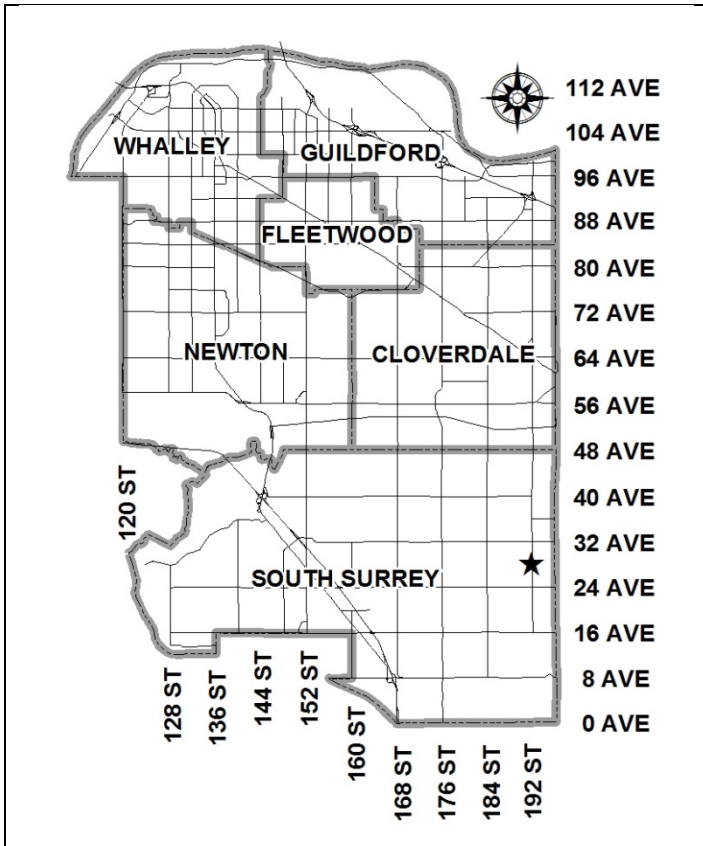


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7914-0330-00

Planning Report Date: February 2, 2015



PROPOSAL:

- Development Variance Permit in order to permit increased third party advertising.

LOCATION:

2711 - 192 Street

OWNER:

0917483 B C Ltd

ZONING:

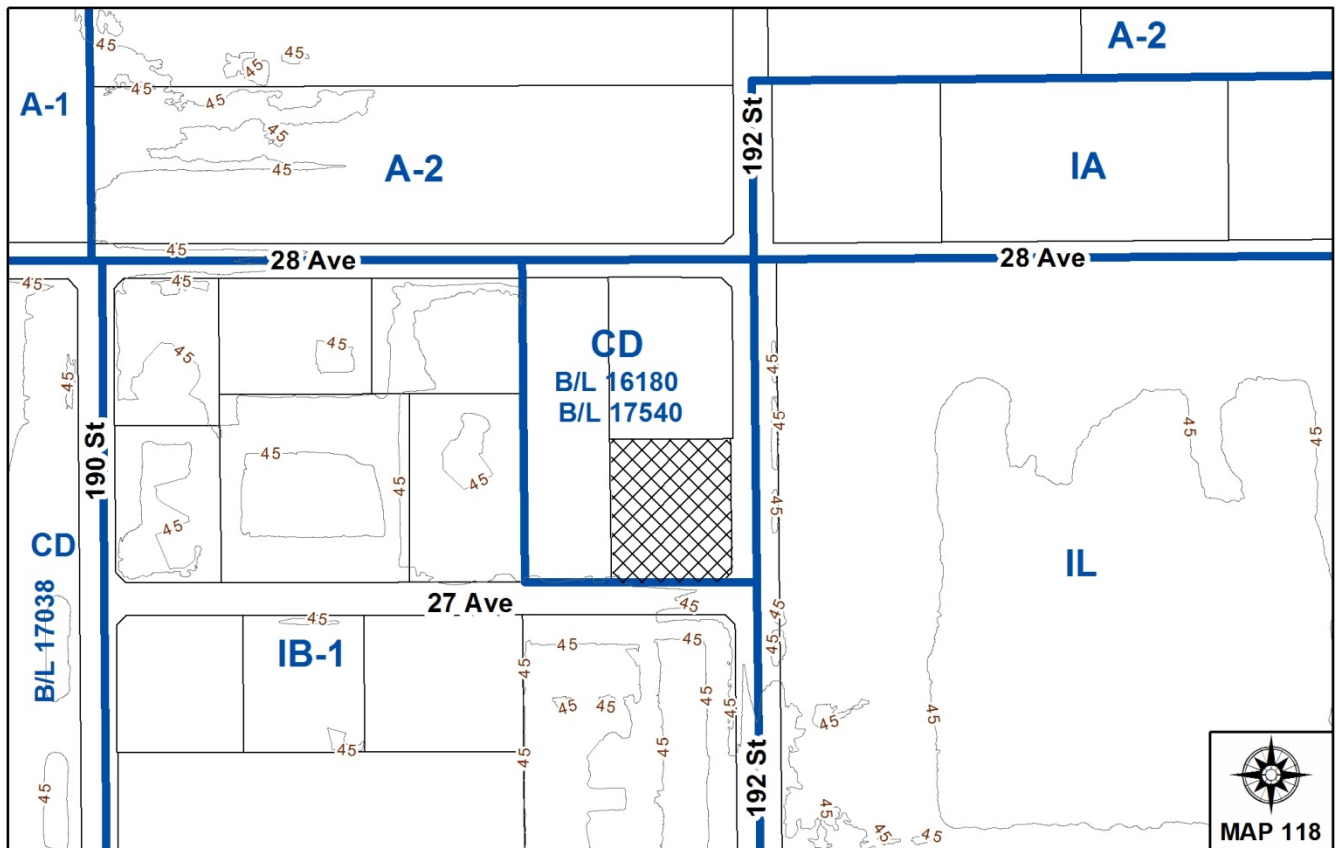
CD (By-laws 16180 and 17540)

OCP DESIGNATION:

Mixed Employment

LAP DESIGNATION:

Commercial (Campbell Heights)



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- A variance is required to permit third party advertising, in the form of two additional directional signs and 100% of an existing unused free standing sign, for a restaurant on the adjacent property.

RATIONALE OF RECOMMENDATION

- The side-by-side parcels utilize shared drive aisles and effectively operate as one large parcel.
- The directional signs will serve to move traffic efficiently across one parcel towards the drive-thru restaurant on the adjacent parcel.
- Third party advertising on the existing free-standing sign will accommodate business growth of the off-site restaurant.
- The use of the free-standing sign for third party advertising eliminates the applicant's need for an additional fascia sign, which would also require a variance.
- The number of directional signs, free-standing signs, and spacing of free-standing signs complies with the Sign By-law. No additional free-standing are proposed to be installed.
- The proposed signage is well situated, modest in scale, and does not detract from the overall aesthetic of the site.

RECOMMENDATION

The Planning & Development Department recommends that Council approve Development Variance Permit No. 7914-0330-00 (Appendix V) varying the following, to proceed to Public Notification:

- (a) to increase the allowable amount of third party advertising, as specified in Part 1, Section 6.(11) of the City of Surrey Sign Bylaw , 1999 (No. 13656), from 30% of the copy area to 100% of the copy area for those signs shown in Schedule A only.

REFERRALS

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

SITE CHARACTERISTICSExisting Land Use:Adjacent Area:

| Direction | Existing Use | OCP/LAP Designation (Campbell Heights) | Existing Zone |
|---------------------------|-----------------------------------|---|---------------------------------|
| North: | Commercial | Mixed Employment/Commercial | CD (By-laws 16180 and 17540) |
| East (Across 192 Street): | Park | Conservation & Recreation | IL |
| South (Across 27 Avenue): | Light Industrial Business Park | Mixed Employment/Technology Park or Business Park | IB-1 |
| West: | Light Industrial Business Park | Mixed Employment/Technology Park or Business Park | CD (By-laws 16180 and 17540) |

DEVELOPMENT CONSIDERATIONSBackground

- The subject property, located at 2711 – 192 Street, is designated "Mixed Employment" in the Official Community Plan (OCP) and "Commercial" in the Campbell Heights Local Area Plan.

- The subject property is located at the south-west corner of 192 Street and 27 Avenue. It is, along with two immediately adjacent parcels, amongst a trio of properties zoned "Comprehensive Development" (CD) (By-laws 16180 and 17540) that were rezoned and subdivided in 2007. These by-laws permit a range of commercial uses, eating establishments, drive-thru restaurants and a gas station on the eastern parcels. Business park and commercial uses are permitted on the adjacent western parcel. Concurrent with the rezoning of these properties Council also issued a Development Permit (7906-0201-00). Most of the buildings detailed in the Development Permit have now been constructed.
- The subject property contains a multi-tenant building, within which are several Commercial Retail Units (CRU's - some unoccupied) and a drive-thru restaurant (Tim Horton's). The site also contains a vacant building area, intended for future construction of a gas station.
- The adjacent site to the north (2725 - 192 Street) contains 2 multi-tenant buildings, occupied by two restaurants (1 drive-thru) as well as a coffee shop and several vacant CRU's. This site also contains an undeveloped building site for a future additional CRU and/or restaurant.
- An agreement between the owners of 2711 and 2725 192 Street has been supplied to the City, demonstrating the willingness of the owner of the subject site to facilitate the request by the proprietor of the restaurant on the adjacent parcel.
- A detailed site plan showing the location of existing buildings and business is contained in Appendix III.

Proposal

- The drive-thru restaurant located on the property north of the subject site (2725 - 192 Street), a recently opened A&W restaurant franchise, proposes to locate additional signage on the subject site (2711 - 192 Street).
- Specifically, the applicant proposes to occupy 100% of one of the free-standing signs on the subject site (2711 - 192 Street) to provide advertising for the A&W restaurant on the adjacent site (2725 - 192 Street).
- Additionally, the applicant proposes to install two directional signs on the subject site to direct traffic towards the A&W drive-thru on the adjacent site.
- The proposal requires a variance to the Sign By-law (No. 13656), which stipulates that only 30% of any given sign may constitute third party advertising. Further, the Sign by-law specifies that directional signs must pertain to businesses or establishments which are located on the same lot.
- The existing A&W restaurant already has fascia signage, drive thru menu boards, directional signs and freestanding sign inserts installed, which are all located at 2725 192 Street. All of these signs comply with the Sign By-law and permits have been issued.

- Two free-standing monument signs are located on each respective property (2711 and 2725 - 192 Street): two are located adjacent to 192 Street (approximately 50 metres apart on each parcel), one is located at the corner of 192 Street and 27 Avenue, and another at the corner of 192 Street and 28 Avenue, as shown in the site plan in Appendix II. The applicant proposes to utilize a portion of the sign on 2725 192 Street and 100% of the sign on the subject site (also facing 192 Street).

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 1, Section 6.(11) of the Sign By-law to increase the amount of third party advertising from a maximum of 30% of the copy area of a sign to 100% of the copy area of a sign for one (1) free-standing sign and two (2) directional signs as shown in Appendix III.

Applicant's Reasons:

- An agreement has been made between the owner of the subject property and the proprietor of the new restaurant on the adjacent site.
- Additional signage is critical to the successful start-up of a new business.
- The drive-thru is not immediately obvious to passing vehicles and increased signage will alert drivers to its presence.
- The existing free-standing sign on the subject site is vacant and underutilized.
- The owner of the subject site reserves the right to terminate the agreement and remove the third party advertising.

Staff Comments:

- Despite there being three separate lots in this location, the trio of properties effectively operate as one large parcel. They utilize shared drive aisles, shared accesses, and shared parking. There is also common ownership between the two eastern parcels fronting 192 Street.
- The only access to 2725 - 192 Street (where the A&W is located) from 192 Street is through the subject property, as shown in Appendix II. An access easement accommodates this. Given this access point, directional signage on the subject site to direct traffic towards the drive-thru on the adjacent property is appropriate.
- The proposal does not result in any net increase in signage on the subject site over what would typically be permitted by the Sign By-law (there are no specified limits on the number of directional signs).

- The current A&W restaurant (on the adjacent parcel) has only one sign facing 192 Street and has not requested any additional signage beyond what the Sign By-law permits.
- As compared to the Tim Horton's drive-thru, the A&W drive-thru is not readily apparent to the street (screened by landscaping and located to the side of the building). This business is at a competitive disadvantage without additional directional signage and exposure to the street.
- The proposed signage is modest in scale and appropriate for the site. 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 Sign By-law Variances Tables |
| Appendix III. | Site Plan |
| Appendix IV. | Proposed Signage and Building Elevations, |
| Appendix V. | Development Variance Permit No. 7914-0330-00 |

INFORMATION AVAILABLE ON FILE

Development Permit 7906-0201-00.

original signed by Nicholas Lai

Jean Lamontagne
General Manager
Planning and Development

DS/da

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DRV 1/29/15 10:57 AM

Information for City Clerk

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

1. (a) Agent: Name: Jordan Desrochers
 Priority Permits Ltd.
 Address: 25 - Begbie Street
 New Westminster, BC V3M 1B2

 Tel: 778-397-1394 - Work

2. Properties involved in the Application

- (a) Civic Address: 2711 - 192 Street

- (b) Civic Address: 2711 - 192 Street
 Owner: 0917483 B C Ltd
 Director Information:
 David Porte
 Douglas Scott

Officer Information as at August 9, 2014

David Porte (President)
Douglas Scott (Secretary)

PID: 027-064-182

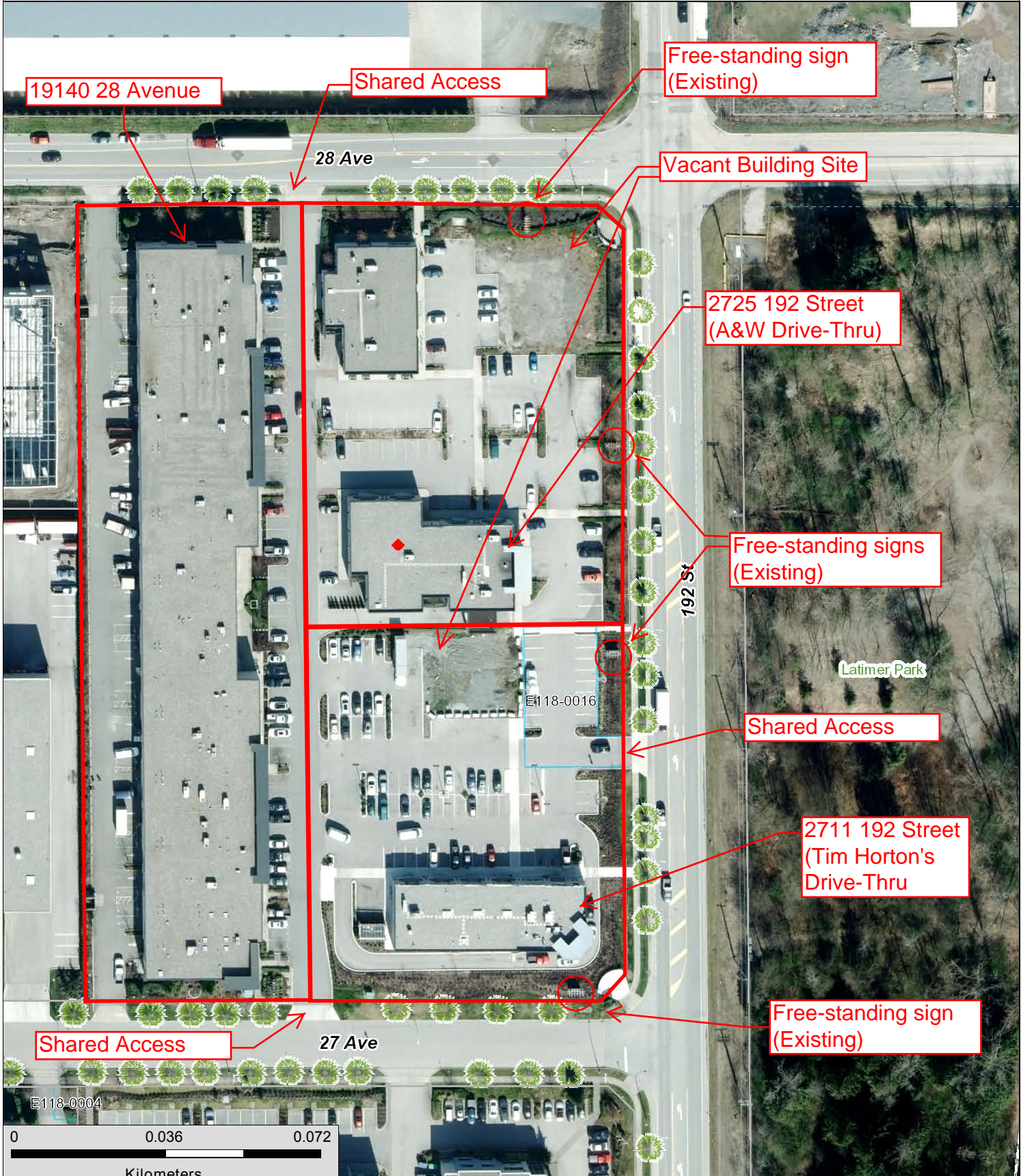
Lot 2 Section 21 Township 7 New Westminster District Plan BCP29933 Except Plan
EPP17564

3. Summary of Actions for City Clerk's Office

- (a) Proceed with Public Notification for Development Variance Permit No. 7914-0330-00 and bring the Development Variance Permit forward for issuance and execution by the Mayor and City Clerk.

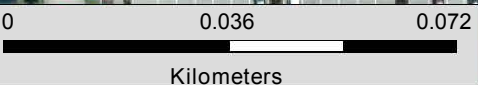
PROPOSED SIGN BY-LAW VARIANCES

| # | Proposed Variances | Sign By-law Requirement | Rationale |
|---|---|---|---|
| 1 | To allow two (2) directional signs at 2711 - 192 Street for the A&W Drive Thru located at 2725 - 192 Street | Directional signs must pertain to business located on the site, otherwise it constitutes third party advertising. | The two adjacent properties utilize shared accesses and function as one single site. |
| 2 | To allow increased third party advertising (100%) on a freestanding sign at 2711 - 192 Street. | A maximum of 30% of the copy area of any given sign is permitted to be third party advertising. | The freestanding sign is located immediately outside of the A&W location, however is on a separate legal parcel. The free-standing sign will advertise the drive thru, as it is not readily apparent from the street. |



E118-0004

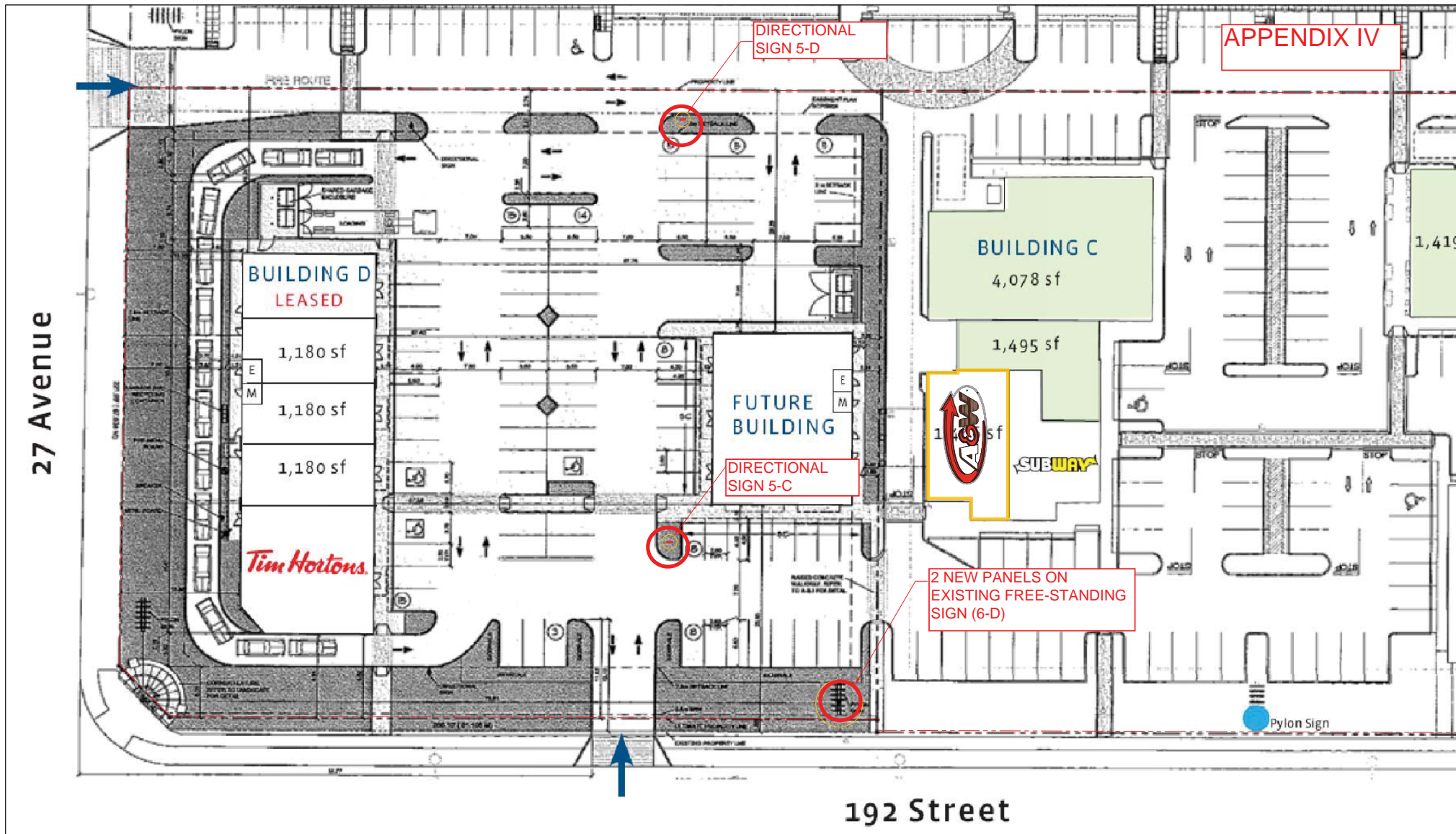
E118-0016



The data provided is compiled from various sources and is NOT warranted as to its accuracy or sufficiency by the City of Surrey. This information is provided for information and convenience purposes only. Lot sizes, legal descriptions and encumbrances must be confirmed at the Land Title Office. Use and distribution of this map is subject to all copyright and disclaimer notices at cosmos.surrey.ca.

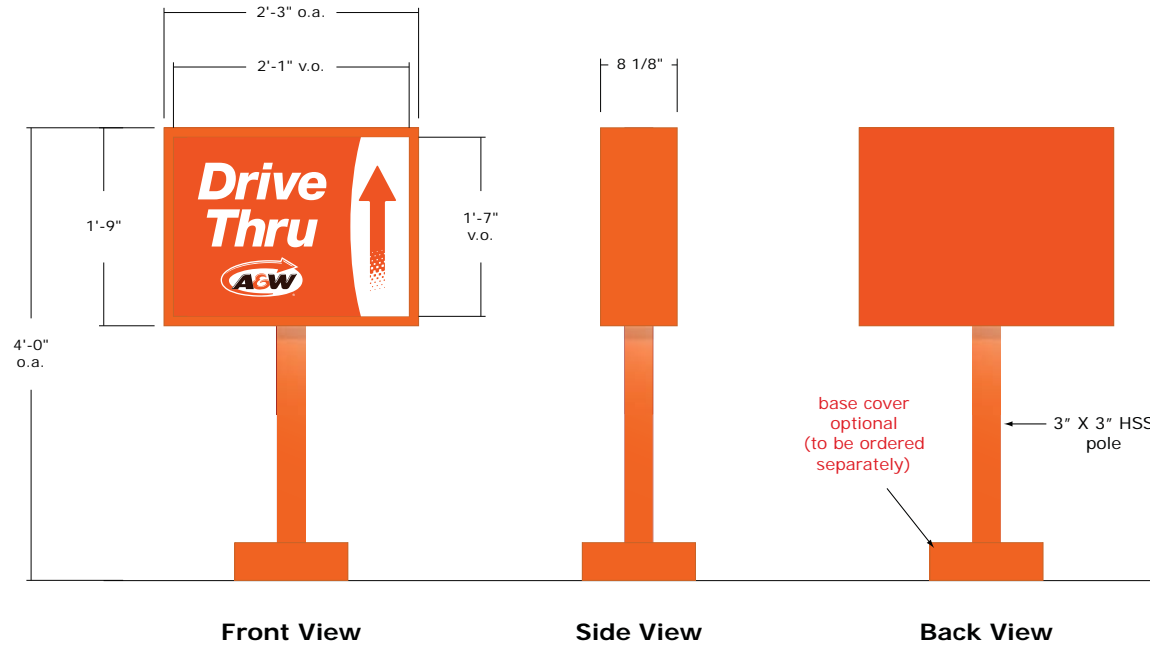
Site Plan

Scale: 1: 1,200
Map created on: January-23-15



IF YOU CAN READ THIS YOUR PDF PRINTOUT IS NOT TO SCALE. CHANGE "PAGE SCALING" TO "NONE".

5C
&
5D



Manufacture and Install....Exterior

S/F Illuminated Directional Sign

Overall Size: 6'-6" X 3'-1 3/8"

Total Area: 7.79 sq. ft.

Est. Weight: 200 lbs

SEE TECHNICAL DRAWINGS FOR CONSTRUCTION DETAILS

Construction: S/F Pylon

- Substrate:** Clear lexan Face c/w 2nd surface vinyl
- Cabinet:** Extruded cabinet painted PMS 165 C orange
- Illumination:** T12 6500 K - HO illumination. Existing voltage TBC by Installer.
- Pole:** 3"x 3" HSS pole painted PMS 165 C orange
- Reveals:** Painted PMS 165 C orange
- Bases:** To be supplied by PSG / Existing
- Anchor Bolts:** To be supplied by PSG / Existing

Graphics

- "Drive Thru": White copy on orange background
- Arrow: Orange arrow on white background
- Logo**
- "A", "W": Brown, White
- "&": Orange, White, Red
- Arrow: Orange, White
- Background: White

Color Data

- White: 3M 3635-30 White Diffuser vinyl
- Orange: 3M 3630-44 Orange vinyl
- Orange: paint to match PMS 165 C orange
- Brown: 3M 3630-59 Dark Brown vinyl



120-7885 North Fraser Way
Burnaby, BC, Canada V5J 5M7

Tel (604) 215-5526
Fax (604) 215-0696
www.pattisonsign.com

DATE: Sept 11, 2014
SKETCH: V14-468 C M1
SALES: Randy Sigouin
ARTIST: D.F.
SCALE: 3/4" = 1'-0"
VOLTAGE: 120 V Req'd
PAGE: 3 of 4

MASTER
DATE OF MASTER: OCT. 16, 2014

MASTER REVISION HISTORY
M1: REDUCED ALL SIZES / CK

| MASTER SIGN OFF | |
|-----------------|-----------|
| DF | |
| Artist | SALES REP |

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.

A&W #0617

Campbell Heights
2725 192nd Street
Surrey, BC

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6B



NOTE: SURVEY REQUIRED FOR EXACT MEASUREMENTS.



Before

Manufacture and Install... Exterior

Replacement Faces for D/F Pylon

Installed in Existing Retainers. C/W clear plex protective cover.
Overall Size: 57.5" x 82"

Construction: Replacement Faces

Substrate: Polycarbonate Face c/w 1st surface vinyl and Reado Track. Also c/w clear polycarbonate protective cover and hinging retainer system (TBD).
Cabinet: Existing - to remain as is.
Retainer: Existing - to remain as is.
Illumination: Existing - to remain as is.

Graphics

"A", "W": Brown, White
"&": Orange, White, Red
Arrow: Orange, White, Red
Background: White

Color Data

- White:** White translucent substrate
- Orange:** 3M 3630-44 Orange vinyl
- Red:** 3M 3630-43 Lt. Tomato Red vinyl
- Brown:** 3M 3630-59 Dark Brown vinyl



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.



120-7885 North Fraser Way
Burnaby, BC, Canada V5J 5M7

Tel (604) 215-5526
Fax (604) 215-0696
www.pattisonsign.com

DATE: Sept 17, 2014
SKETCH: V14-475 A
SALES: Randy Sigouin
ARTIST: D.F.
SCALE: 1/2" = 1'-0"
VOLTAGE: n/a
PAGE: 1 of 1

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.

A&W #0617

Campbell Heights
2725 192nd Street
Surrey, BC

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7914-0330-00

Issued To: 0917483 B C LTD

Address of Owner: 1665 - West Broadway, Unit 380
Vancouver, BC V6J 1X1

("the Owner")

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: 027-064-182
Lot 2 Section 21 Township 7 New Westminster District Plan BCP29933 Except Plan EPP17564
2711 - 192 Street

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) The allowable amount of third party advertising, as specified in Part 1, Section 6.(11) of the City of Surrey Sign Bylaw, 1999 (No. 13656), is increased from 30% of the copy area to 100% of the copy area for those signs shown in Schedule A only, specifically:
 - i. One free-standing sign (both sides); and
 - ii. 2 directional signs.
4. This development variance permit applies to only the 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 – Linda Hepner

City Clerk – Jane Sullivan

PROPOSED SIGN BY-LAW VARIANCES

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|---|---|---|---|
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