

NO: R174

COUNCIL DATE: September 14, 2009

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## REGULAR COUNCIL

TO: **Mayor & Council** DATE: **September 14, 2009**  
FROM: **General Manager, Planning and Development** FILE: **6630-00**  
SUBJECT: **Proposed Amendments to Policy No. O-8 - Development Proposal Signs**

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## RECOMMENDATION

The Planning and Development Department recommends that Council:

1. Receive this report as information; and
2. Approve amendments to Appendix I of City Policy No. O-8 - Development Proposal Signs by replacing Appendix I with a new Appendix I, a copy of which is attached to this report.

## INTENT

The purpose of this report is to obtain Council approval to replace Appendix I of City Policy No. O-8 - Development Proposal Signs, which reflects updates to the City of Surrey's corporate graphic standards.

## DISCUSSION

In accordance with City Policy No. O-8, a development proposal sign is to be posted on each site that is the subject of a land development application involving Subdivision, Rezoning, an Official Community Plan Amendment, a Land Use Contract Amendment or Discharge, a Temporary Use Permit, a Development Permit and/or a Liquor Permit Application. The development proposal sign is required to have a standard appearance, including size, font, format and colour. The signs act to alert the public to development applications that have been filed with the City.

Since March, 2009 the City has been transitioning to new fonts, colours, graphics and templates in accordance with its new logo and related branding. The new corporate logo was introduced on May 26, 2008, with a view to updating the City's visual identity.

The standard development proposal sign in Surrey has traditionally consisted of white lettering on a dark green (Pantone 335) background. It is appropriate that the development proposal sign standards be revised to reflect the new lighter green (Pantone 377) corporate colour and new logo. The proposed revisions will not alter the content or general format of the standard sign.

## CONCLUSION

To ensure that the current City logo and related graphic standards are consistently applied throughout the City, it is recommended that Council approve amendments to Appendix I of City Policy No. O-8 - Development Proposal Signs by replacing Appendix I (Development Proposal Sign templates) with a new Appendix I, a copy of which is attached to this report.

*Original signed by*

Jean Lamontagne  
General Manager  
Planning and Development

CA/kms/saw

Attachments:

Appendix I - Proposed Development Proposal Sign Templates

CITY OF SURREY

# DEVELOPMENT PROJECT SIGN

FOR PROJECTS WITH SUBDIVISION ONLY | DRAWING & SPECIFICATION



SIGN FACADE

## SIGN SPECIFICATIONS

SIGN TO HAVE 2" WHITE BORDER ALL AROUND.

BACKGROUND TO BE GREEN (PANTONE 377) WITH WHITE LETTERING OVER.

MAP AREA WILL BE WHITE WITH MAP DETAILS IN BLACK. MAP WILL SHOW ADJOINING ROADS, LAND INVOLVED AND NORTH ARROW.

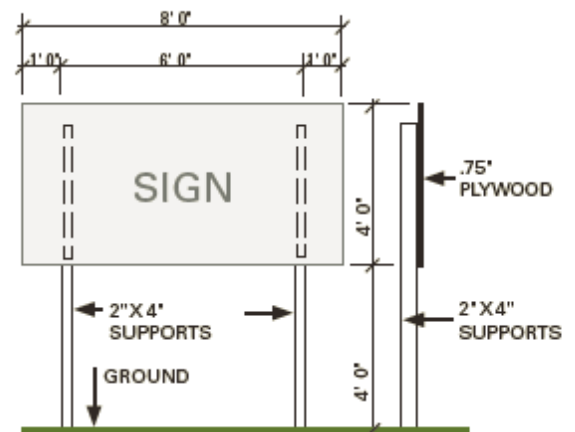
LETTERING: "DEVELOPMENT PROPOSAL" SHALL BE 3" HIGH HELVETICA NEUE BOLD.

THE PROPOSAL XX- XXX SHALL BE ASSIGNED BY THE PLANNING & DEVELOPMENT DEPARTMENT.

DEVELOPER'S NAME & PHONE NUMBER TO BE 2" HIGH HELVETICA NEUE ROMAN.

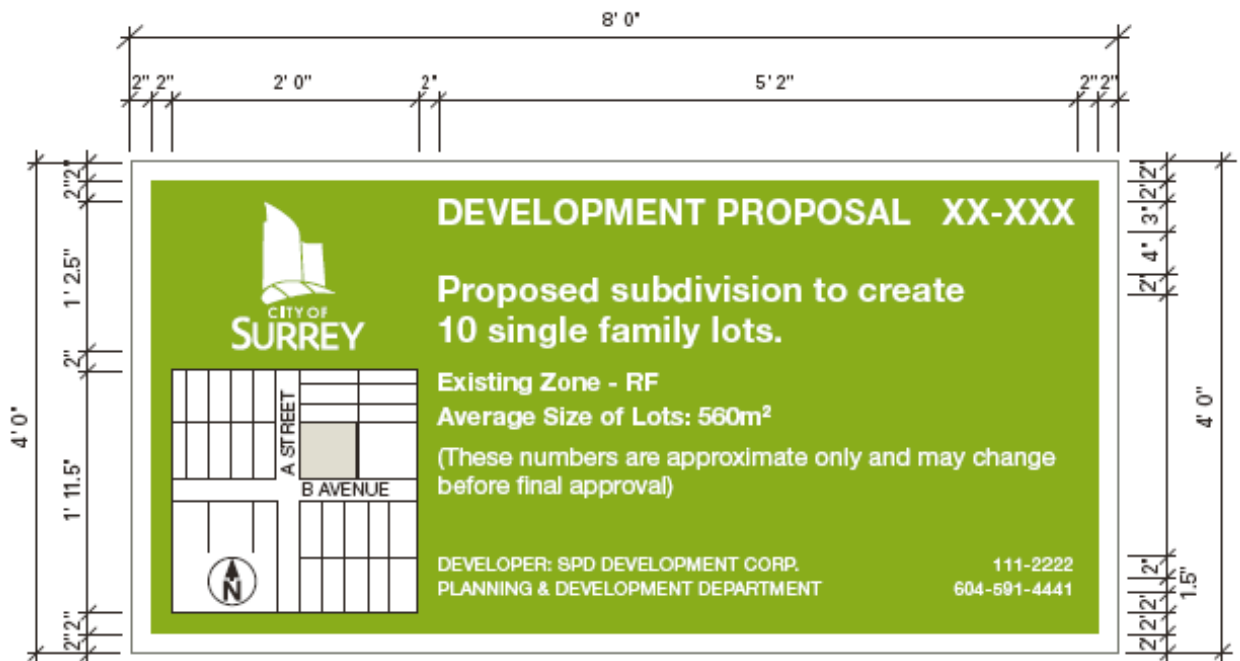
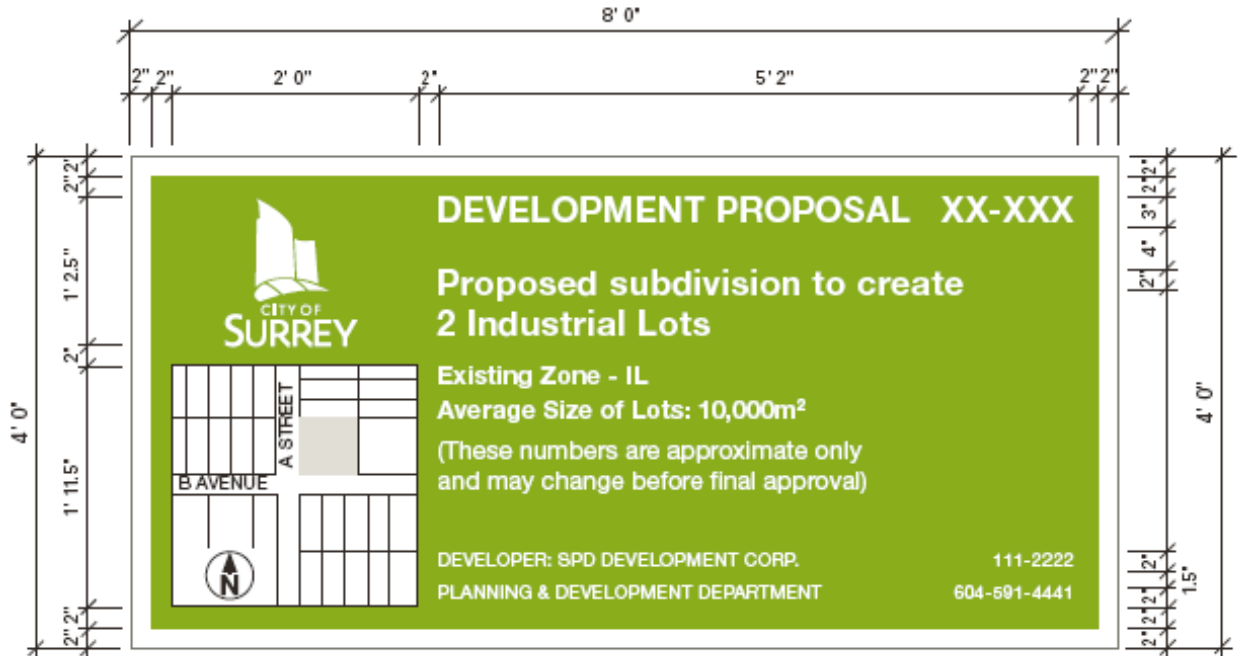
ALL LETTERING TO BE HELVETICA, (SEE SIGN SAMPLE) "PLANNING & DEVELOPMENT DEPARTMENT" TO BE 2" HIGH.

SURREY'S LOGO WILL BE PLACED IN WHITE AND USED IN ITS ENTIRETY AT ALL TIMES.



SIGN ERECTION DETAIL

# SIGN SAMPLE



# DEVELOPMENT PROJECT SIGN

PROJECTS WITH DEVELOPMENT PERMITS ONLY | DRAWING & SPECIFICATION



SIGN FACADE

## SIGN SPECIFICATIONS

SIGN TO HAVE 2" WHITE BORDER ALL AROUND.

BACKGROUND TO BE GREEN (PANTONE 377) WITH WHITE LETTERING OVER.

MAP AREA WILL BE WHITE WITH MAP DETAILS IN BLACK. MAP WILL SHOW ADJOINING ROADS, LAND INVOLVED AND NORTH ARROW.

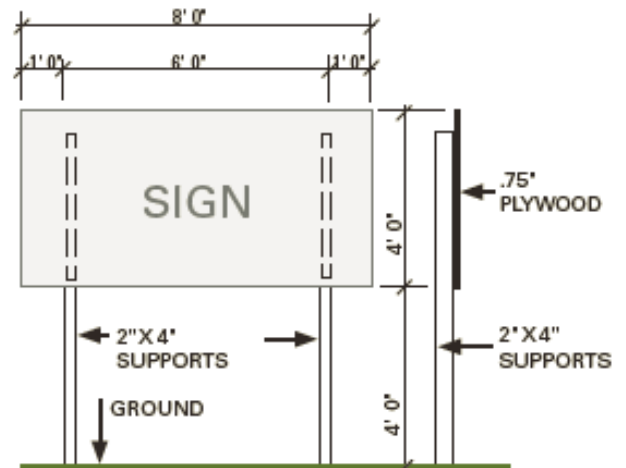
LETTERING: DEVELOPMENT PROPOSAL SHALL BE 3" HIGH HELVETICA NEUE BOLD.

THE PROPOSAL XX- XXX SHALL BE ASSIGNED BY THE PLANNING & DEVELOPMENT DEPARTMENT.

DEVELOPER'S NAME & PHONE NUMBER TO BE 2" HIGH HELVETICA NEUE ROMAN.

ALL LETTERING TO BE HELVETICA, (SEE SIGN SAMPLE) PLANNING & DEVELOPMENT DEPARTMENT TO BE 2" HIGH.

SURREY'S LOGO WILL BE PLACED IN WHITE AND USED IN ITS ENTIRETY AT ALL TIMES.



SIGN ERECTION DETAIL

# SIGN SAMPLE



CITY OF SURREY

# DEVELOPMENT PROJECT SIGN

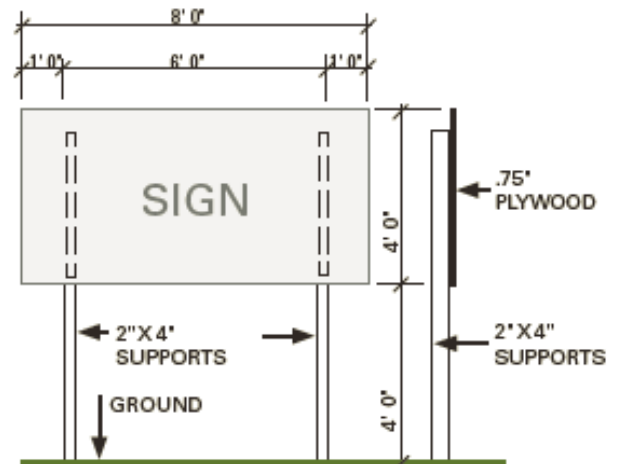
## REZONINGS & LUC AMENDMENTS & DISCHARGES | DRAWING & SPECIFICATION



SIGN FACADE

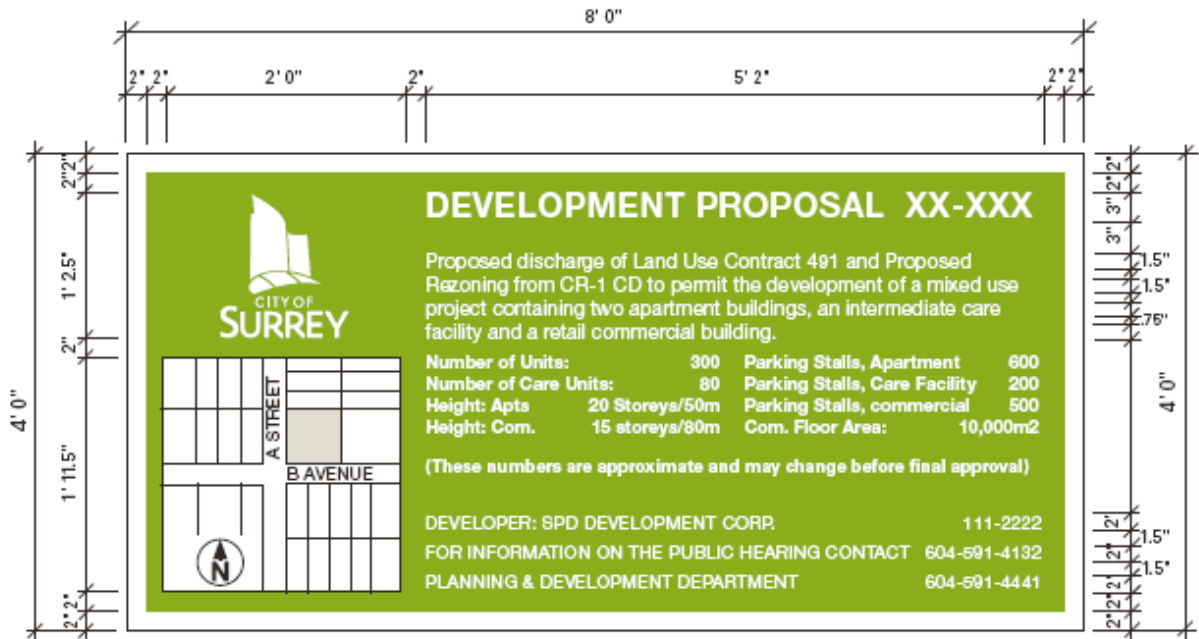
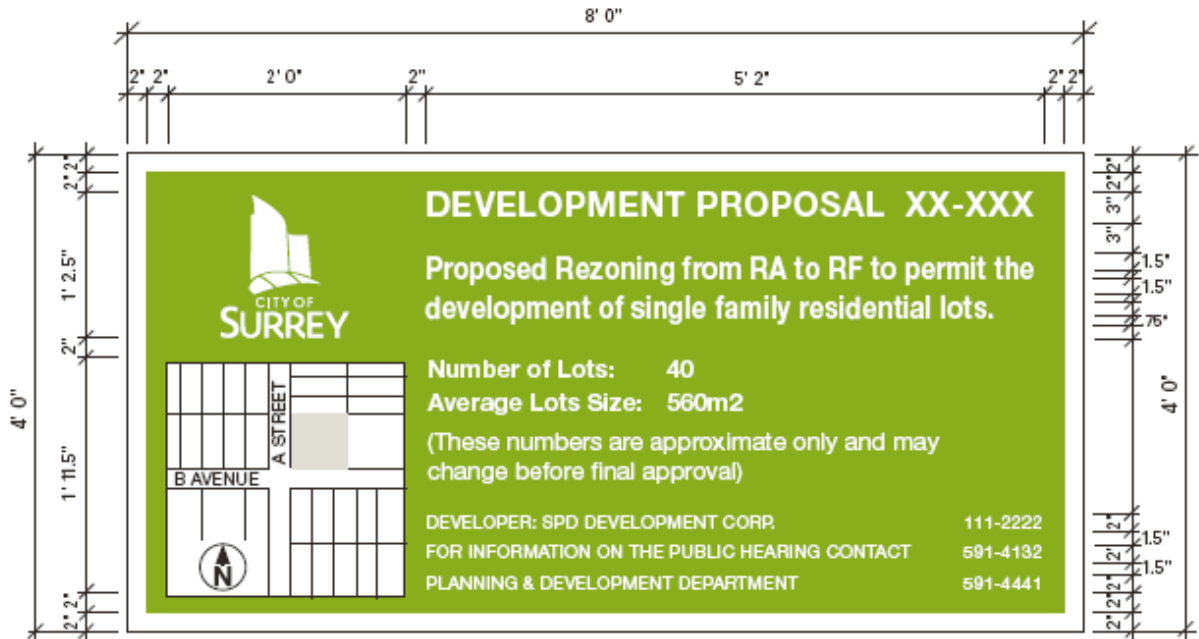
### SIGN SPECIFICATIONS

- SIGN TO HAVE 2" WHITE BORDER ALL AROUND.
- BACKGROUND TO BE GREEN (PANTONE 377) WITH WHITE LETTERING OVER.
- MAP AREA WILL BE WHITE WITH MAP DETAILS IN BLACK. MAP WILL SHOW ADJOINING ROADS, LAND INVOLVED AND NORTH ARROW.
- LETTERING: DEVELOPMENT PROPOSAL SHALL BE 3" HIGH HELVETICA NEUE BOLD.
- THE PROPOSAL XX- XXX SHALL BE ASSIGNED BY THE PLANNING & DEVELOPMENT DEPARTMENT.
- DEVELOPER'S NAME & PHONE NUMBER TO BE 2" HIGH HELVETICA NEUE ROMAN.
- ALL LETTERING TO BE HELVETICA, (SEE SIGN SAMPLE) PLANNING & DEVELOPMENT DEPARTMENT TO BE 2" HIGH.
- SURREY'S LOGO WILL BE PLACED IN WHITE AND USED IN ITS ENTIRETY AT ALL TIMES.



SIGN ERECTION DETAIL

# SIGN SAMPLE





# SIGN SAMPLE

**This logo is available for download from the City of Surrey website:**  
[www.surrey.ca/Doing Business/Land Development & Building/How to Brochures/Land Development Procedures](http://www.surrey.ca/Doing Business/Land Development & Building/How to Brochures/Land Development Procedures)

