

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7916-0496-00

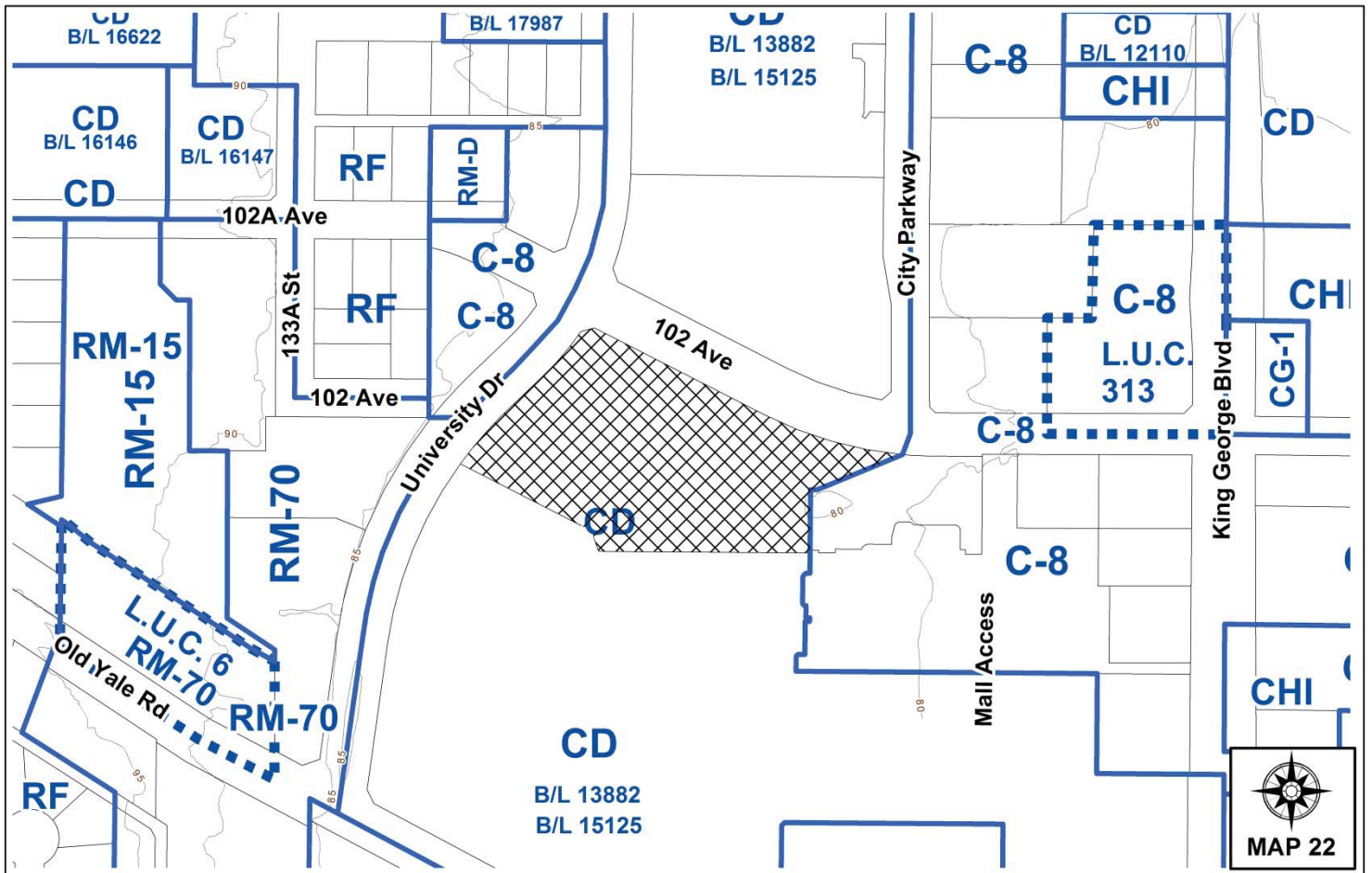
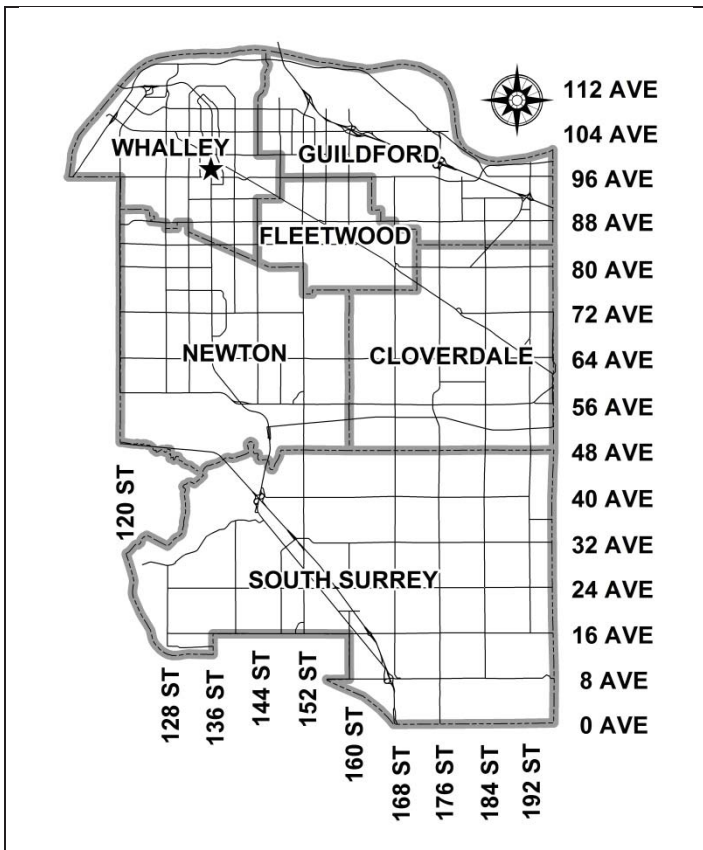
Planning Report Date: December 5, 2016

PROPOSAL:

- Development Permit
- Development Variance Permit

to permit a new free-standing directory sign for the Central City office tower.

LOCATION: 13450 - 102 Avenue
OWNER: CC Office Holdings Ltd.
ZONING: CD By-law No. 13882, amended by By-law No. 15125
OCP DESIGNATION: Central Business District



RECOMMENDATION SUMMARY

- Approval to draft Development Permit.
- Approval for Development Variance Permit to proceed to Public Notification.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- A variance is requested to the Sign By-law, to allow for a free-standing directory sign, within a yard that abuts a road that will advertise businesses within a building, with a setback of less than 5 metres (16 ft.) to the road (102 Avenue).

RATIONALE OF RECOMMENDATION

- The proposed directory sign is well-designed and is of high quality and will be complementary to a previous Council approved comprehensive sign package, under Development Permit No. 7913-0209-00.
- The proposed sign is located so as to minimize the impact on the flow of pedestrians within the 102 Avenue plaza.
- The proposed sign will provide exterior identification for office tenants within the Central City tower.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7916-0496-00, generally in accordance with the attached drawings (Appendix II); and
2. Council approve Development Variance Permit No. 7916-0496-00 (Appendix III) varying Sub-section 27.(1)(b) of Part 5 of the Sign By-law, to allow one (1) free-standing directory sign to be located with a yard that abuts a road, that will pertain to businesses located within a building, which has less than a 5-metre (16 ft.) setback from the road, to proceed to Public Notification.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Existing Central City Mall and tower.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across 102 Avenue):	North Surrey Recreation Centre and parking lot.	Central Business District	CD (By-law No. 13882, amended by By-law No. 15125)
East:	Central City Mall.	Central Business District	C-8
South:	Central City Mall.	Central Business District	CD (By-law No. 13882, amended by By-law No. 15125)
West (Across University Drive):	Parking lot.	Central Business District	C-8

DEVELOPMENT CONSIDERATIONS

- The subject site is located at 13450 - 102 Avenue in the City Centre, where the northern portion of Central City Mall is situated.
- The current application includes a Development Permit and Development Variance Permit for a new free-standing directory sign to be located in the plaza along 102 Avenue.
- There is already an existing free-standing "gateway" sign located at the vehicular driveway entrance/exit from 102 Avenue. However, this sign is within another property (but still part of the mall) and is over 150 metres (492 ft.) away.

- The proposed sign, designed by EDG Experience Design Group Inc., will supplement a previous Council-approved comprehensive sign package under Development Permit No. 7913-0209-00.
- The previously approved comprehensive sign package permitted an array of free-standing, site entrance, directional, identification and fascia signs, designed to reflect the distinctive curved design of the Central City tower and provide a visually unified set of exterior sign types.
- A Development Permit is required for the proposed new free-standing sign and a Development Variance Permit is required to allow for the sign to be located within a yard, that abuts a road (102 Avenue), that will pertain to businesses located within a building, that is sited less than 5 metres (16 ft.) from the road.

DESIGN PROPOSAL AND REVIEW

- A double-sided directory sign is proposed to be located in the north plaza at 102 Avenue. One side will identify the main office tenants of the mall, with the other side showing a message to visitors.
- The proposed sign is to be set back approximately 16.8 metres (55.1 ft.) from the property line at 102 Avenue.
- The proposed free-standing sign is to be a maximum 2.4 metres (8 ft.) in height, which complies with the Surrey Sign By-law maximum height for free-standing signs in the City Centre.
- The directory sign will consist of an illuminated internally painted aluminum sign cabinet with push-through acrylic logos and text. Black vinyl tenant names will be applied to the front (102 Avenue) side of the sign. The sign will consist of an internal galvanized steel frame bolted to an architectural cast concrete base, with a powder-coated aluminum kick plate to conceal the base.
- A linear upright lighting system is to be powder-coated, externally illuminated by a light fixture, mounted flush with the pavers.
- Electrical power will be supplied by a source from under the nearest plaza bench.
- The sign is to be illuminated 24 hours a day, 7 days a week.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary Sub-section 27.(1)(b) of Part 5 of Sign By-law No. 13656, to allow for a new free-standing sign to be located within a yard that abuts a road, that will pertain to businesses located within a building, that is less than 5 metres (16 ft.) from the road.

Applicant's Reasons:

- Central City Mall has multiple entrances from the north plaza entrance with an internal information and security desk not readily visible from the exterior. The owner, Blackwood Partners, requires external identification for the office tenants in the form of a conveniently located and legible tenant directory, in order to accommodate existing and future tenants.
- The scale, location and orientation of the proposed tenant directory is specifically designed to accommodate pedestrians and not drivers. The exterior location provides legible pedestrian accessible information, clear of the glare and visual confusion of the north dark glazed curved building façade. The proposed directory sign location, adjacent to the main office tower entrance, will naturally guide visitors to the correct entrance, one of five (5) possible entrances to the wide, mixed-use building.
- The applicant feels that as the sign is small in scale, well set back from 102 Avenue and the only free-standing sign in the north plaza, it will not contribute to visual clutter or interrupt the flow of pedestrians.

Staff Comments:

- The intent of the Sign By-law provision is to prevent the over-proliferation of signage on buildings already designed to have street-presence and where adequate business exposure can be accommodated through building fascia signage. The Central City Mall and office tower, although designed to have street presence along 102 Avenue, cannot reasonably accommodate exterior exposure for office tenants through fascia signage.
- Staff concur with the rationale of the applicant and feel that the proposed sign design is complementary to the existing development and compatible with the overall comprehensive sign package previously approved under Development Permit No. 7913-0209-00.
- Staff can support the proposed variance for the sign.

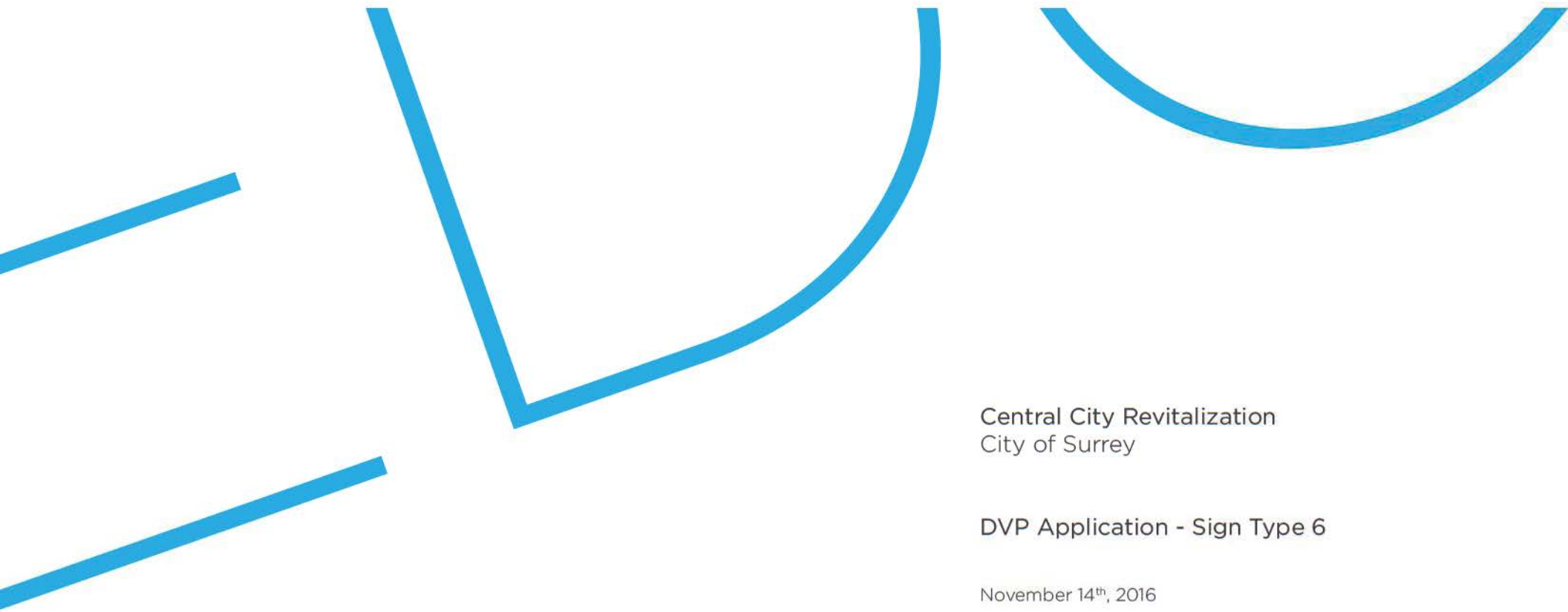
INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Site Plan and Sign Design
Appendix III.	Development Variance Permit No. 7916-0496-00

Original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development



Central City Revitalization
City of Surrey

DVP Application - Sign Type 6

November 14th, 2016

blackwood
P A R T N E R S

Produced by EDG Experience Design Group Inc.
© 2016 for Blackwood Partners

Main Level Sign Plan

SIGN TYPES LEGEND

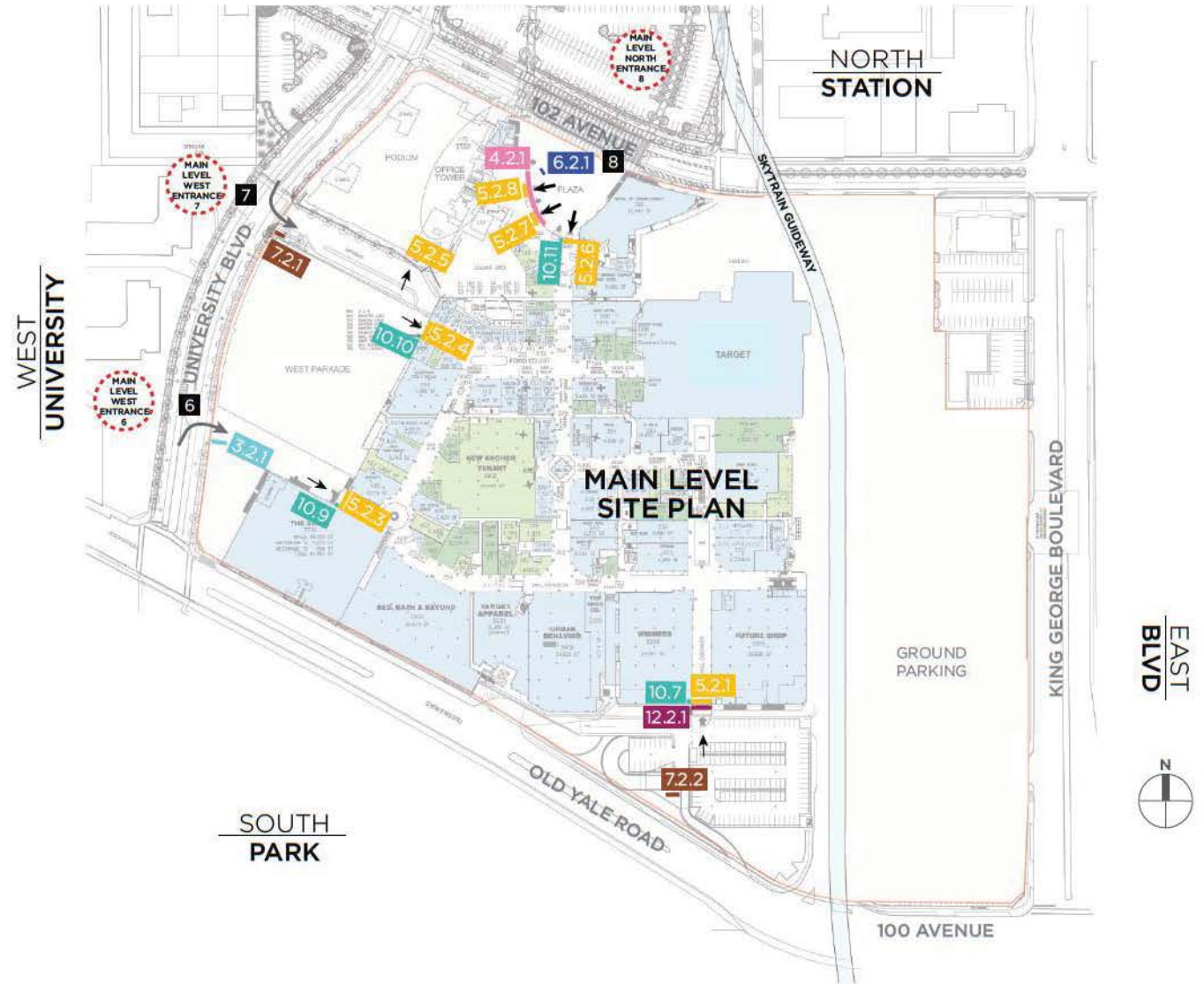
SIGN NO.	DESCRIPTION
3.0.0	SITE ENTRANCE SIGN
4.0.0	BUILDING ID SIGN
5.0.0	BUILDING ENTRANCE ID
6.0.0	TENANT DIRECTORY SIGN
7.0.0	PARKING DIRECTIONAL SIGN
9.0.0	TENANT SIGN
10.0.0	ENTRANCE NUMBER SIGN
12.0.0	TENANT FASCIA SIGN
	EXISTING TENANT SIGNS
0	ENTRANCE NUMBERS
←	BUILDING ENTRANCE ARROW
←	SITE ENTRANCE ARROW

4.2.5
 Quantity No.
 Level No.
 Sign Type No.

NOTE: Certain signs may not be located on these preliminary sign location plans. Their placement and quantity will be determined in future detailed plans/phases.

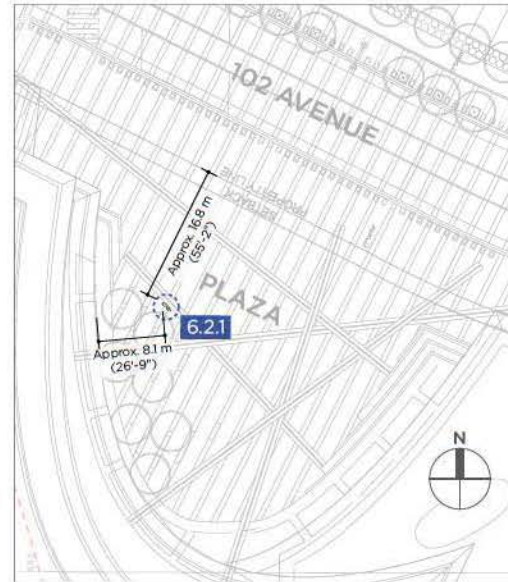
ALL perimeter signs are to be located a min. 2M set back from the Property Line.

A MAIN LEVEL SIGN PLAN
 1.0 NTS



Proposed Location for Sign Type 6: Tenant Directory Sign

One double-sided Tenant Directory Sign is proposed to be installed in the pedestrian plaza (main north entrance), allowing for maximum legibility whilst providing optimal circulation throughout the plaza. The side facing the street lists major tenants in The Tower at central City, while the other side offers a greeting to visitors as they exit the building. Directory is internally illuminated, with face-applied vinyl tenant names externally illuminated by a light fixture mounted flush to the pavers. Power supplied by source from under the nearest plaza bench. To be illuminated 24 hours a day, 7 days a week.



A IN SITU VIEW - TENANT DIRECTORY SIGN
2.0 NTS

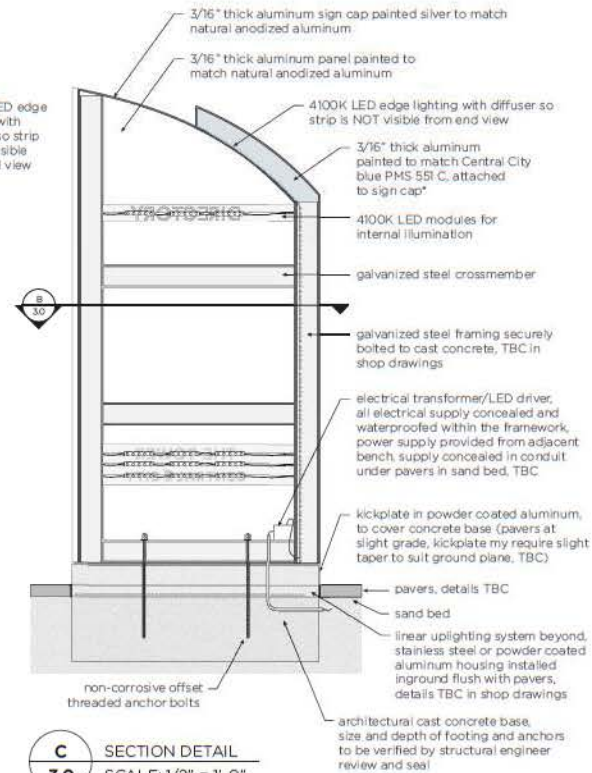
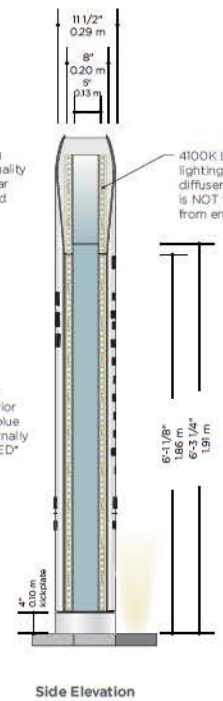
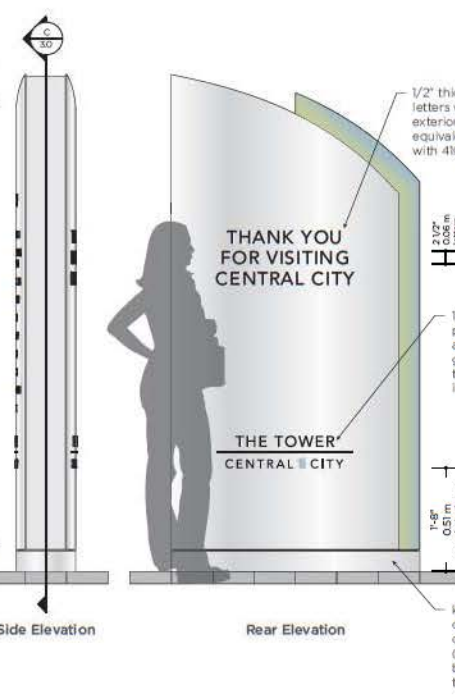
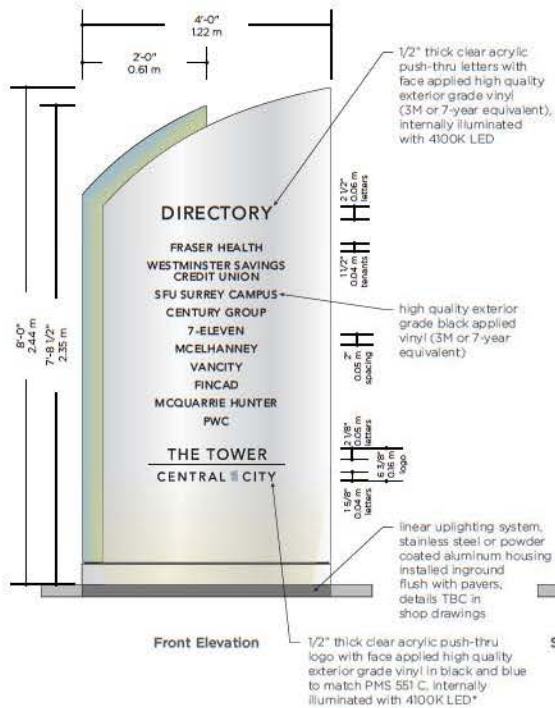
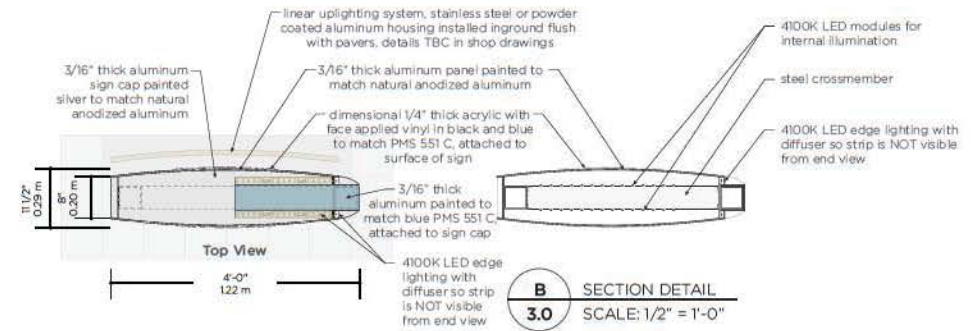
B LOCATION PLAN DETAIL*
2.0 SCALE: 1" = 50'

*Siting and confirmed location as per site visit 03-June-2016.

Sign Type 6: Tenant Directory Sign

Double-sided internally-illuminated painted aluminum sign cabinet with push-thru acrylic "C/C" logos and text*, illuminated with 4100K LED. Applied black vinyl tenant names to front side of sign. Internal galvanized steel frame bolted to architectural cast concrete base, with powder coated aluminum kickplate to conceal base. Linear uplighting system in powder coated aluminum housing, installed flush in ground with pavers to illuminate vinyl tenant names (details TBC). Power supplied from nearby plaza bench, providing 24-hour/7-day illumination.

Note: Final tenant names, name placement, and sign messaging TBC by Blackwood Partners.



A TENANT DIRECTORY SIGN ELEVATIONS
3.0 SCALE: 1/2" = 1'-0"

C SECTION DETAIL
3.0 SCALE: 1/2" = 1'-0"

* All colours and use of fonts to conform to approved brand identity standards for Central City



Blackwood Partners/BTA
CENTRAL CITY SURREY EXTERIOR SIGN ADDITION

CLIENT NAME: Blackwood Partners
FILE NAME: 16018 3.0 Central City ST 6 Detail.dwg

DATE: 2016-06-07
PROJECT: 16018

DRAWN BY: KB
REVIEW BY: BM

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7916-0496-00

Issued To: CC OFFICE HOLDINGS LTD.

(the "Owner")

Address of Owner: 1700, 110 - Yonge Street
Toronto, ON M5C 1T4

1. This development variance 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 variance permit.
2. This development variance 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: 025-867-067

Lot A Except: Parts Subdivided By Air Space Plans BCP9438, BCP9439, BCP9440 and BCP9442; Section 27 Block 5 North Range 2 West New Westminster District Plan BCP9437

13450 - 102 Avenue

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) To vary Part 5, Sub-section 27.(1)(b), to allow a free-standing sign to be located within a yard that abuts a road that pertains to businesses located in a building that is within a 5-metre (16 ft.) or smaller setback of the road.
4. This development variance permit applies to only the portion of the Land shown on Schedule A, which is attached hereto and forms part of this development variance permit. This development variance permit does not apply to additions to, or replacement of, any of the existing buildings shown on attached Schedule A, which is attached hereto and forms part of this development variance permit.
5. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.

6. This development variance permit shall lapse if the Owner does not substantially start any construction with respect to which this development variance permit is issued, within two (2) years after the date this development variance permit is issued.

7. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.

8. This development variance 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

SCHEDULE A

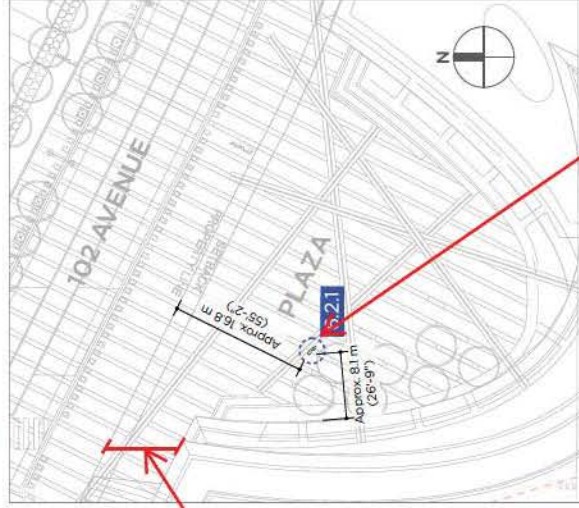
To allow for a new free-standing sign to be located within a yard that abuts a road that will pertain to businesses located within a building, which is set back less than 5 metres (16 ft.) from the road.

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A IN SITU VIEW - TENANT DIRECTORY SIGN
 2.0 NTS

Building setback is less than 5 metres (16 ft.).



B LOCATION PLAN DETAIL*
 2.0 SCALE: 1" = 50'

Proposed location of new directory sign.

*Siting and confirmed location as per site visit 03-June-2016.