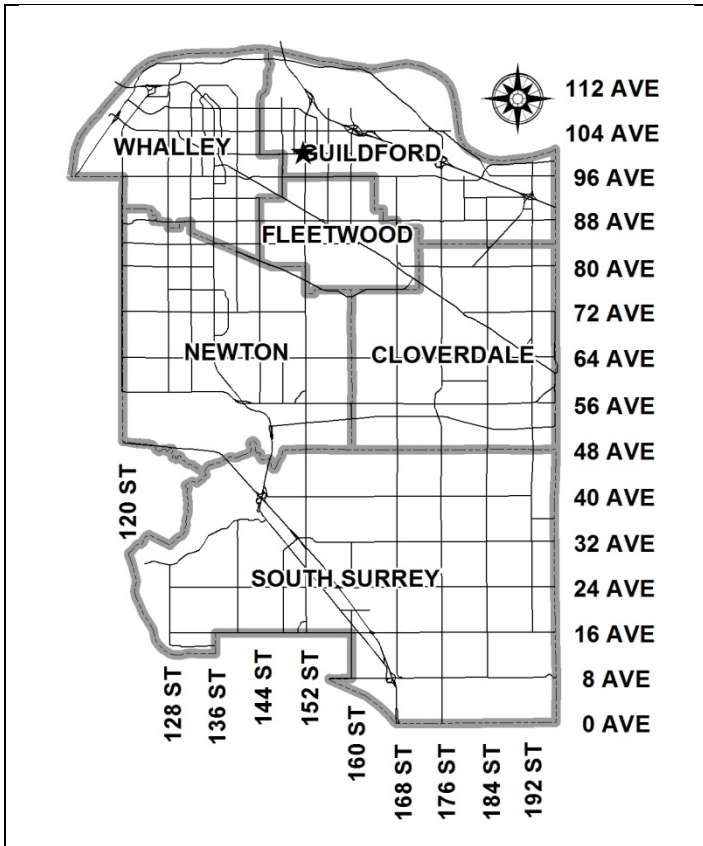


City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7915-0030-00

Planning Report Date: April 13, 2015



**PROPOSAL:**

- **Development Permit**

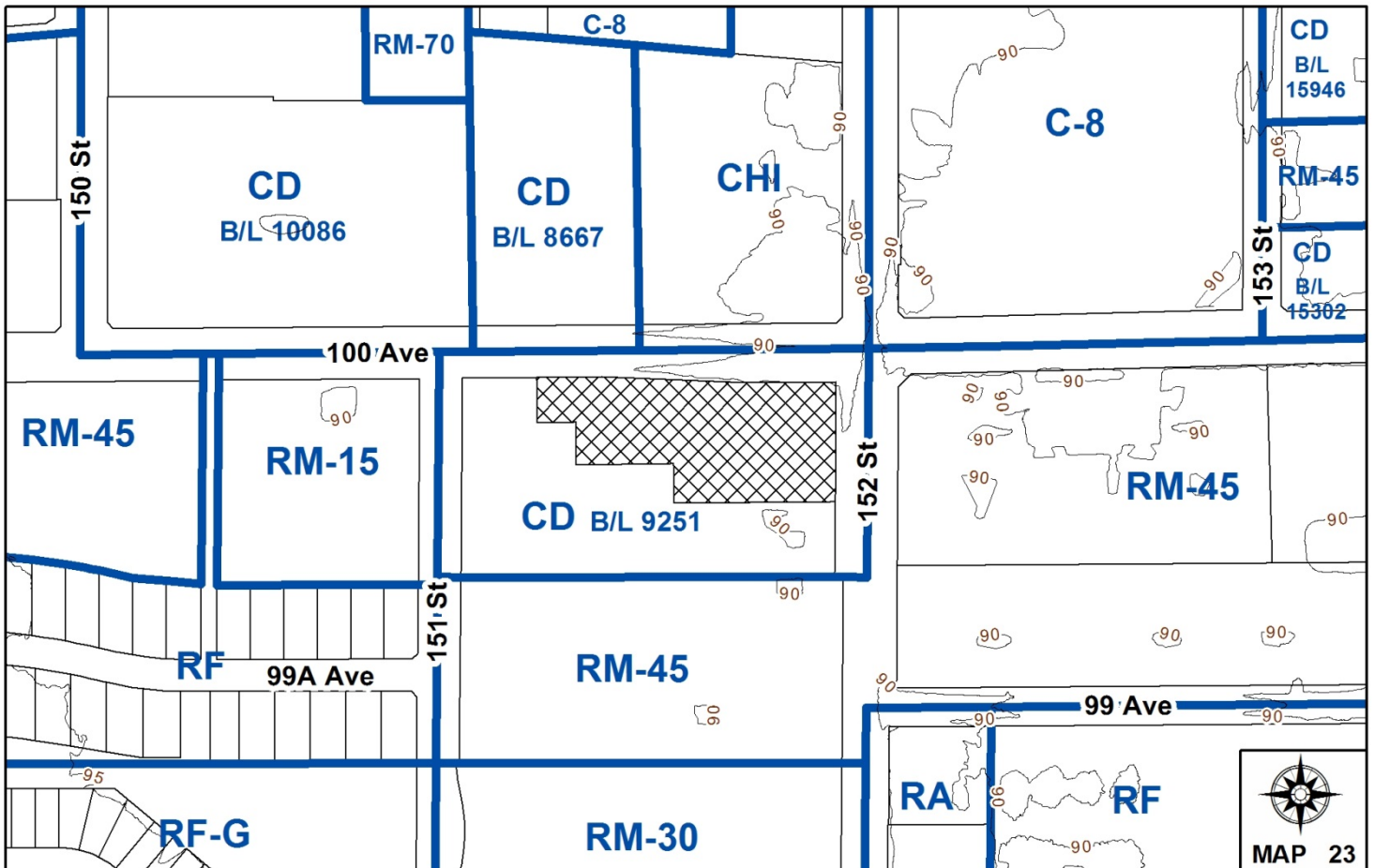
in order to permit a total of four (4) fascia signs for a convenience store in Guildford.

**LOCATION:** 15146 - 100 Avenue

**OWNER:** Guildford Towngate Investment Ltd.

**ZONING:** CD (By-law No. 9251)

**OCP DESIGNATION:** Commercial



### 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

- Seeking variances to the Sign By-law for the number of fascia signs and for the total fascia sign area permitted, through a comprehensive sign design package.

### RATIONALE OF RECOMMENDATION

- The proposed fascia signs are of an appropriate size and scale for the existing building, and predominantly involve refacing the fascia sign bands that were installed by the previous tenant, prior to the adoption of Sign By-law No. 13656.
- The proposed fascia signage has been designed to be integrated with the existing fascia signage throughout the shopping centre, and provides a clean, cohesive look with the existing buildings on the site.

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. 7915-0030-00 for a comprehensive sign design package and authorize the Mayor and Clerk to execute the Permit.

**NOTE:** If the Development Permit as presented is not acceptable to Council in relation to the design and character of the proposed 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: Multi-tenant commercial buildings.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across 100 Avenue):	Commercial buildings and automobile dealership (Hallmark Ford).	Town Centre	CD (By-law No. 8667) and CHI
East (Across 152 Street):	3-storey apartment buildings.	Multiple Residential	RM-45
South:	3-storey apartment building and townhouse development.	Multiple Residential	CD (By-law No. 9251)
West:	Townhouse development.	Multiple Residential	CD (By-law No. 9251)

DEVELOPMENT CONSIDERATIONSBackground

- The subject site is located at the south-west corner of 100 Avenue and 152 Street in Guildford. The site is designated Commercial in the Official Community Plan (OCP), is zoned "Comprehensive Development Zone (CD)" (By-law No. 9251), and is currently occupied by a commercial shopping centre (Guildford Towngate).

- Guildford Towngate encompasses a total of four (4) multi-tenant commercial buildings. All of the existing buildings are single-storey, except for the two-storey portion of the building located at the south-east corner of the subject site.
- The subject building, located at the north-east corner of the site, is divided into three (3) commercial retail units (CRUs). The two (2) easternmost CRUs are currently occupied by a chiropractic business and an animal hospital, which are both permitted as office and general service uses under the existing CD Zone (By-law No. 9251).
- The westernmost CRU, which is the subject of this development application, is currently vacant. The property owner has applied for a Tenant Improvement Permit for this CRU in order to renovate the tenant space for a convenience store (7-Eleven). No expansion of the building is proposed.
- The subject CRU was previously occupied by a credit union, which installed fascia sign bands on the north, south and west building elevations. This signage was installed in 1994, which was prior to the approval of the Sign By-law in 1999.
- The applicant is seeking to reface the three (3) existing fascia sign bands and add one (1) new separate fascia sign on the north building elevation, for a total of four (4) fascia signs. The Sign By-law permits a maximum of two (2) fascia signs per premise.
- The combined sign area of all four (4) proposed fascia signs is approximately 32 square metres (345 sq.ft.), which exceeds the maximum sign area of 16 square metres (172 sq.ft.) permitted under the Sign By-law for the subject CRU.

#### Current Proposal

- The applicant is proposing a comprehensive sign design package for the proposed signage, which includes two (2) variances to the Sign By-law – one for additional fascia signs and a second variance for increasing the maximum permitted sign area (see Appendix II for a detailed explanation of the variances). Staff are supportive of the variances as part of a comprehensive sign design package for the subject building.
- Under Part 1 Introductory Provisions, Section 9 Variance of 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, as in the current proposal, has been submitted to Council that includes a comprehensive sign design package containing a sign or signs that require variances of Sign By-law provisions.

#### DESIGN PROPOSAL AND REVIEW

- Three (3) of the proposed fascia signs will be installed in the existing sign bands on the north, south and west elevations of the subject building, beneath the roof soffit. The fourth fascia sign is a separate logo sign on the north elevation.

- The proposed fascia signs are illuminated and include the 7-Eleven logo and corporate-coloured stripes in orange, green and red. The proposed fascia signs are consistent with the existing signage on the buildings throughout the site. The majority of the proposed signage will be located in already constructed sign bands that were installed by the previous tenant in 1994.
- Although the total sign area of all proposed fascia signs for the subject CRU exceeds the maximum sign area permitted by the Sign By-law, the majority of the sign area is comprised of corporate colour banding, which does not clutter the façade.

#### 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. 7915-0030-00

*original signed by Judith Robertson*

Jean Lamontagne  
General Manager  
Planning and Development

DN/da

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DRV 4/9/15 9:23 AM

Information for City Clerk

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

1. (a) Agent:      Name:                Shayne Hoecherl  
   Selkirk Signs  
   Address:            421 - Patterson Street West  
   Cranbrook, BC V1C 6T3  
  
   Tel:                    (250) 420-4000

2.      Properties involved in the Application

- (a)      Civic Address:                15146 - 100 Avenue
  
- (b)      Civic Address:                15146 - 100 Avenue  
   Owner:                Guildford Towngate Investment Ltd.  
   PID:                    013-047-957  
   Lot B Section 32 Block 5 North Range 1 West New Westminster District Plan 80467

## PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To allow four (4) fascia signs, two (2) of which will be on the same façade, for the subject commercial retail unit (CRU) located in the building at the north-east corner of the site.	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 proposed fascia signs are of an appropriate size and scale in relation to the existing building, and predominantly replace an existing sign band that was previously installed on the subject building.
2	To increase the maximum sign area of all fascia signs for the subject commercial retail unit (CRU) located in the building at the north-east corner of the site, from 16 square metres (172 sq.ft.) to 32 square metres (345 sq.ft.).	A maximum sign area of 16 square metres (172 sq.ft.) is permitted for the subject CRU, based on its south premise frontage of 17.3 metres (57 ft.) and a maximum allowance of 1.0 square metre per linear metre (3 sq.ft. per linear foot) of the premise frontage.	The proposed fascia signs are consistent with the fascia signage approved throughout the shopping centre, and provide a clean, cohesive look with the existing buildings on the site.

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7915-0030-00

Issued To: GUILDFORD TOWNGATE INVESTMENT LTD.

("the Owner")

Address of Owner: 3751 - Shell Road, Unit 118  
Richmond, BC V6X 2W2

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: 013-047-957

Lot B Section 32 Block 5 North Range 1 West New Westminster District Plan 80467

15146 - 100 Avenue

(the "Land")

3. This development permit applies to only that portion of the buildings and structures on the Land shown on Schedule B, 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 form and scale of the fascia signage shall be in accordance with the drawings numbered DP #7915-0030-00(A) through to and including DP #7915-0030-00(B) (the "Drawings"), which are attached hereto and form part of this development permit.



6. Minor changes to the Drawings may be permitted subject to the approval of the City.
7. The comprehensive signage design package shall conform to the attached Drawings.
8. 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 Drawings.
9. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development permit.
10. 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.
11. The terms of this development permit or any amendment to it, are binding on all persons who acquire an interest in the Land.

12. This development permit is not a building permit.

AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , 2015.  
ISSUED THIS DAY OF , 2015.

\_\_\_\_\_  
Mayor – Linda Hepner

\_\_\_\_\_  
City Clerk – Jane Sullivan

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

\_\_\_\_\_  
Authorized Agent: (Signature)

\_\_\_\_\_  
Name: (Please Print)

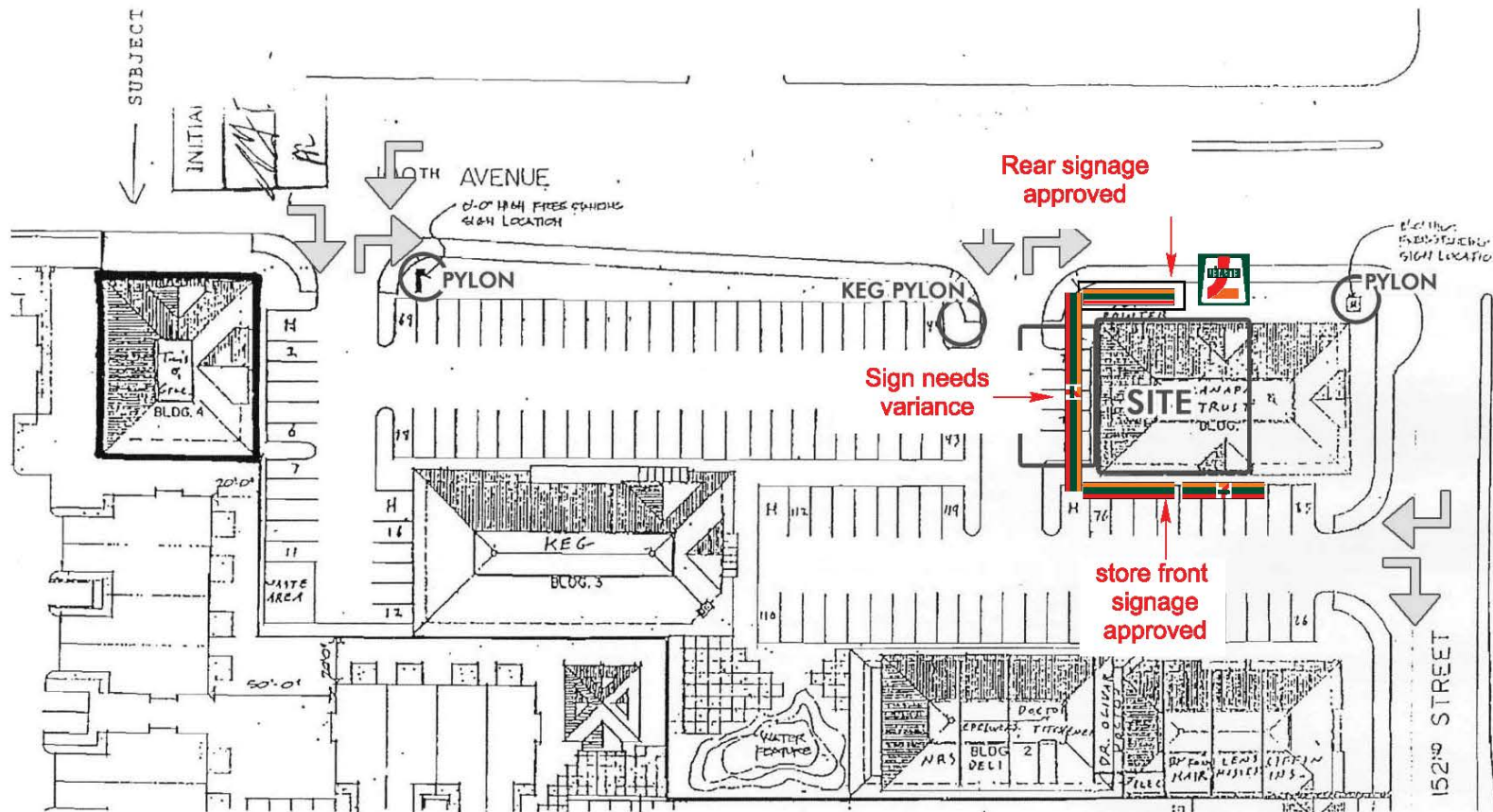
OR

\_\_\_\_\_  
Owner: (Signature)

\_\_\_\_\_  
Name: (Please Print)

**Sign By-law Variances**

#	Variance	Sign By-law Requirement
1	To allow four (4) fascia signs, two (2) of which will be on the same (north) façade, for the subject commercial retail unit (CRU) located in the building at the north-east corner of the site.	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)).
2	To increase the maximum sign area of all fascia signs for the subject commercial retail unit (CRU) located in the building at the north-east corner of the site, from 16 square metres (172 sq.ft.) to 32 square metres (345 sq.ft.).	A maximum sign area of 16 square metres (172 sq.ft.) is permitted for the subject CRU, based on its south premise frontage of 17.3 metres (57 ft.) and a maximum allowance of 1.0 square metre per linear metre (3 sq.ft. per linear foot) of the premise frontage.



**SELKIRK SIGNS**  
 & SERVICES LTD.  
 421 Patterson St. W., Cranbrook, B.C. V1C 6T3  
 Ph. 250.489.3321 Fax 250.426.8852  
 www.selkirksigns.com

Customer **7-Eleven 1036236**

Address **9989 152nd Street  
 Surrey BC**

Project Manager **Shayne Hoehler**

Designer **Bob Learmonth**

Date **March 27, 2014**

Revisions	Rev	Date	Description
1	4-2-14	added signs	
3	4-10-14	added numbers	
6	July 31	noted what is wanted by 7-11	

Drawing Name **P14196\_SS1\_SE\_SITE\_R5**

Location **ABCN\_CORP\_CUSTOMERS7-11/11\_Projects**

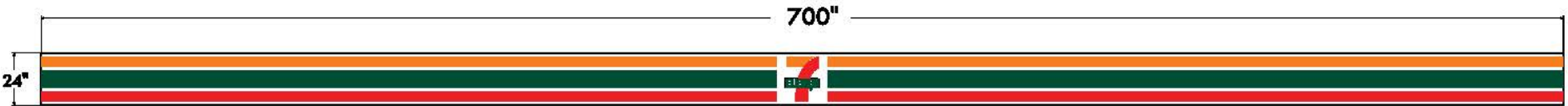
**SITE SIGNAGE**

	Yes	No	N/A	Comment
Banners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
ATM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Lotto	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Directional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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DP #7915-0030-00(A)

"The Drawings"



### Fascia Sign

- Can & frameless cover painted white
- White LED illuminated
- Faces: White flex face
- Vinyl
  - Holly Green 3630-76
  - Dark Red 3630-73
  - Orange 3630-44
- Vinyl first surface

## WEST ELEVATION

**SELKIRK SIGNS**  
 & SERVICES LTD.  
 421 Petterson St. W., Cranbrook, B.C. V1C 6T3  
 Ph. 250.489.8821 Fax 250.426.8852  
 www.selkirksgns.com

Customer: **7-Eleven 1036236**

Project Manager: **Shayne Hoecherl**

Revisions: 

Rev	Date	Description
1	July 21	revised what is allowed by bylaw

Drawing Name: **P14196\_SS1\_SE\_F3\_R1**

Address: **9989 152nd Street  
Surrey BC**

Designer: **Bob Leamonth**

Location: **ABC/1\_CORP\_CUSTOMERS/7-11/1\_Projects**

Date: **March 26, 2014**

#### SITE SIGNAGE

	Yes	No	N/A	Comment
Barriers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
ATM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Lights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
Directional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

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DP #7915-0030-00(B)  
The "Drawings"