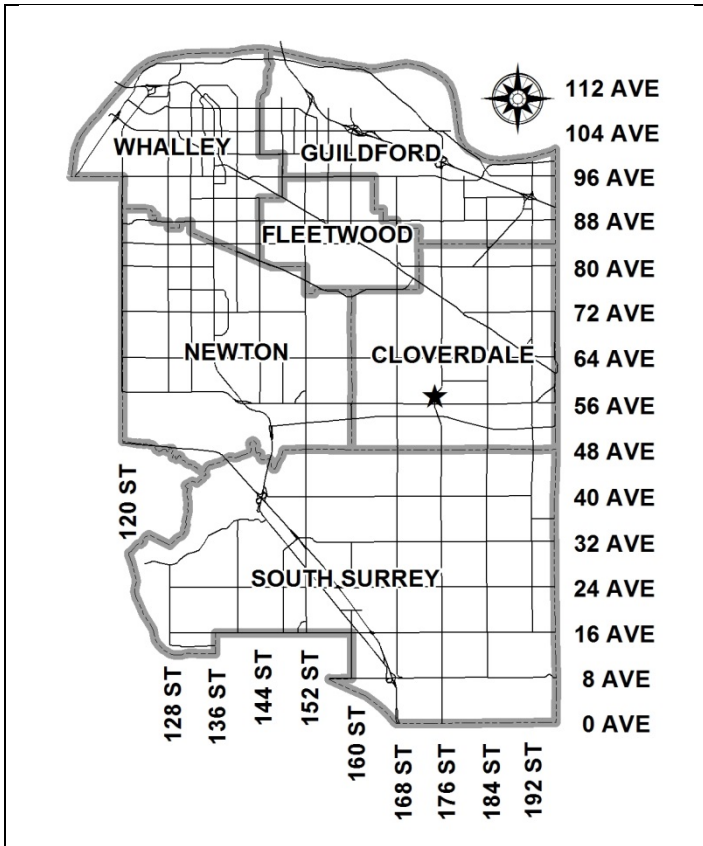


Planning Report Date: April 13, 2015



PROPOSAL:

- **Development Permit**

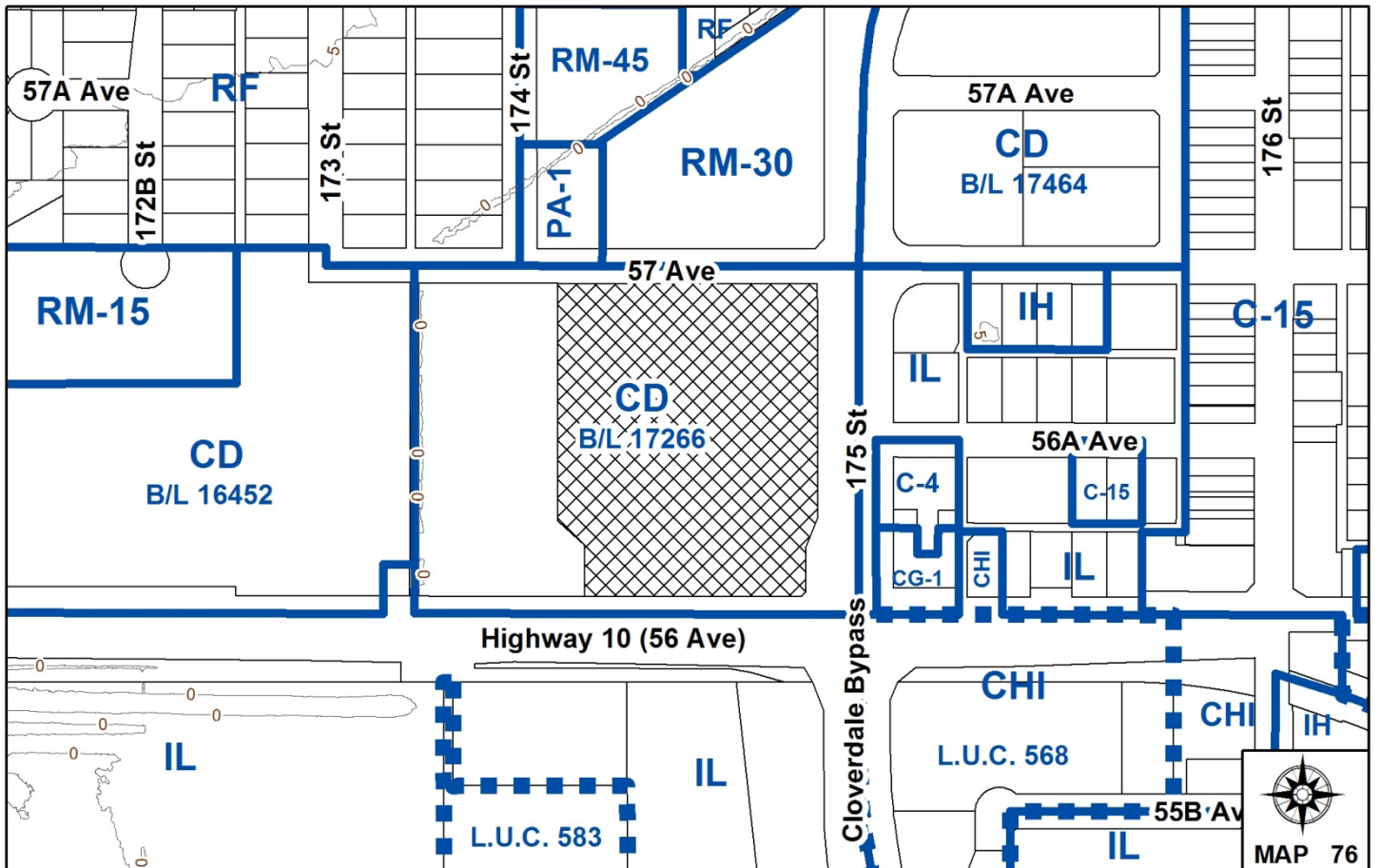
in order to permit four (4) fascia signs, and to allow two (2) of these fascia signs to be located on the same façade of the commercial retail unit within a shopping centre.

LOCATION: 17433 - No 10 (56 Ave) Highway

OWNER: Anthem Cloverdale Retail Ltd.

ZONING: CD (By-law No. 17266)

OCP DESIGNATION: Commercial



RECOMMENDATION SUMMARY

- Approval to vary the Sign By-law, through a comprehensive sign design package by increasing the maximum number of fascia signs from two (2) to four (4) and allow two (2) of these fascia signs to be located on the same façade, for a financial institution.
- Approval and issuance of Development Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking a variance to increase the maximum number of fascia signs under the Sign By-law from two (2) to four (4) and permit two (2) of the fascia signs to be located on the same façade, for a financial institution.

RATIONALE OF RECOMMENDATION

- The total combined sign area of all proposed fascia signs for the subject commercial retail unit, complies with the Sign By-law.
- The proposed fascia signage is constructed of high quality and durable materials.
- The proposed signage is set back considerably from Highway No. 10.
- The additional fascia signage is targeted to onsite customers at the shopping centre and does not represent a proliferation of signage visible along the street.

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. 7915-0055-00 for a comprehensive sign design package and authorize the Mayor and Clerk to execute the Permit (see 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 direction regarding any of these matters.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Brickyard Station shopping centre.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across 57 Avenue):	Townhouses and church.	Urban	RM-30 and PA-1
East (Across 175 Street):	Gas station, vacant lot and car repair shop.	Town Centre	CG-1, C-4 and IL
South (Across Highway No. 10):	Building supplies store and road construction business.	Industrial	IL
West:	Vacant lot.	Town Centre	CB (By-law No. 17266)

DEVELOPMENT CONSIDERATIONS

- The 2.6-hectare (6.5-acre) subject shopping centre, called Brickyard Station, is located at the northwest corner of the intersection of 175 Street (Cloverdale By-pass/ Highway No. 15) and Highway No. 10 (56 Avenue) in Cloverdale.
- The subject site is designated Commercial under the Official Community Plan (OCP) and is zoned "Comprehensive Development Zone (CD)" By-law No. 17266 (based on the C-8 Zone).

- The subject site comprises approximately 25 commercial retail units (CRU's) with a mix of retail and service tenants. The subject unit is located on the southern end of the westernmost building on the site and is occupied by a financial institution (Envision Financial).

Current Application

- The applicant is seeking a variance to the Sign By-law to allow a total of four (4) fascia signs for the business.
- A relatively recent amendment to the Sign By-law No. 13656, enables Council to grant variances to the Sign By-law through the approval of a Development Permit. This is considered when a Development Permit application is presented to Council that includes a comprehensive sign design package containing signs that require variances to the Sign By-law.
- Under the Sign By-law the applicant is allowed a maximum of two (2) fascia signs for the tenant, provided that the fascia signs are not located on the same façade of the building. As the applicant is proposing four (4) fascia signs on three (3) façades with two (2) fascia signs on one side of the unit, a variance to the Sign By-law through a comprehensive sign design package is proposed.
- In total, the applicant is seeking four (4) fascia signs for the business, consisting of the following:
 - Sign A – South Elevation – Primary "Envision Financial" sign – rectangular aluminum sign with illuminated channel lettering that is 1.5 metres (5 ft.) tall by 5.5 metres (18 ft.) wide for a total sign area of approximately 3.7 square metres (40 square feet);
 - Sign B – South Elevation – "Bank Borrow Insure and Invest" sign – rectangular aluminum sign with illuminated channel lettering that is 0.7 metres (2.5 ft.) tall by 6 metres (20 ft.) wide for a total sign area of approximately 4.2 square metres (45 square feet);
 - Sign C – East Elevation – "Envision Financial " sign – rectangular aluminum sign with channel lettering that is 1.5 metres (5 ft.) tall by 5.5 metres (18 ft.) wide for a total sign area of approximately 8.3 square metres (89 square feet); and
 - Sign D – West Elevation – "Envision Financial " sign – rectangular aluminum sign with channel lettering that is 1.5 metres (5 ft.) tall by 5.5 metres (18 ft.) wide for a total sign area of approximately 8.3 square metres (89 square feet).
- The total combined sign area of the proposed fascia signage for the financial institution, complies with the total sign area permitted under the Sign By-law for this single tenant.
- The proposed signs are of modest size and comprise only a very small percentage of the overall façade. The style and colours of the signs complement, and are compatible with, the architecture of the building.
- The proposed fascia signs are appropriate in scale for this size of building and will provide adequate business identification. The signs will be constructed of high quality durable materials.

- The subject CRU is set back considerably from the street. As such, the additional fascia signs are intended to assist in wayfinding to customers already on site.

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 Variance Table
Appendix III.	Development Permit No. 7915-0055-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

JKS/da

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DRV 4/9/15 9:17 AM

PROPOSED SIGN BY-LAW VARIANCE

#	Proposed Variance	Sign By-law Requirement	Rationale
1	To increase the maximum number of fascia signs from two (2) to four (4), and to allow two (2) of these fascia signs to be located on the same façade, for the subject financial institution (Envision Financial).	A maximum of two (2) fascia signs are permitted for each premises provided that both of the fascia signs are not located on the same façade (Part 5, Section 27(2)(a)).	The proposed fascia signs are a high quality design and an appropriate size and scale in relation to the building.

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7915-0055-00

Issued To: Anthem Cloverdale Retail Ltd
("the Owner")

Address of Owner: 300-550 Burrard Street
Vancouver BC V2C 2B5

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: 028-556-798
Lot 1 Section 7 Township 8 New Westminster District Plan BCP47842
17433 – No. 10 (56 Ave) Highway

(the "Land")

3. This development permit applies to only to signage 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, 2013, No. 18020, as amended.
5. The character of the development, specifically comprehensive sign design package drawings, shall be in accordance with the drawings numbered 7915-0055-00(A) through to and including 7915-0055-00(F) (the "Drawings") which are attached hereto and form part of this development permit.
6. The comprehensive signage design package shall conform to the Drawings.
7. 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.
8. This development permit supplements Development Permit No. 7905-0004-00.
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 , 20 .
 ISSUED THIS DAY OF , 20 .

 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)

JORDAN DESROCHERS

 Name: (Please Print)

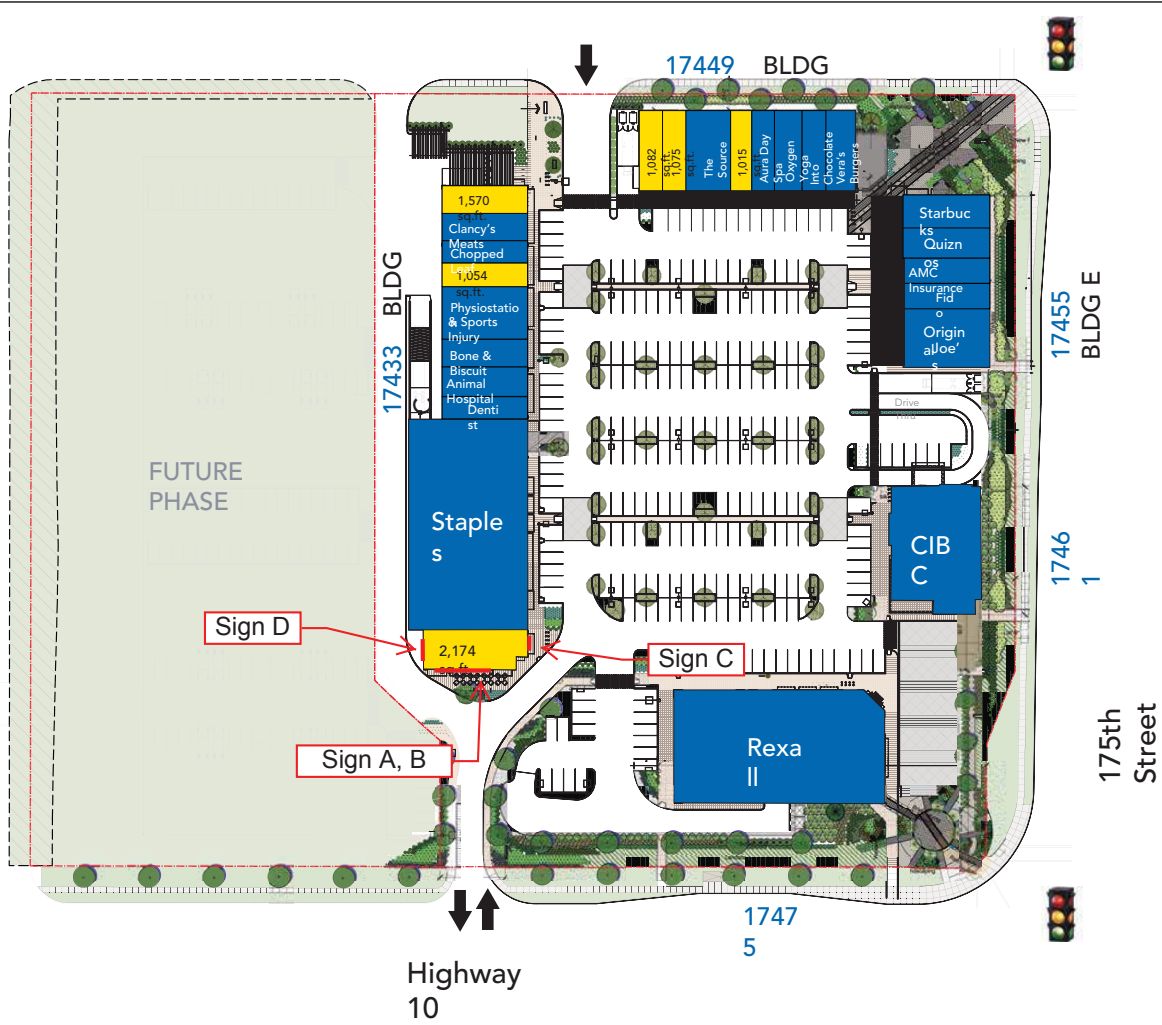
OR

 Owner: (Signature)

 Name: (Please Print)

Sign By-law Variance

#	Variance	Sign By-law Requirement
1	To increase the maximum number of allowable fascia signs from two (2) to four (4), and to permit two (2) of these fascia signs to be located on the same façade.	A maximum of two (2) fascia signs are permitted for each premises provided that both of the fascia signs are not located on the same façade (Part 5, Section 27(2)(a)).



25 Begbie St.
 New Westminster, BC.
 T: 778-397-1394
 F: 1-888-738-3846
 E: jordan@prioritypermits.com

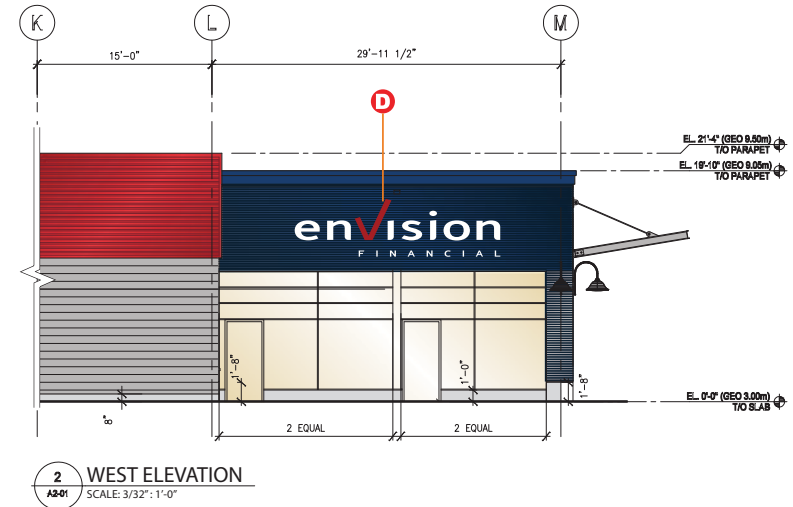
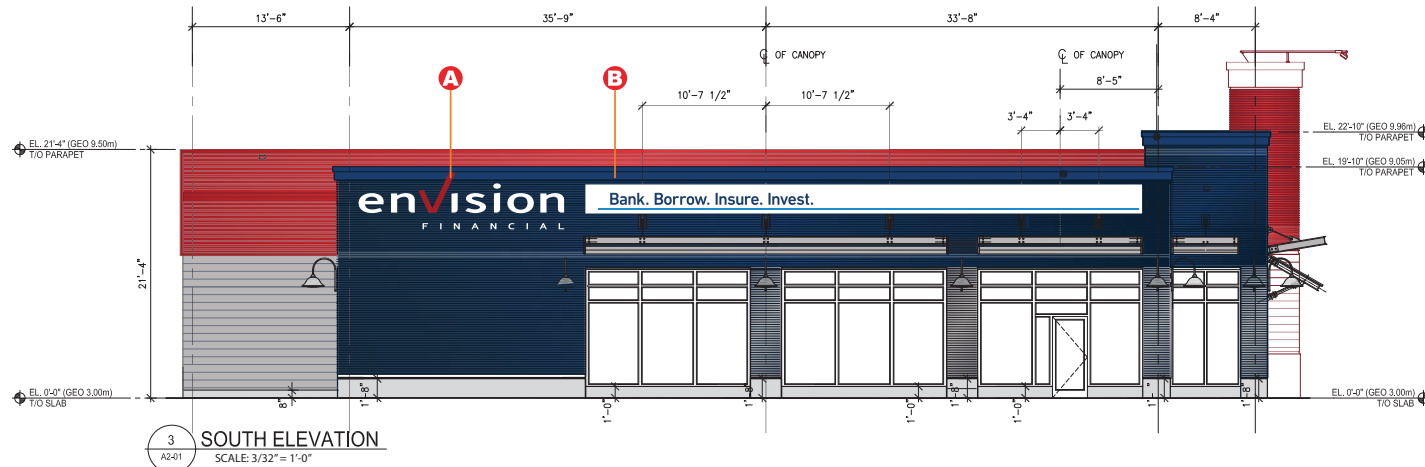
Project: Envision Financial
Address: 100-17433 56 Ave.
 Surrey, BC

Date: 02/26/2015

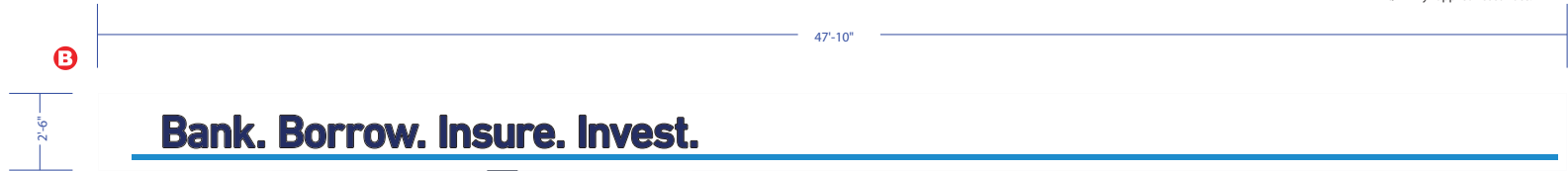
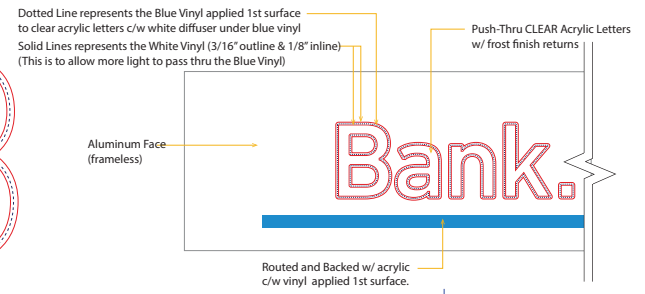
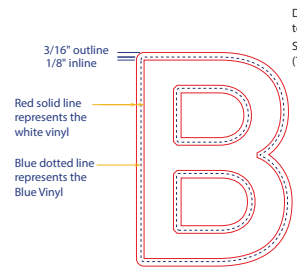
NOTE:
 THESE DRAWINGS ARE INTENDED FOR PERMIT PROCESSING ONLY.
 ALL DIMENSIONS, SIGNAGE PLACEMENT AND DESIGN TO BE VERIFIED
 BY SIGNAGE CLIENT AND/OR FABRICATOR PRIOR TO CONSTRUCTION
 OR INSTALLATION.



7915-0055-00(A)



SIGN A, SIGN B: SOUTH ELEVATION



Day View



Night View

Manufacture and Install... Exterior

One (1) set of Illuminated Channel Letters

Installed: South Elevation
Overall Size: 4'-11 3/8" H X 17'-8"

Construction: Channel Letters

Power: Remote Power Supply / Thru-wall
Method of attachment: Flush with wall
Substrate: White Plex face c/w Red Vinyl on 'V' 1st surface vinyl
Trim Cap: blue trim cap / 'V' only will have red trim cap.
Returns: 3" blue returns w/ blue trim cap.
- 'V' only will have red returns w/ red trim cap.
Illumination: USLED Point 3

Graphics

"EN I SION FINANCIAL": WHITE COPY / BLUE RETURNS
"V": RED COPY / RED RETURNS

Color Data

- White:** Translucent white substrate
- RED:** 3M 3630-73 DARK RED (CLOSEST MATCH TO PMS 207C)
- BLUE (Paint):** PANTONE 654C

Manufacture and Install... Exterior

One (1) framless Illuminated aluminum face c/w routed push-thru copy. Blue underscore to be routed out & backed w/ plexi.

Installed: South Elevation
Overall Size: 2'-6" H X 47'-10" W

Construction: Bank. Borrow. Insure. Invest

Substrate: Frameless White Aluminum face c/w push thru clear acrylic letters
Blue underscore: - routed out backed w/ plexi and blue vinyl face
Push-thru Letters: Clear acrylic w/ white & blue vinyl 1st surface / white diffuser 2nd surface.
Returns: frost finish returns...protrude 1/4"
Blue Underscore: routed out & backed w/ plexi...blue vinyl face
Illumination: USLED Point 3

Graphics

"Bank. Borrow. Insure. Invest": Blue copy c/w White keyline outline / 1/4" frost finish returns
Underscore: Light Blue
Background: White

Color Data

- White:** clear white substrate
- Light Blue:** 3M 3630-57 OLYMPIC BLUE (closest match to PMS 2995C)
- Blue:** 3M 3630-137 European Blue (closest match to PMS 654C)
- PAINT:** DK. BLUE to match PANTONE 654C



#120-7885 North Fraser Way
Burnaby BC, Canada V5J 5M7
Tel (604) 215-5526
Fax (604) 215-0696
www.pattison.com

A Division of Jim Pattison Industries Ltd.

DATE: FEB. 13, 2015
SKETCH: V15-035_R3_A_B
SALES: TORY WEBB / RYAN SCHMIDT
ARTIST: W. ZAMBIK
SCALE: 1/4" = 1'-0"
VOLTAGE: 120 v (T.B.D.)
PAGE: 2 OF 5

Customer Approval _____

Landlord Approval _____

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Fluorescent, Neon and HID lamps contain Mercury. Dispose of these lamps according to Local, Provincial, State or Federal Laws.

- 1 REVISION HISTORY (PRIOR TO MASTER PRINT)
- 2 REMOVE ICBC SIGNS
- 3 CHANGE COLUMNS TO SILVER



100-17433 HWY. 10, CLOVERDALE-SURREY, BC

7915-0055-00(C)

SITE: SOUTH ELEVATION



DAY VIEW



NIGHT VIEW

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 #120-7885 North Fraser Way
 Burnaby BC, Canada V5J 5M7
 Tel (604) 215-5526
 Fax (604) 215-0696
 www.pattisonsign.com
 A Division of Jim Pattison Industries Ltd.

DATE: FEB. 04, 2015
 SKETCH: V15-035_R2_SITE
 SALES: TORY WEBB / RYAN SCHMIDT
 ARTIST: W. ZAMBIK
 SCALE: N.T.S.
 VOLTAGE: 120 v (T.B.D.)
 PAGE: 3 OF 5

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- REVISION HISTORY (PRIOR TO MASTER PRINT)
- 1 _____
 - 2 REMOVE ICBC SIGNS
 - 3 CHANGE COLUMNS TO SILVER
 - 4 _____

envision
 FINANCIAL

100-17433 HWY. 10, CLOVERDALE-SURREY, BC

7915-0055-00(D)

SIGN C: EAST ELEVATION



Manufacture and Install... Exterior

One (1) set of Illuminated Channel Letters

Installed: East Elevation
Overall Size: 4'- 11 3/8" H X 17'-8" W

Construction: Channel Letters

- Power:** Remote Power Supply / Thru-wall
- Method of attachment:** Flush with wall
- Substrate:** White Plex face c/w Red Vinyl on "V" 1st surface vinyl
- Trim Cap:** blue trim cap / "V" only will have red trim cap.
- Returns:** 3" blue returns w/ blue trim cap, - "V" only will have red returns w/ red trim cap.
- Illumination:** USLED Point 3

Graphics

- "EN ISION FINANCIAL": WHITE COPY / BLUE RETURNS
- "V": RED COPY / RED RETURNS

Color Data

- White:** Translucent white substrate
- RED:** 3M 3630-73 DARK RED (CLOSEST MATCH TO PMS 207C)
- BLUE (Paint):** PANTONE 654C



EAST ELEVATION - DAY VIEW



NIGHT VIEW

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 #120-7885 North Fraser Way
 Burnaby BC, Canada V5J 5M7
 Tel: (604) 215-5526
 Fax: (604) 215-0696
 www.pattisonsign.com
 A Division of Jim Pattison Industries Ltd.

DATE: FEB. 04, 2015
 SKETCH: V15-035_R2_C
 SALES: TORY WEBB / RYAN SCHMIDT
 ARTIST: W. ZAMBIK
 SCALE: 1/4" = 1'-0"
 VOLTAGE: 120 v (T.B.D.)
 PAGE: 4 OF 5

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Landlord Approval _____
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- REVISION HISTORY (PRIOR TO MASTER PRINT)
- 1 _____
 - 2 REMOVE ICBC SIGNS
 - 3 CHANGE COLUMNS TO SILVER

envision FINANCIAL
 100-17433 HWY. 10, CLOVERDALE-SURREY, BC

7915-0055-00(E)

SIGN D: WEST ELEVATION



Manufacture and Install... Exterior

One (1) set of Illuminated Channel Letters

Installed: West Elevation

Overall Size: 4'-11 3/8" H X 17'-8" W

Construction: Channel Letters

Power: Remote Power Supply / Thru-wall

Method of attachment: Flush with wall

Substrate: White Plex face c/w Red Vinyl on "V" 1st surface vinyl

Trim Cap: blue trim cap / "V" only will have red trim cap.

Returns: 3" blue returns w/ blue trim cap.

- "V" only will have red returns w/ red trim cap.

Illumination: USLED Point 3

Graphics

"EN VISION FINANCIAL": WHITE COPY / BLUE RETURNS
 "V": RED COPY / RED RETURNS

Color Data

- White:** Translucent white substrate
- RED:** 3M 3630-73 DARK RED (CLOSEST MATCH TO PMS 207C)
- BLUE (Paint) :** PANTONE 654C



WEST ELEVATION - DAY VIEW



NIGHT VIEW

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DATE: FEB. 04, 2015
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 ARTIST: W. ZAMBIK
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 VOLTAGE: 120 v (T.B.D.)
 PAGE: 5 OF 5

Customer Approval

Landlord Approval

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- 2. REMOVE ICBC SIGNS
- 3. no change to this page

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7915-0055-00(F)