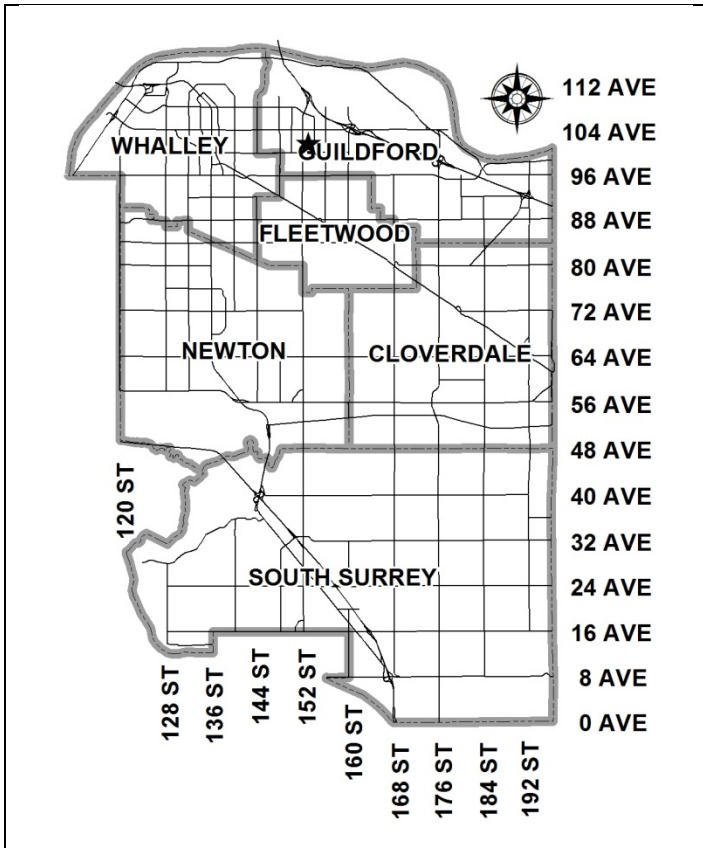


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7918-0118-00

Planning Report Date: April 23, 2018



PROPOSAL:

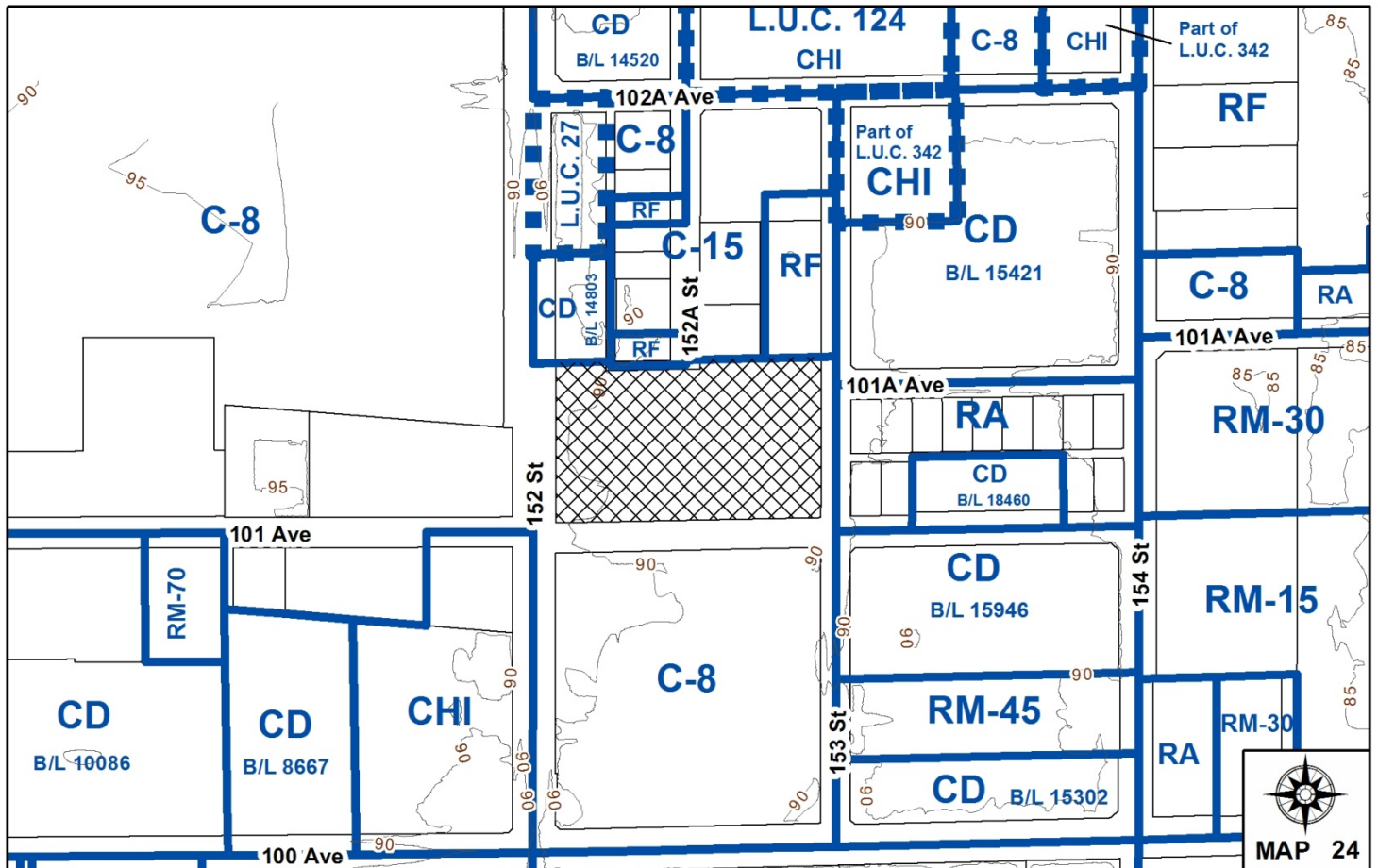
- **Development Permit**

to permit fascia signage for a restaurant on an existing commercial building in Guildford, as part of a comprehensive sign design package.

LOCATION: 10110 - 152 Street

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 number of fascia signs per premises from two (2) to three (3) and to allow these three (3) fascia signs to be installed above the roofline for an existing restaurant (Earls) in Guildford Town Centre.

RATIONALE OF RECOMMENDATION

- The signage has been comprehensively designed to be integrated with the design of the building.
- The proposed signage is high quality and is of appropriate scale for the development.
- The signage is important for branding purposes and is consistent with the newly updated logo for the Earls restaurant chain.
- The proposed fascia signs do not exceed the maximum allowable sign area under the Sign By-law.
- Staff support the requested variances as part of a comprehensive sign design package.

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. 7918-0118-00 including 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: Multi-building shopping centre (The Boardwalk Plaza)

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	Single-storey retail building.	Commercial	CD (By-law No. 14803)
	Parking lot.	Commercial	RF
	Three-storey commercial building with retail at grade.	Commercial	C-15
	Vacant lot (under Development Application No. 7908-0275-00)	Commercial	RF (CD By-law, based on C-15, at Third Reading)
East (Across 153 Street):	Vacant single family lot and single family dwelling.	Multiple Residential	RA
South (Across 101 Avenue):	Impact Plaza shopping centre with three-storey and single-storey commercial buildings.	Commercial	C-8
West (Across 152 Street):	Single-storey commercial buildings with drive through restaurant (Wendy's).	Commercial	C-8

DEVELOPMENT CONSIDERATIONS

Background

- The subject site is located at the northeast corner of 152 Street and 101 Avenue in Guildford Town Centre and is approximately 1.9 hectares (4.5 acres) in size. The site is designated "Town Centre" in the Official Community Plan (OCP), is zoned "Community Commercial Zone (C-8)", and is currently occupied by a shopping centre (The Boardwalk Plaza) consisting of five (5) single-storey commercial buildings.
- An Earls restaurant is located in the building at the northwest corner of the site adjacent to 152 Street and contains a clock tower feature.
- Three (3) existing Earls fascia signs are located above the roofline of the commercial building and are mounted on the clock tower feature. These signs were previously installed without the proper Sign Permits or Development Permits.

Current Proposal

- The applicant is seeking to replace the three (3) existing fascia signs with updated signs that reflect the updated brand logo for the Earls Restaurant chain.
- In order to accommodate the requested signage, the applicant has submitted the subject Development Permit (DP) application for a comprehensive sign design package. The package includes a total of three (3) fascia signs.
- 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, 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 applicant is seeking two variances to the Sign By-law, as follows;

Part varied	From	To
Part 5, Signs in Commercial/Industrial Zones (27)(2)(a)	A maximum of two (2) fascia signs are permitted per premises.	Increase the maximum number of fascia signs per premises from two (2) to three (3).
Part 1, General Provisions (6)(1.3)	A fascia sign shall not extend above the roof line.	Allow three (3) fascia signs to extend above the roof line.

DESIGN PROPOSAL AND REVIEWProposed Comprehensive Sign Design Package

- The three (3) proposed fascia signs will be approximately 0.8 metres (2 ft. 6 in.) tall by 2.3 metres (7 ft. 6 in.) wide, with a total sign area of approximately 1.8 square metres (19.8 sq. ft.).
- The proposed fascia signs will be mounted above the roofline on the clock tower feature of the existing restaurant at a height of approximately 6.4 metres (21 ft.) from finished grade. One sign will be mounted on each of the north, west and east elevations of the clock tower.
- Each sign will feature individual white internally illuminated channel lettering, featuring the updated "Earls" logo.

RATIONALE

- The signage has been comprehensively designed to be integrated with the design of the building. The clock tower feature is an appropriate location for the proposed tenant identification.
- The proposed signage is high quality and is of appropriate scale for the development.
- The signage is important for branding purposes and is consistent with the newly updated logo for the Earls restaurant chain.
- The proposed fascia signage does not exceed the maximum allowable sign area under the Sign By-law.
- Staff support the requested variances as part of a comprehensive sign design package.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary (Confidential) and Project Data Sheets
Appendix II.	Proposed Sign By-law Variances Tables
Appendix III.	Development Permit No. 7918-0118-00

original signed by Ron Gill

Jean Lamontagne
General Manager
Planning and Development

APPENDIX I HAS BEEN
REMOVED AS IT CONTAINS
CONFIDENTIAL INFORMATION

PROPOSED SIGN BY-LAW VARIANCES

#	Sign By-law Requirement	Proposed Variances	Rationale
1	A maximum of two (2) fascia signs are permitted per premises (Part 5, Signs in Commercial/Industrial Zones (27)(2)(a)).	To increase the maximum number of fascia signs per premises from two (2) to three (3).	The total sign area for all three (3) signs is below the maximum permitted in the Sign By-law, therefore the three (3) signs are considered reasonable.
2	A fascia sign shall not extend above the roof line (Part 1, General Provisions (6)(1.3)).	To allow three (3) fascia signs to extend above the roof line.	<p>The proposed fascia signs are replacements of existing signs.</p> <p>The location and the orientation of the fascia signs are needed in order to direct customer off 152 Street to the business.</p> <p>The proposed signage is of high quality and appropriate in scale for the proposed location.</p>

(the "City")

DEVELOPMENT PERMIT

NO.: 7918-0118-00

Issued To:

(the "Owner")

Address of Owner:

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: 008-147-167

Lot 1 Section 28 Block 5 North Range 1 West New Westminster District Plan 75332

10110 - 152 Street

(the "Land")

3. This development permit applies to only [that portion of the buildings 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. The character of the development including comprehensive sign design packages (fascia signs and free standing signs) on the Land shall be in accordance with the drawings numbered DP #7918-0118-00(1) through to and including DP #7918-0118-00(2) (the "Drawings").

2. Minor changes to the Drawings that do not affect the general form and character of the landscaping, siting, form, exterior design and finish of buildings and structures, truck parking specifications, free standing signs, sign design packages and 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 Drawings numbered 7918-0118-00(1) through to and including 7918-0118-00(2).

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

City Clerk

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

#	Sign By-law Requirement	Variance
1	A maximum of two (2) fascia signs are permitted per premises (Part 5, Signs in Commercial/Industrial Zones (27)(2)(a))	To increase the maximum number of fascia signs per premises from two (2) to three (3).
2	A fascia sign shall not extend above the roof line (Part 1, General Provisions (6)(1.3)).	To allow three (3) fascia signs to extend above the roof line.

Replace Existing Signs with new



To increase the maximum number of fascia signs per premises to three (3).

FIVE STAR

www.fivestarpermits.com
240 Parsons Road
Okanagan Falls BC V0H 1R3
250.487.1210

Date _____
Scale 1cm=10m Scale _____



DP # 7918-0118-00 (1)
The "Drawings"

Earls

10160 152 St Surrey BC

Client approves sign locations

Client
Earls

Project
Surrey Guildford

Address
10160 152 St.
Surrey

Project Manager
-

Account Manager
Wlasichuk

Quote Number
12580-10-17-EARDG

Date
QCT. 31,2017

Scale
NTS

Revision
-

This Original Drawing is Property of
Pacific Sign Group Inc. dba Knight
Signs and is Not to be Reproduced
and or Manufactured in Whole or in
Part Without Written Permission of
Knight Signs Copyright © 2016

Vancouver | Calgary | Toronto
Phone 604-840-2211
Toll Free 1-888-283-0875
www.knightsigns.ca

Client's Approval

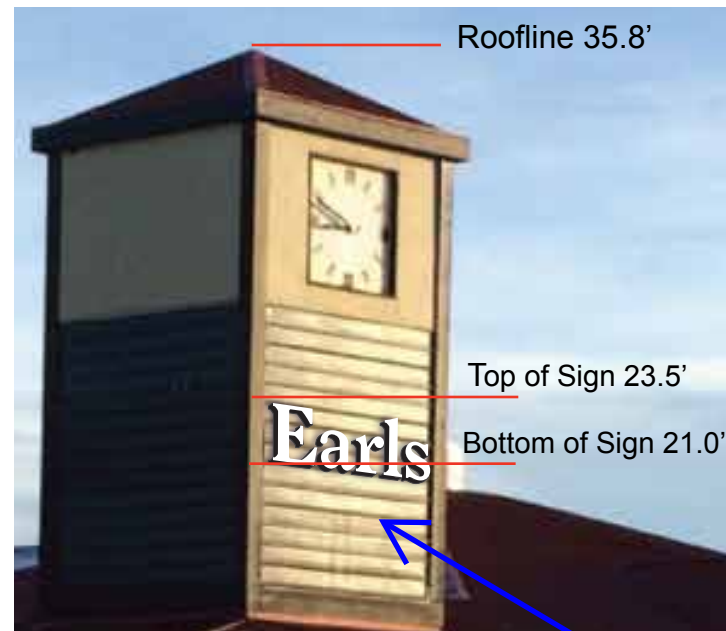
X

Customer Responsible
for Power to Sign

SOUTH & EAST ELEVATIONS



NORTH ELEVATIONS



To allow three
(3) fascia signs
to extend above
the roof line.