

City of Surrey
PLANNING & DEVELOPMENT REPORT

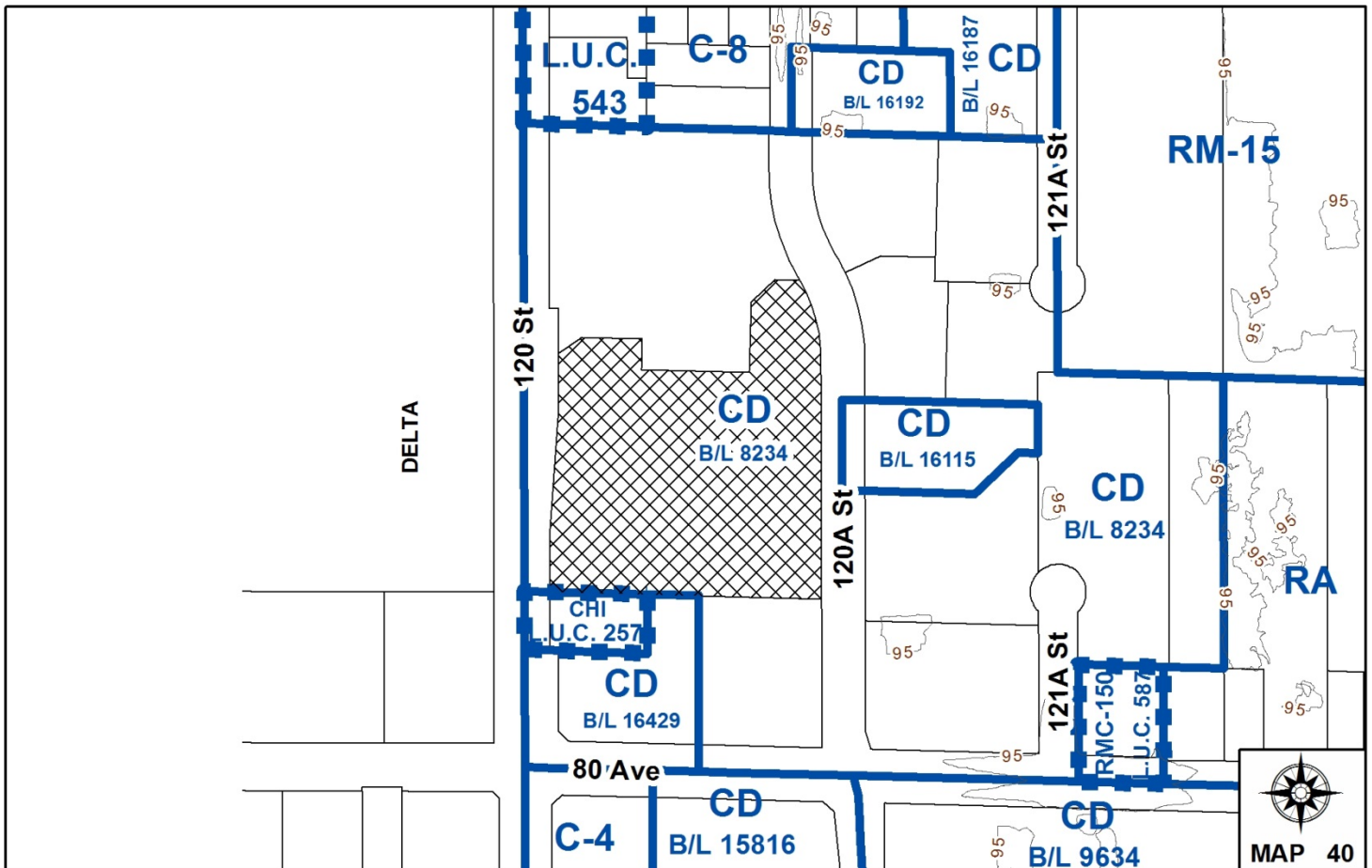
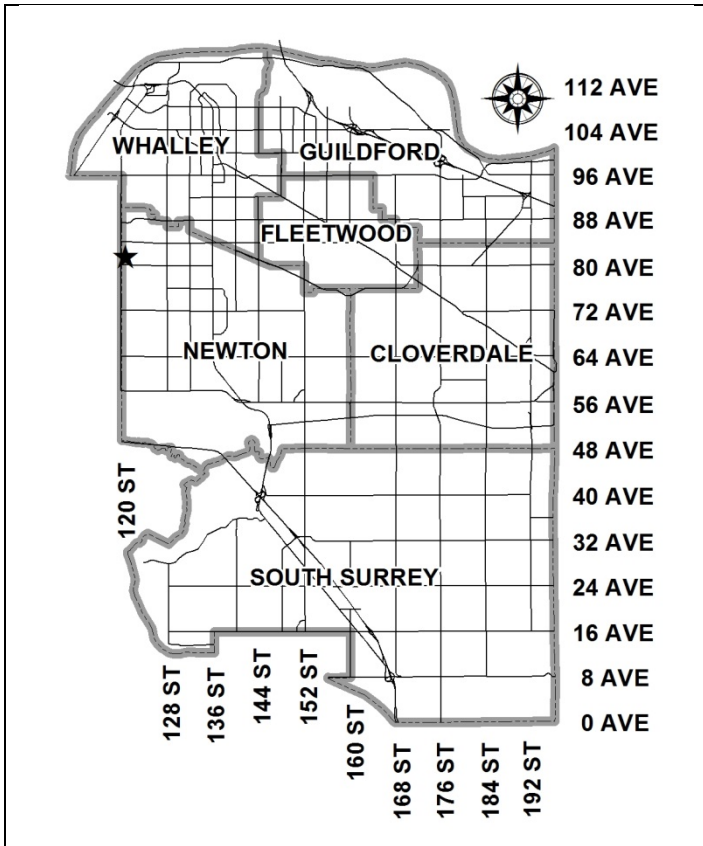
File: 7915-0398-00

Planning Report Date: May 30, 2016

PROPOSAL:

- **Development Variance Permit**
 to permit an additional fascia sign for a first floor tenant.

LOCATION: 8066 - 120 Street
OWNER: Scott Road 120 Street Holdings Ltd.
ZONING: CD (By-law No. 8234)
OCP DESIGNATION: Commercial



RECOMMENDATION SUMMARY

The Planning & Development Department recommends Council deny the request to vary the Sign By-law allowing for a third fascia sign, for an existing business on the subject property.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking a variance to the Sign By-law to permit one (1) additional fascia sign for a single premises, increasing the number of fascia signs from two (2) to three (3).

RATIONALE OF RECOMMENDATION

- Views of the existing fascia sign located on the west façade of the building (facing 120 Street) are obscured by boulevard trees and the free-standing sign for the shopping centre.
- The additional fascia sign is proposed to be located at the northwest corner of the building on a separate articulated façade and above the front entrance to the premises.
- The proposed additional fascia sign will be visible when travelling south on 120 Street but not visible when travelling north on 120 Street.
- Staff supports the addition of a new fascia sign at the northwest corner of the existing building, provided the existing fascia sign along the 120 Street façade is removed to ensure the premises remains in compliance with the Surrey Sign By-law.
- Staff does not support the variance to increase the number of allowable fascia signs, from two (2) to three (3).

- Council approved the Development Permit for the subject site in 1989 (Development Permit No. 6788-0540-00). The shopping centre development ("Scott Road Centre") consists of four (4) retail commercial buildings that were built in the late 1980s in accordance with the CD Zone and the original Development Permit.

Current Proposal:

- The applicant proposes to vary the Sign By-law in order to permit an additional fascia sign for a single premise, increasing the allowable number of fascia signs from two (2) to three (3).
- The tenant proposing the additional signage occupies the corner unit of a single storey building. The tenant has two existing fascia signs, one located on the west façade of the building (facing 120 Street) and one located on the north façade of the building. The proposed third fascia sign is proposed to be located at the northwest corner of the building on a separate articulated façade and above the front entrance to the premises.

Discussion:

- The Sign By-law allows for a maximum of two (2) fascia signs per premise in the building, provided that both are not located along the same façade of the premise.
- The additional fascia signage is proposed to be located at the northwest corner of the building on a separate articulated façade and above the front entrance to the premises. Currently, the tenant has one sign on the north façade and one sign on the west façade, as shown in Appendix III. The proposed third fascia sign requires a Development Variance Permit.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- to increase the allowable number of fascia signs for a single premise from two (2) to three (3).

Applicant's Reasons:

- The proposed third fascia sign will provide improved visibility of the premises and will enhance wayfinding for customers travelling south on 120 Street.
- The existing fascia sign on the west elevation has restricted visibility due to boulevard trees and the existing free standing sign for Scott Road Centre.
- The proposed additional fascia sign does not alter the essential character of the existing commercial environment and it is consistent with the Hakim Optical corporate image across Canada.
- The proposed sign is on an individually articulated façade above the entrance to the premises at the northwest corner of the building.

- The proposed sign is modest in size and the area of the three fascia signs combined complies with the Surrey Sign By-law.

Staff Comments:

- Views of the existing fascia sign located on the west façade of the building (facing 120 Street) are obscured by boulevard trees and the free-standing sign for the shopping centre. The west fascia sign is not visible when driving north on 120 Street.
- The additional sign will provided enhanced wayfinding for customers of the business, however, the proposed additional fascia sign will only be visible when travelling south on 120 Street, not when travelling north on 120 Street.
- Given that the fascia sign on the west façade is obscured from view, it is the view of Staff that this sign can be removed in favour of the proposed new fascia sign located at the northwest corner of the building on a separate articulated façade above the front entrance to the premises. Doing so will ensure that the premises remains in compliance with the Sign By-law and avoids the need for a Development Variance Permit.
- Staff do not support the requested variance for a third fascia sign.

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 Table
Appendix III	Building Elevations and Proposed Signage
Appendix IV.	Development Variance Permit No. 7915-0398-00

original signed by Ron Hintsche

Jean Lamontagne
General Manager
Planning and Development

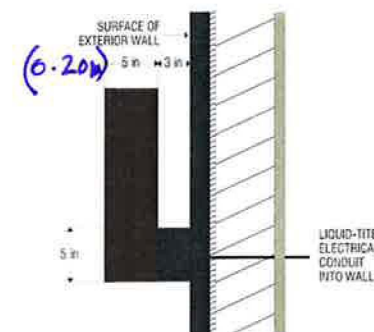
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APPENDIX II

PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To allow one (1) additional fascia signs for a total of three (3). The additional fascia sign is proposed for an individually articulated façade on the northwest corner of the building.	A maximum of two (2) fascia signs are permitted for each premises (Part 5, Section 27(2)(a)). However the signs cannot be located along the same façade, unless the tenant/building exceeds 3000m ² (10,760 sq.ft.).	The proposed fascia signs are of an appropriate size and scale in relation to the building. The proposed 3 rd fascia sign will provide enhanced wayfinding for customers travelling south on 120 Street as the existing fascia sign on the west elevation has restricted visibility due to boulevard trees and the existing free standing sign for Scott Road Centre.



Sign Area = 12.55 (+2)
(1.17 m²)

(1) SET OF RACEWAY-MOUNTED ILLUMINATED CHANNEL LETTERS TO BE INSTALLED ON DIAGONAL EXTERIOR WALL

- 5" DEEP ALUMINUM CANS w. EXTERIOR RETURNS PAINTED DARK BROWN PANTONE 476C ; 2119 ORANGE ORANGE ACRYLIC FACES c/w 1" DARK BROWN SILVATRIM EDGING
- RACWAYS WILL BE PAINTED TO MATCH WALL COLOUR: 9164X COLOR-MAX SOLID TO MATCH BENJAMIN MOORE 21 30-20 DEEP CAVIAR
- ILLUMINATION BY RED VALUE PLUS LEDS (OVERPOPULATED) INSIDE CANS



View travelling north on 120 Street



Travelling South on 120 Street



CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7915-0398-00

Issued To: SCOTT ROAD 120 STREET HOLDINGS LTD
("the Owner")

Address of Owner: 2420 Queens Avenue
West Vancouver, BC V7V 2Y6

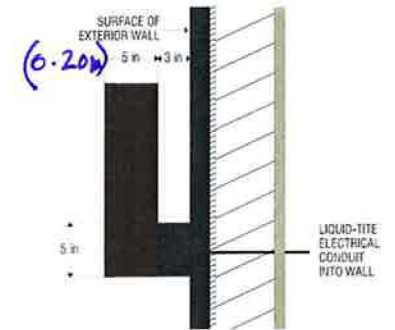
1. This development variance permit is issued subject to compliance by the Owner with all statutes, by-laws, orders, regulations or agreements, except as specifically varied by this development variance permit.
2. This development variance permit applies to that real property including land with or without improvements located within the City of Surrey, with the legal description and civic address as follows:

Parcel Identifier: 015-570-088
Lot B Section 30 Township 2 New Westminster District Plan 84061

8066 - 120 Street

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) To vary Part 5 Section 27(2)(a) of the Sign By-law, 1999, No. 13656 to allow one (1) additional fascia for a single premises.
4. The fascia sign shall be in accordance with the drawings shown on Schedule A which is attached hereto and forms 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.



Sign Area = 12.55 ft²
(1.17 m²)

(1) SET OF RACEWAY-MOUNTED ILLUMINATED CHANNEL LETTERS TO BE INSTALLED ON DIAGONAL EXTERIOR WALL

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