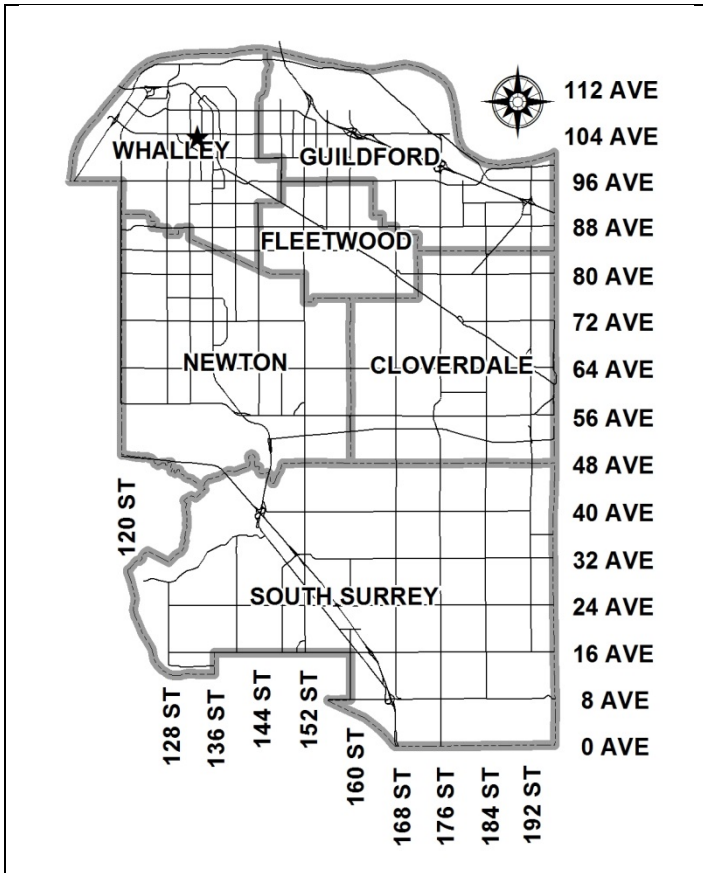


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7916-0179-00

Planning Report Date: May 30, 2016

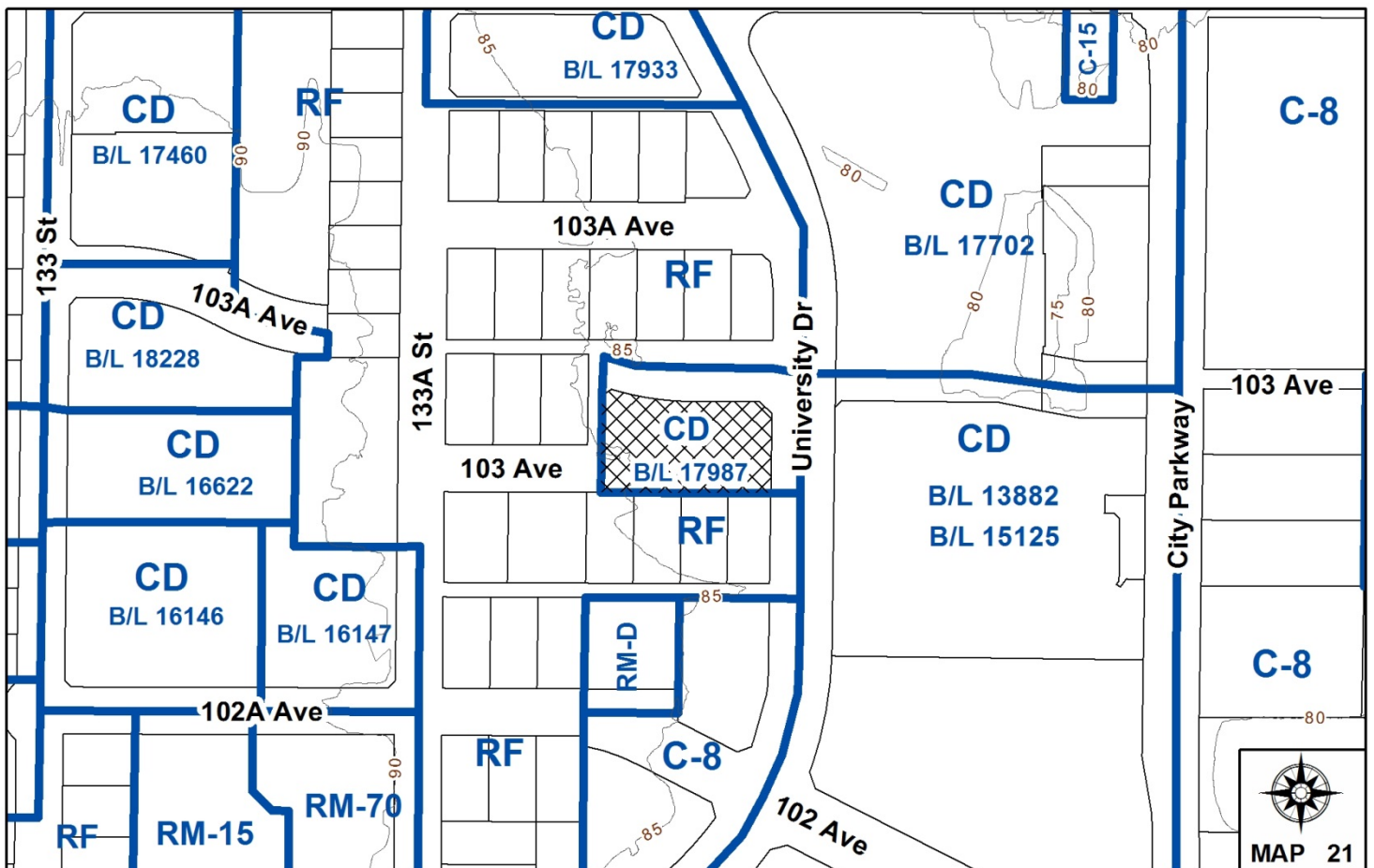


PROPOSAL:

- **Development Permit**
- **Development Variance Permit**

to vary the total area and setback requirements for temporary on-site real estate development marketing signage under the Sign By-law.

LOCATION: 13438 - 103 Avenue
OWNER: 0741266 BC Ltd.
ZONING: CD By-law No. 17987
OCP DESIGNATION: Central Business District



RECOMMENDATION SUMMARY

- Approval to vary the Sign By-law, through a comprehensive sign design package, the maximum total area and the minimum setback requirements for temporary on-site real estate development/construction signage.
- Approval and issuance of Development Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking variances to the maximum area and minimum setback requirements under the Sign By-law for temporary on-site real estate development/construction signage ("marketing signage"), to allow for temporary marketing signage to be installed on the construction hoarding on the site.

RATIONALE OF RECOMMENDATION

- Marketing signage on construction hoarding is a standard practice in the development industry.
- The proposed signage is of a high quality design.
- This type of temporary real-estate signage does not typically require a sign permit. However, the proposed signage requires a variance to the maximum sign area and minimum setback requirements of the Sign By-law.
- Installing marketing signage over construction hoarding generally improves the aesthetic appearance of a development site.

RECOMMENDATION

1. Council approve the applicant's request to vary the Sign By-law for a temporary on-site real estate development/construction sign, as described in Appendix II.
2. Council approve Development Permit No. 7916-0179-00 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 landscaping and 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: Building Permit has been issued and excavation has commenced for "Prime on the Plaza", a 37-storey mixed use development.

Adjacent Area:

| Direction | Existing Use | OCP Designation | Existing Zone |
|--|---|---------------------------|---|
| North (Across future 103 Avenue road allowance): | Mostly vacant single family lots | Central Business District | RF |
| East (Across University Drive): | North Surrey Recreation Centre | Central Business District | CD By-law No. 13882, as amended by By-law No. 15125 |
| South: | 4 vacant City-owned lots | Central Business District | RF |
| West: | Vacant single family lots and single family dwellings | Central Business District | RF |

DEVELOPMENT CONSIDERATIONSBackground

- The 2,866-square metre (0.7-acre) subject site is located in City Centre, along the west side of University Drive, across from the North Surrey Recreation Centre and southwest from the City Centre Library.

- The subject site is designated Central Business District in the Official Community Plan (OCP) and is zoned "Comprehensive Development Zone (CD)" (By-law No. 17987).
- On September 29, 2014, Council approved Development Application No. 7912-0327-00 to allow for the development of a 37-storey high-rise residential tower, 4-storey podium with ground-oriented townhouse and commercial units.
- The site is currently under construction and the project is called "Prime on the Plaza".

Current Proposal

- The developer of the site is seeking a variance to the Sign By-law to allow for the installation of temporary marketing signage on the construction hoarding on the site, fronting University Drive. A similar Comprehensive Sign Design Package Development Permit (DP) for marketing signage on construction hoarding for this development site was approved by Council on December 15, 2014 (File No. 7914-0343-00). The proposed signage replaces the previously approved and installed signage and is in a different location with different dimensional and design attributes. As such, a new DP application has been submitted.
- The pedestrian covered construction hoarding upon which the signage is to be located is over top of the City road right-of-way (ROW) of University Drive. The minimum setback requirement for a temporary on-site real estate development/construction sign is 2.0 metres (6.5 ft.) from any adjacent highway under the Sign By-law. This provision is proposed to be varied.
- The proposed marketing signage consists of one sign fronting University Drive. The maximum sign height of the proposed marketing signage is 4.4 metres (14.5 ft.), while the total sign area of the overall marketing signage is 66 sq. metres (712 sq.ft.). As per the Sign By-law, the maximum height allowed for a temporary on-site real estate development/construction sign is 4.5 metres (15 ft.), while the maximum allowable sign area is 14 sq. metres (150 sq.ft.). The maximum sign area is proposed to be varied.
- Council may grant approval to variances to the Sign By-law through the approval of a Development Permit that includes a comprehensive sign design package.

DESIGN PROPOSAL AND REVIEW

- The proposed marketing signage consists of a blue and white background with blue, white and grey text, and also includes graphic images of the "Prime" development project (see Appendix III).
- The marketing signage is an important component of the marketing strategy for the site.
- Marketing signage on construction hoarding is a standard practice in the development industry.

- Typically, this type of temporary on-site real estate/construction signage does not require a sign permit. However, the proposed signage does not comply with the sign area and setback requirements of the Sign By-law.
- Marketing signage on construction hoarding is a practice that is becoming increasingly common in Surrey. The submission of a comprehensive sign package application is considered an appropriate approach for the City to review and approve this type of signage.
- Installing marketing signage over construction hoarding generally improves the aesthetic appearance of a development site.
- The proposed signage design has been reviewed by staff and found to be generally acceptable.
- Staff support the proposed variances as a comprehensive design package.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

| | |
|---------------|--------------------------------------|
| Appendix I. | Lot Owners, Action Summary |
| Appendix II. | Proposed Sign By-law Variances Table |
| Appendix III. | Development Permit No. 7916-0179-00 |

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

JLM/dk

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KD 5/25/16 1:27 PM

PROPOSED SIGN BY-LAW VARIANCES

| # | Proposed Variances | Sign By-law Requirement | Rationale |
|---|--|--|--|
| 1 | To increase the allowable sign area for temporary onsite real estate development/construction signage from 14 square metres (150 sq. ft.) to 66 square metres (712 sq. ft.). | The sign area shall not exceed a maximum of 14 square metres (150 sq. ft.) (as per Part 1, Section 7(9.1)). | <p>The marketing signage is an important component of the marketing strategy for the site.</p> <p>Marketing signage on construction hoarding is a standard practice in the development industry.</p> <p>Installing marketing signage over construction hoarding generally improves the aesthetic appearance of a development site.</p> |
| 2 | To eliminate the required minimum 2.0-metre (6.5 ft.) setback from any highway for a temporary on-site real estate development/ construction sign. | The sign is located a minimum 2.0 metres (6.5 ft.) from each adjacent highway (as per Part 1, Section 7(9.1)). | The construction hoarding upon which the signage is to be located is over top of the sidewalk in the City road right-of-way (ROW) of University Drive. |

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7916-0179-00

Issued To: 0741266 BC LTD.
 ("the Owner")

Address of Owner: 938 Howe Street, Suite 1100
 Vancouver, BC V6Z 1N9

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: 029-294-819
Lot A Section 27 Block 5 North Range 2 West New Westminster District Plan BCP52190

13438 - 103 Avenue

(the "Land")

3. This development permit applies only to 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 character of the signage of the development shall be in accordance with the drawings numbered 7916-0179-00(A) through to and including 7916-0179-00 (D) (the "Drawings") which are attached hereto and form part of this development permit.
6. Minor changes to the Drawings that do not affect the general form and character, may be permitted subject to the approval of the City.

7. The comprehensive signage design package shall conform to drawings numbered 7916-0179-00 (A) through to and including 7916-0179-00(D) (the "Signage").
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 comprehensive sign design package Drawings numbered 7916-0179-00(A) through to and including 7916-0179-00(D).
9. This development permit supplements Development Permit Nos. 7912-0327-00 and 7914-0343-00.
10. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development permit.
11. 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.
12. The terms of this development permit or any amendment to it, are binding on all persons who acquire an interest in the Land.
13. 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)



Name: (Please Print)

OR

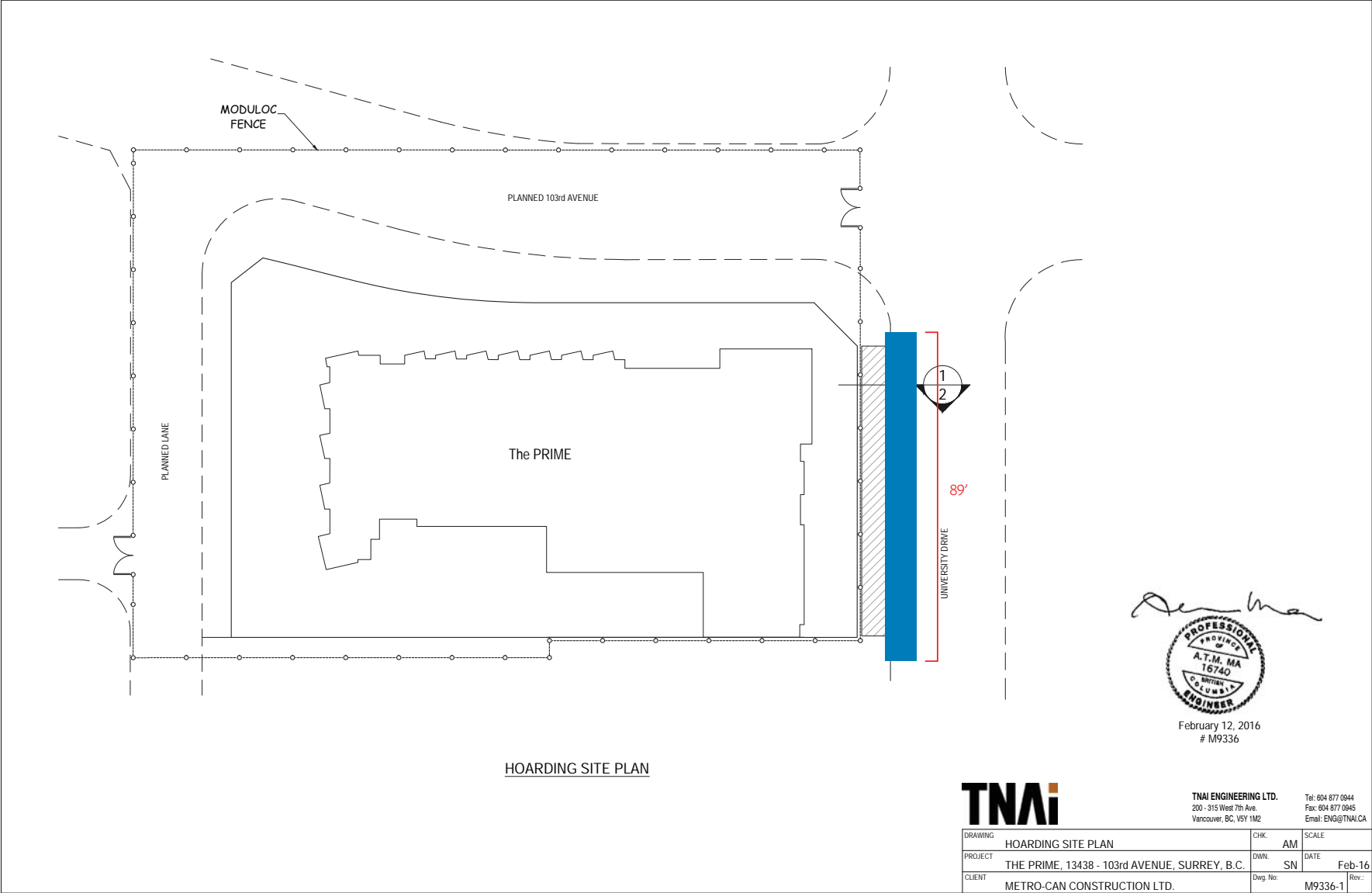
Owner: (Signature)

Name: (Please Print)

Sign By-law Variances

| # | Variance | Sign By-law Requirement |
|---|--|--|
| 1 | To increase the allowable sign area for temporary onsite real estate development/construction signage from 14 square metres (150 sq. ft.) to 66 square metres (712 sq. ft.). | The sign area shall not exceed a maximum of 14 square metres (150 sq. ft.) (as per Part 1, Section 7(9.1)). |
| 2 | To eliminate the required minimum 2.0-metre (6.5 ft.) setback from any highway for a temporary on-site real estate development/construction sign. | The sign is located a minimum 2.0 metres (6.5 ft.) from each adjacent highway (as per Part 1, Section 7(9.1)). |

PRIME | HOARDING OVERVIEW (UNIVERSITY DRIVE HIGHLIGHTED)



February 12, 2016
M9336



TNAI ENGINEERING LTD.
200 - 315 West 7th Ave.
Vancouver, BC, V5Y 1M2
Tel: 604 877 0944
Fax: 604 877 0945
Email: ENG@TNAI.CA

| | | | | |
|---------|---|----------|---------|--------|
| DRAWING | HOARDING SITE PLAN | CHK. | AM | SCALE |
| PROJECT | THE PRIME, 13438 - 103rd AVENUE, SURREY, B.C. | DWN. | SN | DATE |
| CLIENT | METRO-CAN CONSTRUCTION LTD. | Dwg. No. | M9336-1 | Rev. |
| | | | | Feb-16 |

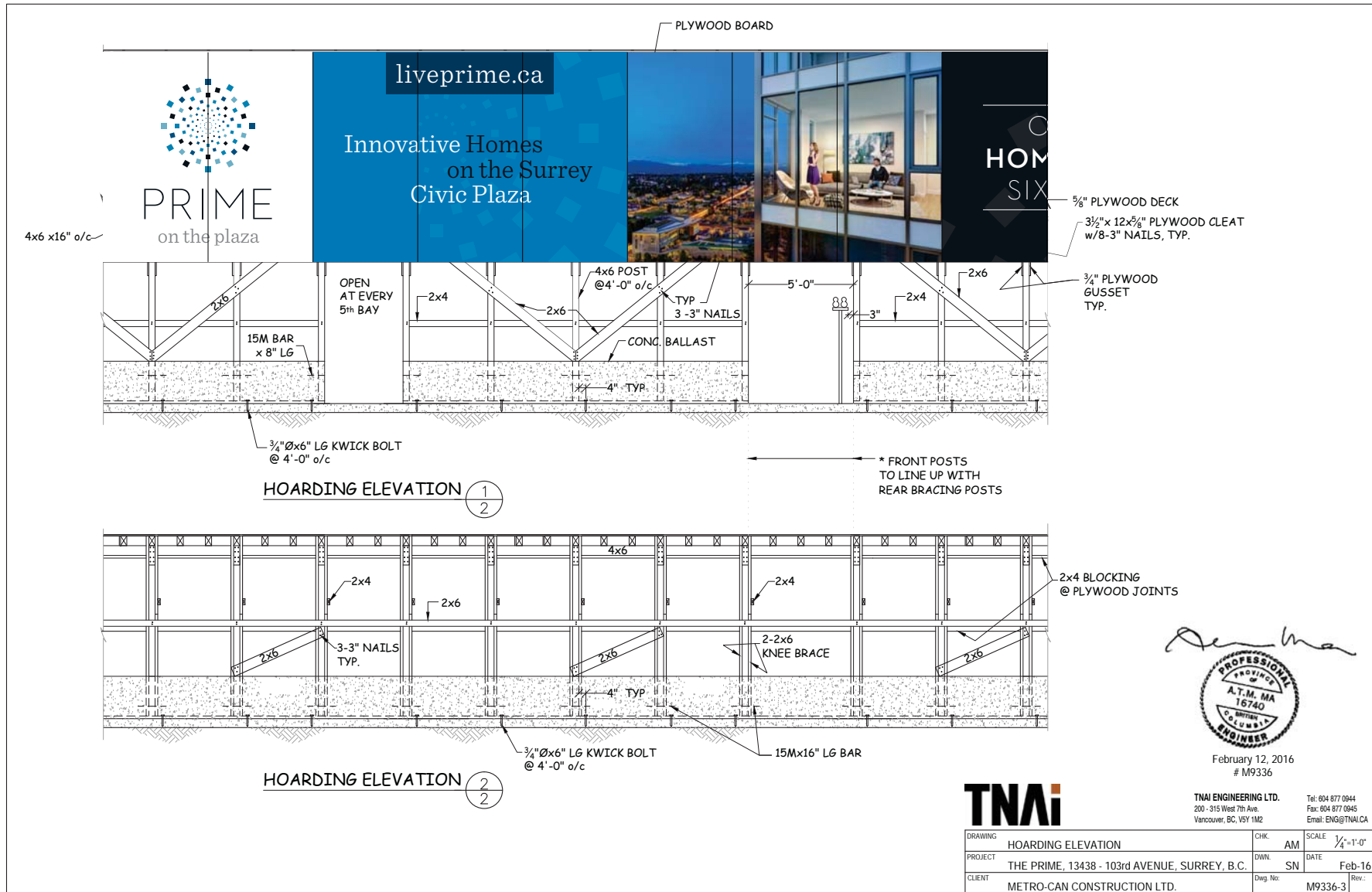
HOARDING DETAILS

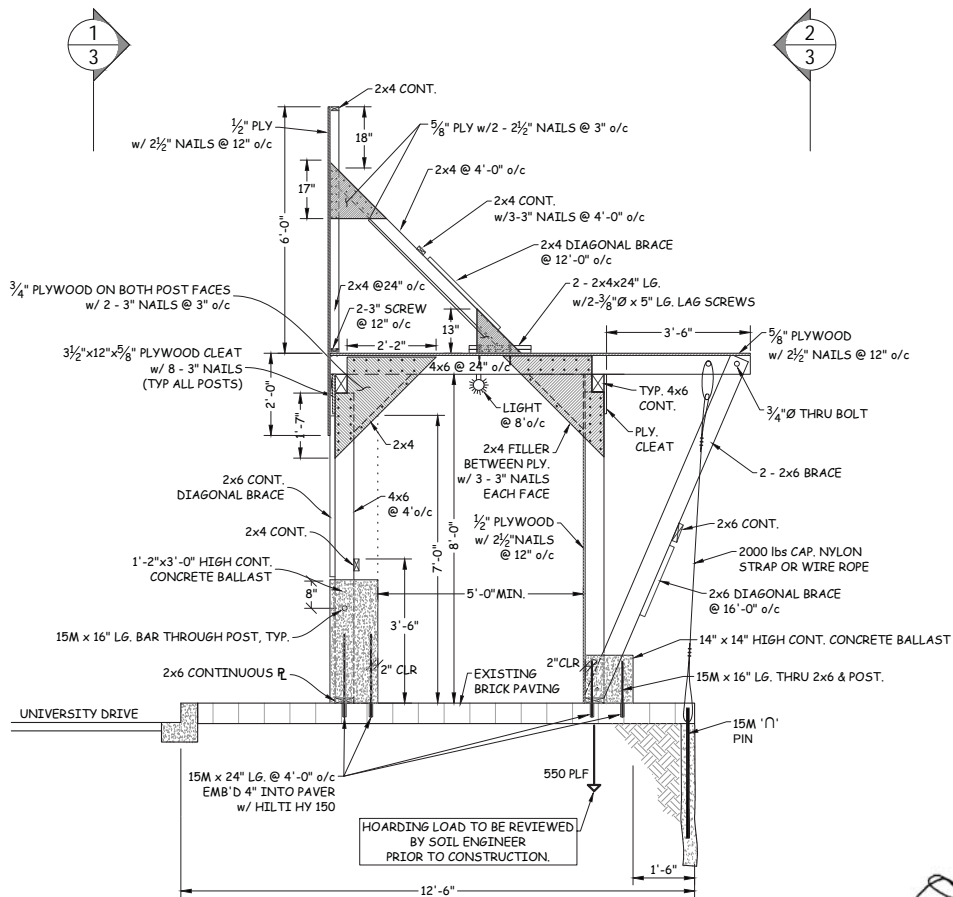
Substrate: Exterior Grade 4'x8' boards
Material: Digital print with gloss laminate
Qty. of Boards: 22.25
Total Measurements: 89'W x 8'H



89'

8'

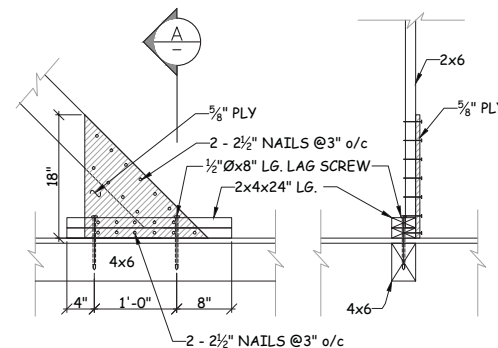




SECTION 1
3/8" = 1'-0"

NOTES:

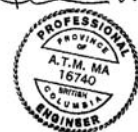
- ALL DIM. LUMBER TO BE D. FIR # 2 OR BETTER.
- ALL PLYWOOD TO BE EXT. GRADE D FIR PLYWOOD.
- ALL 2x4 CONNECTIONS TO HAVE 3-3" NAILS MIN. (U.N.O.)
- USE 25 MPa CONCRETE FOR CONC. BALLAST.
- HOARDING TO BE INSPECTED BY TNAI ENGINEERING LTD. PRIOR TO LOADING TRAILER ON TOP.
- MAX 100 PSF LIVE LOAD ALLOWED ON DECK.



SIGN BRACE GUSSET DETAIL SECTION A
SCALE: 3/4" = 1'-0"

HOARDING LOAD ALONG EXCAVATION EDGE TO BE REVIEWED AND APPROVED BY SOIL ENGINEER PRIOR TO CONSTRUCTION.

Signature



February 12, 2016
M9336



TNAI ENGINEERING LTD.
200 - 315 West 7th Ave.
Vancouver, BC, V5Y 1M2
Tel: 604 877 0944
Fax: 604 877 0945
Email: ENG@TNAI.CA

| | | | | | |
|---------|---|----------|---------|-------|----------|
| DRAWING | HOARDING SECTION | CHK. | AM | SCALE | AS NOTED |
| PROJECT | THE PRIME, 13438 - 103rd AVENUE, SURREY, B.C. | DWN. | SN | DATE | Feb-16 |
| CLIENT | METRO-CAN CONSTRUCTION LTD. | Dwg. No. | M9336-2 | Rev. | |