

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7917-0391-00

Planning Report Date: October 2, 2017

PROPOSAL:

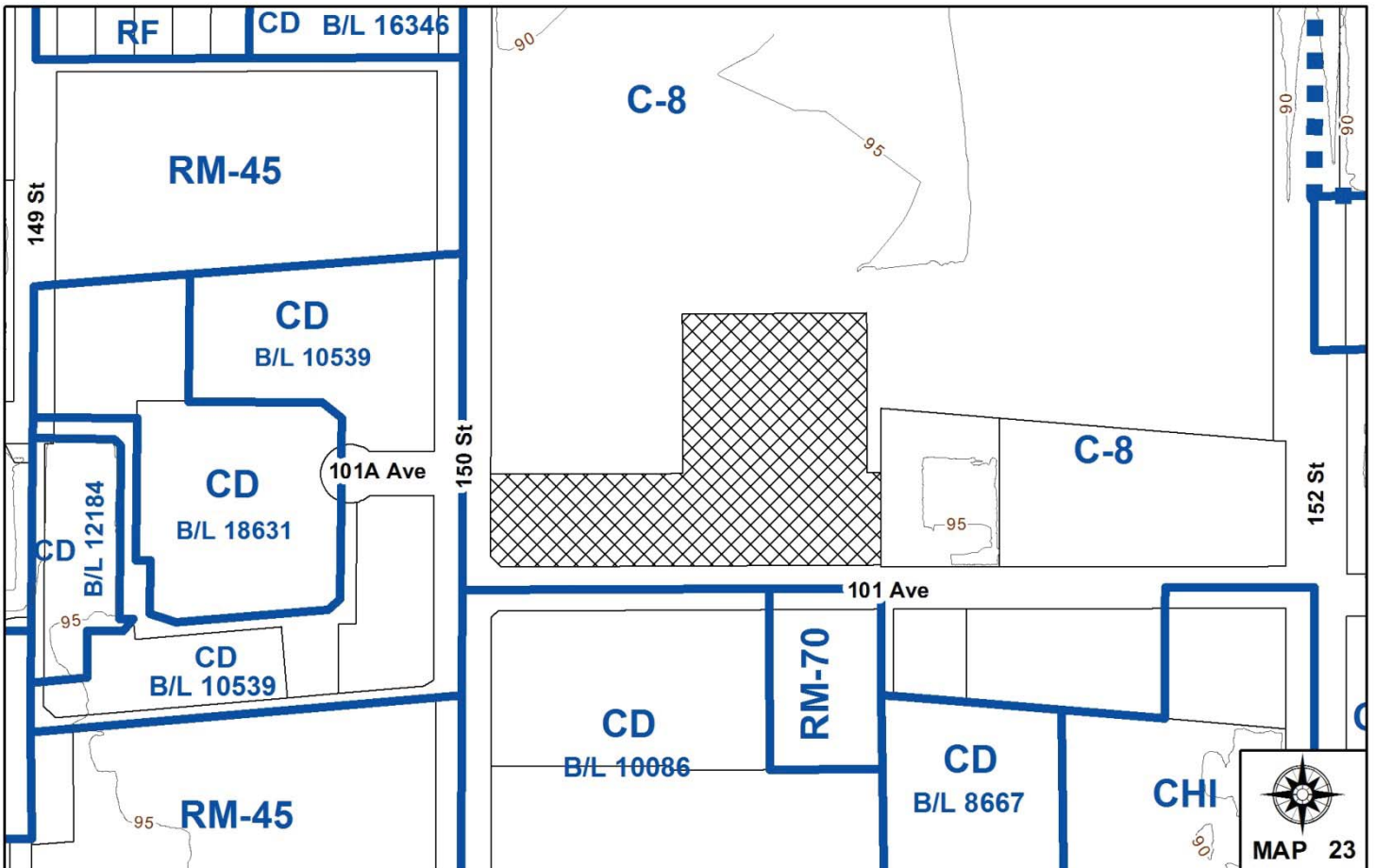
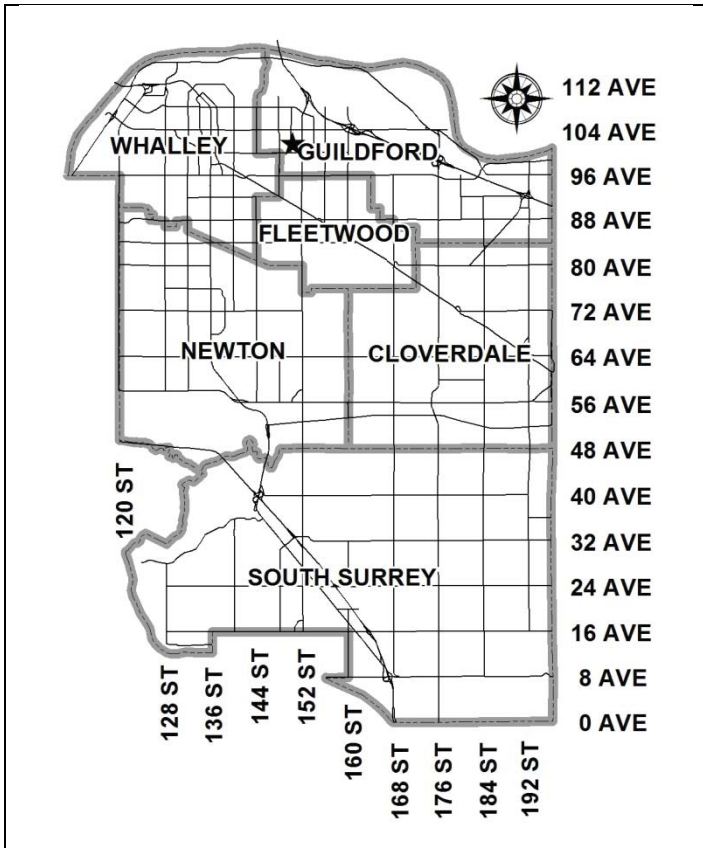
- **Development Permit**

to allow on-site signage for a movie theatre in Guildford, as part of a comprehensive sign design package.

LOCATION: 15051 - 101 Avenue

ZONING: C-8

OCP DESIGNATION: Town Centre



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 to increase the maximum permitted sign area and to allow for banner signs for an existing movie theatre.

RATIONALE OF RECOMMENDATION

- The proposed fascia signs are of an appropriate size and scale for the existing building and consist of high quality materials.
- Four (4) of the six (6) proposed fascia signs are replacements of existing approved signs.
- The applicant is also proposing exterior renovations to the tenant space, including the removal of the exterior sculpture and the painting of a portion of the building façade.
- Banner signs that can be replaced to advertise current movie showings are considered appropriate for a movie theatre.
- The building is large enough in size to qualify for the provision in the Sign By-law that allows for six (6) fascia signs per premises, which may all be located on the same façade.

RECOMMENDATION

The Planning & Development Department recommends that Council approve Development Permit No. 7917-0391-00 (Appendix III) 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 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: Movie theatre (Landmark Cinemas)

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across Mall Parking Lot):	Guildford Mall	Town Centre	C-8
East (Across Mall Entrance):	Four-storey office building	Town Centre	C-8
South (Across 101 Avenue):	Apartment buildings	Multiple Residential	RM-70, CD (By-law No. 10086)
West (Across 150 Street):	Three-storey apartment building	Multiple Residential	CD (By-law No. 10539)

DEVELOPMENT CONSIDERATIONSBackground

- The subject site is located at 15051 - 101 Avenue in Guildford and is approximately 1.5 hectares (3.7 acres) in size. The site is currently zone "Community Commercial Zone (C-8)" and is designated as "Town Centre" in the Official Community Plan (OCP).
- The site is currently occupied by Landmark Cinemas which is located in a stand-alone building adjacent to Guildford Town Centre Mall.

- The existing stand-alone movie theatre building is approximately 8029 square metres (86,422 sq. ft.) in size and was previously expanded and renovated as part of Development Permit No. 7996-0195-00 (issued by Council on April 27, 1998).
- Under Part 27 (2) (a) of the Sign By-law, a premises with a floor area of 3,000 square metres (32,290 sq. ft.) or greater may have one additional fascia sign for each additional 1,000 square metres (10,760 sq. ft.) of floor area to a maximum of six fascia signs per premises, which may all be located on the same façade. The movie theatre building has a total of 8,029 square metres (86,422 sq. ft.) and is therefore qualified for the aforementioned provision in the Sign By-law which allows for six (6) fascia signs per premises and for all six (6) to be located on the same building façade.
- A total of six (6) fascia signs are currently installed on the movie theatre building. A Sign Permit was previously issued for four (4) of the existing fascia signs which cover the west, north and east elevations. The two (2) existing fascia banner signs on the north elevation were installed without the proper Sign Permit.
- The applicant has applied for a Sign Permit to replace all six (6) of the existing fascia signs on the west, north and east elevations.
- In order to accommodate the requested replacement of the four (4) existing fascia signs that were previously installed with permits and two (2) that were installed without permits, the applicant has submitted the subject Development Permit (DP) application for a comprehensive sign design package.
- Under Part 1 Introductory Provisions, Section 9(2) 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, such as the current proposal, has been submitted to Council that includes a comprehensive sign design package containing a sign or signs that require variances of the Sign By-law provisions.
- The premises frontage of the movie theatre building is approximately 70 metres (231 sq. ft.), which would allow for a maximum sign area of 70 square metres (753 sq. ft.). The total sign area for all six (6) fascia signs is approximately 179.6 square metres (1931 sq. ft.). The applicant is therefore requesting a variance to the Sign By-law in order to increase the maximum allowable sign area from 70 square metres (753 sq. ft.) to 179.6 square metres (1931 sq. ft.).
- The applicant is also requesting a variance to the Sign By-law in order to permit two (2) banner signs that will exceed the maximum 2.3 square metres (32 sq.ft.) sign area under the Sign By-law.
- The following is a summary of the proposed signage:

Comprehensive Sign Design Package

Sign 1 (replacement of existing approved sculpture sign)

- One (1) fascia sign to be mounted above the main entrance on the north elevation approximately 5.2 metres (17.2 ft.) tall and 10.2 metres (33.4 ft.) wide for a total sign area of 53 square metres (570 sq. ft.) The fascia sign will feature stars, swooshes and the word "Landmark" fabricated as channel letters and lit by white LEDs. Sign Type 1 will also feature a backer panel fabricated in aluminum with a 3 3/16" cabinet along with the word "Cinemas" featured in push-thru letters of clear acrylic protruding 3/4" from the face with white vinyl applied to first and second surface. White LEDs will be installed behind the face and the aluminum face and cabinet will be painted black.
- The "Movies" sculpture that currently occupies the space will be removed as part of exterior renovations that will see the surface painted charcoal grey.

Sign 2 (re-face of existing approved changeable copy sign)

- One (1) fascia marquee sign mounted above the entrance on the north elevation 1.3 metres (4.4 ft.) tall and 13.2 metres (43.5 ft.) wide for a total sign area of 17.2 square metres (185 sq. ft.) The existing marquee display is to be converted from read-o-graph faces to marketing graphics featuring white lexan faces with digitally printed vinyl applied to first surface.

Sign 3 (re-installed banner display previously installed without permits)

- Two (2) flex banner displays to be re-installed with tension brackets and mounted to the north and south of the main entrance on the north elevation. The banner displays will be approximately 6.1 metres (20 ft.) tall and 4.6 metres (15 ft.) wide for a total sign area of 28.1 square metres (302 sq. ft.) each.
- A variance is required as banner signs are permitted only by non-profit and community organizations for special events and are meant to be temporary in nature (maximum 30 day duration). As well, the sign area will exceed the maximum 2.3 square metres (32 sq.ft.) sign area under the Sign By-law.

Sign 4 (replacement of previously approved signs)

- Two (2) fascia signs to be mounted on both the east and west elevation 3.7 metres (12.2 ft.) tall and 7.2 metres (23.6 ft.) wide for a total sign area of 26.6 square metres (286 sq. ft.) each. The fascia sign will feature stars, swooshes and the word "Landmark" fabricated as channel letters and lit by white LEDs.
- As part of the replacement, the fascia sign on the east elevation will be moved further south. Moving the sign south will increase the exposure and help direct traffic from 101 Avenue.

Signage Assessment

- Although the proposed signage package requires variances to the Sign By-law to increase the maximum allowable sign area and to allow two (2) banner signs, the variances have merit when considering the large size of the movie theatre building.

- All of the proposed signage has been designed with high quality, durable materials, and will complement the Landmark Cinemas tenant space which will undergo minor exterior improvements including painting portions of the building façade.
- Four (4) of the six (6) proposed fascia signs are replacements for signs that were previously approved.
- Banner signs that can be replaced to advertise current movie showings are considered appropriate for a movie theatre.
- Staff support the requested variances for the proposed fascia signage.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary (Confidential)
Appendix II.	Proposed Sign By-law Variances Tables
Appendix III.	Development Permit No. 7917-0391-00

original signed by Ron Gill

Jean Lamontagne
General Manager
Planning and Development

RT/da

APPENDIX I HAS BEEN
REMOVED AS IT CONTAINS
CONFIDENTIAL INFORMATION

PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To allow for two (2) banner signs, which exceed a sign area of 2.3 square metres (32 sq.ft.) and exceed the 30 day duration limitation.	Banner signs can only be installed by a non-profit or community organization for a special event, cannot exceed 2.3 square metres (32 sq.ft.) in sign area and must be removed within 30 days(Part 1, Section 7.(13)(a)(b)and (c)).	The banners are to be of high quality materials, designed to be durable, and are considered appropriate for a movie theatre.
2	To increase the maximum allowable sign area of all signs on the subject tenant space (Landmark Cinemas) from 70 square metres (231 sq. ft.) to 179.6 square metres (1931 sq. ft.).	The maximum permitted sign area of all signs on a lot, excluding free-standing signs, shall not exceed 1 square metre per linear metre (3 sq.ft. per linear foot) of premises frontage (Part 5, Section 27(2)(b)). For the subject tenant space, this equates to a maximum permitted sign area of approximately 70 square metres (1931 sq. ft.).	The proposed fascia signs are comprehensively designed for the tenant space, and are high quality signs that are of an appropriate size and scale in relation to the building.

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7917-0391-00

Issued To:

(the "Owner")

Address of Owner: #700 – 650 West 41st Avenue
Vancouver, BC V5Z 2M9

A. General Provisions

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: 024-244-589

Lot B Section 29 Block 5 North Range 1 West New Westminster District Plan LMP39024

15051 - 101 Avenue

(the "Land")

3. This development permit applies to only that portion of the buildings and structures on the Land shown on Schedule A which is attached to 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.

B. Form and Character

1. Signage shall be installed in conformance with the drawings numbered 7917-0391-00(A) through to and including 7917-0391-00(E) (the "Drawings").

2. Minor changes to the Drawings that do not affect the general form and character of the comprehensive sign details on the Land, may be permitted subject to the approval of the City.

C. Variances

The issuance of a development permit limits activity on the Land to that of strict compliance with all City bylaws, unless specific variances have been authorized by the development permit. No implied variances from bylaw provisions shall be granted by virtue of drawing notations or within reports which are inconsistent with City bylaw provisions and which have not been identified as variances below:

1. 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 Drawing labelled 7917-0391-00(A) through to and including 7917-0391-00(E).

D. Administration

1. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development permit.
2. 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. The terms and conditions of this development permit, and any amendment to it, are binding on any and all persons who acquire an interest in the Land.
3. This development permit is only valid for the development that is described in this development permit. If a change to development is considered, a new development permit or an amendment to this permit is required before any work is started.
4. All reports, documents and drawings referenced in this development permit shall be attached to and form part of this development permit.
5. This development permit is issued subject to compliance by the Owner and the Owner's employees, contractors and agents with all applicable City bylaws, including the Tree Protection Bylaw, Erosion and Sediment Control Bylaw and the Soil Removal and Deposition Bylaw, all as may be amended or replaced from time to time.

6. This development permit is NOT A BUILDING PERMIT.

AUTHORIZING RESOLUTION PASSED BY THE COUNCIL/DELEGATED OFFICIAL, THE
DAY OF _____, 20__ .

ISSUED THIS _____ DAY OF _____, 20__ .

Mayor – Linda Hepner

City Clerk – Jane Sullivan

IN CONSIDERATION OF COUNCIL APPROVAL OF THIS DEVELOPMENT PERMIT AND
OTHER GOOD AND VALUABLE CONSIDERATION, I/WE THE UNDERSIGNED AGREE 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)

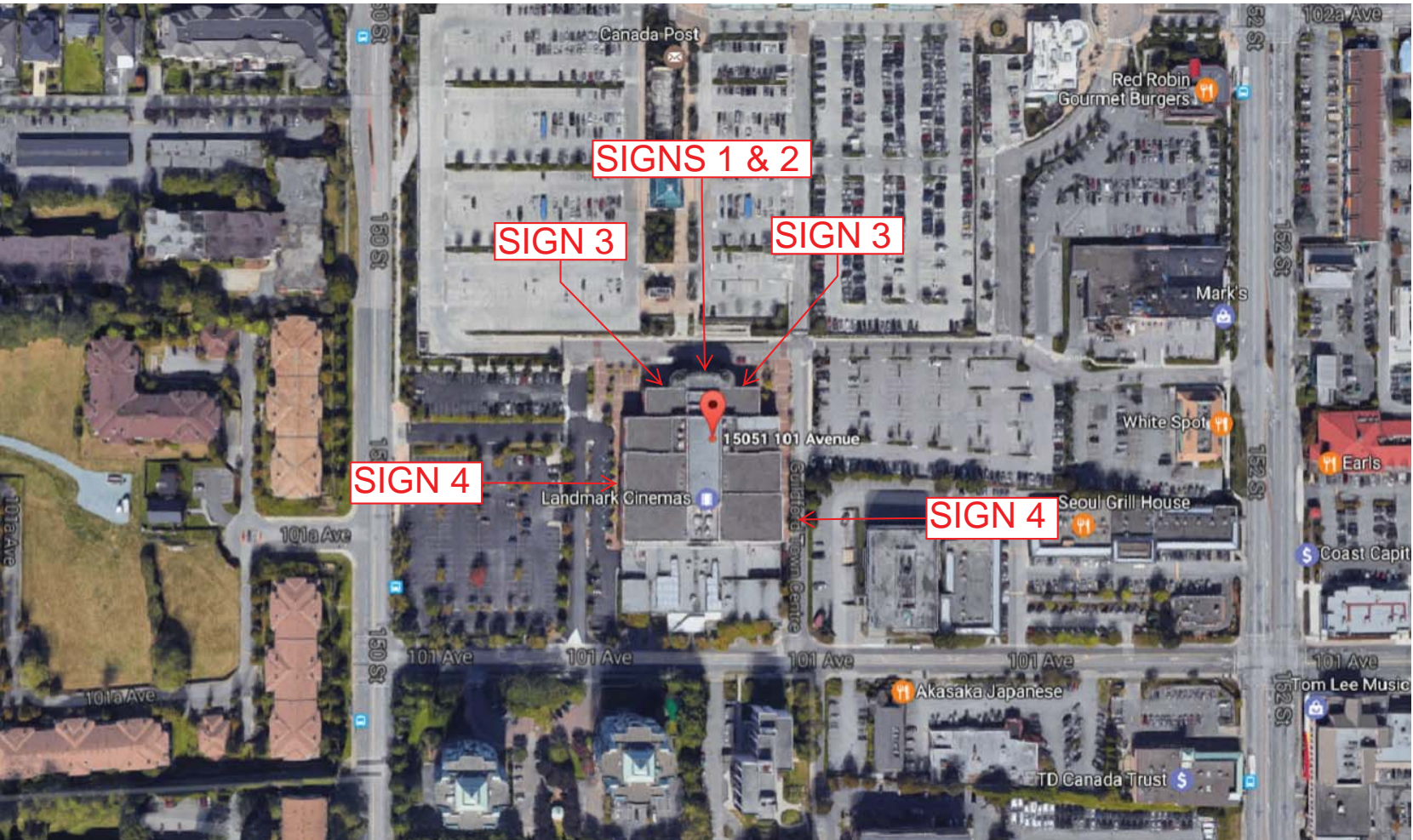
Sign By-law Variances

#	Variance	Sign By-law Requirement
1	To allow for two (2) banner signs for a movie theatre, which exceed a sign area of 2.3 square metres (32 sq. ft.) and exceed the 30 day duration limitation.	Banner signs can only be installed by a non-profit or community organization for a special event, cannot exceed 2.3 square metres (32 sq. ft.) in sign area and must be removed in 30 days (Part 1, Section 7.(13)(a)(b) and (c)).
2	To increase the maximum allowable sign area of all signs on the subject tenant space (Landmark Cinemas) from 70 square metres (231 sq. ft.) to 179.6 square metres (1931 sq. ft.).	The maximum permitted sign area of all signs on a lot, excluding free-standing signs, shall not exceed 1 square metre per linear metre (3 sq. ft. per linear foot) of premises frontage (Part 5, Section 27(2)(b)). For the subject tenant space, this equates to a maximum permitted sign area of approximately 70 square metres (1931 sq. ft.).



331 Parkdale Ave. N.
 Hamilton, ON L8H 5Y1
 Tel: (289)389-8951
 Fax: 1(888) 738-3846
 info@prioritypermits.com
 www.prioritypermits.com

ENG



REV	DESCRIPTION
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Landmark Cinemas

15051 101 Avenue

Surre

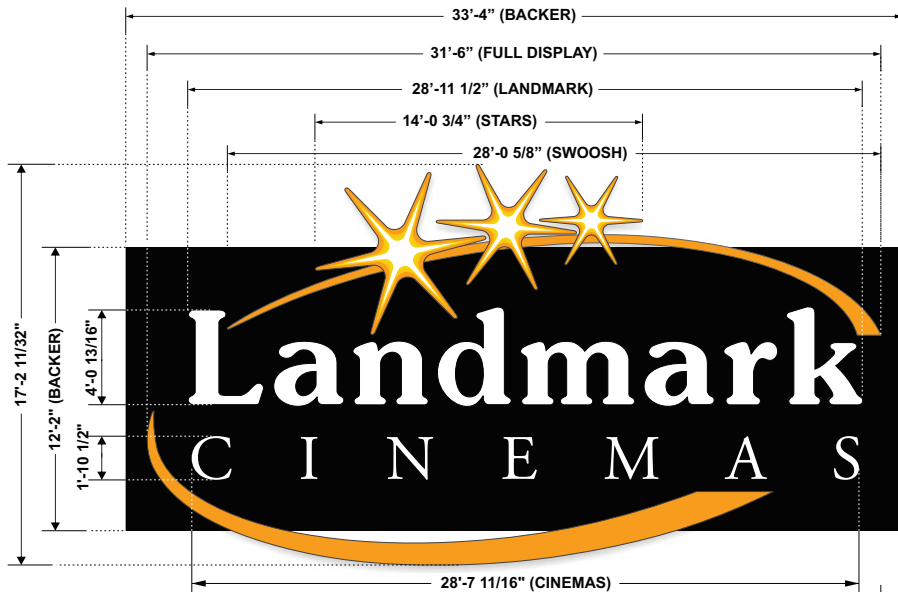
SITE I

DATE:	-
SCALE:	-
JOB No.:	-
DRAWN BY:	-
CHECKED BY:	-

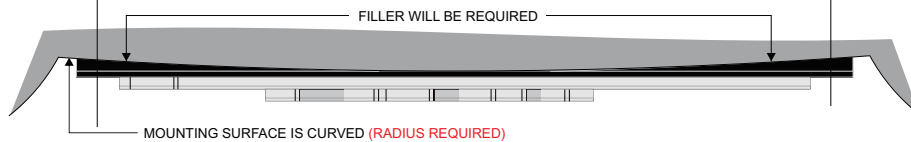
NOTES / LEGAL:
 1. THESE DRAWINGS ARE INTENDED FOR PERMIT PROCESSING. DIMENSIONS, SIGNAGE PLACEMENT AND DESIGN TO BE VERIFIED BY SIGNAGE CLIENT AND / OR FABRICATOR PRIOR TO CONSTRUCTION INSTALLATION.
 2. FINAL INSPECTIONS FOR PERMITTING JOBS TO BE HANDLED BY CLIENTS.
 3. ENGINEERING PHOTOS / INSTALLER CHECKLIST TO BE PROVIDED BY CLIENTS.

DP # 7917-0391-00 (A)
 The "Drawings"

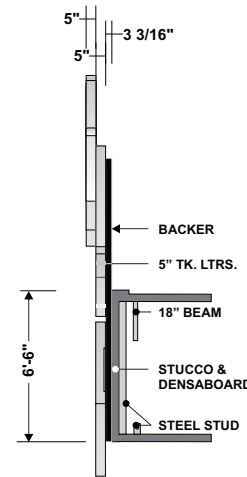
SIGN 1



FRONT VIEW
SCALE: 3/16" = 1'-0"



TOP VIEW
SCALE: 3/16" = 1'-0"



SIDE VIEW (SPECULATION)
SCALE: 3/16" = 1'-0"

CHANNEL LETTER DISPLAY ON BACKER (FRONT ENTRANCE)

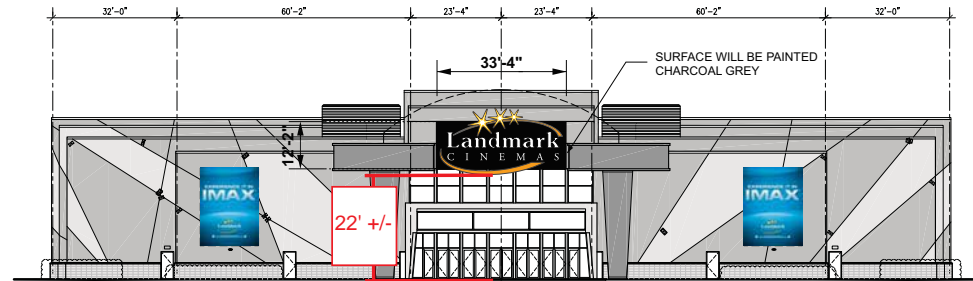
Installation: Interior: Exterior:

Descriptions:

- BACKER PANEL FABRICATED IN ALUMINUM WITH 3 3/16" CABINET - "CINEMAS" TO BE PUSH-THRU LETTERS OF CLEAR ACRYLIC PROTRUDING 3/4" FROM FACE WITH WHITE VINYL APPLIED TO FIRST AND SECOND SURFACE - WHITE LEDS INSTALLED BEHIND FACE - ALUMINUM FACE AND CABINET TO BE PAINTED BLACK
** BRACKET REQUIRED BEHIND TO MOUNT ON CURVED SURFACE
- STARS, SWOOSHES AND "LANDMARK" TO BE FABRICATED AS CHANNEL LETTERS LIT BY WHITE LEDS - WHITE ACRYLIC WITH VINYL INDICATED APPLIED TO FIRST SURFACE - RETURNS TO MATCH CLEAR ANODIZED ALUMINUM

Colors:

#	Colors:
A	PAINTED BLACK
B	ORANGE VINYL #3630-74
C	1ST SURFACE APPLICATION PRINTED ON CLEAR VINYL IJ3650-114 & PRINTED ON WHITE VINYL IJ3630-20 OVERLAMINATES 8520 MAT)
D	PAINTED CLEAR TO MATCH CLEAR SATIN ANODIZED
E	WHITE VINYL 3630-20



FRONT (NORTH) ELEVATION (RENOVATED)
SCALE: 1/32" = 1'-0"

Project ID

HH1-17508F
Date: 08-11-2016
Scale: 3/16"=1'-0"
Sales: R. Ghantous
Designer: L. Plunkett

Rev. #: R6
Date: 04-20-2017

Revision Note:
Non-illuminated numbers and arrows indicated on Pg. 8.
New washrooms signs added on Pg. 10.

Master Artwork

Conceptual Artwork

Information Required:
Client to clarify installation. Area of installation is under renovation.

Electrical Requirements

120V 347V
 Other _____

* Voltage needs to be specified prior to customer approval

Customer Signature _____

Date _____

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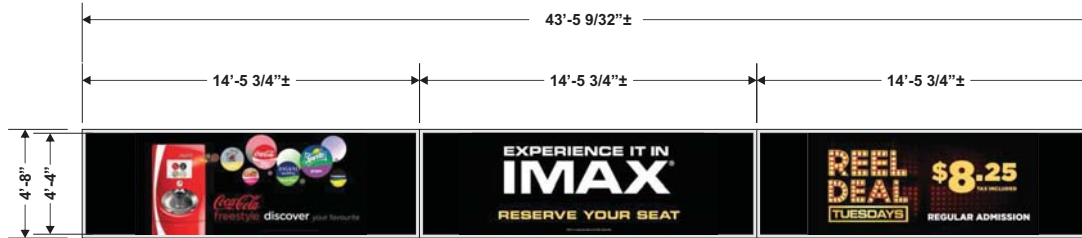
Landmark Cir
15051 101st.
Surrey, British C

Sign Item

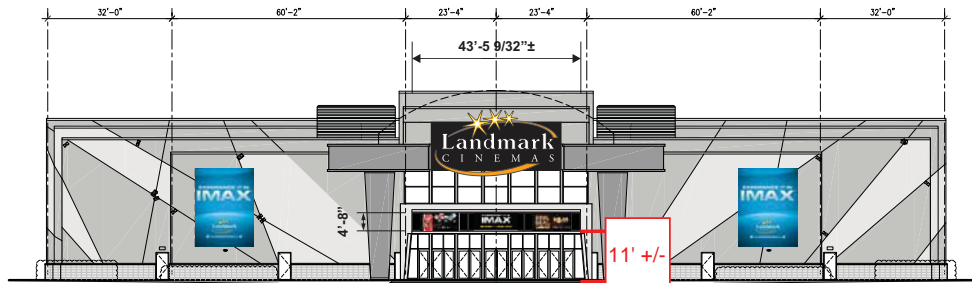
SG1



SIGN 2



FACE VIEW
SCALE: 3/16" = 1'-0"



FRONT (NORTH) ELEVATION (RENOVATED)
SCALE: 1/32" = 1'-0"

UPGRADE OF MARQUEE SIGNS

Installation: Interior: Exterior:

Descriptions:

1 EXISTING MARQUEE DISPLAYS TO BE CONVERTED FROM READ-O-GRAPH FACES TO MARKETING GRAPHICS – WHITE LEXAN FACES WITH DIGITALLY PRINTED VINYL APPLIED TO FIRST SURFACE

Project ID
HH1-17508F

Date: 08-11-2016
Scale: 3/16"=1'-0"
Sales: R. Ghantous
Designer: L. Plunkett

Rev. #: R6
Date: 04-20-2017

Revision Note:
Non-illuminated numbers and arrows indicated on Pg. 8.
New washrooms signs added on Pg. 10.

Master Artwork

Conceptual Artwork

Information Required:

- Drawing is preliminary.
- Survey of existing displays will be required.
- Client to supply art files for graphics.

Electrical Requirements

120V 347V

Other _____

* Voltage needs to be specified prior to customer approval

Customer Signature _____

Date _____

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Landmark CINEMA

Landmark Cii
15051 101st
Surrey, British C

Sign Item

SG2

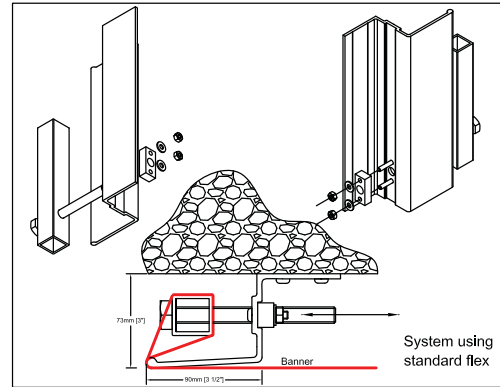
DP # 7917-0391-00 (C)

SIGN 3
x2



FACE VIEW
SCALE: 1/4" = 1'-0"

SIDE VIEW
SCALE: 1/4" = 1'-0"



INSTALL BRACKETS – HORIZONTAL AND VERTICAL
SCALE: NTS

FLEX BANNER DISPLAY	
Installation:	<input type="checkbox"/> Interior: <input checked="" type="checkbox"/> Exterior:
#	Descriptions:
1	EXISTING FLEX BANNER DISPLAYS TO BE RE-INSTALLED WITH TENSION BRACKETS
2	EXISTING ILLUMINATION

Project ID	
HH1-17508F	
Date:	08-11-2016
Scale:	1/4"=1'-0"
Sales:	R. Ghantous
Designer:	L. Plunkett
Rev. #:	R6
Date:	04-20-2017
Revision Note: Non-illuminated numbers and arrows indicated on Pg. 8. New washrooms signs added on Pg. 10.	

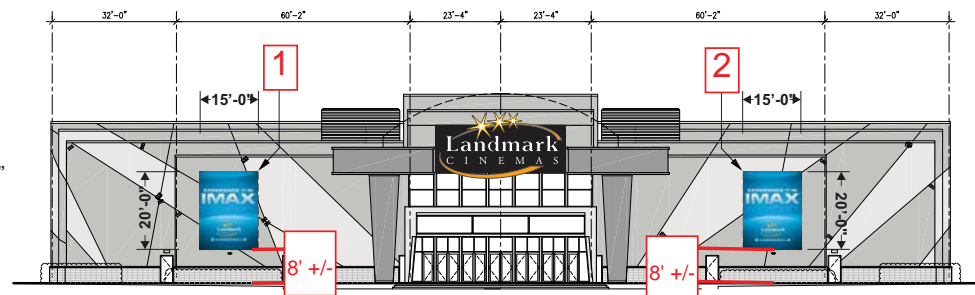
<input type="checkbox"/>	Master Artwork
<input checked="" type="checkbox"/>	Conceptual Artwork
Information Required: Drawing is preliminary. Final banner graphics to be determined	

Electrical Requirements	
<input type="checkbox"/>	120V
<input type="checkbox"/>	347V
<input type="checkbox"/>	Other _____

* Voltage needs to be specified prior to customer approval

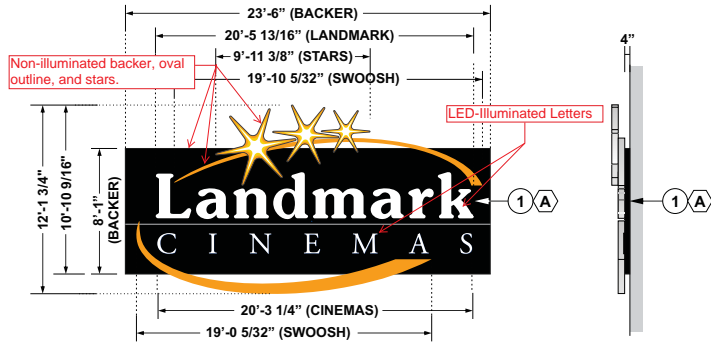
Customer Signature
Date

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FRONT (NORTH) ELEVATION (RENOVATED)
SCALE: 1/32" = 1'-0"

SIGN 4
x2



EXISTING CHANNEL LETTERS ON BACKER (BACKER BLACK)	
Installation:	<input type="checkbox"/> Interior: <input checked="" type="checkbox"/> Exterior:
#	Descriptions:
1	EXISTING DISPLAYS TO BE REMOVED DURING RENOVATION – BACKER PANEL (CURRENTLY PAINTED BLUE) WITH CABINET TO BE PAINTED BLACK AND RE-INSTALLED AT LOCATIONS INDICATED

#	Colors:
A	PAINTED BLACK

Project ID	
HH1-17508F	
Date:	08-11-2016
Scale:	1/8"=1'-0"
Sales:	R. Ghantous
Designer:	L. Plunkett
Rev. #:	R6
Date:	04-20-2017
Revision Note: Non-illuminated numbers and arrows indicated on Pg. 8. New washrooms signs added on Pg. 10.	

Master Artwork
<input checked="" type="checkbox"/> Conceptual Artwork
Information Required: • Elevation designations to be verified. • Electrical to be run to new location on east elevation.

Electrical Requirements
<input type="checkbox"/> 120V <input type="checkbox"/> 347V
<input type="checkbox"/> Other _____

* Voltage needs to be specified prior to customer approval
Customer Signature _____
Date _____

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Landmark Ci 15051 101st Surrey, British C
Sign Item
N/A

