

# City of Surrey PLANNING & DEVELOPMENT REPORT File: 7915-0226-00

Planning Report Date: November 2, 2015

## **PROPOSAL:**

# Development Permit

to permit installation of a comprehensive sign package and exterior façade renovation.

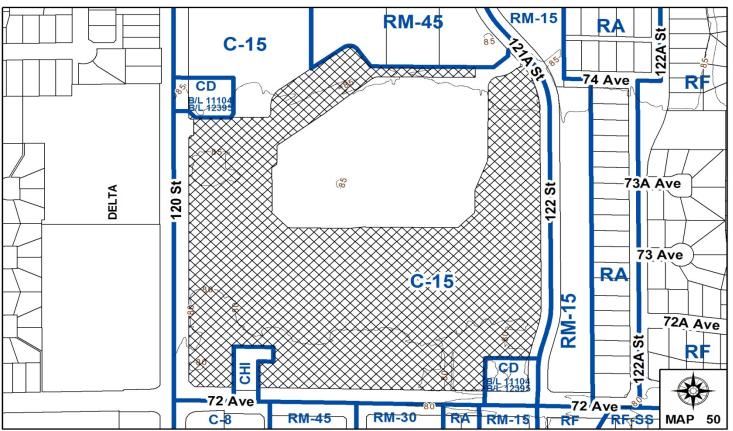
LOCATION: 12101 - 72 Avenue

**OWNER:** Riokim Holdings (Strawberry Hill)

Inc

**ZONING:** C-15

**OCP DESIGNATION:** Commercial



## **RECOMMENDATION SUMMARY**

• Approval to vary the Sign By-law through a comprehensive sign design package as detailed in Appendix II.

• Approval and issuance of Development Permit.

## DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking a variance to permit two additional fascia signs, for a total of four, on the subject property.
- Seeking a variance to permit one fascia sign to be located partially above the roofline of the building.

## **RATIONALE OF RECOMMENDATION**

- The proposed comprehensive sign package represents an architectural and aesthetic improvement to the site.
- The proposed signage is high-quality, is within the maximum permitted sign area, is appropriate in relation to the scale of the building, and complements the architectural improvements to the building.
- All non-conforming signage will be removed.
- The proposal will result in a significant decrease in the amount of signage on the site.

## RECOMMENDATION

1. Council approve the applicant's request to vary the Sign By-law as described in Appendix II.

2. Council approve Development Permit No. 7915-0226-00 for a comprehensive sign design package and authorize the Mayor and Clerk to execute the Permit (see Appendix V).

**NOTE**: If the Development Permit, as presented, is not acceptable to Council in

relation to the character of the development, including landscaping and siting, form, exterior design and finish of the building and other structures, including signage, Council may refer the Development Permit back to staff with

direction regarding any of these matters.

## **REFERRALS**

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

## SITE CHARACTERISTICS

Existing Land Use: A&W Drive-through restaurant with parking area, within the larger

Strawberry Hills Shopping Centre.

# Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Within Strawberry Hill	Retail Commercial	Commercial	C-15
Complex):			
East (Within Strawberry Hill	Drive-Thru	Commercial	C-15
Complex):	Restaurant (KFC)		
South (Across 72 Avenue):	Townhouses	Multiple	RM-30
		Residential	
West (Within Strawberry Hill	Retail Commercial	Commercial	C-15
Complex):	(Kin's Farm Market)		

#### **DEVELOPMENT CONSIDERATIONS**

# **Background & Site Context**

• The subject site is an existing drive-through restaurant located within the Strawberry Hills shopping complex, which contains a range of large format retail, entertainment uses, general and personal services, and eating establishments.

• The overall complex encompasses an area of approximately 14 hectares (34.5 acres). The A&W restaurant shares parking with the adjacent KFC drive-through restaurant and a Kin's Farm Market, all three of which are located within a 0.5 hectare (1.25 acre) block at the southern edge of the larger parent parcel, situated between the two 72 Avenue access points.

- This application concerns only the existing 221m² (2400 sq.ft.) drive-through A&W restaurant, addressed as 12133 72 Avenue. The restaurant was constructed in 1994-1995 under Development Permit No. 7993-0453-00 (for the overall complex).
- The existing restaurant is a free-standing building, with a wrap-around drive-through lane.
- At the time of initial construction permits were issued for 7 fascia signs, including 5 A&W logos distributed around the four faces of the building, as well as two 'Drive-Thru' signs on each side of the tallest parapet. Several other fascia and banner signs have since been installed without permits. Photos of the existing building are contained in Appendix III. Building elevation drawings associated with the original permit are contained in Appendix IV.

# **Proposal**

- The applicant proposes an exterior façade and signage upgrade to the existing building. All existing signage is proposed to be removed, and all exterior surfaces re-clad or repainted. No other changes are proposed to the site. Elevations are contained in Appendix V (Schedule A).
- The applicant proposes to vary the Sign By-law by way of a comprehensive sign Development Permit, to allow installation of four new fascia signs (Appendix V, Schedule B 1):
  - o Three A&W fascia signs on the west, south, and north elevations, one of which is proposed to be located on a parapet, partially above the roof line of the building; and
  - o One "Drive Thru" fascia sign on the north façade of the building.
- The Sign By-law allows for installation of a maximum of two (2) fascia signs on this building. Variances to the Sign By-law are required to permit the proposed four (4) fascia signs and to permit one of these signs to be located partially above the roofline.
- The following signage, which complies with the sign bylaw, is also proposed:
  - o Installation of window signage;
  - o Re-facing of all directional signs on site; and
  - o Re-facing of the drive-thru menu board.
- The applicant also proposes the following architectural features to complement the new signage:
  - o Installation of a 66cm (26") wide illuminated orange acrylic "boomerang" band around the perimeter of the building;
  - o Removal of the architectural arch above the existing fascia sign on the south façade of the building;
  - Renovation of the existing parapet on the west side of the building, where a new A&W fascia sign is proposed.

- o Removal of all glass canopies on the outside of the building;
- o Replacement of all aluminum cladding and, where required, stucco; and
- o Painting of all exterior surfaces.
- The proposed exterior building renovations are considered minor in nature. The
  colours, as well as form and character, are reasonably consistent with the original
  Development Permit for the site. The proposed changes can be included through
  Council's consideration of the comprehensive sign Development Permit. No separate
  Development Permit process for form and character is required.
- The Sign By-law allows Council to vary the sign bylaw through approval of a Development Permit that contains a comprehensive sign design package.
- The proposed new signage and building finishes are all detailed in Schedule B of the Development Permit, contained in Appendix V.

#### BY-LAW VARIANCE AND JUSTIFICATION

# (a) Requested Variance:

- To vary the Sign By-law to increase the permitted number of fascia signs from two (2) to four (4).
- To vary the Sign By-law to permit 1 fascia sign to be located partially above the roof line of the building.

# Applicant's Reasons:

- This franchise is proposing an exterior and signage renovation to remain consistent with corporate direction.
- All existing non-conforming signage will be removed.
- The proposed signage and façade upgrades are consistent with other A&W restaurants that have been approved throughout the City.

# Staff Comments:

- A sign permit was issued in 1994 to permit 2 of the existing "A&W" fascia signs to be located on parapets above the roofline. The proposed replacement signs are located in the same or similar locations.
- The location of the third and fourth signs, (the "A&W" logo and "Drive Thru" fascia) on the north façade is consistent with the location of signage in the original Development Permit.
- The location of signage is consistent with other A&W locations throughout the City which have also been reviewed and approved by Staff and Council where appropriate.

• The applicant is proposing a significant reduction in signage as compared to what was previously permitted as well as what is currently installed.

- The proposed signage is considered by staff to complement the exterior changes to the building and is an architectural and aesthetic improvement.
- The proposed signage and architectural changes are similar to three other existing A&W franchises 102 Avenue and Whalley Boulevard, 2303 King George Boulevard, and 7330 King George Blvd.

# **INFORMATION ATTACHED TO THIS REPORT**

The following information is attached to this Report:

Appendix I. Lot Owners, Action Summary and Project Data Sheets

Appendix II. Proposed Sign By-law Variances Tables

Appendix III. Existing Building Photos Appendix IV. Elevations (Existing)

Appendix V. Development Permit 7915-0226-00

original signed by Ron Hintsche

Jean Lamontagne General Manager Planning and Development

## DS/dk

# <u>Information for City Clerk</u>

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

1. (a) Agent: Name: Chris Parrish

Cache Ventures Inc.

Address: 1229 - Amazon Drive

Port Coquitlam, BC V<sub>3</sub>B<sub>7</sub>Y<sub>9</sub>

Tel: 604-307-4567 - Work

2. Properties involved in the Application

(a) Civic Address: 12101 - 72 Avenue

(b) Civic Address: 12101 - 72 Avenue

Owner: Riokim Holdings (Strawberry Hill) Inc

PID: 017-964-075

Parcel Identifier: 017-964-075

Lot 1 Except: Part Subdivided By Plan LMP45199; Section 19 Township 2 New

Westminster District Plan LMP5880

3. Summary of Actions for City Clerk's Office

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To allow two (2) additional fascia signs for a total of four (4) for the A&W Drive-Thru restaurant.	A maximum of two (2) fascia signs are permitted for each premises (Part 5, Section 27(2)(a)).	The proposed fascia signs are of an appropriate size and scale in relation to the proposed building.  Permits were previously issued for three (3) fascia signs, consistent with Development Permit 6793-0424-00.
2	To allow one fascia sign to be installed partially above the roofline of the building.	Fascia signs shall not extend above the roof line of the building face to which it is attached (Part 1, Section 6.(1.3)).	The fascia sign is located on a parapet which extends above the roofline of the building.

APPENDIX III

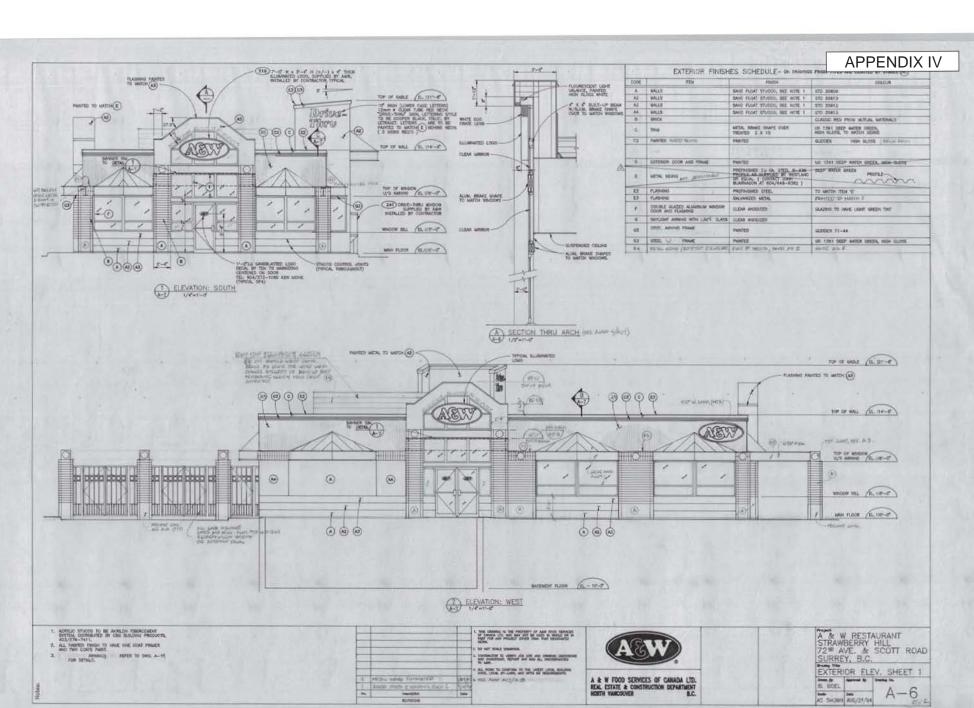
# Exterior Photos 72<sup>ND</sup> & Scott Rd

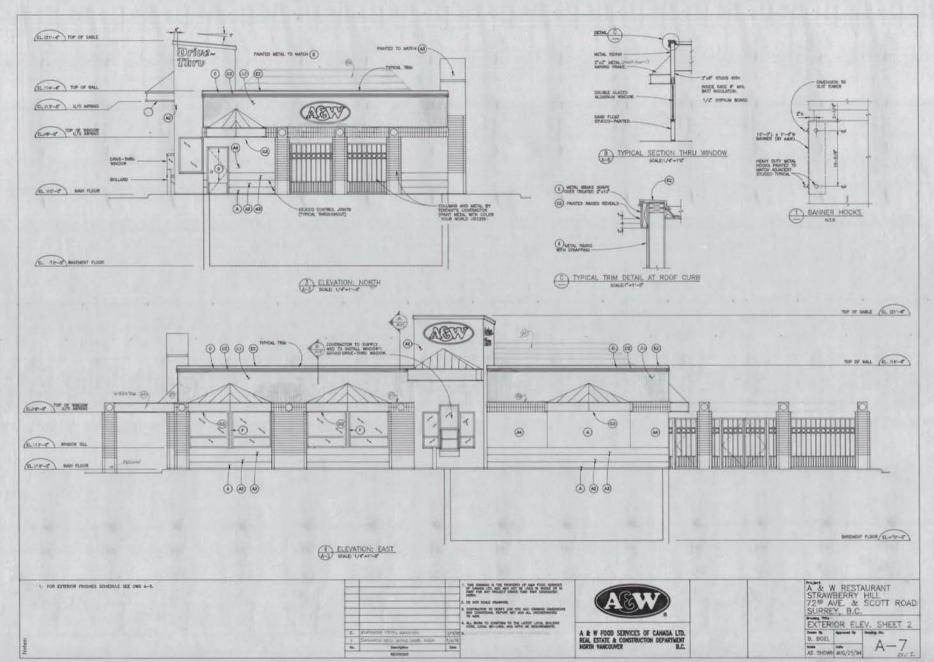












# **CITY OF SURREY**

(the "City")

#### **DEVELOPMENT PERMIT**

NO.: 7915-0226-00

Issued To: Riokim Holdings (Strawberry Hill) Inc

("the Owner")

Address of Owner: C/O RIOCAN MANAGEMENT (BC) INC

315-700 LAWRENCE AVE W TORONTO ON M6A 3B4

- 1. This development 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 permit.
- 2. This development 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: 017-964-075 Lot 1 Except: Part Subdivided By Plan LMP45199; Section 19 Township 2 New Westminster District Plan LMP5880 12101 72 Ave

(the "Land")

- 3. This development permit applies to only to that portion of the buildings and structures on the Land shown on Schedule B which are attached hereto and forms part of this development permit.
- 4. The Land has been designated as a Development Permit Area in Surrey Official Community Plan By-law, 2013, No. 18020, as amended.
- 5. Surrey Sign By-law, 1999, No. 13656, as amended, is varied as outlined on Schedule A which is attached hereto and forms part of this development permit, and as shown on the comprehensive sign design package Drawings I through X contained in Schedule B.
- 6. This development permit amends Development Permit No. 6793-0424-00.

7-	Minor changes to the Drawings that do not at landscaping and the siting, form, exterior des signage on the Land, may be permitted subject	ign, finish of buildings, structures and
8.	The Land shall be developed strictly in accord provisions of this development permit.	lance with the terms and conditions and
9.	This development permit shall lapse if the Ov construction with respect to which this develo- after the date this development permit is issu	opment permit is issued, within two (2) years
10.	The terms of this development permit or any who acquire an interest in the Land.	amendment to it, are binding on all persons
11.	This development permit is not a building per	mit.
	ORIZING RESOLUTION PASSED BY THE CO	UNCIL, THE DAY OF , 20 .
		Mayor – Linda Hepner
		City Clerk – Jane Sullivan
OTHE THE T	NSIDERATION OF COUNCIL'S APPROVAL OR GOOD AND VALUABLE CONSIDERATION ERMS AND CONDITIONS OF THIS DEVELOWE HAVE READ AND UNDERSTOOD IT.	, I/WE THE UNDERSIGNED AGREED TO
		Authorized Agent: (Signature)
		Name: (Please Print)

# Sign By-law Variances

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To allow two (2) additional fascia signs for a total of four (4) for the A&W Drive-Thru restaurant.	A maximum of two (2) fascia signs are permitted for each premises (Part 5, Section 27(2)(a)).	The proposed fascia signs are of an appropriate size and scale in relation to the proposed building.  Permits were previously issued for three (3) fascia signs, consistent with Development Permit 6793-0424-00.
2	To allow one fascia sign to be installed partially above the roofline of the building.	Fascia signs shall not extend above the roof line of the building face to which it is attached (Part 1, Section 6.(1.3)).	The fascia sign is located on a parapet which extends above the roofline of the building.

SCHEDULE B - I

#### <u>Legend</u> <u>N</u>

• — • — Optional items

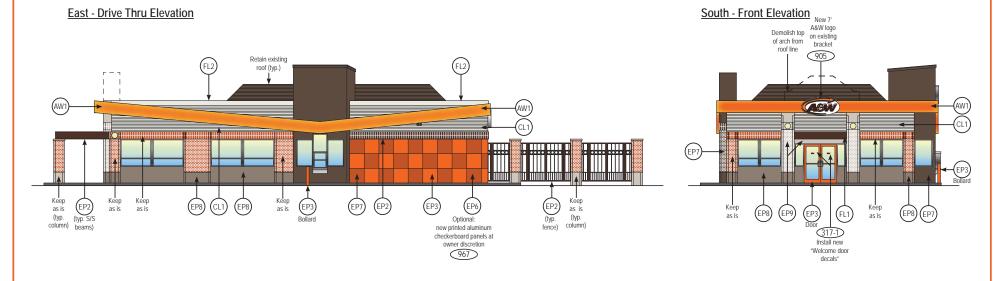
Denotes material finishes

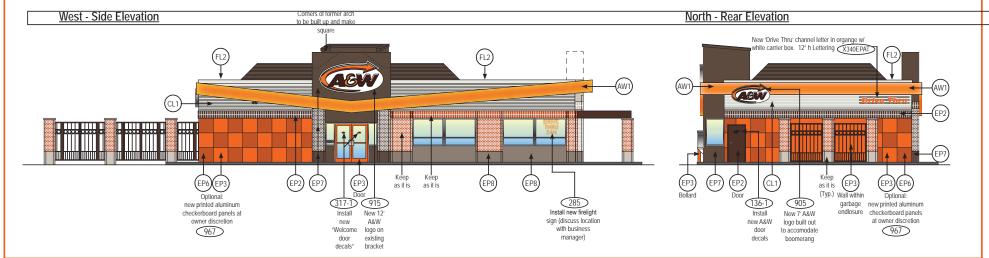
Denotes equipment number

#### Note:

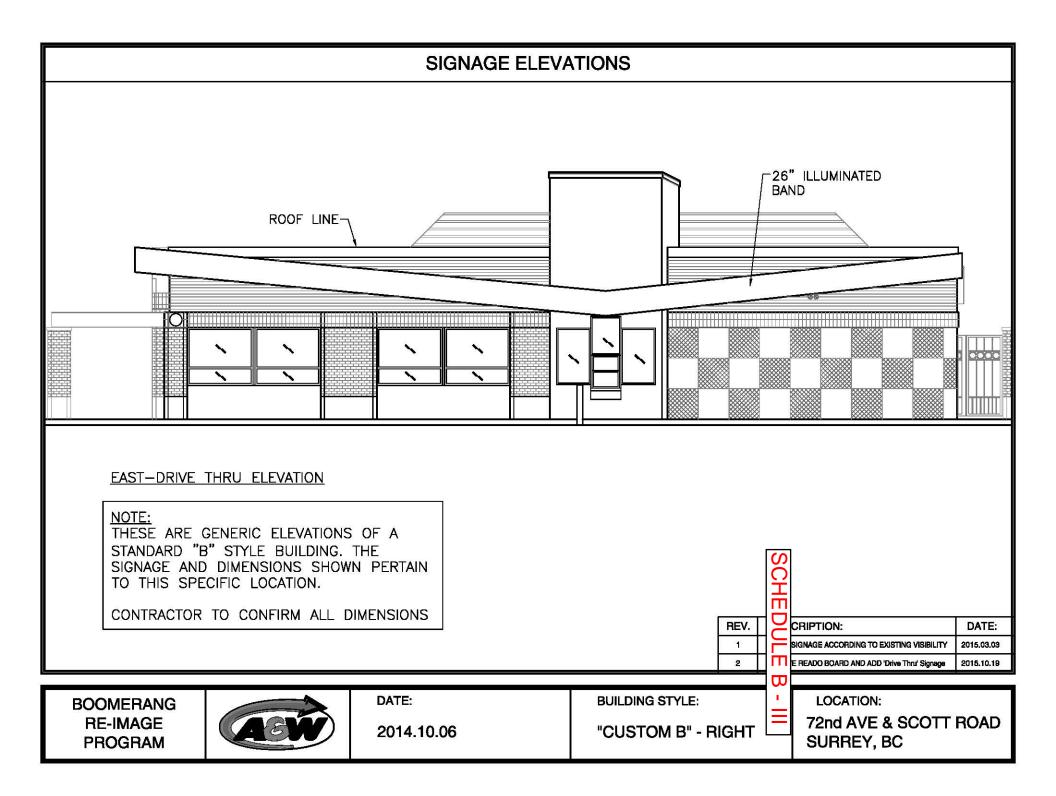
- Remove all existing signage and all exterior lighting through out.
- Hedges and trees around building to be trimmed to increase visibility

# 0339 72nd AVE & SCOTT ROAD, SURREY, BC Exterior: Elevations Illustrating New Finishes



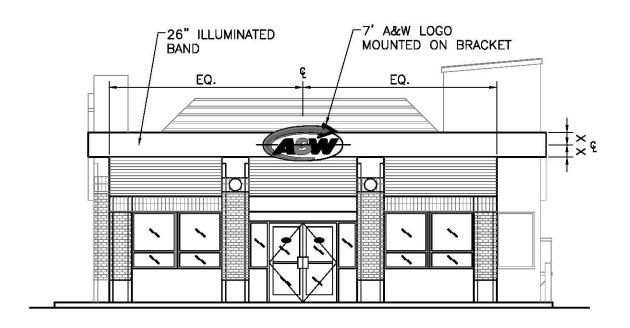


## SIGNAGE ELEVATIONS 2" GAP CENTER LINE OF OVAL (NOT BETWEEN SIGN SIGN) TO ALIGN WITH BOTTOM & BOOMERANG OF ILLUMINATED BAND 26" ILLUMINATED --ROOF LINE BAND TO CONTINUE EQ. ACROSS THE BACK OF BUILDING 7'-10<sup>1</sup>2" 7' A&W LOGO-SURFACED MOUNTED GC TO PROVIDE-FILLER PIECE BEHIND LOGO TO SUPPORT SIGN NEW 'DRIVE THRU' CHANNEL LETTER IN ORANGE W/ CARRIER BOX (COLOUR TO MATCH CLADDING)12" NORTH-BACK ELEVATION LETTERING (X340EPAT) NOTE: THESE ARE GENERIC ELEVATIONS OF A STANDARD "B" STYLE BUILDING. THE SIGNAGE AND DIMENSIONS SHOWN PERTAIN TO THIS SPECIFIC LOCATION. CONTRACTOR TO CONFIRM ALL DIMENSIONS SCRIPTION: REV. DATE: 1 R SIGNAGE ACCORDING TO EXISTING VISIBILITY 2015.03.03 2 VE READO BOARD AND ADD 'Drive Thru' Signage 2015.10.19 DATE: LOCATION: **BUILDING STYLE: BOOMERANG** 72nd AVE & SCOTT ROAD **RE-IMAGE** 2014.10.06 "CUSTOM B" - RIGHT **PROGRAM** SURREY, BC



# SIGNAGE ELEVATIONS EQ. EQ. 12' A&W LOGO -SURFACE MOUNTED 26" ILLUMINATED ROOF LINE-**BAND** WEST-SIDE ELEVATION NOTE: THESE ARE GENERIC ELEVATIONS OF A STANDARD "B" STYLE BUILDING. THE SIGNAGE AND DIMENSIONS SHOWN PERTAIN TO THIS SPECIFIC LOCATION. CONTRACTOR TO CONFIRM ALL DIMENSIONS REV. BCRIPTION: DATE: 1 SIGNAGE ACCORDING TO EXISTING VISIBILITY 2015.03.03 2 VE READO BOARD AND ADD 'Drive Thru' Signage 2015.10.19 W DATE: LOCATION: **BUILDING STYLE: BOOMERANG** 72nd AVE & SCOTT ROAD **RE-IMAGE** 2014.10.06 "CUSTOM B" - RIGHT SURREY, BC **PROGRAM**

# SIGNAGE ELEVATIONS



# SOUTH-FRONT ELEVATION

NOTE:

THESE ARE GENERIC ELEVATIONS OF A STANDARD "B" STYLE BUILDING. THE SIGNAGE AND DIMENSIONS SHOWN PERTAIN TO THIS SPECIFIC LOCATION.

CONTRACTOR TO CONFIRM ALL DIMENSIONS

REV.

ш

CRIPTION: DATE:
SIGNAGE ACCORDING TO EXISTING VISIBILITY 2015.03.03
E READO BOARD AND ADD 'Drive Thru' Signage 2015.10.19

BOOMERANG RE-IMAGE PROGRAM



DATE:

2014.10.06

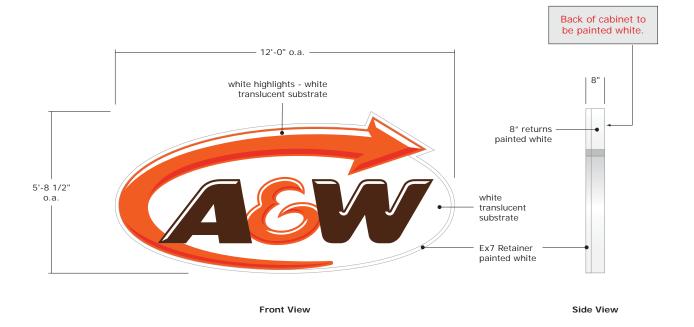
**BUILDING STYLE:** 

"CUSTOM B" - RIGHT

LOCATION:

72nd AVE & SCOTT ROAD SURREY, BC

#### SCHEDULE B - VI



Manufacture and Install... Exterior

# 12ft Single Face Illuminated Cabinet (Wall Mount)

Overall Size: 5'-8 1/2" X 12'-0" Total Area: 51.53 sq. ft. Est. Weight: 370 lbs

#### ♠ Construction: S/F Cabinet

Substrate: Lexan face c/w 1st surface vinyl Cabinet: Hinged cabinet painted white Retainers: Ex7 retainers painted white Illumination: T12 6500 K - H0 illumination

#### Graphics

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

#### Color Data

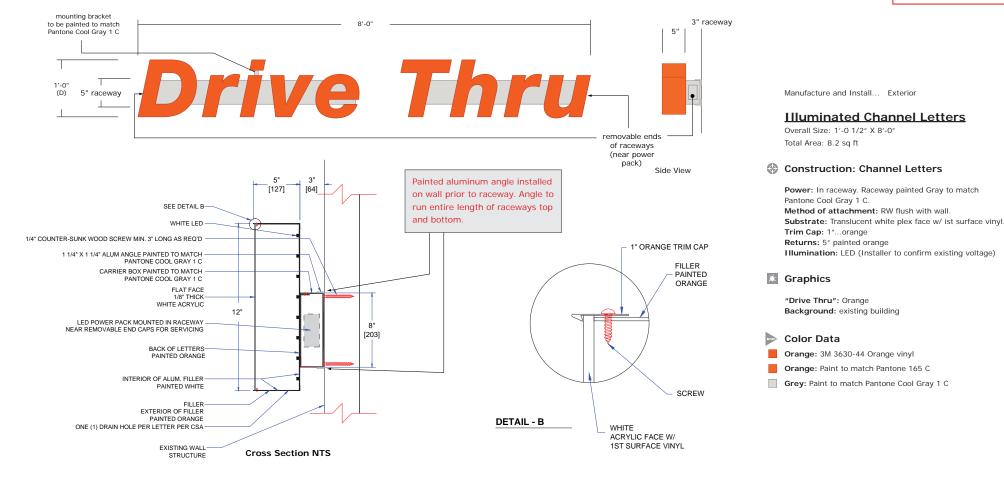
White: White translucent substrate / white paint

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

# See Technical Drawings For Construction Details



SCHEDULE B - VII





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

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

DATE: Oct 28, 2015 SKETCH: V15-4797 A

SALES: Randy Sigouin

ARTIST: D.F.

SCALE: 3/4" = 1'-0" VOLTAGE: **120 V req'd** 

PAGE: 1 of 1

Customer Approval

Landlord Approval

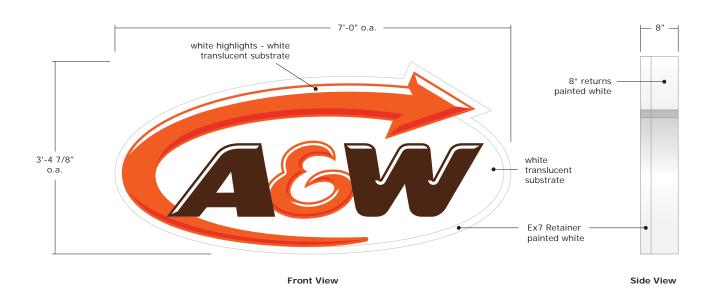
The design depicted herein is the sole property of Pattison Sign Group and may not be reproduced in whole or in part without prior written consent from the company. Actual colours, letter sizes and graphic layout may vary slightly due to the properties of materials.

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 #0339

Strawberry Hill 72 Ave. Surrey, BC



Manufacture and Install... Exterior

#### 7ft Single Face Illuminated Cabinet

Overall Size: 3'-4 7/8" X 7'-0" Total Area: 17.89 sq. ft. Est. Weight: 150 lbs

#### Construction: S/F Cabinet

Substrate: Lexan face c/w 1st surface vinyl Cabinet: Hinged cabinet painted white Retainers: Ex7...painted white

Illumination: T12 6500 K - HO illumination

#### Graphics

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

#### Color Data

White: White translucent substrate / white paint

Orange: 3M 3630-44 Orange vinyl
Red: 3M 3630-43 Lt. Tomato Red vinyl

Brown: 3M 3630-59 Dark Brown vinyl

# **See Technical Drawings For Construction Details**



2710 Kaslo Street Vancouver, BC, Canada V5M 4J1

Tel (604) 215-5526 Fax (604) 215-0696 www.pattisonsign.com DATE: Nov 3, 2010
SKETCH: AW009
SALES: Randy Sigouin
ARTIST: D.F.

SCALE: 3/4" = 1'-0" VOLTAGE: **120 V** PAGE: 1 of 1





A&W

Various Locations

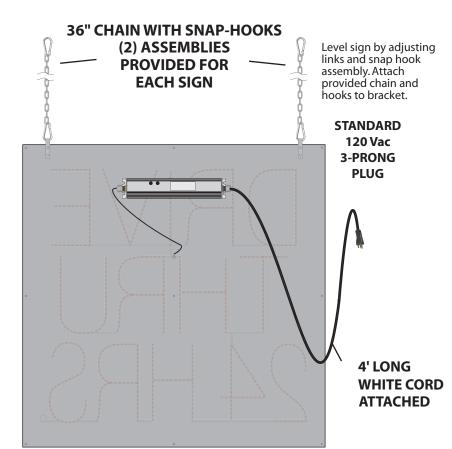


# INSTALLATION INSTRUCTIONS

# "DRIVE THRU 24 HRS." 36" x 36"

LED FIRELIGHT SIGN

SAFE LOW-VOLTAGE 12 Vac TRANSFORMER



QUOTE/PROJECT#:\_

LINKS:

PROD SHEET; B.O.M.;

ADDITIONAL;

RAWING DATE: PROJECT DUE DATE: SALES:

A&W RESTAURANT CANADA

CUSTOMER CONTACT NAM

DRAWN BY:

Y: SALES REPRESENTATIVE RRIS KEITH HANNAH

□ QUOTE COPY

☐ PRODUCTION COPY

XINSTALL COPY

COPYRIGHT

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LED FOOTAGE AND TRANSFORMER QUANTITES ARE ESTIMATES ONLY AND ARE BASED ON CUSTOMER SUPPLIED INFORMATION. A CTUAL PARTS AND LOCATIONS MAY VARY AT THE TIME OF INSTALL, DUE TO INSTALLATION METHOD. CUSTOMER MUST VERIFY BEFORE PROCEEDING WITH INSTALL.

REV. 0

LASER II LEON II FLEXT LED COLOR: ORANGE

MATERIAL: CLEAR ACRYLIC

**TOLERANCE:** 

+

SCALE:

REV. A

SHEET: 190-4055 1 PART NO.

CAUTION: SIGN WEIGHT=35lbs.-Professional Installation is Highly Recommended to prevent Accidents.

Proper Hardware Rated to Support Weight Should be used to Install.

CLEANING SIGN: Use only soft cotton cloth and mild cleansing solution (Novus Plastic Polish 1 Recommended). If very dusty, lightly remove dust first without swirling motion, then clean surface. To avoid scratches do not use paper towels to clean plastic surface.

Max. Amp 4.2

SCALE: NTS

# 9. Legend: Exterior Materials and Finishes

Standard Code	l Paint Colours <sup>1</sup> Manufacturer	Colour	Pantone	Swatch	
EP1	Left blank on purpos	6		entermente per la constante de	
EP2	Benjamin Moore	Hasbrouck Brown HC-71	476		
	(Primarily for exterior bul				
EP3	Benjamin Moore	Rumba Orange 2014-20	165		
	(Primarily for exterior menuboard, bollards, quirky checkerboard and exterior walls)				
EP4	Benjamin Moore	White Down OC-131	Warm Grey 1		
	(Primarily for exterior wa	ils)			
EP5	Left blank on purpos	6			
EP6	Benjamin Moore	Rust #2175-30	167		
	(Primarily for quirky checkerboard)				
EP7	Benjamin Moore	Sierra Spruce #2108-20	n/a		
	(Primarily for exterior repainted fin or tower)				
EP8	Benjamin Moore	Stardust #2108-40	n/a		

AND COMPANY OF THE PARTY OF THE				
Standard <sup>Code</sup>	Paint Colours Manufacturer	S <sup>1</sup> Calour	<b>Fantone</b>	Swatch
EP9	Benjamin Moore	Abalone #2108-60	n/a	
	(Primarily for exteri	or walls)		
EP10	Benjamin Moore	Horizon OC-53	n/a	
	(Primarily for exteri	or walls where cladding is not accepta	able)	
	Any	Silver	Silver 442C	
EP11	(Primarily for pole of existing pylon sign base for retrofits)			
Metals Code	Description	Product	Finish/Colour	Swatch
CL1		Vicwest Profile: CL 6025SR Gauge 26	Valspar WeatherX Cambridge White QC 16161	
	(Primarily for new exterior cladding, 4-6 weeks lead time)			
FL1	Metal Flashing	Source Locally	To match Pantone 476	
9 foot I	(Primarily for retrofitting bulkheads and former neon bands and above windows)			
FL2		Source	To match CL1	
	Flashing (Primarily for parap	Locally et flashing)		
abrics	t month to pure	3)		
ode	Manufacturer	Product	Finish/Colour	
DD-1	Eradi-Lite or	Awning fabric	#2751 Orange (standard)	
EV1	Awnshade	Awning fabric Use at entrances: Eradi-Lite more exp	#5123 Orange (standard) ensive, but superior)	

NOTE: 1) Paint colour specifications are provided for colour reference only, do not sample from this page. The type of paint (latex, oil-base, etc.) and finish (eggshell, high-gloss, etc.) will vary depending on the application and is further detailed in the Technical Notes.