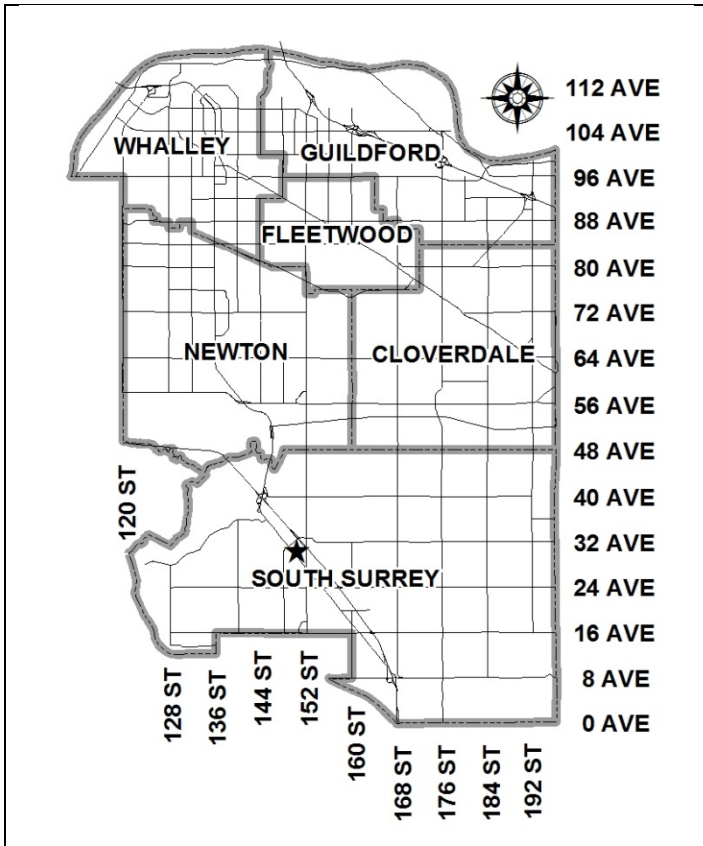


City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7914-0108-00

Planning Report Date: June 23, 2014



**PROPOSAL:**

- **Development Variance Permit**  
 in order to allow two signs on the same façade on the premise.

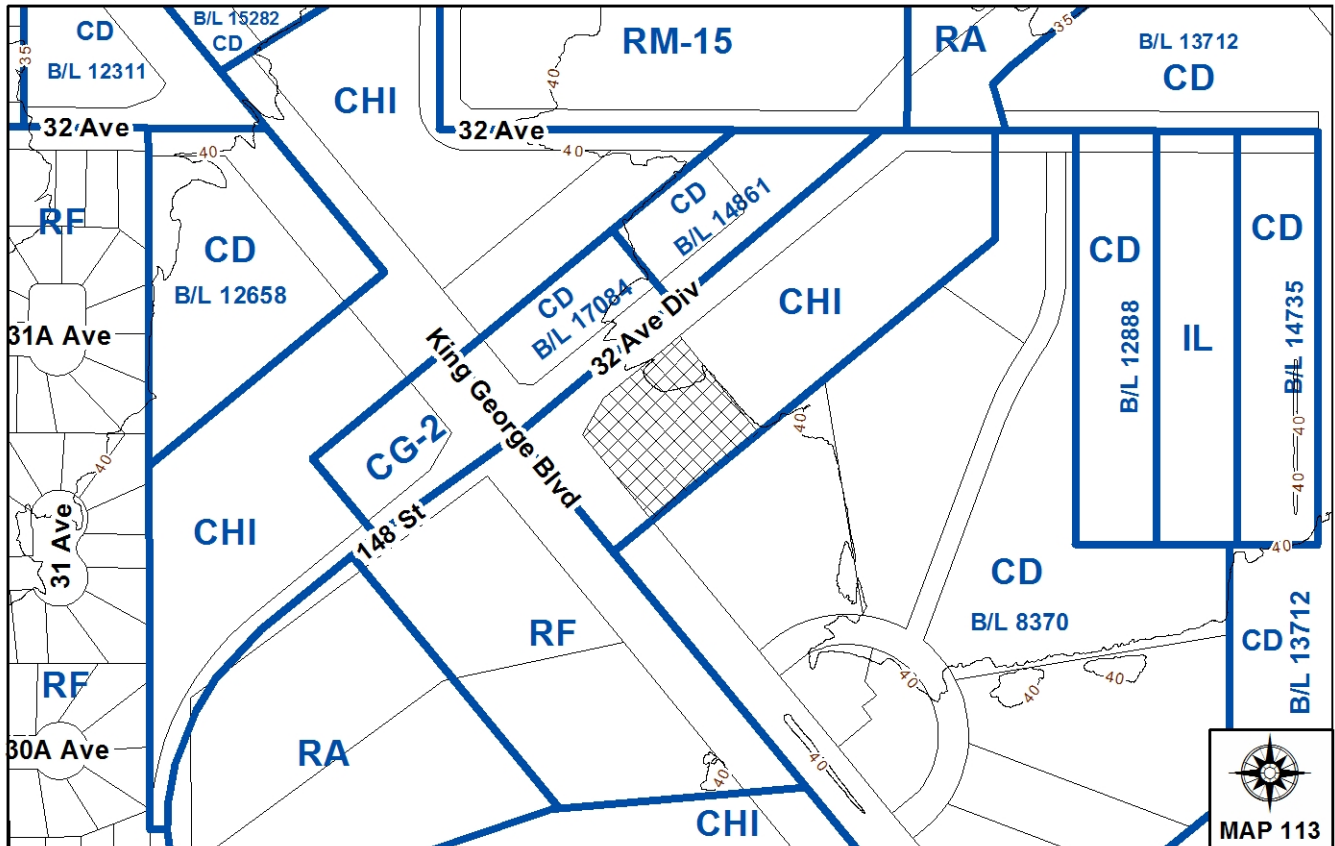
**LOCATION:** 3104 - King George Boulevard

**OWNER:** 384451 BC Ltd.

**ZONING:** CHI

**OCP DESIGNATION:** Commercial

**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 allow two fascia signs on the same façade on the premises.

RATIONALE OF RECOMMENDATION

- The proposed fascia sign is modest and complementary to the building's design and existing signage on the premises.
- The proposed sign is appropriately located and will not overwhelm the building elevation.
- 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. 7914-0108-00 (Appendix II) varying the following provisions of the Sign By-Law, 1999, to proceed to Public Notification:

- (a) to allow two fascia signs on the same façade on the premises [Section 27 (2)(a) of Part 5 Signs in Commercial/Industrial Zones]

REFERRALS

Engineering: The Engineering Department has no objection to the Development Variance Permit.

SITE CHARACTERISTICS

Existing Land Use: McDonald's restaurant with drive-through.

Adjacent Area:

Direction	Existing Use	OCP/LAP Designation	Existing Zone
Northwest (Across 32 <sup>nd</sup> Avenue Diversion):	Restaurant	Commercial/Commercial	CD (BL17084)
Northeast:	Auto dealership	Commercial/Commercial	CHI
Southeast:	South Surrey Auto Mall	Commercial/Commercial	CD (BL8370)
Southwest (Across King George Boulevard):	Single family dwelling on acreage	Commercial/Commercial	Split-zoned RF and RA

DEVELOPMENT CONSIDERATIONS

- The subject property is located at the southeast corner of King George Boulevard and 32<sup>nd</sup> Avenue Diversion. The property is designated "Commercial" in the Official Community Plan (OCP) and "Commercial" in the King George Highway Corridor Local Area Plan (LAP).
- The subject property is currently zoned "Highway Commercial Industrial Zone (CHI)" and leased to a McDonald's restaurant with a drive-through.

- There are two existing fascia signs, one on each of the façades fronting King George Boulevard and 32<sup>nd</sup> Avenue Diversion. There are also two existing illuminated free-standing signs mounted on ledger stone bases located at each entrance to the premises. The signs were approved under application no. 7900-0215-00.

### Current Proposal

- The applicant is requesting a Development Variance Permit to allow a second fascia sign on the same façade as an existing sign fronting 32<sup>nd</sup> Avenue Diversion.
- The sign is proposed to have a brown background, and contain the raised text "McCafé" in white. The sign is proposed to be 0.7 metres (2.3 feet) in height and 1.5 metres (5 feet) in width, and backlit with LED lighting. The total sign area is 0.7 square metres (7.5 square feet).
- The sign will be installed on the façade fronting 32<sup>nd</sup> Avenue Diversion, located 2.8 metres (9 feet) high between the lower and upper level window openings at the east end of the building. The sign will project 7 centimetres (2 ¾ inches) from the building face.
- The combined sign area of all fascia signs on the premises, including the proposed sign, is below the maximum permitted in the Sign By-law.

### BY-LAW VARIANCE AND JUSTIFICATION

#### (a) Requested Variance:

- to allow two fascia signs to be located on the same façade of the premises [Section 27 (2)(a) of Part 5 Signs in Commercial/Industrial Zones].

#### Applicant's Reasons:

- The proposed sign is consistent with the architecture of the building and the style of existing signage on the premises. The sign is also consistent with McDonald's brand nation-wide.
- The backlighting of the sign with LED lighting has low environmental impact.

#### Staff Comments:

- The proposed sign is modest and complementary to the existing signage on the same façade. It is appropriately located over the restaurant's entrance and will not overwhelm the elevation.
- The total proposed sign area is below the maximum allowed in the Sign By-law.
- Staff supports 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. 7914-0108-00

*original signed by Nicholas Lai*

Jean Lamontagne  
General Manager  
Planning and Development

DH/da

\\file-server1\net-data\csdc\generate\areaproduct\save\16561671027.doc  
DRV 6/19/14 11:39 AM



CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7914-0108-00

Issued To: 384451 BC LTD.

("the Owner")

Address of Owner: 14948 – 32 Avenue Diversion  
Surrey, BC V4P 3R5

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: 018-575-510  
Lot 1 Section 22 Township 1 New Westminster District Plan LMP13783  
3104 - King George Boulevard

(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 (2)(a) to allow two fascia signs on the same façade on the premises.
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

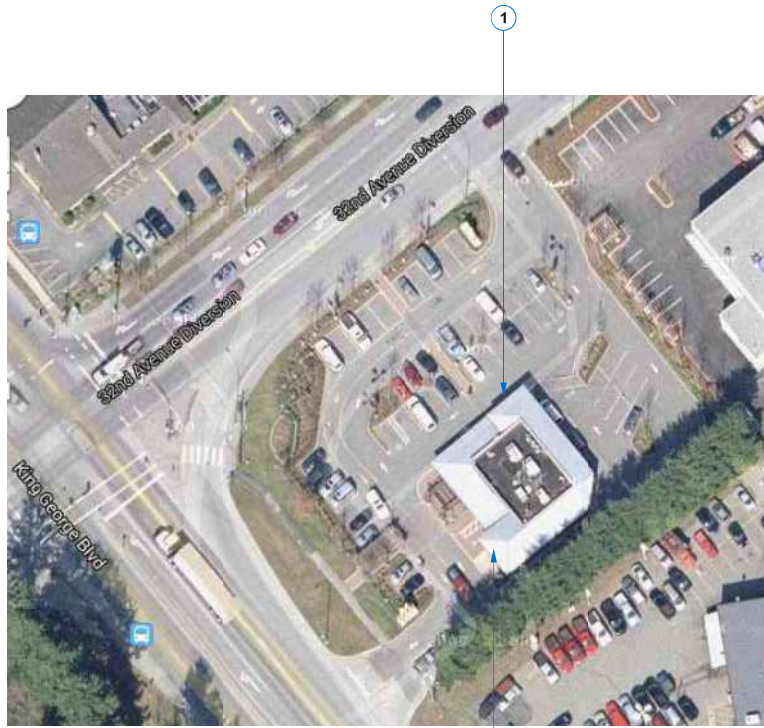


# GS-020988A

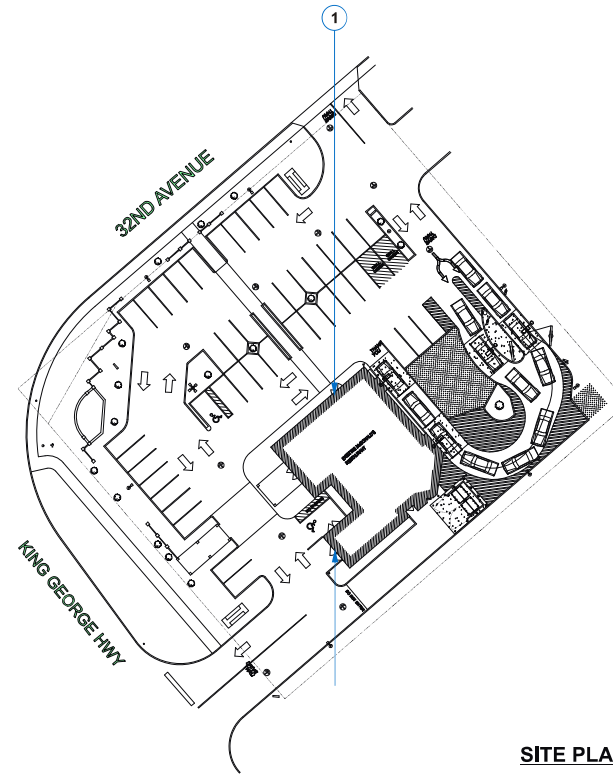
## PRESENTATION DRAWING SITEPLAN/ AERIAL

Installation:  Interior:  Exterior:

#	Descriptions:
1	60" ILLUMINATED MCCAFFEE SIGNATURE SIGN SEE MCD1S9C7012 SQUARE FOOTAGE: 12.03 FT <sup>2</sup>



**AERIAL**



**SITE PLAN**

DVP #7914-0108-00 SCHEDULE A

Date: \_\_\_\_\_  
Customer Approval:



THIS AGREEMENT INCLUDES THE MANUAL ACTIVITIES AND INSTALLATION OF A SIGN BY PATTISON SIGN GROUP (PSG) SHALL INCLUDE THE SIGN. SIGN BIDDING SHALL BE DONE BY THE INSTALLER IN ACCORDANCE WITH APPLICABLE LAWS AND REGULATIONS. IT IS AGREED TO THE BUYER OR PROVIDED BY THE CUSTOMER FOR THE AGENT, AND NOT BY PATTISON SIGN GROUP. THE CUSTOMER SHALL ENSURE THAT THE SIGNAGE AND BIDDING IS IN ACCORDANCE WITH APPLICABLE LAWS AND REGULATIONS AND SHALL BE PATTISON SIGN GROUP'S RESPONSIBILITY AND LIABILITY. ALL CLAIMS, DAMAGES, ACTIONS, FEES, COSTS, AND ANY LEGAL FEES INCURRED BY PATTISON SIGN GROUP SHALL BE PAID BY THE CUSTOMER UNDER THE FOLLOWING CONDITIONS.

**ISO 9001:2008 Certified Enterprise**

© 2013 ENSEIGNES PATTISON SIGN GROUP. ALL RIGHTS RESERVED. NO PART OF THIS DRAWING MAY BE REPRODUCED IN ANY FORM WITHOUT WRITTEN PERMISSION FROM ENSEIGNES PATTISON SIGN GROUP.



Tel (506) 735-5506 Fax (877) 737-1734 Toll Free 1-800-561-9798

Client:	MCDONALD'S S/S 29066		
Site:	3104 KING GEORGE HWY, SURREY, BC		
Consultant:	GARRY SIGUOIN		
Draftsman:	CLAUDIA VOGT	Date:	09.25.2013
Page:	3/3	Scale:	3/32" = 1'-0"

[www.pattisonsign.com](http://www.pattisonsign.com)



**EXISTING FRONT ELEVATION - OPTION 1**



**PROPOSED FRONT ELEVATION - OPTION 1**

# GS-020988B

## PRESENTATION DRAWING

Installation:  Interior:  Exterior:


#	Descriptions:
1	60" ILLUMINATED MCCAFFEE SIGNATURE SIGN SEE MCD1S9C7012 SQUARE FOOTAGE: 12.03 FT <sup>2</sup>
2	EXISTING SIGN TO REMAIN


**Notes:**

- ALL OTHER SIGNS ARE EXISTING
- ADDITIONAL WALL SUPPORT/BACKING BEHIND SIGN AREA SUPPLIED BY OTHERS
- SURVEY REQUIRED TO ENSURE SIGNS WILL FIT IN PROPOSED LOCATION AND IF SPECIAL MOUNTING HARDWARE IS REQUIRED

#	Revision(s)	By:	Date:
▲	LOWER THE SIGN ON FRONT "ELEVATION TO BE ON RED AND GREY BACKGROUND	AT	10.03.2013

Date: \_\_\_\_\_  
 Customer Approval: \_\_\_\_\_

 This sign is intended to be installed in accordance with the requirements of Article 610 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and fire rating of the sign.

 Pattison Sign Group illuminated signs contain Fluorescent, Neon and/or HID Lamps. These lamps contain Mercury (Hg), traces of these lamps according to Local, Provincial, State, or Federal Laws.

THIS AGREEMENT INCLUDES THE MANUFACTURE AND INSTALLATION OF A SIGN BY PATTISON SIGN GROUP FOR THE SIGNIFICANT PARTS. SIGN GROUP SHALL BE RESPONSIBLE FOR THE INSTALLATION IN ACCORDANCE WITH APPLICABLE LAWS AND REGULATIONS. IT IS AGREED TO BE BUILT OR PROVIDED BY THE CUSTOMER FOR THE DESIGN AND NOT BY PATTISON SIGN GROUP. THE CUSTOMER SHALL ENSURE THAT THE SIGNAGE AND BUILT TO BE INSTALLED IN ACCORDANCE WITH APPLICABLE LAWS AND REGULATIONS AND SHALL BE PATTISON SIGN GROUP. PATTISON SIGN GROUP AND ITS AGENTS AND ALL CLAIMS, DAMAGES, ACTIONS, PENALTY FEES AND ANY LEGAL FEES INCURRED BY PATTISON SIGN GROUP OR ITS AGENTS SHALL BE THE SOLE RESPONSIBILITY OF THE CUSTOMER.

ISO 9001:2008 Certified Enterprise

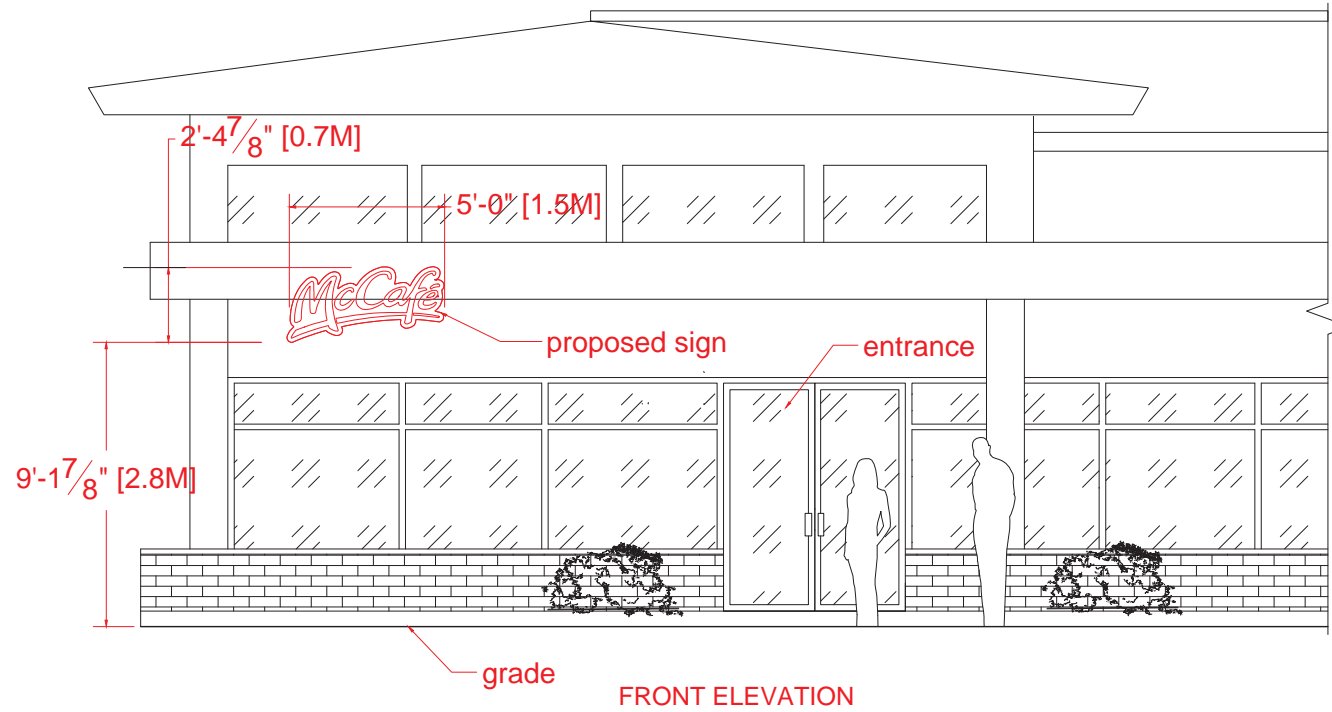
© 2013 ENSEIGNES PATTISON SIGN GROUP. ALL RIGHTS RESERVED. NO PART OF THIS DRAWING MAY BE REPRODUCED IN ANY FORM WITHOUT THE PERMISSION FROM ENSEIGNES PATTISON SIGN GROUP.



Tel (506) 735-5506 Fax (877) 737-1734 Toll Free 1-800-561-9798

Client:	MCDONALD'S S/S 29066
Site:	3104 KING GEORGE HWY, SURREY, BC
Consultant:	GARRY SIGUOIN
Draftsman:	CLAUDIA VOGT
Page:	1/3
Date:	09.25.2013
Scale:	3/32" = 1'-0"

[www.pattisonsign.com](http://www.pattisonsign.com)





**FRONT VIEW**

**SIDE VIEW**

# MCD1S9C7012

S/F ILLUM. SIGN

Installation:	<input type="checkbox"/> Interior:	<input checked="" type="checkbox"/> Exterior:
Electrical specifications:		
Volts:	120	Amp.: 0.85
Circ.:	1	
#	Descriptions:	
1	1/8"TK. ALUM. FACE	
2	1"TK. ACRYLIC CO-EXTRUDED PUSH-THRU LETTERS	
*	CABINET FABRICATED WITH 0.090"TK. ALUM. BACKING AND 0.063"TK. ALUM. SIDE	
*	ILLUM. WITH WHITE LED	

**Notes:**  
- SEE TECHNICAL DRAWING FOR MORE DETAIL;

#	Colors:
A	MCCAFE BROWN PAINTED TO MATCH PMS #4695 (METAL)
B	WHITE VINYL 3635-70 DIFFUSER APPLIED TO 2nd SURFACE

#	Revision(s)	By:	Date:
1	ADD DIFFUSER	LRI	03.12.2013

Customer Approval: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

PRODUCTION INFORMATION : XX	
XX	Descriptions: Plate #:
XX	XX
XX	XX
XX	XX
XX	XX
XX	XX
XX	XX
XX	XX
XX	XX
XX	XX

ISO 9001:2008 Certified Enterprise

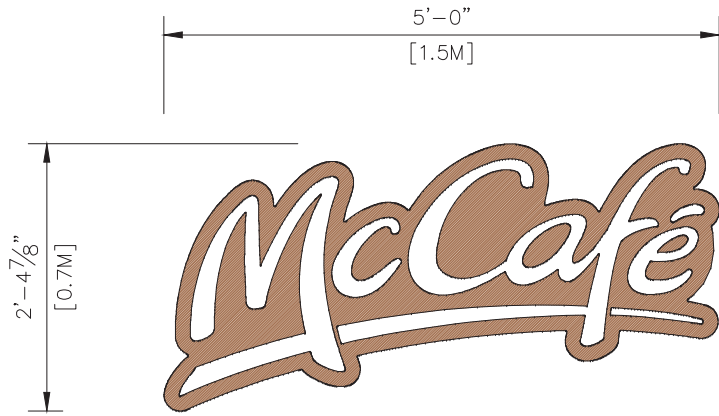


Tel (506) 735-5506 Fax (877) 737-1734 Toll Free 1-800-561-9798

Client:	MCDONALD'S		
Site:	VARIOUS		
Draftsman:	LUC RICHARDSON	Date:	02.06.2013
Checked By:	JJ		
Page:	1/2	Scale:	1 1/2" = 1'-0"

www.pattisonsign.com

© 2013 ENSEIGNES PATTISON SIGN GROUP. ALL RIGHTS RESERVED. NO PART OF THIS DRAWING MAY BE REPRODUCED IN ANY FORM WITHOUT WRITTEN PERMISSION FROM ENSEIGNES PATTISON SIGN GROUP.



BROWN SPACE: 4.85 SQ.FT.



WHITE SPACE: 2.72 SQ.FT.

