

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7918-0296-00

Planning Report Date: January 14, 2019

PROPOSAL:

- **Development Permit**

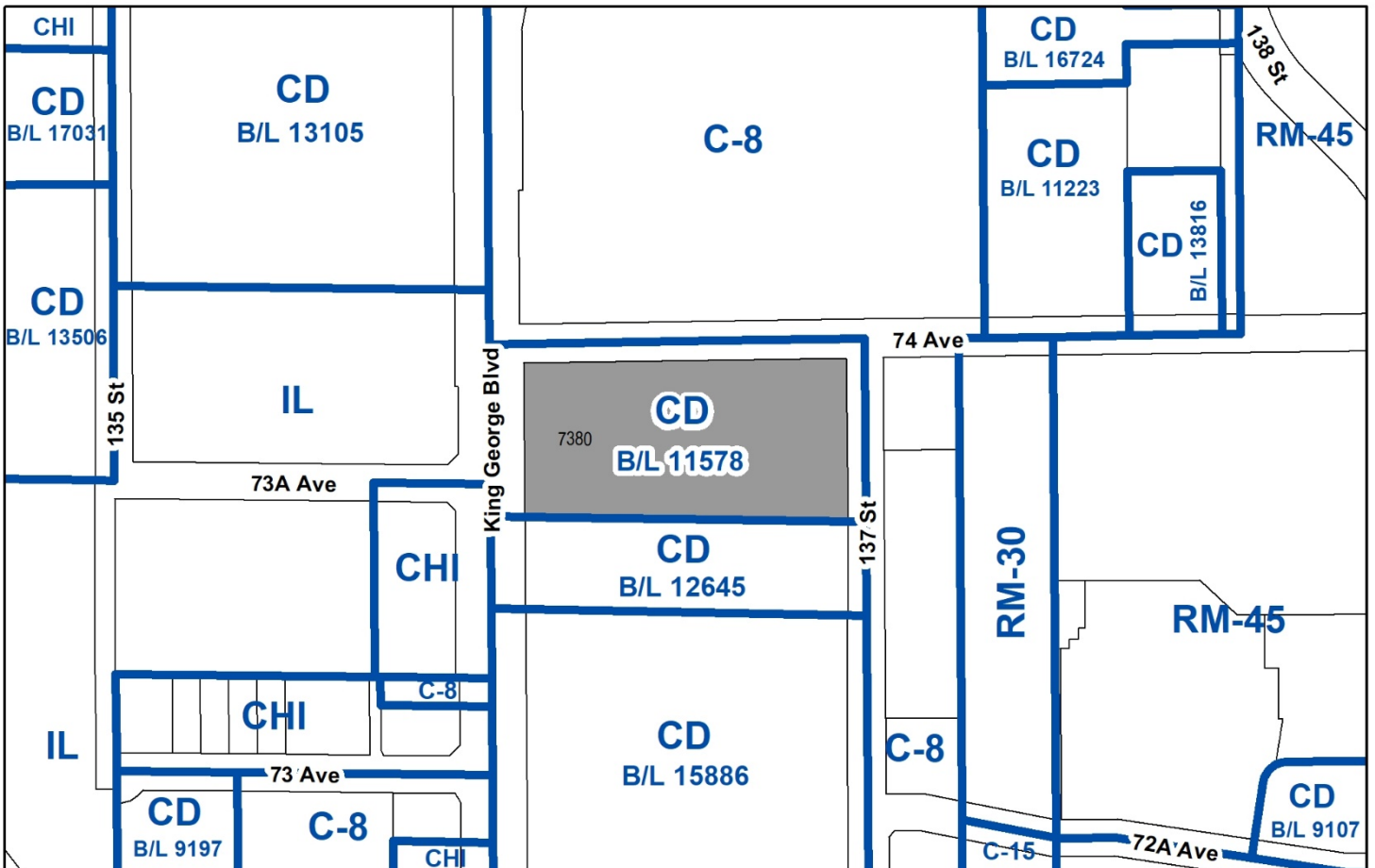
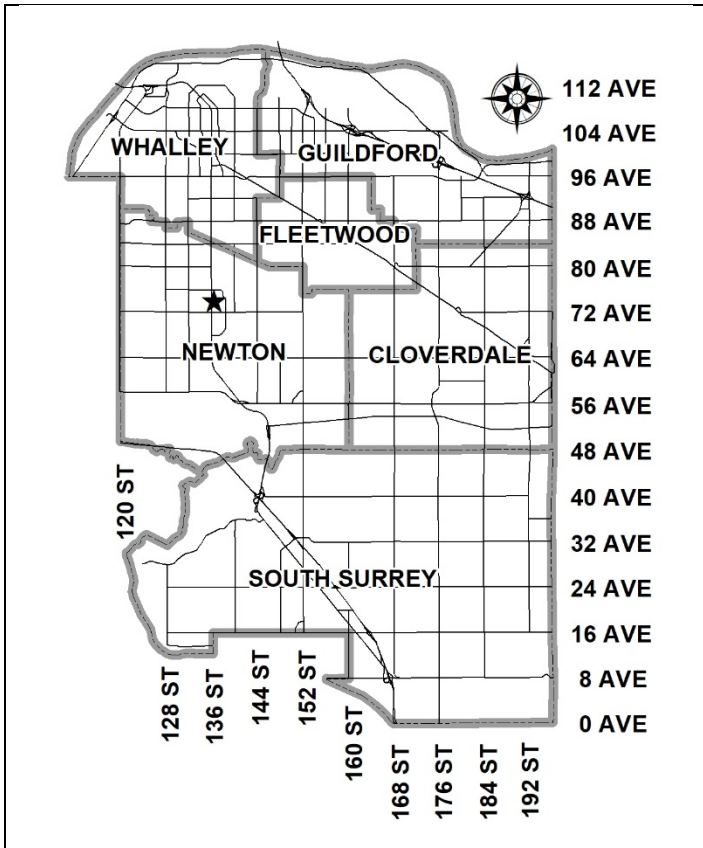
for a Comprehensive Sign Design Package to permit an oversized free-standing sign for a commercial complex.

LOCATION: 7380 - King George Boulevard

ZONING: CD Zone (By-law No. 11578)

OCP DESIGNATION: Town Centre

TC DESIGNATION: Commercial Office



RECOMMENDATION SUMMARY

- Staff recommend that Development Permit for a Comprehensive Sign Design Package be denied.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant is seeking to vary the Sign By-law through a Comprehensive Sign Design Package to:
 - Increase the allowable height for a free-standing sign in a special sign area;
 - Increase the allowable sign area; and
 - Increase the number of free-standing signs allowed along the King George Boulevard frontage.
- The proposed free-standing sign is not in keeping with the Official Community Plan design guidelines, including the proposed scale (height) within a Town Centre location, and the number of tenant signs on each free-standing sign.

RATIONALE OF RECOMMENDATION

- The subject site is located in the Newton Town Centre. The design and scale of the proposed free-standing sign does not conform to the Sign Guidelines for Form and Character under the Official Community Plan, and is not in keeping with the form of signage that is permitted or which is anticipated in Town Centre areas.
- There are five (5) existing free-standing signs on the site (three (3) on King George Boulevard and two (2) on 74 Avenue), as well as, individual fascia signs for businesses within this site that can be seen from the street. Four (4) of the free-standing signs advertise multiple tenants.
- As properties within Town Centres come forward with proposals for redevelopment or renovation, Planning staff seek to implement the modern design principles set forth in the City's OCP and promote adherence to current Sign By-law regulations in order to improve and update the character of these areas. The proposed signage, in contrast, is not reflective of a modern town centre streetscape, adds to the visual signage clutter along King George Boulevard, and is not in scale with the predominantly one-storey commercial buildings on site.
- Consequently, staff is not supportive of the applicant's proposal for an oversized sign.

RECOMMENDATION

The Planning & Development Department recommends that the application for Development Permit No. 7918-0296-00 for an additional free-standing sign as part of a Comprehensive Sign Design Package be denied.

REFERRALS

Engineering: The Engineering Department does not support the location of the proposed sign, as it is located within an existing 3.0 metre (10 ft.) Statutory Right-of-Way. Engineering requires full, unobstructed access to this existing Statutory Right-of-Way in order to maintain the existing infrastructure at this location.

Surrey Fire Department: Referral not required.

SITE CHARACTERISTICS

Existing Land Use: Multi-tenant Commercial Complex.

Adjacent Area:

Direction	Existing Use	TC Designation	Existing Zone
North (Across 74 Avenue):	Multi-tenant Commercial Complex	Mass Merchandising	C-8
East (Across 137 Street):	Multi-tenant Commercial Complex	Commercial Office	C-8
South:	Multi-tenant Commercial Complex	Commercial Office	CD Zone (By-law No. 12645)
West (Across King George Boulevard):	Mini-Storage	Mass Merchandising	IL

DEVELOPMENT CONSIDERATIONSBackground

- The subject site, located at 7380 – King George Boulevard, is designated "Town Centre" in the Official Community Plan, "Commercial Office" in the Newton Town Centre Plan, and zoned "CD Zone (By-law No. 11578)".
- The subject property has a total of five (5) free-standing signs; three (3) along the King George frontage and two (2) along the 74 Avenue frontage. Four (4) of these free-standing signs are multi-tenant cabinets. The existing signage on this property were reviewed and approved through previous Development Permit and Sign Permit applications.

- The design of the free-standing signs on the subject property are regulated by the Sign Guidelines for Form and Character Development Permit Areas in the Official Community Plan, the urban design concepts of the Newton Town Centre Plan, and by Part 5 "Signs in Commercial/Industrial Zones" of the Sign By-law.

Proposal

- The applicants are proposing to remove an existing single-tenant, free-standing sign in the south-west corner of the site along King George Boulevard and install a new multi-tenant free-standing sign (Appendix III).
- The existing sign is approximately 3.7 metre (12 ft.) high and 2.9 metres (10 ft.) wide. The design of the existing sign was reviewed and approved by Council in the 1990's under Development Permit No. 6792-0419-00.
- The proposed new sign is 7.6 metres (25 ft.) high and 3.5 metres (11 ft.) wide; and is to be installed in the same location as the existing sign.
- To permit the proposed sign, the applicants require a Comprehensive Sign Design Package Development Permit with variances to the Sign By-law to:
 - Increase the maximum free-standing sign height in the "Special Sign Area – Newton Town Centre" from 4.5 metres (15 ft.) to 7.6 metres (25 ft.);
 - Increase the maximum free-standing sign area for a double faced sign from 28 square metres (300 sq. ft.) to 50 square metres (540 sq. ft.);
 - Reduce the required free-standing sign setback on the west lot line from 2 metres (7 ft.) to 1 metre (3 ft.); and
 - Reduce the minimum separation requirement between free-standing signs on the west lot line from 50 metres (164 ft.) to 38 metres (125 ft.).

Options Presented to Applicant

- After the initial review of the applicant's proposal staff provided the following options for the replacement of the existing sign:
 - A. Reface the existing signage within the existing sign cabinet structure. This option would not require a Development Permit and could be approved through a Sign Permit application;
 - B. Replace the existing sign with a new free-standing sign that meets the Sign By-law. The Development Permit application would remain open but could be reviewed and approved at the staff level; or
 - C. Pursue the proposed sign design and required variances with the understanding that Planning staff may not support the application and the final approval of the proposal would be at Council's discretion.

- The applicants advised that they would like to pursue the application as submitted (Option C).
- It is noted that in the time since the above options were discussed with the applicant, Engineering staff has advised that there is a 3 metre (10 ft.) Statutory Right-of-Way along the west property line. Should Council decide to support the sign design and variances as proposed or the applicant choose to pursue the replacement option, this siting conflict will need to be resolved before a Development Permit or Building Permit can be issued.

DESIGN PROPOSAL AND REVIEW

Development Permit

- The applicants are proposing a Development Permit for a Comprehensive Sign Design Package, which include variance requests, to permit the new multi-tenant, free-standing sign in the south-west corner of the site along King George Boulevard.
- Council may grant variances to the Sign By-law through the approval of a Development Permit. This is considered when a Development Permit application includes a Comprehensive Sign Design Package.
- The Comprehensive Sign Design Package proposes the following variances to the Sign By-law (Appendix II):
 - Increase the maximum free-standing sign height in the "Special Sign Area – Newton Town Centre" from 4.5 metres (15 ft.) to 7.6 metres (25 ft.);
 - Increase the maximum free-standing sign area for a double faced sign from 28 square metres (300 sq. ft.) to 50 square metres (540 sq. ft.);
 - Reduce the required free-standing sign setback on the west lot line from 2 metres (7 ft.) to 1 metre (3 ft.); and
 - Reduce the minimum separation requirement between free-standing signs on the west lot line from 50 metres (164 ft.) to 38 metres (125 ft.).

Sign Design

- The proposed sign is 7.6 metres (25 ft.) high and 3.5 metres (11 ft.) wide. The sign is double faced with 11 tenant sign spaces on each side of the cabinet (22 total spaces). Each side of the sign cabinet is to have a sign area of 25 square metres (270 sq. ft.) for a total sign area of 50 square metres (540 sq. ft.). The maximum sign area that is permitted for a double-faced sign is 28 square metres (300 sq. ft.).
- The top of the sign is adorned with a curved aluminum architectural feature and an illuminated, push through, acrylic identification sign for "Newton Village".

- The sign cabinet is to be made of aluminum and painted satin black. The tenant sign spaces are to be translucent white lexan faces with vinyl tenant graphics and are internally lit by a LED light source.
- The sign is to be mounted on a 0.9 metre (3 ft.) high concrete foundation support with natural or aggregate veneer finish.

Applicant's Rational

- The applicants have provided the following rational for the proposed sign design:
 - The new sign is replacing an existing ground sign and will coincide with the existing setbacks of the current sign;
 - More signage is needed for existing tenants on site who currently do not have signage along the street;
 - To meet market demand, retail and offices units are being demised into smaller spaces and these newly created units need signage space on the proposed free-standing sign; and
 - A higher free-standing sign than what is permitted under the Sign By-law is required to improve visibility over a line of ornamental boulevard trees between the sign and King George Boulevard.

Design and Policy Evaluation

- The design of the free-standing signs on the subject property are regulated by the Sign Guidelines for Form and Character Development Permit Areas in the Official Community Plan, the urban design concepts of the Newton Town Centre Plan, and by Part 5 "Signs in Commercial/Industrial Zones" of the Sign By-law.
- The proposed signage does not conform to the sign height outlined in the Newton Town Centre Special Sign Area or the permitted sign area, setbacks, and number of free-standing signs along one frontage under Part 5 "Signs in Commercial/Industrial Zones" of the Sign By-law. Based on the 83 metres (272 sq. ft.) property line length along King George Boulevard a maximum of two (2) free-standing signs would be permitted along this frontage.
- Further, the design and scale of the proposed free-standing sign does not conform with the Sign Guidelines for Form and Character in the OCP and is not in keeping with the current signage designs supported by staff in Town Centre areas.

- The OCP provides the following relevant guidelines for the design of free-standing signs. Staff comments are provided in italics following the design guidelines:

- Within the free-standing sign, the number of individual signs shall be minimized to reduce visual clutter. Six tenant signs per side should/shall be the maximum.

(The applicants are proposing 11 tenant spaces on each side of new sign.

Spaces on free-standing signs should be reserved for anchor tenants and those tenants that may not have adequate street presence. Duplication of tenant signage on multiple free-standing signs should be avoided and tenants along frontages should utilize fascia signage above their premises.

There are currently five (5) free-standing signs, four (4) multi-tenant signs and one (1) single-tenant sign, along the perimeter of the property and fascia signage above individual business premises on site, many of which can be seen from the street.)

- Free-standing signs should be a monument style, where the base width is consistent with the full extent of the rest of the sign and where the bottom is not narrower than the rest of the sign.

(The proportional dimensions of the sign cabinet results in an overall sign that is tall and narrow.)

- Design sign heights to be oriented towards pedestrian environments, particularly in areas evolving away from previously auto-oriented site designs. Signs should be designed as appropriate to the site and surrounding areas rather than automatically being constructed to meet the maximums as established by the Surrey Sign By-law, as amended.

(At a height of 7.6 metres (25 ft.), the proposed free-standing signs exceeds the maximum height allowed under the Sign By-law. From an urban design perspective, Planning often requests that free-standing signs in Town Centre areas be limited to 2.4 metres (8 ft.) in order to facilitate the creation of a pedestrian oriented streetscape.)

- While the new sign is proposed to be sited in the same location as the existing single-tenant sign, the form and character of the proposed sign is a significant departure from what was approved in the early 1990's under the original Development Permit No. 6792-0419-00 for the existing sign. As the existing sign is to be substantially removed and replaced, the proposal should be considered as a new sign, and not a renovation to the existing structure.
- As properties within Town Centres come forward with proposals for redevelopment or renovation, Planning staff seek to improve and update the town centre character of these areas by implementing modern design principles set forth in the City's OCP and by adhering to current Sign By-law and Zoning By-law regulations.

- The Sign By-law regulations and the OCP Sign Design Guidelines are intended to improve and enhance the urban character of the City's Town Centres by reducing visual clutter created by excessive signage and to properly scale sign structures with the massing of associated buildings.
- The proposed sign height, area, setback and number of tenant spaces adds to the visual signage clutter along King George Boulevard and is not in scale with the predominantly one-storey commercial buildings on site.
- Further, there are five (5) free-standing signs, four (4) multi-tenant signs and one (1) single-tenant sign, as well as, individual fascia signs for businesses within this site that can be seen from the street. Two (2) of the multi-tenant signs are on the same lot line as the proposed new signage.
- Staff is not supportive of the applicant's proposal for an oversized sign.

CONCLUSION

- Given the design comments provided above and the siting conflict of the sign with an existing Statutory Right-of-Way, staff recommend that Council deny the Comprehensive Sign Design Package Development Permit and associated variances to the Sign By-law.
- If, however, Council feels there is some merit to the application, Council may refer the application back to staff with direction to address the locational conflict of the proposed sign with the existing Statutory Right-of-Way and to draft the Comprehensive Sign Design Package Development Permit generally in accordance with information and drawings attached as Appendix II and III, respectively.

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.	Sign Design Package

original signed by Ron Hintsche

Jean Lamontagne
General Manager
Planning and Development

DZ/cm

APPENDIX I HAS BEEN
REMOVED AS IT CONTAINS
CONFIDENTIAL INFORMATION

PROPOSED SIGN BY-LAW VARIANCES

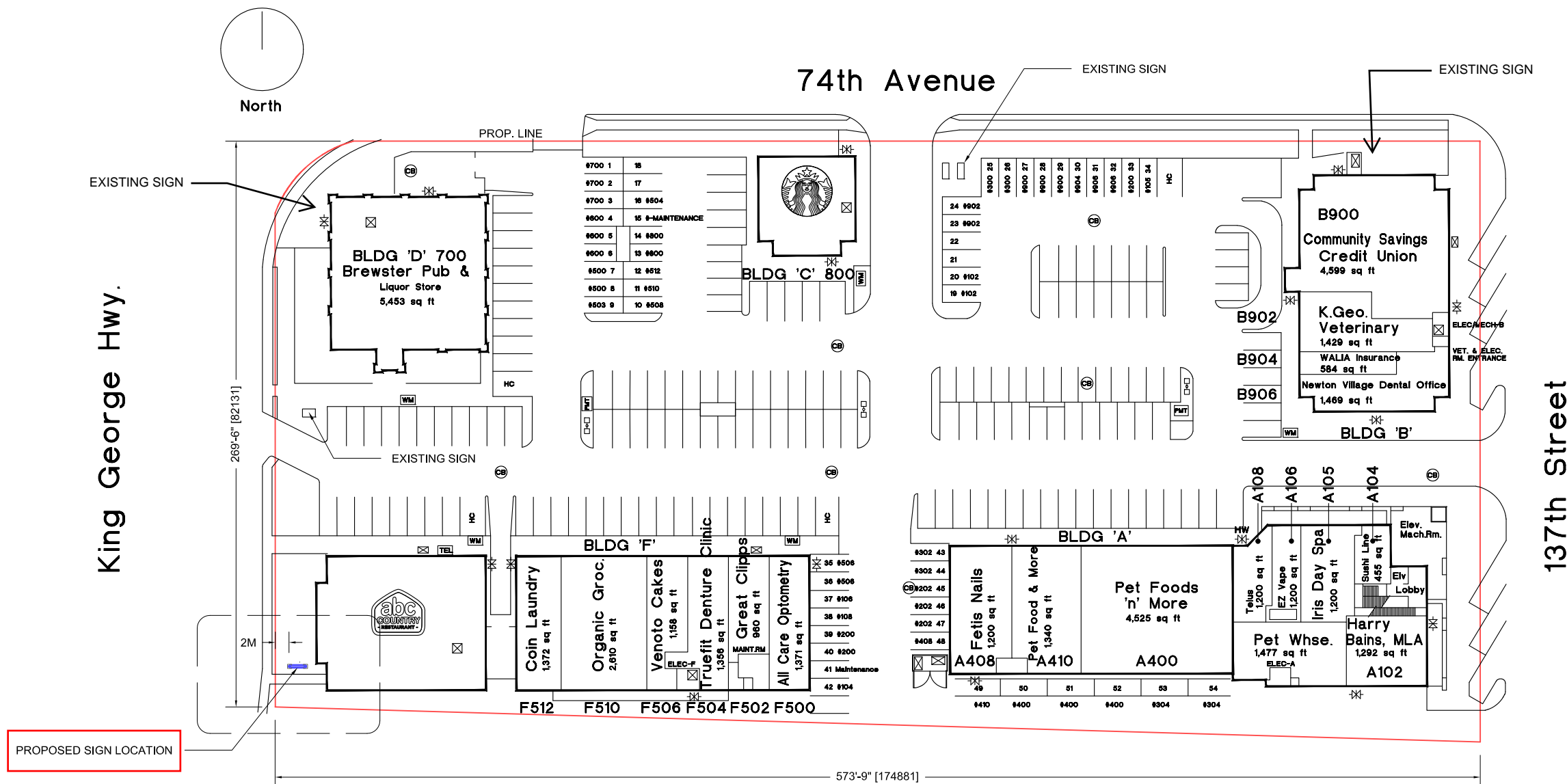
#	Proposed Variances	Sign By-law Requirement	Applicant's Rationale
1	Increase the maximum free-standing sign height in the "Special Sign Area – Newton Town Centre" to 7.6 metres (25 ft.).	Maximum free-standing sign height in the "Special Sign Area – Newton Town Centre" is 4.5 metres (15 ft.) for this property (Part 8, Section 38(1)).	A higher free-standing sign than what is permitted under the Sign By-law is required to improve visibility over a line of ornamental boulevard trees between the sign and King George Boulevard.
2	Increase the maximum free-standing sign area for a double faced sign to 50 square metres (540 sq. ft.).	Maximum of area of a free-standing sign shall not exceed 28 square metres (300 sq. ft.) for double faced signs (Part 5, Section 27(1)(g)).	More signage is needed for existing tenants on site who currently do not have signage along the street. To meet market demand, retail and offices units are being demised into smaller spaces and these newly created units need signage space on the proposed free-standing sign.
3	Reduce the required free-standing sign setback on the west lot line to 1 metre (3 ft.).	Minimum setback for a free-standing sign shall be 2 metres (7 ft.) (Part 5, Section 27(1)(e)).	The new sign is replacing an existing ground sign and will coincide with the existing setbacks of the current sign.
4	Reduce the minimum separation requirement between free-standing signs on the west lot line from 50 metres (164 ft.) to 38 metres (125 ft.).	Only one free-standing sign is permitted for each lot line abutting a highway, except where the lot line is greater than 50 metres (150 ft.) in which case one additional sign will be permitted per each additional 50 metres (150 ft.) lot length.	See #3 rationale.

Appendix III



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

ENG



REV	DESCRIPTION
A	-

NEWTON VILLAGE
7380 KING GEORGE BLVD.
SURREY, BC
SITE PLAN

DATE:	MAR 26 2018
SCALE:	1:750
JOB No.:	-
DRAWN BY:	SC
CHECKED BY:	-

L1	REV A
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1 SITE PLAN
SCALE: 1:750

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.

New 25' illuminated multi tenant pylon sign with arched roof

6902 King George Blvd
Surrey, BC V3W 4Z9
604-599-6677
654@fastsigns.com

CLIENT:
NEWTON VILLAGE

7380 King George Blvd, Surrey, BC

PROJECT:

Additional pylon sign

DATE: August 03, 2018

JOB NO:

SALES: Paul Dobson

SCALE: 3/8" = 1'-0"

DWG #:

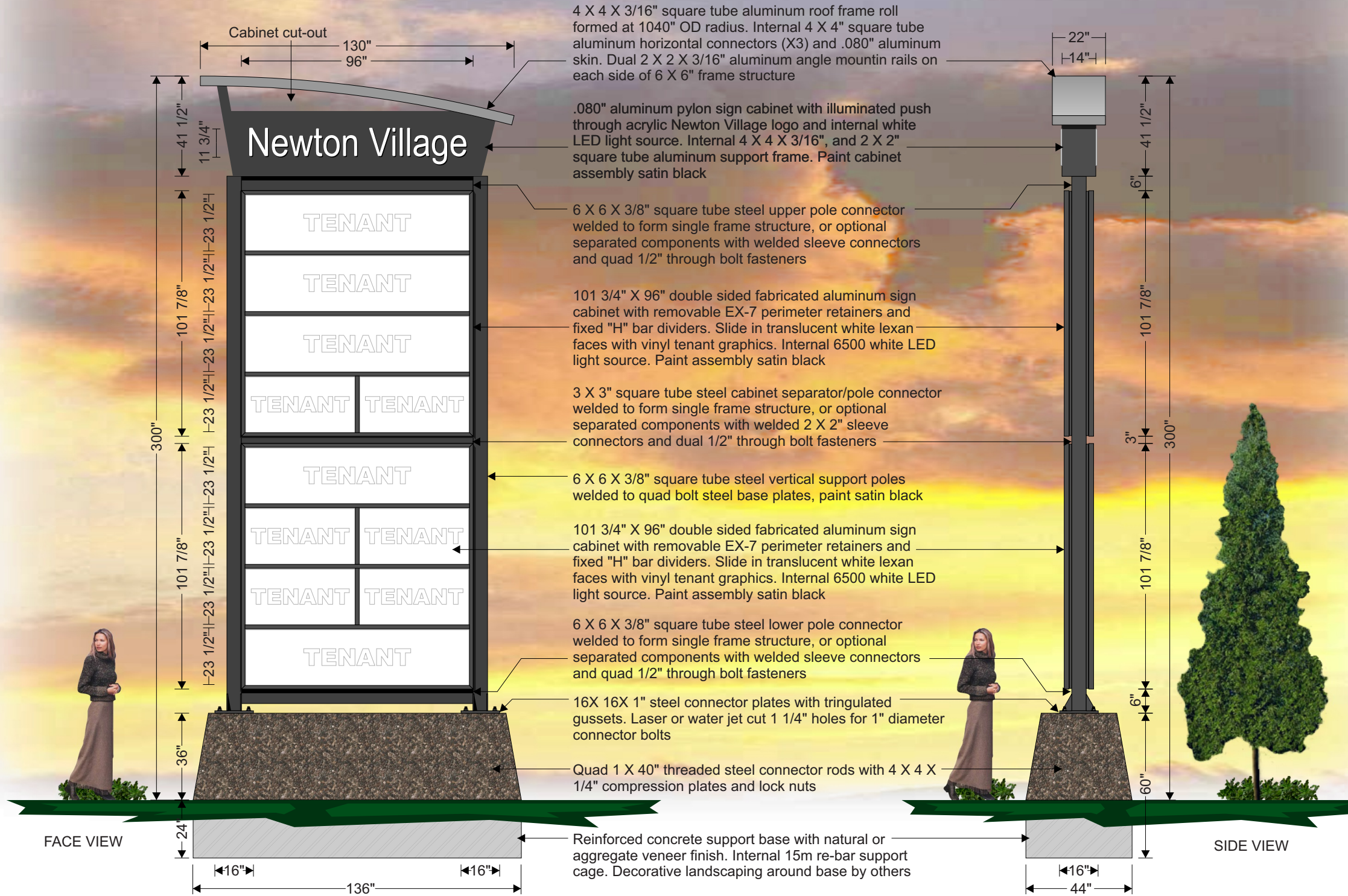
DESIGNER: G Miller

REVISION:

FILE NAME:

PRODUCTION
READY: NO

NOTES:



Avery SC 900-180-O
Satin black paint

Avery SC 900-830-O
Pewter Gray

Avery UC 900-101-T
Translucent white lexan

* THIS DESIGN IS, AND SHALL REMAIN, THE PROPERTY OF
Fast Signs
AND THE USE OF THIS DESIGN OR ANY FACSIMILE
THERE OF IS PROHIBITED WITHOUT THE WRITTEN
CONSENT OF THE OWNER.

DUE TO THE TRANSLUCENCY OF ACRYLIC PAINTS &
VINYL THE COLOURS SHOWN ON THIS PRESENTATION
MAY VARY FROM THOSE ACTUALLY USED IN THE
PRODUCTION OF YOUR SIGN.

Customer Approval:

Date:

6902 King George Blvd
Surrey, BC V3W 4Z9
604-599-6677
654@fastsigns.com

CLIENT:
NEWTON VILLAGE

7380 King George Blvd, Surrey, BC

PROJECT:
Additional pylon sign

DATE: August 03, 2018

JOB NO:

SALES: Paul Dobson

SCALE: 3/8" = 1'-0"

DWG #:

DESIGNER: G Miller

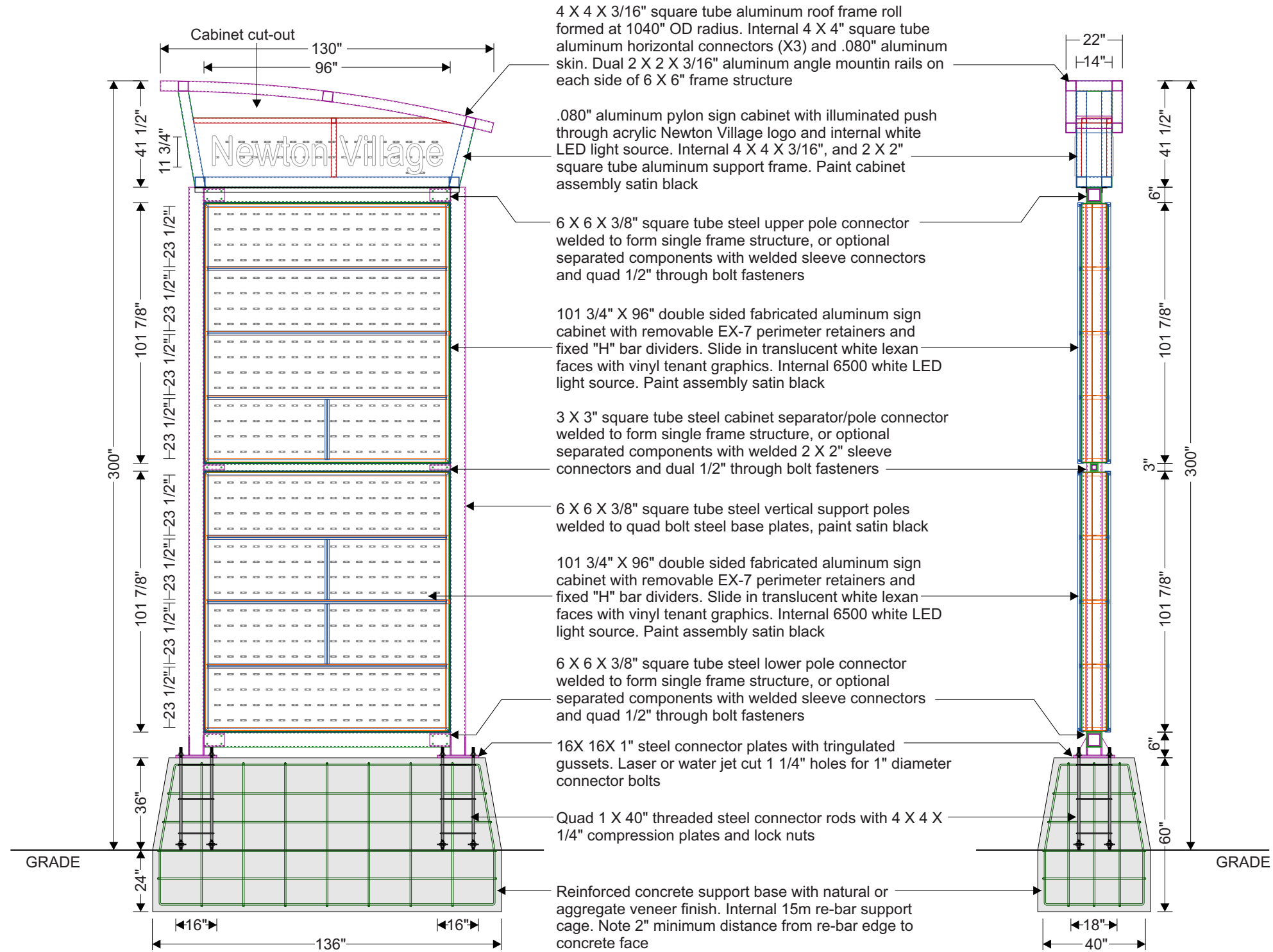
REVISION:

FILE NAME:

PRODUCTION READY: NO

NOTES:

New 25' illuminated multi tenant pylon sign with arched roof



■ Avery SC 900-180-O
Satin black paint

■ Avery SC 900-830-O
Pewter Gray

□ Avery UC 900-101-T
Translucent white lexan

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Fast Signs

AND THE USE OF THIS DESIGN OR ANY FACSIMILE THERE OF IS PROHIBITED WITHOUT THE WRITTEN CONSENT OF THE OWNER.

DUE TO THE TRANSLUCENCY OF ACRYLIC PAINTS & VINYLs THE COLOURS SHOWN ON THIS PRESENTATION MAY VARY FROM THOSE ACTUALLY USED IN THE PRODUCTION OF YOUR SIGN.

Customer Approval:

Date: