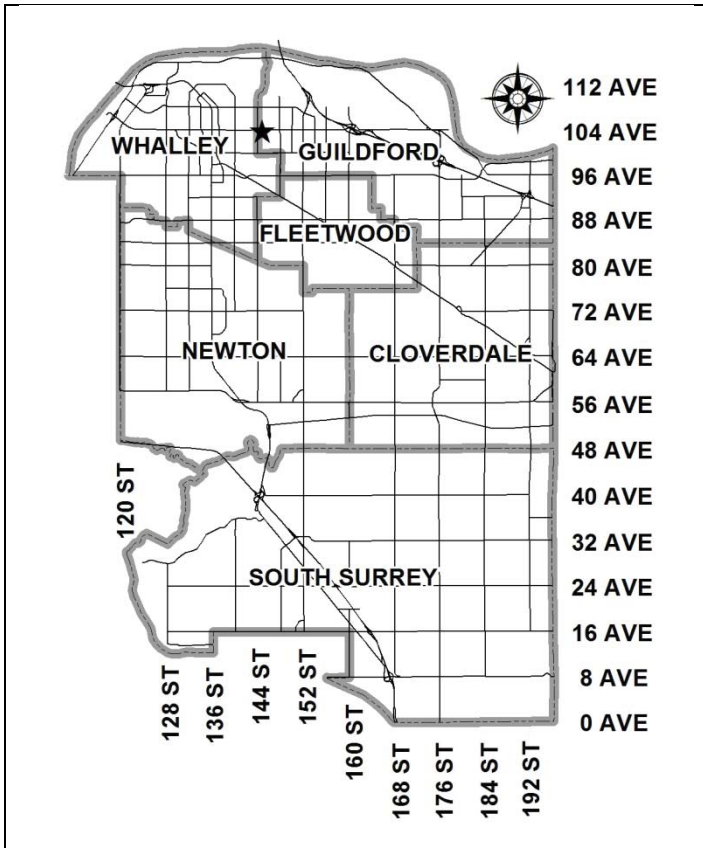


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7917-0192-00

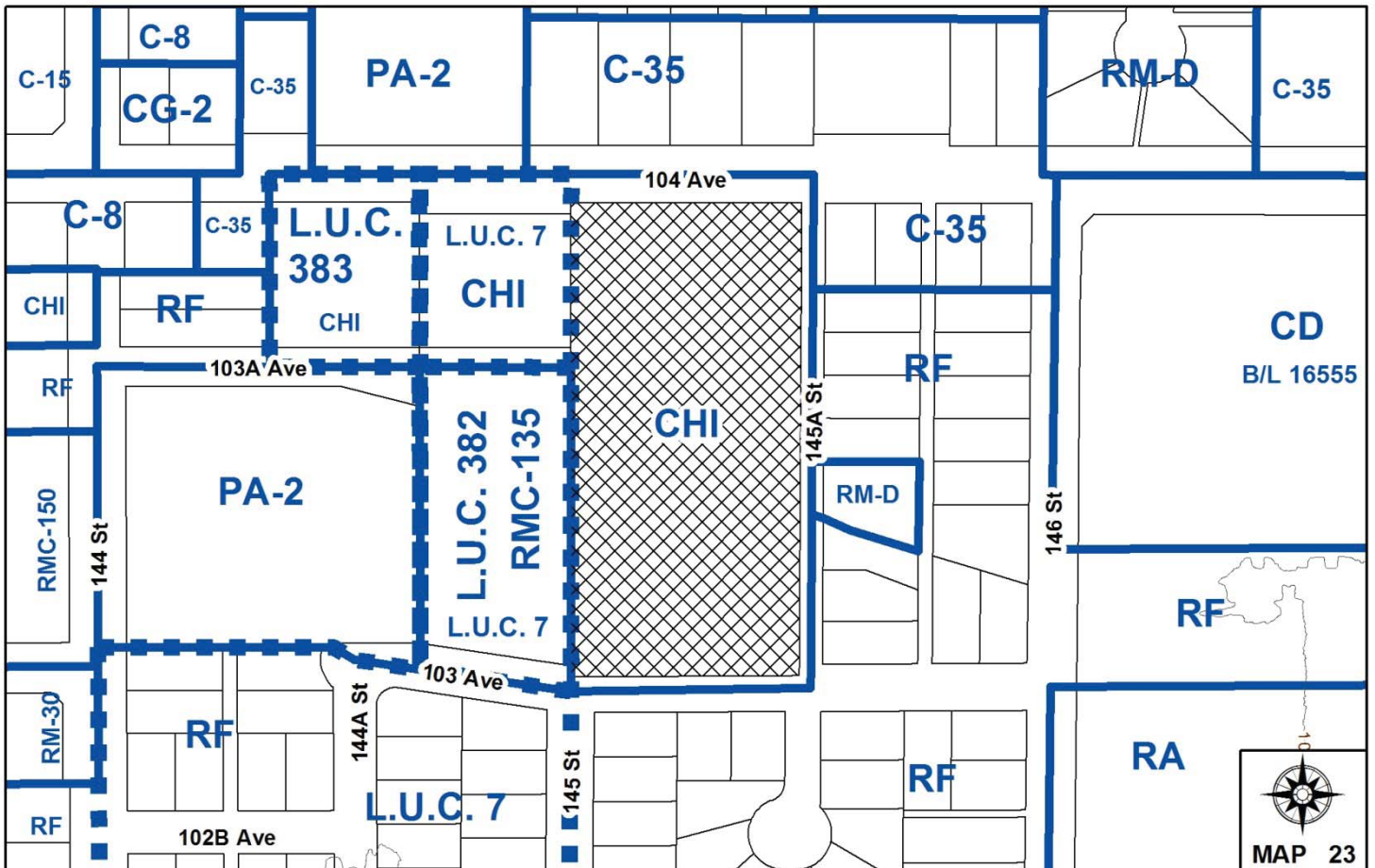
Planning Report Date: May 29, 2017



PROPOSAL:

- **Development Permit**
 to permit four (4) fascia signs for an existing automotive dealership building.

LOCATION: 14530 - 104 Avenue
OWNER: Aldergrove Services Ltd.
ZONING: CHI
OCP DESIGNATION: Multiple Residential



RECOMMENDATION SUMMARY

- Approval to vary the Sign By-law through a comprehensive sign design package.
- Approval and issuance of Development Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant is seeking to vary the Sign By-law through a comprehensive design package to:
 - increase the maximum number of fascia signs per premises from two (2) to four (4);
and
 - permit more than one (1) fascia sign to be located on the same façades.

RATIONALE OF RECOMMENDATION

- The combined sign area of all the proposed fascia signage meets the maximum permitted in the Sign By-law.
- The proposed signs are consistent with the colour and style of the newly renovated dealership building, approved under Development Variance Permit No. 7915-0241-00 on March 7, 2016.
- The proposed fascia signs are of an appropriate size and scale for the existing building and consist of high quality materials.
- The signs are important for wayfinding purposes and will help direct customers to the sales and parts and service entrances.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve the applicant's request to vary the Sign By-law as described in Appendix II.
2. Council approve Development Permit No. 7917-0192-00, including a comprehensive sign design package, and authorize the Mayor and Clerk to execute the Permit (Appendix III).

NOTE: If the Development Permit as presented is not acceptable to Council in relation to the character of the development, including signage, Council may refer the Development Permit back to staff with further direction.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Car dealership and related services (Mainland Ford).

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across 104 Avenue):	Vacant lots (1 cleared and 2 treed) and older duplex.	Multiple Residential	C-35
East (Across 145A Street):	Single family dwellings and duplexes.	Multiple Residential	C-35, RF and RM-D
South (Across 103 Avenue):	Single family dwellings.	Urban	RF
West:	Drive-through restaurant fronting 104 Avenue and vacant lot south of 103A Avenue under Application No. 7917-0190-00 for 4-storey apartment building (pre-Council).	Commercial and Multiple Residential	LUC No. 7 under Termination By-law No. 18950 (underlying Zone CHI) and LUC No. 382 (underlying Zone RMC-135)

DEVELOPMENT CONSIDERATIONS

- The subject site is located at the south-west corner of 104 Avenue and 145A Street and is approximately 1.95 hectares (4.83 acres) in size. The site is zoned "Highway Commercial Industrial Zone (CHI)" and designated Multiple Residential in the Official Community Plan (OCP). The site is occupied by an automotive dealership (Mainland Ford), which is a permitted use under the CHI Zone.
- The existing car dealership includes two buildings with a combined floor area of 3,412 square metres (36,726 sq.ft.). The existing buildings have a floor area ratio (FAR) of 0.17 and lot coverage of 16%, which comply with the maximum 1.0 FAR and 50% lot coverage of the CHI Zone.
- The larger building is centrally located within the lot and is used as the primary sales, service, and parts centre. The building has a total area of 2,164 square metres (23,293 sq.ft.) which includes a 1,900-square metre (20,451 sq.ft.) main floor area and a 264-square metre (2,841 sq.ft.) second floor area. The smaller building is located along the southern portion of the lot and is being used as a paint and body shop and is 1,268 square metres (13,648 sq.ft.) in size.
- The site underwent a significant renovation as part of Development Permit No. 7915-0241-00, which was issued by Council on March 7, 2016. The application included new fascia signage which was approved as part of a comprehensive sign design package. The approved signage consisted of a Ford logo sign, a dealership identifier "Mainland" sign and a free-standing Ford pylon sign. Other renovations included a number of exterior modifications, to the existing northerly dealership building and surrounding parking lot.

DESIGN PROPOSAL AND REVIEW

- The applicant is proposing a comprehensive sign design package Development Permit to permit additional fascia signage on the east elevation of the northerly dealership building, and to modify the size of two fascia signs previously approved under Development Permit No. 7915-0241-00.
- The two (2) newly proposed fascia signs include:
 - one (1) channel letter sign featuring the words "Parts", which will be painted "Ford Blue" with white LED illumination. The sign is approximately 2.32 square metres (25 sq.ft.) in area and protrudes 13 centimetres (5 in.) from the building façade. The sign will be mounted over the east elevation entrance of the existing northerly dealership building; and
 - one (1) channel letter sign featuring the words "Service", which will be painted "Ford Blue" with white LED illumination. The sign is approximately 3.12 square metres (34 sq.ft.) in area and protrudes 13 centimetres (5 in.) from the building façade. The sign will be mounted over the east elevation entrance of the existing northerly dealership building.
- The two (2) fascia signs proposed to be modified in size are as follows:

- one (1) Ford logo oval sign with white lettering on a blue background mounted on the north façade of the northerly dealership building. Under Development Permit No. 7915-0241-00, the approved sign was approximately 3.35 metres (11 ft.) wide and 1.3 metres (4.3 ft.) tall for a total area of approximately 4.36 square metres (47 sq. ft.). The applicant is now proposing to decrease the sign dimensions to approximately 2.76 metres (9.1 ft.) wide by 1.07 metres (3.5 ft.) tall for a total area of approximately 2.95 square metres (32 sq. ft.); and
- one (1) "Mainland" dealership identifier sign with blue channel lettering mounted on the north façade of the northerly dealership building. Under the previous Development Permit No. 7915-0241-00, the approved sign was approximately 4.9 metres (16 ft.) wide and 0.6 metre (2 ft.) tall for a total area of approximately 3 square metres (32 sq. ft.). The applicant is now proposing to increase the sign dimensions to 5.51 metres (18.1 ft.) wide and 0.66 metre (2.2 ft.) tall for a total area of approximately 3.64 square metres (39.2 sq. ft.).
- The Under Part 1 Introductory Provisions, Section 9 Variance of the Sign By-law No. 13656 Council may grant variances to the Sign By-law through the approval of a Development Permit. This is considered when a Development Permit application includes a comprehensive sign design package.
- Two (2) variances are proposed Sign By-law, No. 13656 to increase the maximum number of fascia signs per premises and to allow two (2) fascia signs to be located on the same façade (east elevation) of the existing northerly dealership building (see Appendix II).
- The proposed fascia signs are of a high quality design consistent with the renovated building design. The proposed fascia signage is below the maximum sign area permitted under the Sign By-law and the signs are of an appropriate size and scale in relation to the building.
- The signs are important for wayfinding purposes, as there are currently no signs to indicate to customers which entrance is for parts and service.
- Staff support the requested variances as part of a comprehensive sign design package.

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. Development Permit No. 7917-0192-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

RT/da

Information for City Clerk

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

1. (a) Agent: Name: Shauna Johnson
 Teck Construction LLP
 Address: 5197 - 216 Street
 Langley, BC V3A 2N4

2. Properties involved in the Application

- (a) Civic Address: 14530 - 104 Avenue

- (b) Civic Address: 14530 - 104 Avenue
 Owner: Aldergrove Services Ltd
 PID: 002-312-191
 Lot 2 Except: Firstly: Parcel "C" (Reference Plan 30163) and Secondly: Part (501.5 Square Metres) Bylaw Plan 57448; Section 30 Block 5 North Range 1 West New Westminster District Plan 1605

3. Summary of Actions for City Clerk's Office

- (a) Approval and issuance of Development Permit No. 7917-0192-00.

PROPOSED 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 an existing automotive dealership building.	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.
2	To allow two fascia signs to be installed on the same (east) building façade.	A maximum of two (2) fascia signs are permitted provided that both of the fascia signs are not located on the same façade of the premises (Part 5, Section 27(2)(a))	The "Parts" and "Service" fascia signs are both needed to direct customers to the appropriate building entrance.

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7917-0192-00

Issued To: Aldergrove Services Ltd.

(the "Owner")

Address of Owner: 19330 Langley By-Pass
Surrey, BC V3S 7R2

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: 002-312-191

Lot 2 Except: Firstly: Parcel "C" (Reference Plan 30163) and Secondly: Part (501.5 Square Metres) Bylaw Plan 57448; Section 30 Block 5 North Range 1 West New Westminster District Plan 1605

14530 - 104 Avenue

(the "Land")

3. This development permit applies to only the buildings and structures on the Land shown on Schedule A, which is 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. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development permit.
6. The comprehensive signage design package shall conform to the drawings numbered DP 7917-0192-00(A) through to and including DP 7917-0192-00(F) (the "Drawings"), which are attached hereto and form part of this development permit.

7. This development permit supplements Development Permit No. 7915-0241-00.
8. The land shall be developed strictly in accordance with the terms and conditions and provision of this development permit.
9. This development permit shall lapse if the Owner does not substantially start any construction with respect to which this development permit is issued, within two (2) years after the date this development permit is issued.
10. The terms of this development permit or any amendment to it, are binding on all persons who acquire an interested in the Land.
11. This development permit is NOT A BUILDING PERMIT.

AUTHORIZING RESOLUTION PASSED BY THE COUNCIL/DELEGATED OFFICIAL, THE DAY OF , 20 .

ISSUED THIS DAY OF , 20 .

Mayor

City Clerk

IN CONSIDERATION OF COUNCIL APPROVAL OF THIS DEVELOPMENT PERMIT AND OTHER GOOD AND VALUABLE CONSIDERATION, I/WE THE UNDERSIGNED AGREE TO THE TERMS AND CONDITIONS OF THIS DEVELOPMENT PERMIT AND ACKNOWLEDGE THAT WE HAVE READ AND UNDERSTOOD IT.



Authorized Agent: (Signature)

SHAUNA JOHNSON

Name: (Please Print)

OR

Owner: (Signature)

Name: (Please Print)

Sign By-law Variances

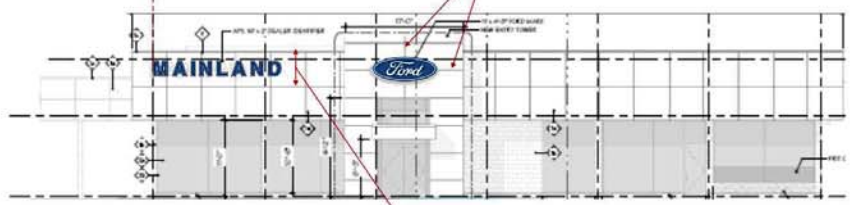
#	Variance	Sign By-law Requirement
1	To allow two (2) additional fascia signs for a total of four (4) for an existing automotive dealership building.	A maximum of two (2) fascia signs are permitted for each premises (Part 5, Section 27(2)(a))
2	To allow two (2) fascia signs to be installed on the same (east) building façade.	A maximum of two (2) fascia signs are permitted provided that both of the fascia signs are not located on the same façade of the premises (Part 5, Section 27(2)(a))

Drawing #
FORD-CL0A7053.120A1

Master #
FORD-FA042x0109.120A

ALIGN LETTER SET
TO LEFT WINDOW
EDGE AS SHOWN

LOGO CENTERED ON THESE BUILDING
PANEL REVEALS AS SHOWN



North Elevation

LETTER SETS CENTERED
ON THIS HEIGHT AS SHOWN

CENTER LETTER SET
OVER DOORS
AS SHOWN



East Elevation

Drawing No.
FORD-SP0A7053.000A1

Graphics File #
FORD-MS0A7053

DP 7917-0192-00 (A)

Graphic rendition is representative of specific signage. Colour / dimensional / material details should be verified using reference drawing specifications. Pride Signs Ltd. is not responsible for inherent variations caused by display and / or print variations.

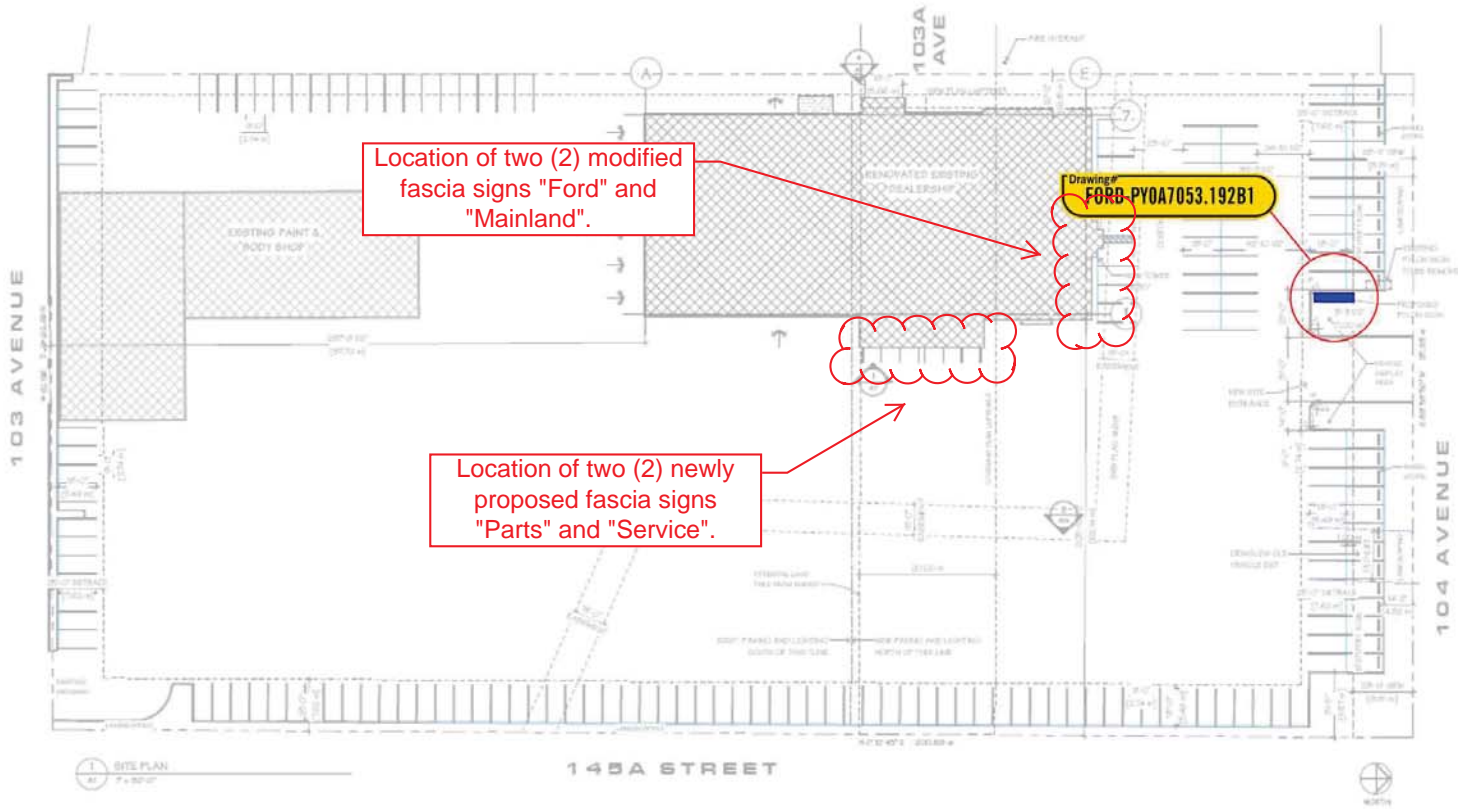
Preliminary Artwork
 Approved for Production
January 9, 2019 — B. Guse

CLIENT APPROVAL

REVISION DATES:
September 8, 2016 — B. Guse



■ Site Plan
Scale: N.T.S.



Drawing No.
FORD-SP0A7053.000A1

Graphics File #
FORD-MS0A7053

MA APPROVAL
NAME: _____
SIGNATURE: _____
DATE: _____

NMR APPROVAL
NAME: _____
SIGNATURE: _____
DATE: _____

Graphic rendition is representative of specific signage. Colour / dimensional / material details should be verified using reference drawing specifications. Pride Signs Ltd. is not responsible for inherent variations caused by display and / or print variations.

- Preliminary Artwork
- Approved for Production

CLIENT APPROVAL
REVISION DATES:



DP 7917-0192-00 (B)

■ Illuminated Fascia Sign
Scale: N.T.S.



▶ **Material Specifications**

- .125 aluminum constructed returns to be primed and painted Grip Guard Plus "Ford Blue" (PI-0294) & Clear Coat
 - Pride aluminum PTS frameless cover to be primed and painted Grip Guard Plus "Ford Blue" (PI-0294) & Clear Coat
 - White flex face with translucent vinyl applied to surface
 - White LED illumination
- Vinyl Colours:
- White graphics with a Black vinyl drop shadow
 - "Ford Blue" Avery 294c

Master File:
FORD-FA042X0109.120A

Ford Sign Type
FOVAL42

PL PA
6.31 m 2.315 sq.m

Electrical Requirements

120V

Graphic rendition is representative of specific alignment. Colour / dimensional / material details should be verified using reference drawing specifications. Pride Signs Ltd. is not responsible for inherent variations caused by display and / or print variations.

○ Preliminary Artwork

● Approved for Production
January 28, 2015 B. Guse
*added PL/PA call out

CLIENT APPROVAL

REVISION DATES:



PRIDE SIGNS



sacace



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Various Locations
Canada



DRAWN BY: T. Dodge
DATE: November 15, 2011

DP 7917-0192-00 (C)

■ Illuminated Channel Letters
Scale: N.T.S.



► **Material Specifications**

- Pre-painted White aluminum coil returns
- 3/16" White 7328 acrylic faces with "Ford Blue" Avery translucent vinyl applied to 1st surface
- 1" White trim cap
- White LED illumination

5" (127)



Side Profile
Scale: N.T.S.

Drawing No.
FORD-CLOA7053.120A1

Graphics File #
FORD-MS0A7053

PL PA
23.83 m 1.97 sq.m

Electrical Requirements

120V

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Preliminary Artwork

Approved for Production
January 9, 2019 — B. Guse

CLIENT APPROVAL

REVISION DATES:



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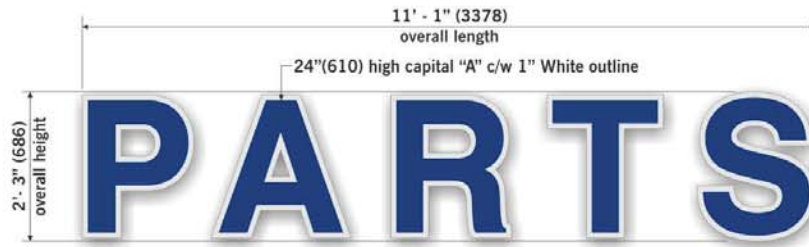
14530 104th Avenue
Surrey, British Columbia



DRAWN BY: B. Guse
DATE: March 20, 2015

DP 7917-0192-00 (D)

■ Illuminated Channel Letters
Scale: N.T.S.



5"
(127)



Side Profile
Scale: N.T.S.

Material Specifications

- Pre-painted White aluminum coil returns
- 3/16" White #7328 acrylic faces with "Ford Blue" Avery translucent vinyl applied to 1st surface
- 1" White trim cap
- White LED illumination

Drawing No.
FORD-CL027x0133.120A

PL PA
14.68 m 1.186 sq.m

DP 7917-0192-00 (E)

Electrical Requirements

120V

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- Preliminary Artwork
- Approved for Production
October 6, 2015 B. Guse
*updated locations to various
*revised acrylic to #7328

CLIENT APPROVAL

REVISION DATES:



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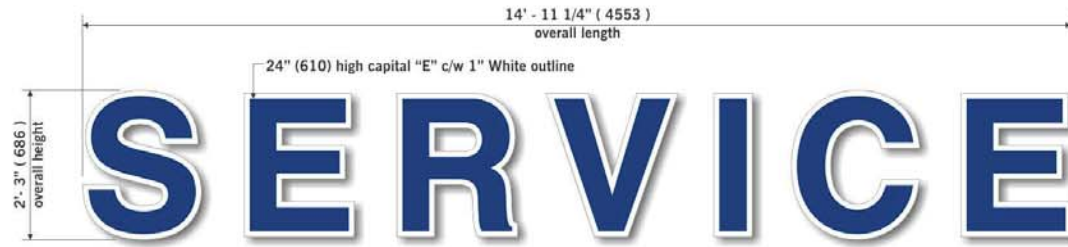
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Various Locations
Canada



DRAWN BY: T. Dodge
DATE: July 26, 2011

■ Illuminated Channel Letters
Scale: N.T.S.



Side Profile
Scale: N.T.S.

► Material Specifications

- Pre-painted White aluminum coil returns
- 3/16" White #7328 acrylic faces with "Ford Blue" Avery translucent vinyl applied to 1st surface
- 1" White trim cap
- White LED illumination

Master File #
FORD-CL027x0179.120A

PL PA
21.32 m 1.618 sq.m

Electrical Requirements

120V

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Preliminary Artwork

Approved for Production
October 6, 2015 B. Guse
*revised white acrylic to 7328

CLIENT APPROVAL

REVISION DATES:



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Various Locations
Canada



DRAWN BY: T. Dodge
DATE: July 26, 2011

DP 7917-0192-00 (F)