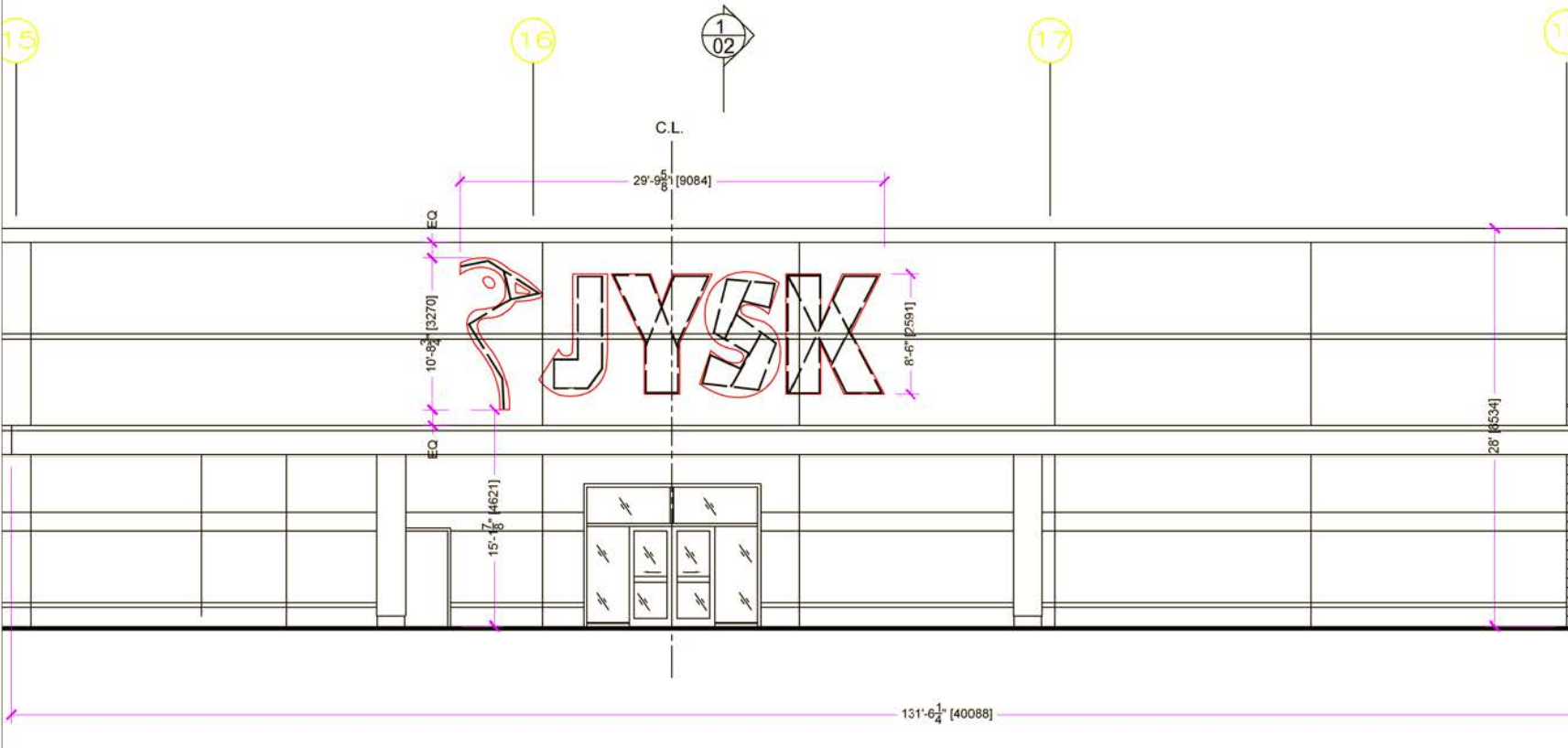
REMARKS

CLIENT APPROVED / DATE

ART DEPT. APPROVED / DATE

DRAWING NO.

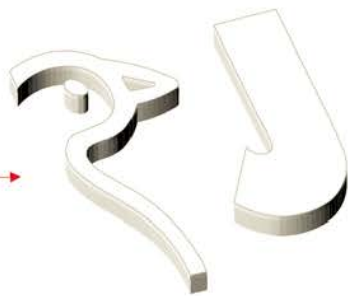
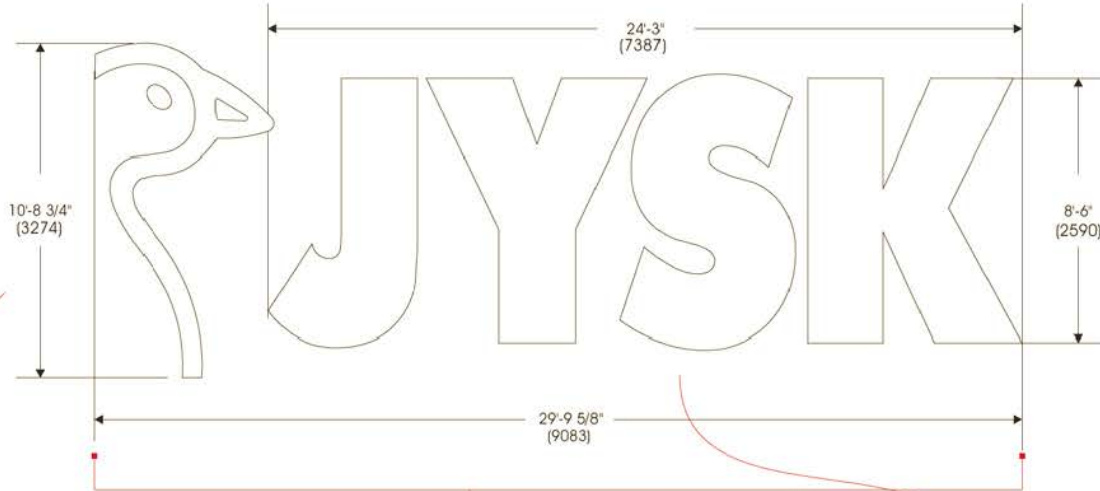
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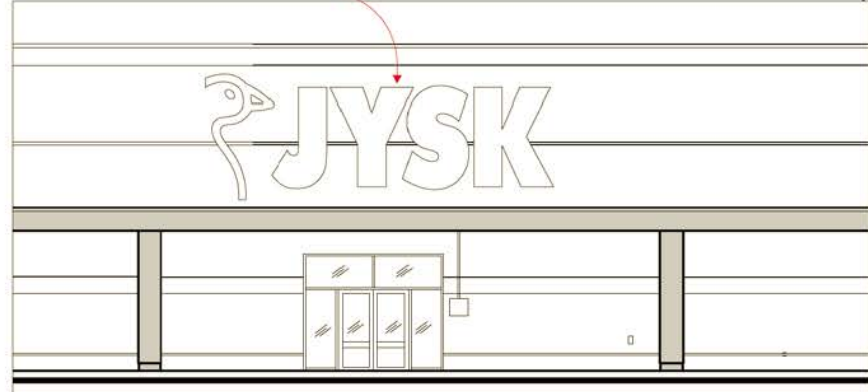
West Elevation

1 01 ELEVATION
SCALE: 1/8"=1'

Item 1 - Illuminated Channel Letter



A
B
C
D
E



VISUAL EFFECT ONLY - NOT IN SCALE

#	DESCRIPTION
A	Illuminated Channel Letter
B	White Translucent Polycarbonate
C	Return
D	Trim Cap
E	LED
F	3/4" White PVC

#	COLOUR
1	White
2	Clear Satin Anodize
3	Brushed Chrome

- All sizes to be confirmed upon site check.
- All colours to be confirmed by client.
- Client will pin point exact position at site.
- This drawing is for concept only, not for quotation & production.
- This is the final free of charge revision, the next change is subject to a service fee of \$50.00 per change.
- This change is subject to a service fee of \$50.00 per change.
- Refer to structural drawing before fabrication & installation.



FORWARD SIGNS INC.

60 Emblem Court, Scarborough
Ontario M1S 1B1
Tel: 416.291.4477
Fax: 416.291.4678
E-mail: info@forwardsign.com

CLIENT	JYSK
LOCATION	16659 Fraser HWY Surrey BC
PROJECT	Illuminated Channel Letter
DRAWN BY	Vince
FILE NAME	CHANNEL LETTER1-G-C-F
DATE OF DRAWING	Aug 31, 2012
SCALE	1/4" = 1FT
SALESPERSON	Katsaire
REMARKS	

CLIENT APPROVED / DATE

ART DEPT. APPROVED / DATE



South elevation

Sign Dimensions 2.4 metres (8 ft.) tall and 5.8 metres (19 ft.) wide and a sign area of 14.1 square metres (152 sq. ft.).

Sign dimensions 1.2 metres (4 ft.) high and 4.9 metres (16 ft.) wide and a sign area of 5.9 square metres (64 sq. ft.).

Signage within window to be removed



CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7912-0318-00

Issued To: TPD HOLDINGS LTD

("the Owner")

Address of Owner: 4085 - 2nd Avenue
Burnaby, BC
V5C 3X1

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: 003-744-094

Lot 34 Except: Part Dedicated Road on Plan LMP39141 Section 25 Township 2 New Westminster
District Plan 66113

16659 - Fraser Hwy

(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)(b), the maximum signage area of all fascia signs is increased from 36.6 square metres (394 sq. ft.) to 45 square metres (484 sq. ft.); and

(b) In Part 5 Signs in Commercial/Industrial Zones, Section 27(2)(a), the total number of fascia signs is increased from 2 to 3.

4. The location of signage shall be in accordance with the drawings numbered 7912-0318-00(A) through to and including 7912-0318-00(C) (the "Drawings") which are attached hereto and form 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

ITEM 1

Sign is approximately 24.66 square metres (265 sq. ft.).
 Development Variance Permit to allow an additional 8.4 square metres (90 sq. ft.) in size.

ELECTRICAL REQUIREMENT:

<input checked="" type="checkbox"/> 120	VOLT.	1500W
<input type="checkbox"/> 347		

WEIGHT OF SIGN

1000 LB

NOTE

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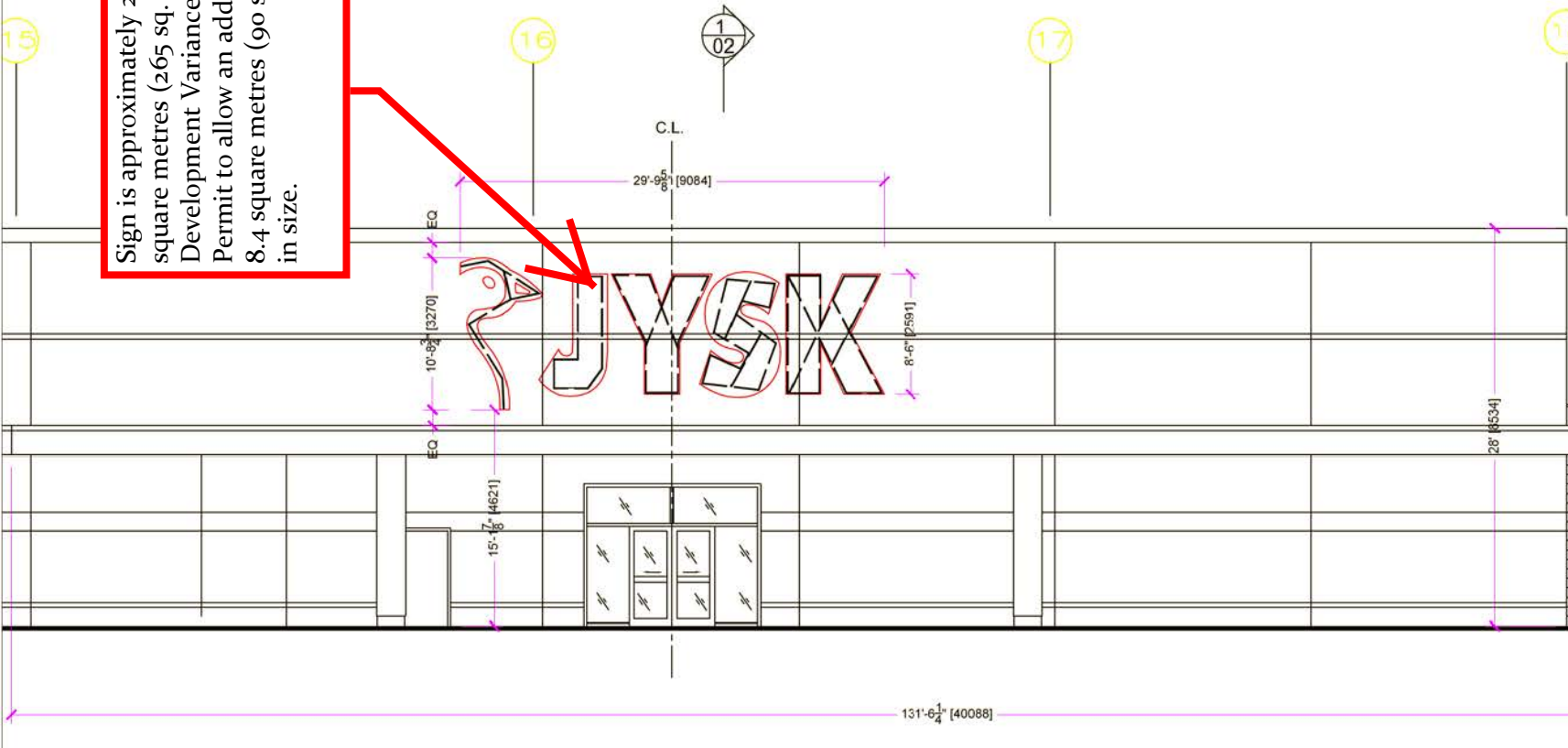
CLIENT	JYSK
LOCATION	16659 FRASER HWY, SURREY
PROJECT	CHANNEL LETTER
DRAWN BY	SEAN
FILE NAME	CHANNEL LETTER-S ELEV
DATE OF DRAWING	SEP 01, 2012
SCALE	AS NOTED
SALESMAN	KATSAIRE
REMARKS	

CLIENT APPROVED / DATE

ART DEPT. APPROVED / DATE

DRAWING NO.

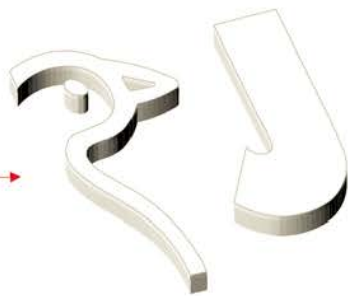
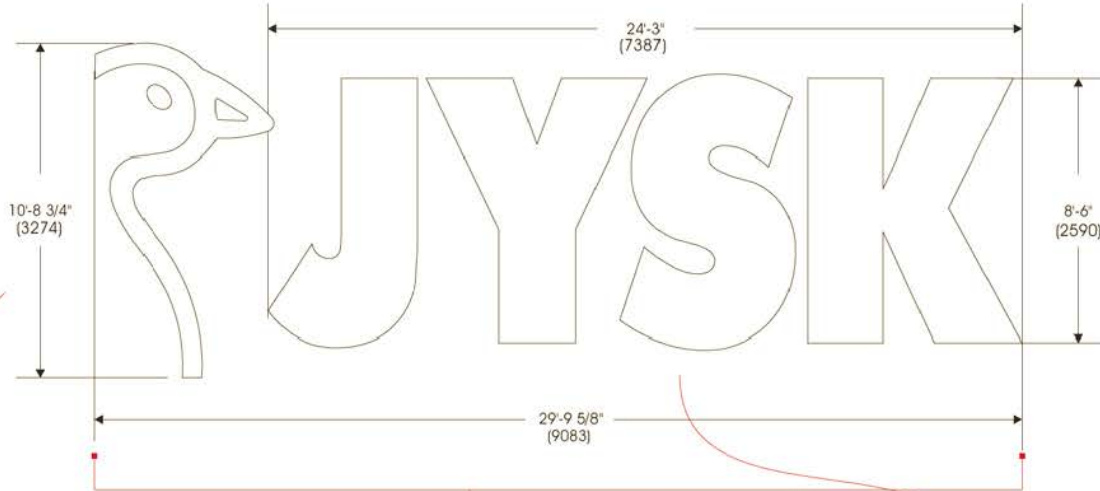
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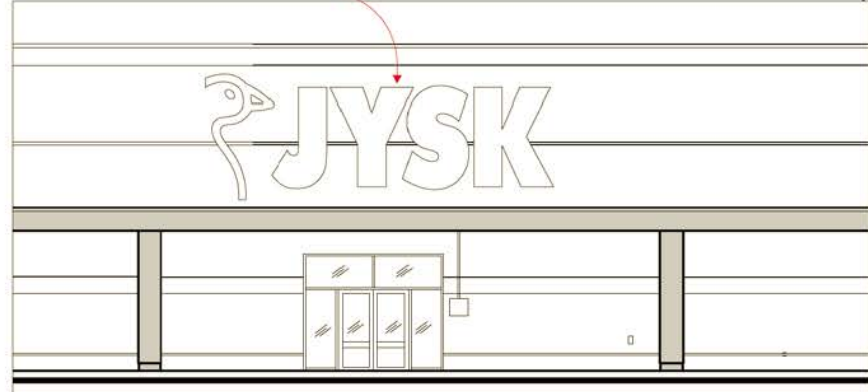
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SCALE: 1/8"=1'

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Development Variance Permit to allow an additional fascia sign on the south elevation.