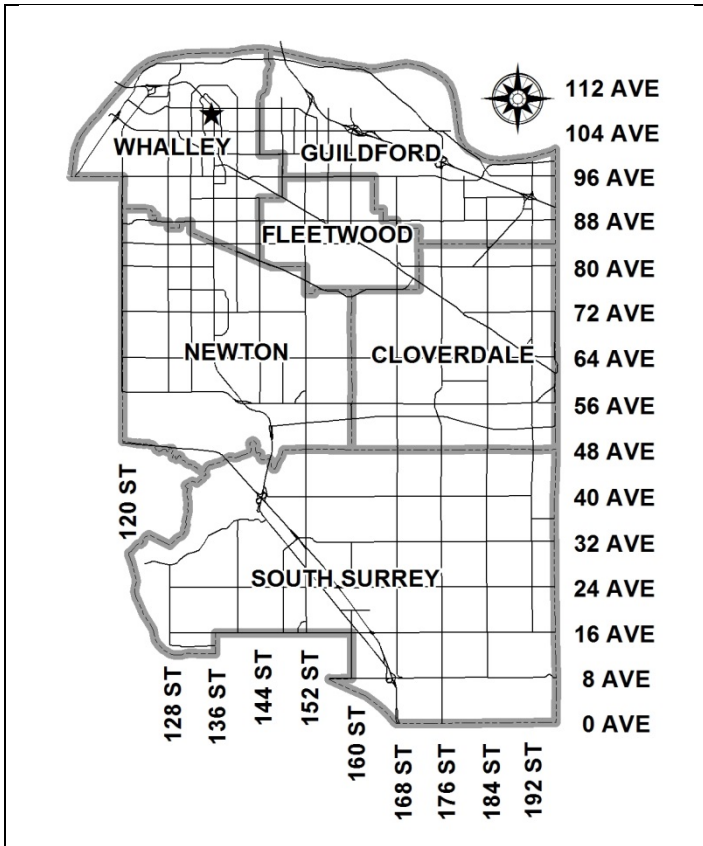


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7915-0013-00

Planning Report Date: March 23, 2015



PROPOSAL:

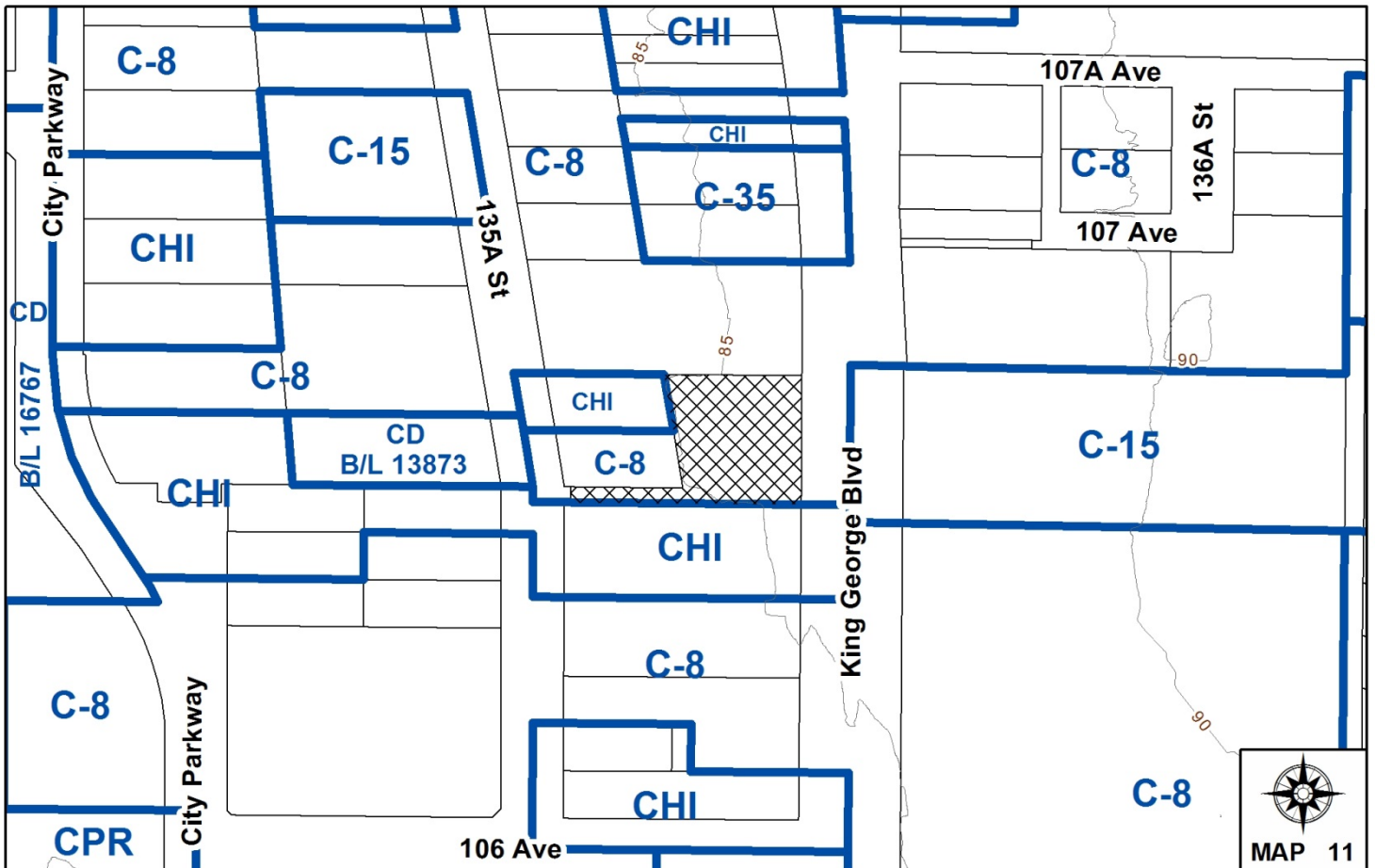
- **Development Variance Permit**
 in order to permit one (1) additional fascia sign above the first storey of an existing two-storey, multi-tenant commercial building in City Centre.

LOCATION: 10663 - King George Boulevard

OWNER: Toor & Pattar Enterprises Ltd.
 Wadala Enterprises Ltd.

ZONING: C-8

OCP DESIGNATION: Central Business District



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 (1) additional fascia sign above the first storey of an existing two-storey, multi-tenant commercial building.

RATIONALE OF RECOMMENDATION

- The owner has agreed to remove all non-conforming exterior signs from the existing building, and also proposes to register a restrictive covenant (RC) to prohibit the installation of any additional fascia signs above the first storey of the existing building.
- The proposed fascia sign is high-quality, and appropriately scaled.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7915-0013-00 (Appendix II) varying the following, to proceed to Public Notification:
 - (a) to vary the Sign By-law, 1999, No. 13656 to allow one (1) additional fascia sign above the first storey of an existing two-storey, multi-tenant commercial building, for a tenant that does not occupy the largest percentage of the total floor area above the first storey.
2. Council instruct staff to resolve the following issues prior to final approval:
 - (a) registration of a Section 219 Restrictive Covenant to prohibit the future installation of any additional signs above the first storey of the existing two-storey, multi-tenant commercial building, with the exception of the west façade; and
 - (b) the owner remove all unauthorized exterior signage on the existing two-storey, multi-tenant commercial building.

REFERRALS

Engineering: The Engineering Department has no objection to the proposed second-storey fascia sign.

SITE CHARACTERISTICS

Existing Land Use: Two-storey, multi-tenant commercial building.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	One-storey commercial building.	Central Business District	C-8
East (Across King George Boulevard):	Vacant (formerly Dell Hotel).	Central Business District	C-15
South:	One-storey commercial building.	Central Business District	CHI
West:	Two-storey commercial building and church.	Central Business District	CHI and C-8

DEVELOPMENT CONSIDERATIONS

Background

- The subject site is located in City Centre on the west side of King George Boulevard between 106 Avenue and 108 Avenue.
- The property is zoned "Community Commercial Zone (C-8)" and is designated Central Business District in the Official Community Plan (OCP).
- Council approved Development Application No. 7904-0210-00 on November 7, 2005 to permit the development of an 870-square metre (9,360 sq.ft.) two-storey commercial building on the subject property.
- Building signage for the commercial building was also approved as part of Development Permit No. 7904-0210-00 as follows:
 - Ground floor tenant signs and a second floor building identification / address sign on the east building elevation, facing King George Boulevard; and
 - Ground floor and second floor tenant signs on the west building elevation, facing the internal parking lot.
- Development Permit No. 7904-0210-00 does not include any second floor fascia signs on the east building elevation, facing King George Boulevard.

Current Proposal

- The southernmost unit on the second floor of the building was recently occupied by a single tenant (The Car Finance Company). This tenant has requested one (1) fascia sign to advertise the business on the exterior wall of the unit, facing King George Boulevard.
- Since this tenant does not occupy the largest percentage of the total floor area above the first storey, they are not permitted a second floor fascia sign. As such, the tenant has applied for a Development Variance Permit (DVP) to permit them to have one (1) fascia sign above the first storey of the building, on the east elevation facing King George Boulevard.
- In June 2013, Council approved a series of amendments to the Sign By-law, 1999, No. 13656. One amendment included introducing restrictions on upper floor fascia signage, which is intended to prevent the proliferation of signage on the upper levels of commercial and industrial buildings. The table below summarizes the restrictions on upper floor fascia signage and how the proposed fascia sign complies and deviates from the restrictions:

Sign By-law Requirement	Current Proposal
A maximum of one (1) fascia sign per lot frontage may be located above the first storey of a building to identify the name and/or address of the building to which it is attached.	A building address fascia sign is currently installed at the southern end on the east building elevation. This sign will be relocated to the north end of the building, but remain on the east façade.

Sign By-law Requirement	Current Proposal
A maximum of one (1) fascia sign per lot frontage may be located above the first storey of a building, pertaining to the tenant that occupies the largest percentage of the total floor area above the first storey.	The subject tenant does not occupy the largest percentage of the total floor area above the first storey. Therefore, a variance is required to allow them to have an upper floor fascia sign.
All fascia signs above the first storey shall be located on the top floor of the building.	The proposed fascia sign complies with this requirement.
All fascia signs above the first storey must be comprised of individual channel letters.	The proposed fascia sign complies with this requirement.

DESIGN PROPOSAL AND REVIEW

- The proposed fascia sign will be installed on the second floor along the east building elevation, facing King George Boulevard. The proposed fascia sign will be located at the south end of the building near the existing building address sign, and will be centered between two existing second floor windows.
- The existing building address sign will be relocated to the north end of the building, but remain on the east façade. From a design perspective, this will balance the upper floor signage by placing the building address sign and the proposed fascia sign at opposite ends of the building façade.
- “The Car Finance Company” portion of the proposed fascia sign (including the arrow logo) is comprised of individually-lit channel letters, while the “we care about your future, not your past” portion of the proposed fascia sign is comprised of non-illuminated, individual foam lettering.
- The channel letter portion of the sign will be installed on channels that will be painted to match the colour of the subject building. The foam lettering will be mounted directly onto the building façade.
- The proposed fascia sign is approximately 1.2 metres (4 ft.) high and 3.0 metres (10 ft.) in length, resulting in a total sign area of 3.6 square metres (40 sq.ft.).
- The proposed fascia sign complies with all other aspects of the Sign By-law.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 5 Section 27(2)(a.1)(ii) of the Sign By-law, 1999, No. 13656 to allow one (1) additional fascia sign above the first storey of the subject commercial building for a tenant that does not occupy the largest percentage of the total floor area of the second floor.

Applicant's Reasons:

- The proposed fascia sign is important to the success of the new business.
- The property owner has agreed to remove all non-conforming exterior signs from the building. This includes two upper floor (2) fascia signs on the north and south building elevations, as well as banner signs along the east building elevation.
- As part of the subject development application, the property owner also proposes to register a restrictive covenant (RC) to prohibit the installation of any additional fascia signs (beyond the current proposed fascia sign) above the first storey of the existing building, with the exception of the west façade which faces the parking lot.

Staff Comments:

- The approved Development Permit (No. 7904-0121-00) for the site, which was issued prior to the 2013 Sign By-law amendments, permits upper floor signage along the west building elevation facing the internal parking lot only, and is intended for wayfinding purposes for customers already on site.
- The proposed upper floor fascia sign is on the east building elevation facing King George Boulevard, and therefore it does not comply with the original Development Permit (No. 7904-0121-00). The proposed upper floor fascia sign also does not comply with the amended Sign By-law, which limits upper floor signage to the name and address of the building and/or to a major tenant occupying the largest percentage of the floor area above the ground floor.
- However, the property owner has agreed to register a restrictive covenant on the property prohibiting any additional second floor signs if the current proposed fascia sign is approved. On this basis, the intent of the Sign By-law restrictions is being addressed by ensuring the proliferation of upper floor signage will not occur even though there are multiple upper floor tenants.
- The owner has agreed to remove all unauthorized exterior signage, which includes fascia signs and banner signs, from the existing building.
- The proposed fascia sign is high-quality and complies with all other requirements for upper floor fascia signs under the Sign By-law. The proposed sign is also compatible with the size of the subject commercial building and fits comfortably above the upper level windows.
- Staff support the variance for one (1) additional fascia sign above the first storey of the subject commercial building.

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. 7915-0013-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

DN/da

\\file-server1\net-data\csdc\generate\areaproduct\save\7474986087.doc
DRV 3/19/15 1:19 PM

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7915-0013-00

Issued To: TOOR & PATTAR ENTERPRISES LTD.
WADALA ENTERPRISES LTD.

("the Owner")

Address of Owner: 7420 - 149 Street
Surrey, BC V3S 0T9

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: 026-601-958
Lot 1 Section 22 Block 5 North Range 2 West New Westminster District Plan BCP22477

10663 - King George Blvd

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - To vary Part 5 Section 27(2)(a.1)(ii) of the Sign By-law, 1999, No. 13656 to allow one (1) additional fascia sign above the first storey of the subject commercial building for a tenant that does not occupy the largest percentage of the total floor area above the first storey.
4. The fascia sign shall be in accordance with the drawing numbered DVP No. 7915-0013-00(A) (the "Drawing"), which are attached hereto and form part of this development variance permit.
5. This development variance permit applies to only the portion of the building on the Land shown on Schedule A, which is attached hereto and forms part of this development variance permit.



31141 Kingfisher Place
Abbotsford B.C.

Cell 604-866-0700
rocketsigns@shaw.ca

Site Location:

The Car Finance Company Ltd.
Suite 205
10663 King George Blvd.
Surrey B.C.
V3T 2X8

Project Description:

48"x 120"
Channel letter LED lit sign

Date:

Specs:

Channel letters
16" - The Car Finance
22" Company
6.5" We care about your future,
not you past - 1.5" foam

Channel raceway to
match building colour
channel raceway
to match building color
Exit sign to be relocated, to
the satisfaction of the
Planning Department

Approval:

**THE CAR FINANCE
COMPANY** 
we care about your future, not your past

