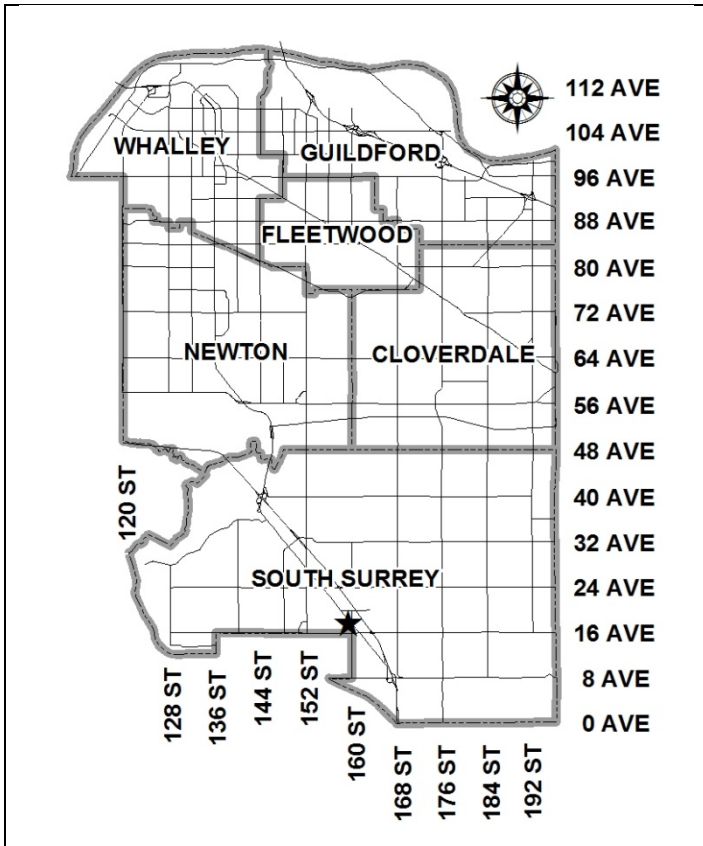


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7914-0028-00

Planning Report Date: March 10, 2014



PROPOSAL:

- **Development Variance Permit**
 in order to allow one additional sign on the premise, and allow for 2 fascia signs to project 2.5 m [8.2 ft.] from the building face.

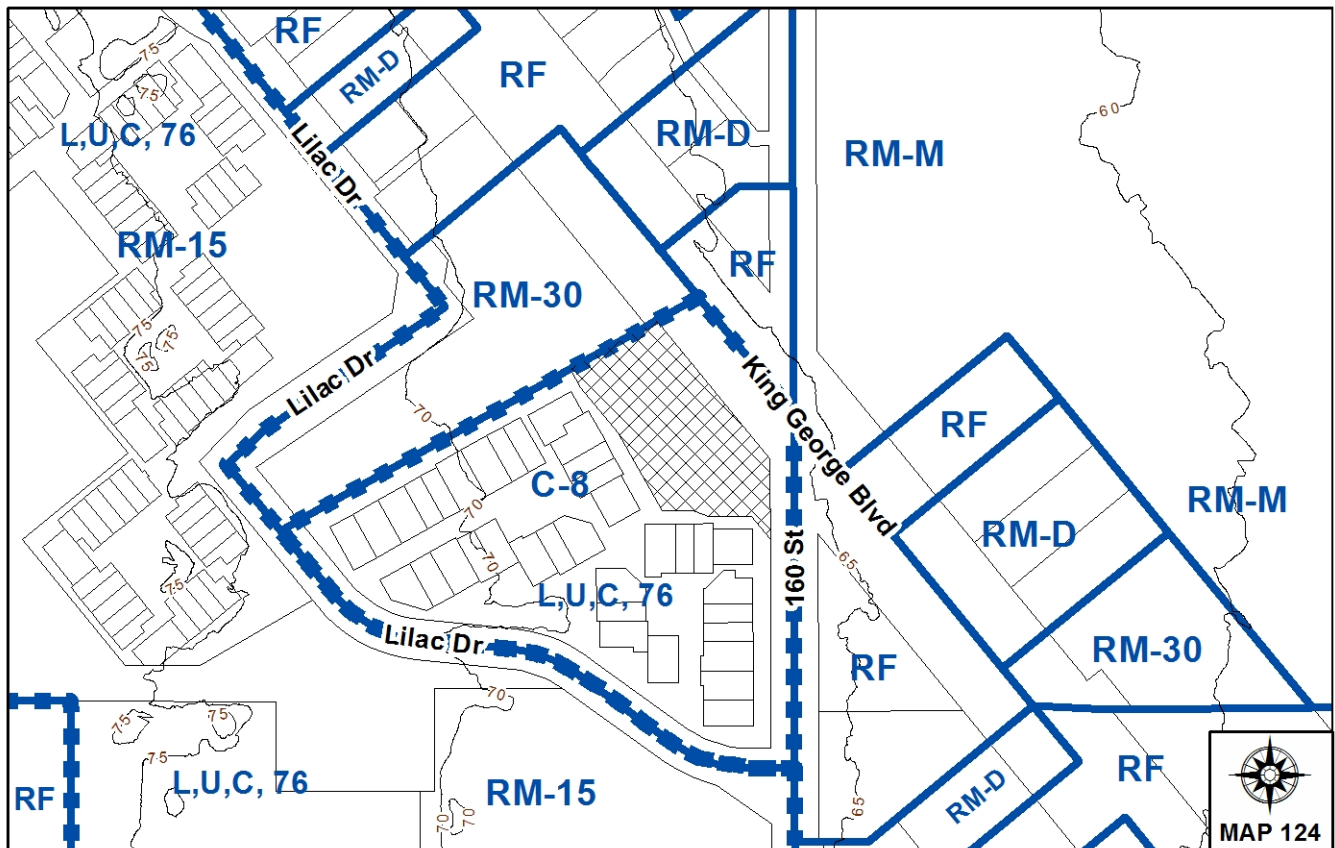
LOCATION: 1751 - King George Boulevard

OWNER: L C Holdings Ltd

ZONING: Land Use Contract No. 76

OCP DESIGNATION: Urban

LAP DESIGNATION: Commercial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking a variance to the Sign By-Law to permit one additional fascia sign on the property and to allow for 2 fascia signs to project 2.5 m [8.2 ft.] from the building face.

RATIONALE OF RECOMMENDATION

- The proposed fascia signs are of high quality and appropriate design, consistent with other signage on the same lot.
- Two of the proposed fascia sign locations are complementary to the building's design as they are proposed to be located within the building's gables, similar to other signage on the lot.
- One of the proposed fascia signs is to be installed on a different façade than the other two, and will provide additional visibility from 160 Street and northbound traffic on King George Boulevard.
- The total proposed sign area is below the maximum allowed in the Sign By-Law.

RECOMMENDATION

The Planning & Development Department recommends that Council approve Development Variance Permit No. 7914-0028-00 (Appendix III) varying the following provisions of the Sign By-Law, 1999 , to proceed to Public Notification:

- (a) to increase the maximum number of fascia signs per premise allowed in Part 5 (Signs in Commercial/Industrial Zones) from two (2) to three (3); and
- (b) to increase the maximum projection of a fascia sign from the building face from 0.5 m [1.6 ft.] to 2.5 m [8.2 ft.] for proposed fascia signs A and B.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Multi-unit commercial building

Adjacent Area:

Direction	Existing Use	OCP/LAP Designation	Existing Zone
North (Across King George Boulevard):	Townhouses	Urban / -	RF
East (Across 160 Street):	Single family dwelling	Urban / Townhouse (15 u.p.a.)	RF
South:	Townhouses	Urban / Townhouse (15 u.p.a.)	LUC No. 76
West:	Townhouses	Multiple Residential / Townhouse (15 u.p.a.)	RM-30

DESIGN PROPOSAL AND REVIEWBackground

- The subject property is located at 1751 - King George Boulevard, and it is designated "Urban" in the Official Community Plan (OCP) and "Commercial" in the King George Highway Corridor Local Area Plan (LAP). The property is under Land Use Contract (LUC) No. 76. The property is developed with two commercial buildings which contain a number of commercial businesses including a hair stylist and spa, a property management office, a convenience store, a restaurant and a bakery. The signs proposed as part of this application are for the convenience store "Mac's".

- LUC No. 76 includes a commercial component (subject property), and a townhouse development to the south.
- In 2005 the applicant applied for a Development Permit to expand the parking area for the commercial buildings. Development Permit No. 7905-0121-00 was issued in November 2005 to allow increased landscaping and parking lot redesign.
- In 2006 the applicant applied for a new Development Permit (No. 7906-0427-00) to permit a building addition of 191 m² (2,060 sq. ft.) and to update the look of the existing building. At that time, no variances were identified with respect to proposed fascia signage, as all signage complied with the Sign By-law. Development Permit No. 7906-0427-00 was issued in July, 2007.
- Development Permit No. 7906-0427-00 included a provision for a free-standing sign at the northeast corner of the site. This sign was erected without the necessary Sign Permit and over a Statutory Right-of-Way (SROW) in favour of the City of Surrey for future King George Boulevard improvements. The proper Sign Permit and legal documents to allow the signage in the SROW were completed in 2011.
- Development Variance Permit No. 7909-0085-00 approved a similar variance to the maximum projection of two other fascia signs in the building for two other premises on the subject site.
- Mac's is located in a multi-tenant building adjacent at the southwest corner of King George Boulevard and 160 Street.
- The existing free-standing sign and other fascia signs on the property are not proposed to be changed.

Proposal

- The applicant is applying for a Development Variance Permit to allow two fascia signs for "Mac's" to project 2.5 metres (8.2 ft.) from the building face, allow one additional sign for the premise, and allow one of the signs to have copy area above 50%.
- There are two existing fascia signs for the premise (Signs B and C), and they are both planned to be kept, but moved to different locations on the building. One additional sign is also proposed for the roof gable (Sign A). Appendix II shows the existing and proposed locations of the signs.
- Sign A is a new sign, proposed on the roof gable, consistent with signage from other tenants on the subject property.
- Sign B is an existing sign, proposed to be moved to the current location of Sign C, along the north façade, but it will be installed under the roof structure, and will require a variance to allow the sign to project more than 0.5 metres [1.6 ft.] from the building face.
- Sign C is an existing sign, proposed to be moved from the north façade to the east façade. The sign is proposed to be aligned with the east building face, installed under the roof structure, with a clearance of 2.4 metres [7.8 ft.].

- The applicant is seeking a variance to allow signs B and C to project more than 0.5 metres [1.6 ft.] from the building face. They are proposed to project 2.5 metres [8.2 ft.]. The applicant is also seeking a variance to increase the maximum number of fascia signs per premise from two (2) to three (3) fascia signs for this premise.

Design

- Sign A is proposed to have blue background, and contain the text "Mac's" in white, and an owl's face in red with white release and outline, which forms part of the corporate identity. The sign is proposed to be backlit LED lighting, with font size of 0.24 metres [0.8 ft.] height and 0.71 metres [2.3 ft.] in width. The owl is proposed to be 0.56 metres [1.8 ft.] in height and 0.71 metres [2.3 ft.] in width. Total sign area is 1.49 m² [16 sq. ft.] with copy area of 0.57 m² [6.1 sq. ft.] (38.3%).
- Sign B is an existing sign which is proposed to be relocated on site. The sign has three different images, one for "Lottery Ticket Centre", one for "Direct Cash ATM", and one for "Seattle's Best Coffee – Smooth-Roasted since 1970". Sign B is 1.42 m² (15.3 sq. ft.) in area, and backlit LED lighting. The colours for each image are consistent with their corporate image, and the background colour is the same blue as the other signs proposed for Mac's.
- Sign C is an existing sign with the text "Mac's" and the owl's face side-by-side. The background is blue, with the text in white, and the owl's face in red with white release and outline. The sign has backlit LED lighting, with font size of 0.54 metres [1.8 ft.] height and 1.1 metres [3.6 ft.] in width. The owl is 0.54 metres [1.8 ft.] in height and 0.52 metres [1.7 ft.] in width. Total sign area is 1.03 m² [11 sq. ft.].
- The maximum sign area permitted for fascia signs is 1 m² per linear metre [3 sq. ft. per linear foot] of frontage. This premise has 14.2 metres [46.6 ft.] of frontage, and has a maximum allowable sign area of 14.2 m². The proposed sign area (3.94 m²) is well below the permitted sign area.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- to increase the maximum number of fascia signs per premise allowed in Part 5 (Signs in Commercial/Industrial Zones) from two (2) to three (3).

Applicant's Reasons:

- The premise is at the corner of the building, and the additional fascia sign would be facing a different street.

Staff Comments:

- The proposed additional signage is on a different façade, and will not overwhelm the elevation. Two signs are proposed on the north elevation, and one sign on the east elevation.

- The proposed additional signage on the east façade will increase the visibility of the business.
- Staff support this variance.

(b) Requested Variance:

- to increase the maximum projection of a fascia sign from the building face from 0.5 m [1.6 ft.] to 2.5 m [8.2 ft.] for proposed fascia signs A and B

Applicant's Reasons:

- This will allow the sign to be placed on the gable, and will be consistent with other signage on the property.

Staff Comments:

- The variance for the projecting distance is needed because the roof gables are large and extend out from the building face. The signs are proposed to be attached directly on the gable to provide the necessary visibility and demarcate the entrance for the business.
- A similar variance was approved for two other businesses on the property under Application No. 7909-0085-00.
- The proposed signs are attractively incorporated into the architecture of the building under the gables.
- Sign B is proposed just under the roof structure, and it would not be visible if it were directly on the building face. The sign is proposed with appropriate clearance (2.4 metres [7.8 ft.]
- Staff support this variance.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

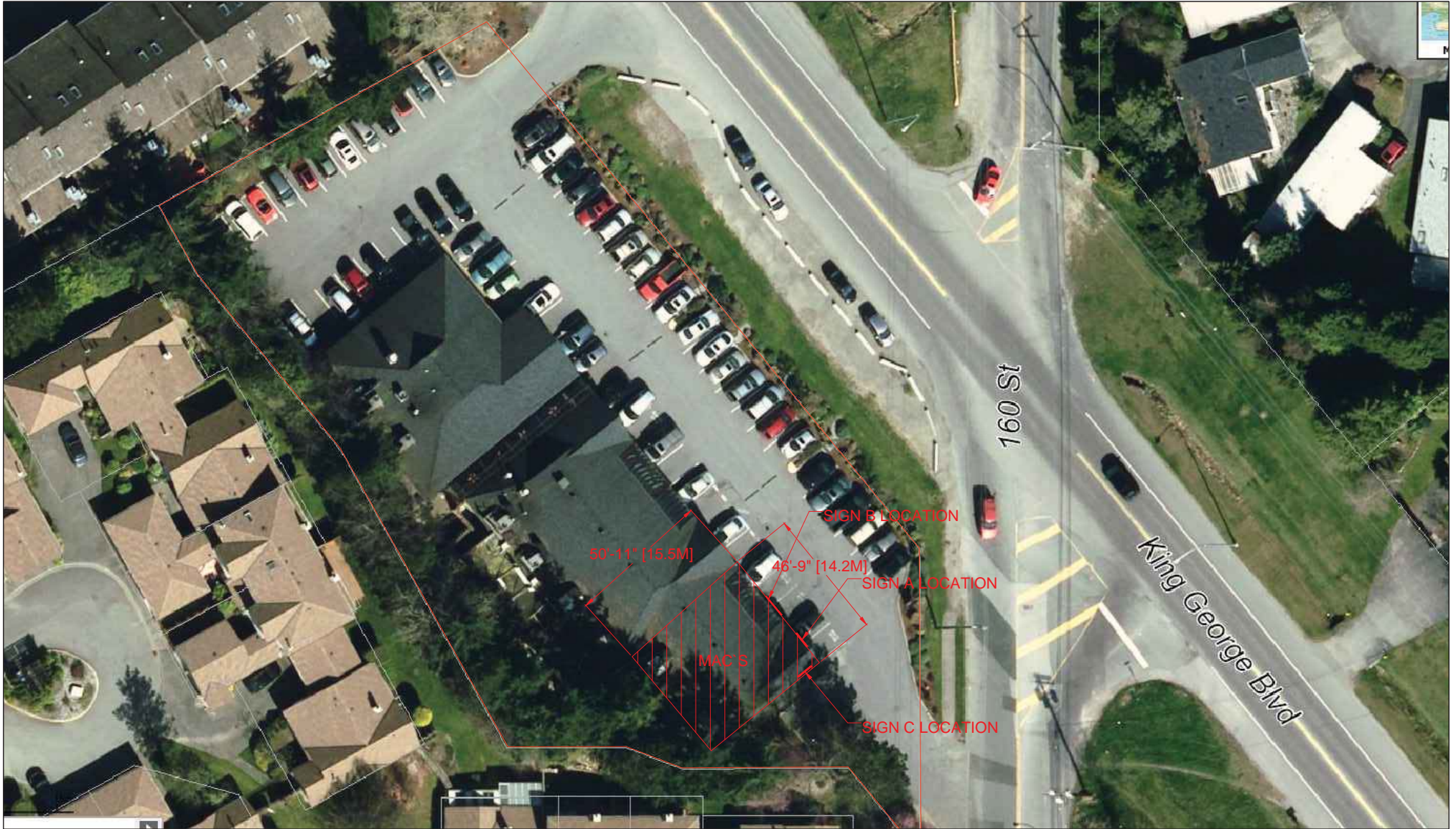
- Appendix I. Lot Owners and Action Summary
- Appendix II. Site Layout and Sign Design and Details
- Appendix III. Development Variance Permit No. 7914-0028-00

original signed by Nicholas Lai

Jean Lamontagne
General Manager
Planning and Development

LFM/da

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DRV 3/6/14 8:59 AM



Client: 

Project: MAC'S

Drawing By: AD

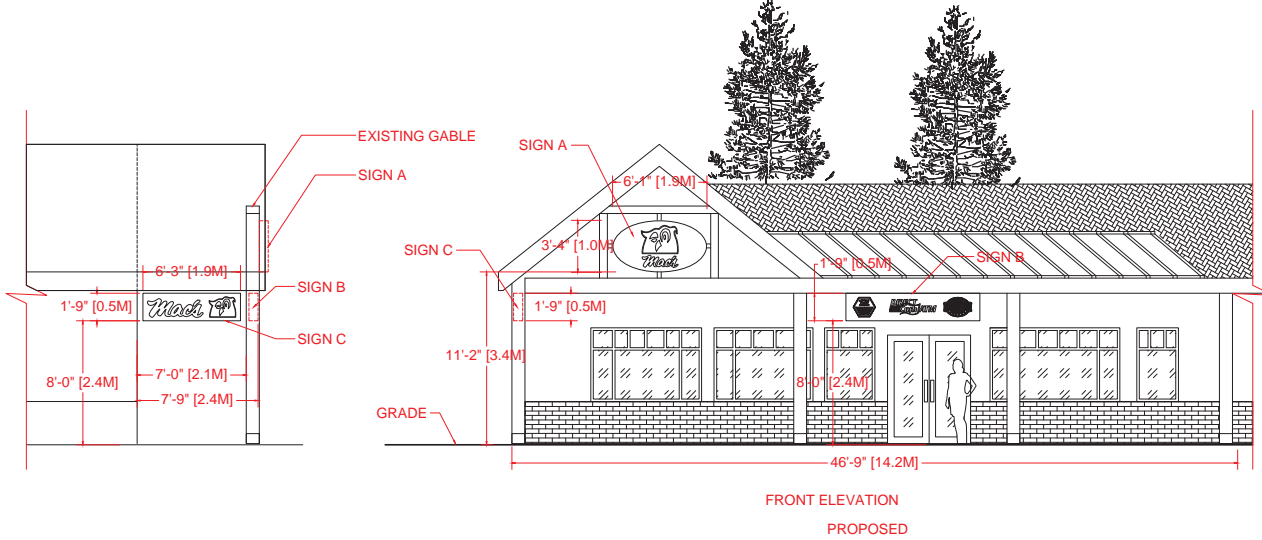
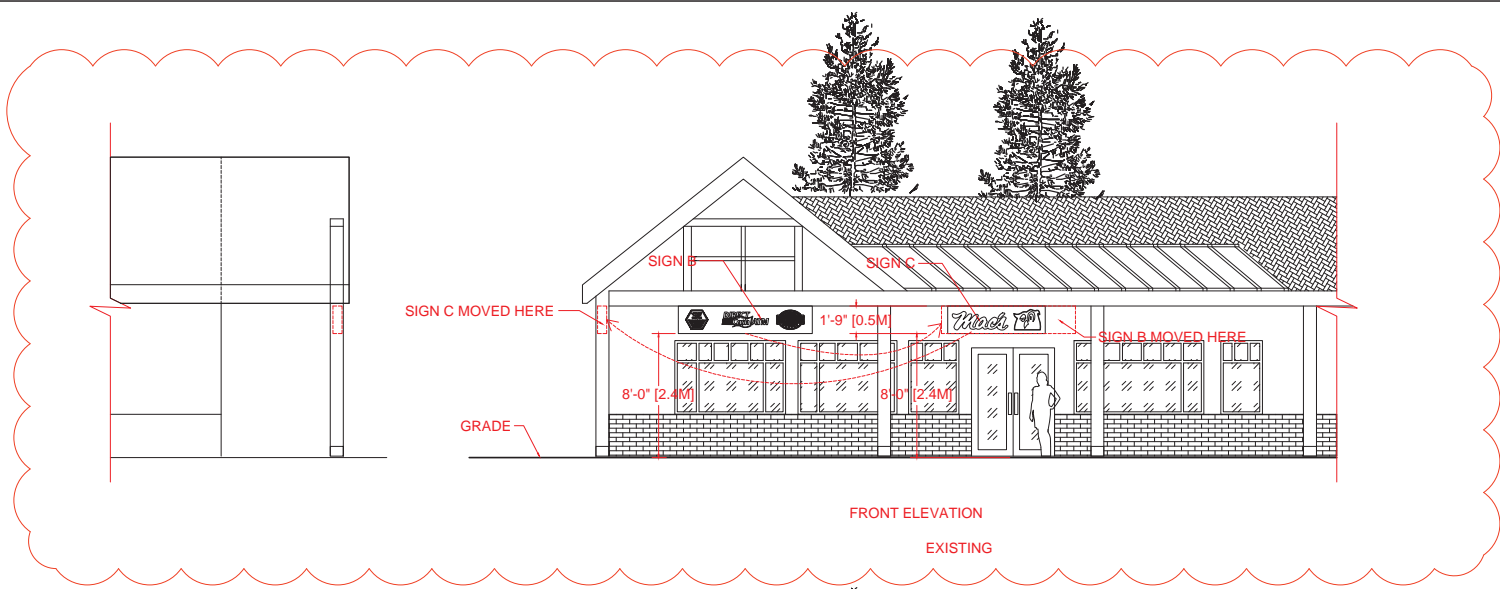
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SURREY, BC

Date: 2013/11/07

Scale: NTS

Note: location to be confirmed by signage contractor





Client: 

Project: MAC'S

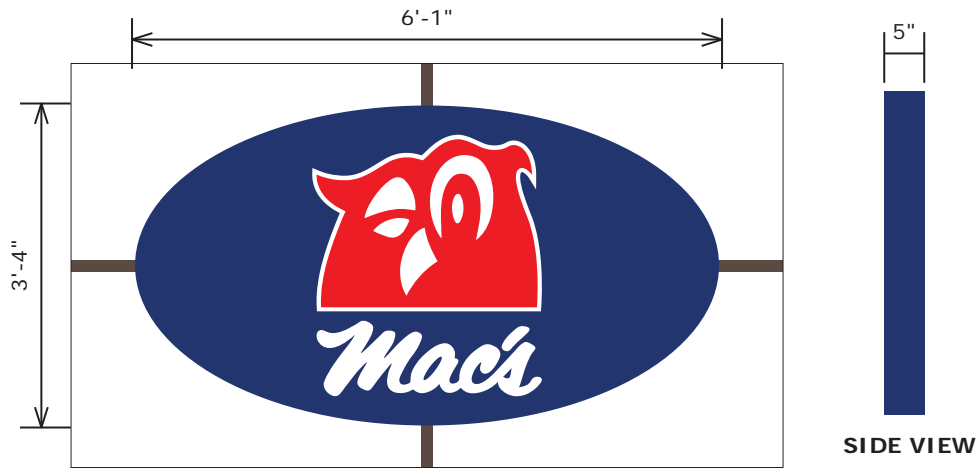
Drawing By: AD

Address: 1751 KING GEORGE HWY
SURREY, BC

Date: 2013/11/07

Scale: 1/8"=1'

Note: location to be confirmed by signage contractor



Before

**MANUFACTURE AND INSTALL...EXTERIOR
ONE NEW SF ILLUMINATED DISPLAY**

- ⊕ **CONSTRUCTION**
- SUBSTRATE:** POLYCARBONATE FACE C/W FIRST SURFACE APPLIED VINYL GRAPHICS
- RETURNS:** PAINTED BLUE
- TRIM CAP:** BLUE
- ILLUMINATION:** WHITE LEDS
- NOTE:** SIGN TO BE SUSPENDED FROM BEAMS WITH 1 1/2" INTERSECTING SQUARE TUBES AND LAG BOLTS (SEE SURVEY FOR DETAILS)

- ★ **GRAPHICS**
- MAC'S COPY:** WHITE
- OWL:** RED WITH WHITE RELEASE AND WHITE OUTLINE ...WHITE EYES AND BEAK
- BACKGROUND:** BLUE

- ▶ **COLOUR DATA**
- BLUE = 3M VTB-7611 OPAQUE BLUE VINYL/PAINT TO MATCH
- RED = 3M 3630-33 RED VINYL
- WHITE = WHITE SUBSTRATE



After

PLEASE NOTE: Size of signage in relation to the building is approximate. This photo overlay is intended for location purposes only and may not accurately represent the scale of the proposed sign to the building. A site survey is required to determine and confirm the exact proportions of proposed signage to building.



6304 6A St. SE
Calgary, Alberta, Canada T2H 2B7
Tel (403) 258-0556
Fax (403) 253-0110
www.pattisonsign.com
A Division of Jim Pattison Industries Ltd.

DATE: Sept. 23, 2013
SKETCH: C13-491 A_R1
SALES: Jim Kemp
ARTIST: JF
SCALE: 1/2" = 1'-0"
VOLTAGE: 120 V
PAGE: 1 of 3

Customer Approval _____

Landlord Approval _____

The design depicted herein is the sole property of Pattison Sign Group and may not be reproduced in whole or in part without prior written consent from the company. Actual colours, letter sizes and graphic layout may vary slightly due to the properties of materials.

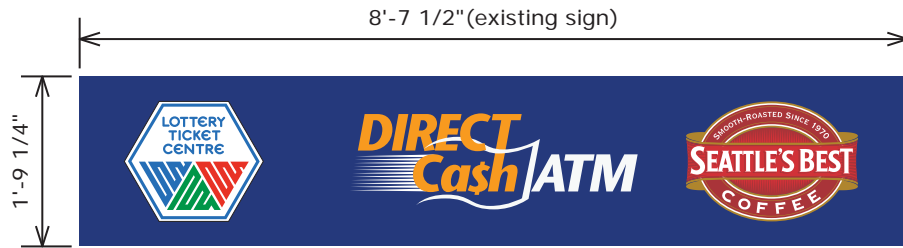
REVISION HISTORY (PRIOR TO MASTER ART):



Fluorescent, Neon and HID lamps contain Mercury. Dispose of these lamps according to Local, Provincial, State or Federal Laws.

MAC'S #11095

1751 King George Highway,
Surrey, British Columbia



REMOVE AND RE-INSTALL...EXTERIOR
ONE EXISTING SF HANGING DISPLAY

**NOTE: SIGN B TO BE REMOVED AND RE-INSTALLED IN PLACE OF SIGN C.
SIGN C TO BE REMOVED AND RE-INSTALLED ON SIDE ELEVATION.**



Before



After

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SCALE: N/A
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PAGE: 2 of 3

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Landlord Approval _____

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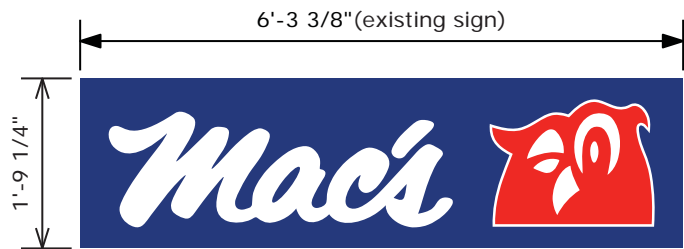
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MAC'S #11095

1751 King George Highway,
Surrey, British Columbia



REMOVE AND RE-INSTALL...EXTERIOR
ONE EXISTING SF HANGING DISPLAY

NOTE: SIGN C TO BE REMOVED AND RE-INSTALLED ON SIDE ELEVATION.



Before



After

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MAC'S #11095

1751 King George Highway,
Surrey, British Columbia

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7914-0028-00

Issued To: L C HOLDINGS LTD.

("the Owner")

Address of Owner: 1759 - King George Boulevard
Surrey, BC V4A 4Z9

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: 026-497-425
Lot 1 Section 14 Township 1 New Westminster District Plan BCP20951

1751 - King George Boulevard

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) Part 5 Section 2 (a) be varied to allow three (3) fascia signs for one premise, two of which on the same façade, as shown on Schedule A attached; and
 - (b) Part 5 Section 2 (f) be varied to allow two (2) fascia signs to project 2.5 metres [8.2 ft.] from the building face, as shown on Schedule A attached.
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.

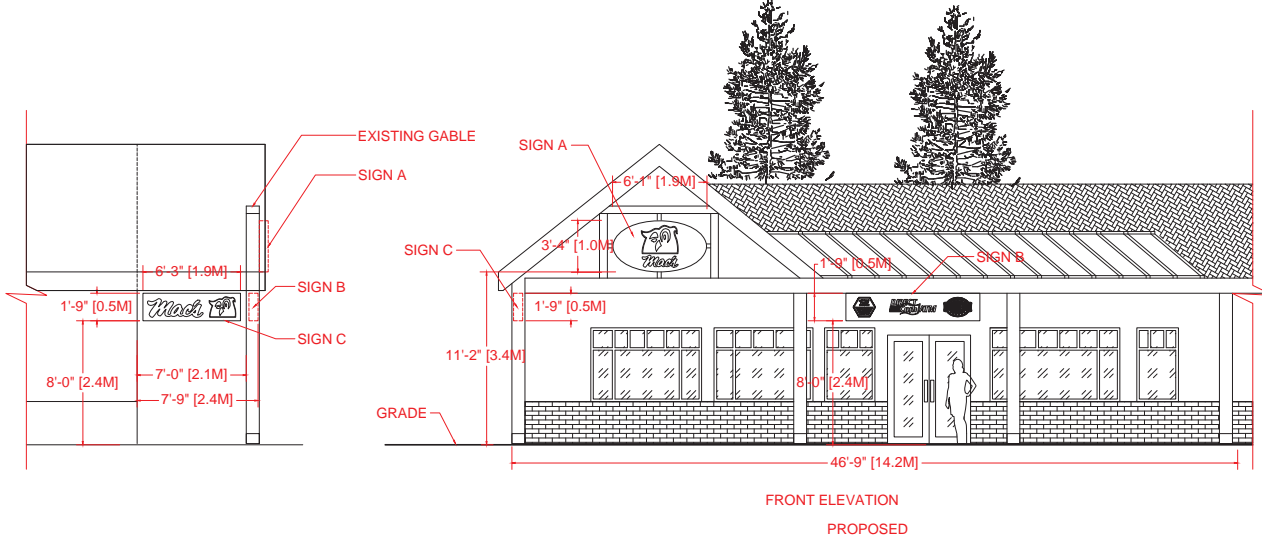
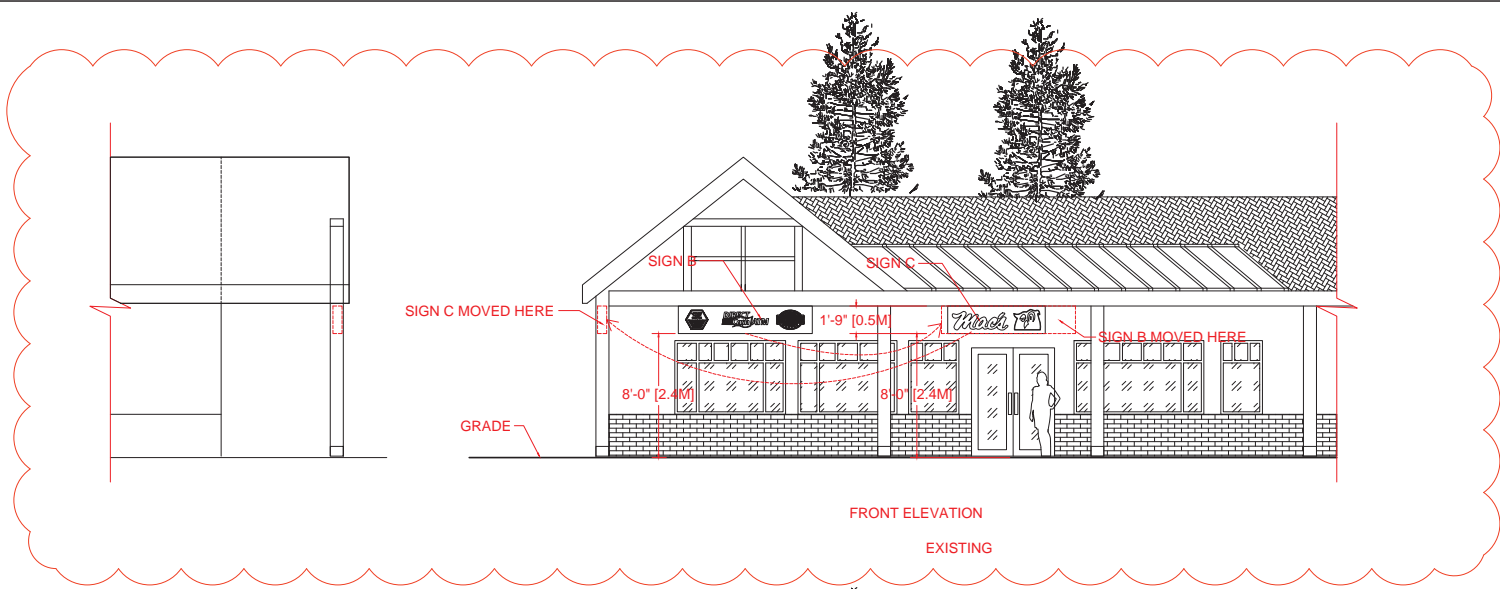
7. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.

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



Client: 

Project: MAC'S

Drawing By: AD

Address: 1751 KING GEORGE HWY
SURREY, BC

Date: 2013/11/07

Scale: 1/8"=1'

Note: location to be confirmed by signage contractor