

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7918-0343-00

Planning Report Date: December 3, 2018

PROPOSAL:

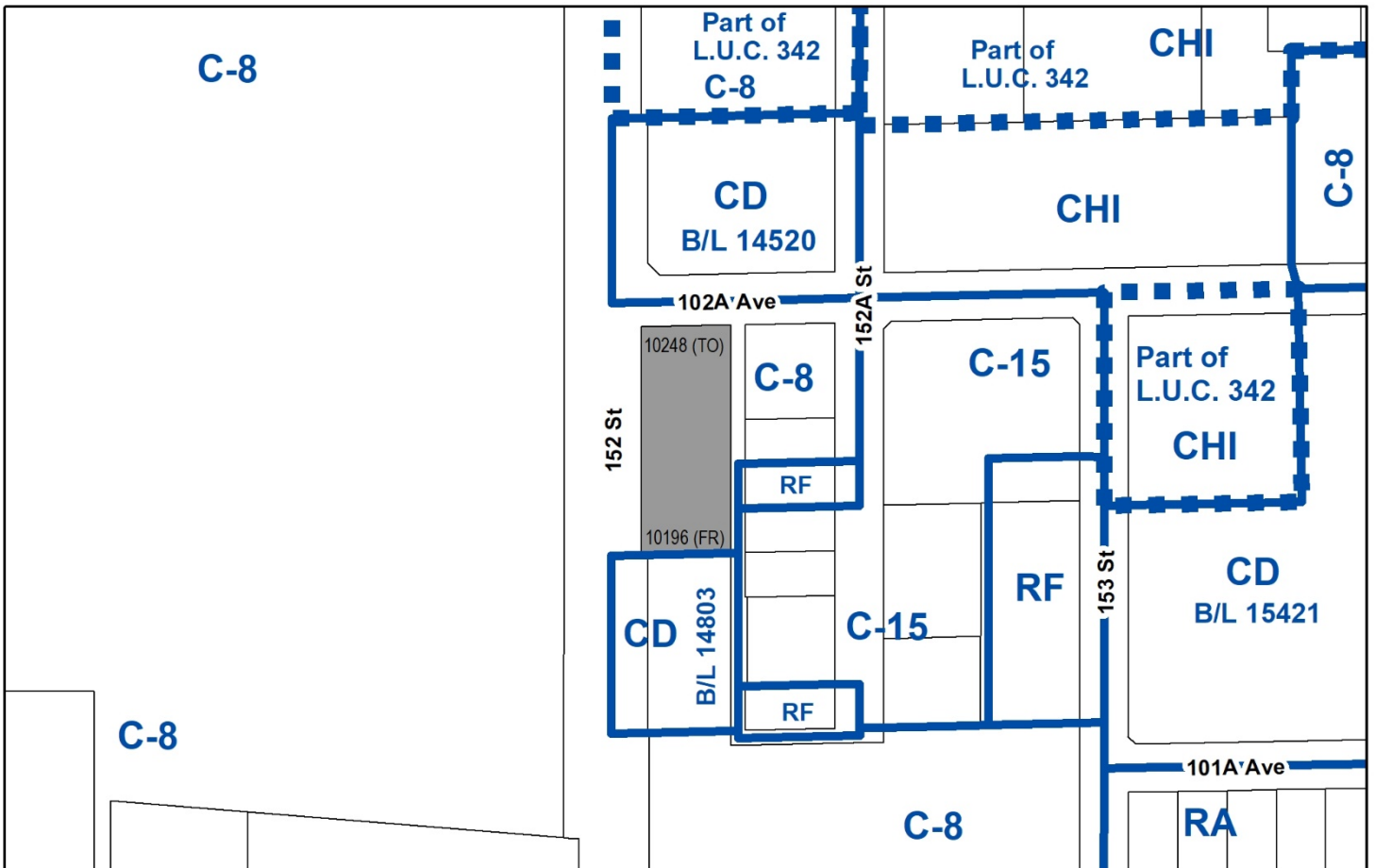
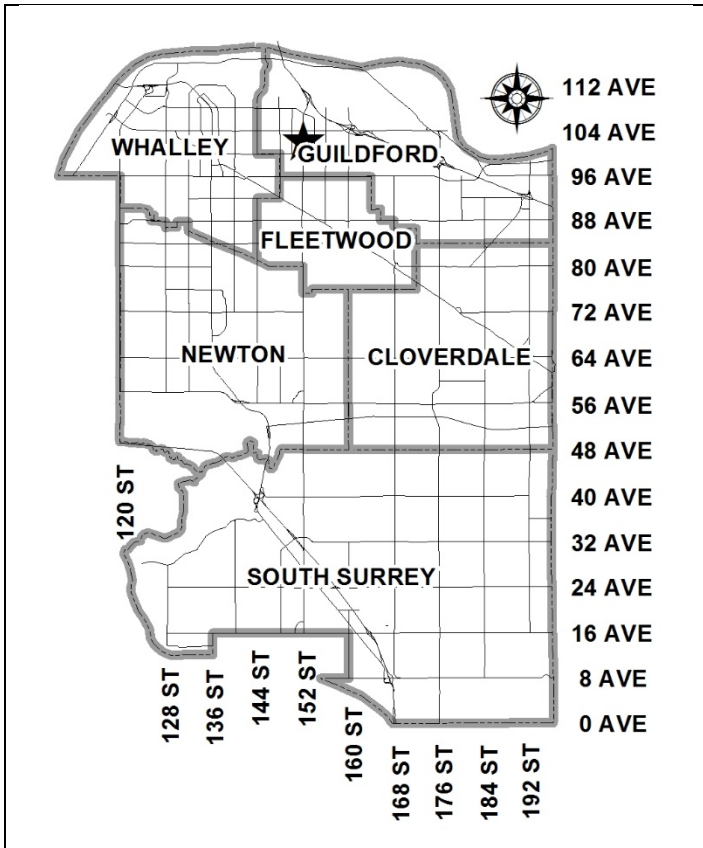
- **Development Permit**
 to permit a comprehensive sign design package for an existing two-storey multi-tenant commercial building (Plaza 152) in Guildford.

LOCATION: 10196 - 152 Street

ZONING: C-8

OCP DESIGNATION: Town Centre

DESIGNATION:



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 a variance to the Sign By-law to increase the total number of fascia signs permitted above the first storey and to permit those fascia signs to be "box type" signs, as part of a comprehensive sign design package.

RATIONALE OF RECOMMENDATION

- The subject site contains 34 commercial units with visible facades along 152 Street (west) and 102A Avenue (north). Fascia signage is proposed on the west building façade only.
- The proposed fascia signs are of high quality and are of reasonable scale in proportion to the building.
- The proposed sign package is a significant improvement to the appearance of the existing signage. All new Sign Permits would need to comply with the Comprehensive Sign Design Package Development Permit. The owner of the property has confirmed that excessive sign clutter in each unit window will be removed in compliance with the Sign By-law.

RECOMMENDATION

The Planning & Development Department recommends that Council approve Development Permit Application No.7918-0343-00 (Appendix III) for a comprehensive sign 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-tenant commercial building.

Adjacent Area:

| Direction | Existing Use | OCP Designation | Existing Zone |
|-----------------------------|-------------------------------|-----------------|-------------------------------|
| North (Across 102A Avenue): | Restaurant | Town Centre | CD Zone (By-law No. 14520) |
| East: | Department Store | Town Centre | C-8 |
| South: | Restaurant | Town Centre | CD Zone (By-law No. 14803) |
| West (Across 152 Street): | Restaurant, Guildford Mall | Town Centre | C-8 |

DEVELOPMENT CONSIDERATIONSBackground

- The 3,465-square metre (37,292 sq. ft.) subject property is located at 10196 - 10244 152 Street in Guildford. The site is currently zoned "Community Commercial Zone (C-8)" and is designated as "Town Centre" in the Official Community Plan (OCP).
- The site is currently occupied by small independent businesses within an existing two-storey multi-tenant commercial building. Each tenant has prominent frontage along 152 Street. A total of thirty (30) fascia signs are currently installed on the multi-tenant commercial building, with two empty units. Five (5) sign permits were previously applied for and issued for fascia signage, primarily on the second floor. All other existing signage has been installed without permit.

- Each commercial unit's fascia signage is varied in type, scale, form and design character creating a cluttered appearance. Other types of signs present on the subject building include flag signs, electronic message board signs, window signs above first storey (ground floor) and banner signs. These sign types are in contravention of the Sign By-law.
- The applicant is proposing a Development Permit for a comprehensive sign design package to allow for a maximum of thirty-four (34) fascia signs on the existing building.
- 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 total sign area allowed for each tenant is 3.79 square metres (40.5 sq.ft.) based on the unit frontage along 152 Street. The total area for all signs is 75.8 square metres (816 sq. ft.), which is well below the maximum total of 127.9 square metres (1,377 sq. ft.) that is allowed.

Comprehensive Box Type Sign Design Package

- A total of 34 fascia signs are proposed, all on the west elevation. Of that, 17 are on the second floor of the building. The Sign By-law permits a maximum of one fascia sign above the first storey of the building per lot frontage and requires the sign to be comprised of individual channel letters. As such, variances to the Sign By-law are required to accommodate 16 additional upper floor signs and to waive the channel lettering requirement.
- The proposed fascia signs vary in size from 2.2 square metres (24 sq. ft.) to 4.4 square metres (48 sq. ft.).
- All the proposed fascia signs are acrylic box type signs centered above the unit windows.
- Each fascia sign will feature lettering/logos centered vertically within the building façade and centered within the tenant frontage.
- Fluorescent lamps are to be installed behind the sign face and the metal cabinet will be painted matte black.

Prohibited Signs

- The following signage is proposed to be prohibited under the proposed Development Permit:
 - Flag sign (not permitted under Sign By-law);
 - Electronic message board (not permitted under Sign By-law);
 - Banners (not permitted under Sign By-law);
 - Individual channel letters;
 - Awnings; and
 - Push thru cabinets.

Signage assessment

- Although the proposed signage package requires variances to the Sign By-law for the number and type of upper floor signs allowed, this variance has merit as it significantly improves upon the existing signage.
- All of the proposed signage has been designed with a consistent form, size, design character and durable materials, to give the building an improved consistent signage aesthetic that is compatible with the Guildford area.
- The subject commercial building is unique with the second floor units having direct access to grade with individual exterior stairwells. The proposed upper floor signage on the west building façade is therefore beneficial for wayfinding on the site.
- Should Council support the proposal, all future sign permit applications for the subject site must comply with the Comprehensive Sign Design Package Development Permit. This will be implemented gradually as new tenants come in and as existing signage is replaced. Ultimately, all signage will comply with the Development Permit. The property owner is committed to bringing all tenants into compliance by removing and replacing existing signage as quickly as possible, should Council support this Comprehensive Sign Design Package Development Permit. The owner has already been successful in reducing window signage and eliminating banner and flag signage.
- Staff supports 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) and Project Data Sheets |
| Appendix II. | Proposed Sign By-law Variances Tables |
| Appendix III. | Development Permit No. 7918-0343-00 |

original signed by Ron Gill

Jean Lamontagne
General Manager
Planning and Development

ELM/cm

APPENDIX I HAS BEEN
REMOVED AS IT CONTAINS
CONFIDENTIAL INFORMATION

PROPOSED SIGN BY-LAW VARIANCES

| # | Proposed Variances | Sign By-law Requirement | Rationale |
|---|--|--|--|
| 1 | Waive the requirement for fascia signage above the first storey of a building to be comprised of individual channel lettering. | Fascia signage installation above the first storey of commercial building must be comprised of individual channel lettering Part 5 Section 27 (2) (a.1) (iv.). | The proposed box type signs provide a consistent signage aesthetic to the building and are more easily implementable given the existing signage on the building. |
| 2 | To increase the maximum number of fascia signs above the first storey of a building from one (1) to seventeen (17). | A maximum of one fascia sign per lot frontage may be located above a first storey, provided no more than one such sign shall be permitted on any one façade of the building above the first storey Part 25 Section 27 (2) (a.1) (ii.). | Concise and organized cabinet-style fascia signage improves upon the existing signage. Along with removal of window signage clutter it upgrades the exterior of the multi-tenant building. Upper floor signage will help with wayfinding given the unique building design. |

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7918-0343-00

Issued To:

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: 003-271-315
Lot 36 Section 28 Block 5 North Range 1 West New Westminster District Plan 45773

10196 - 152 Street

(the "Land")

3. 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 7918-0338-00(A) through to and including 7918-0391-00(D).
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 the comprehensive sign design package Drawing labelled 7918-0343-00(A) through to and including 7918-0343-00(D)

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 – Doug McCallum

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)

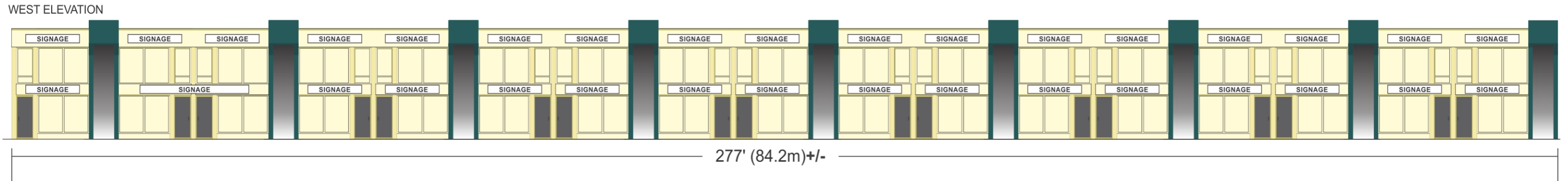
Name: (Please Print)

Owner: (Signature)

Name: (Please Print)

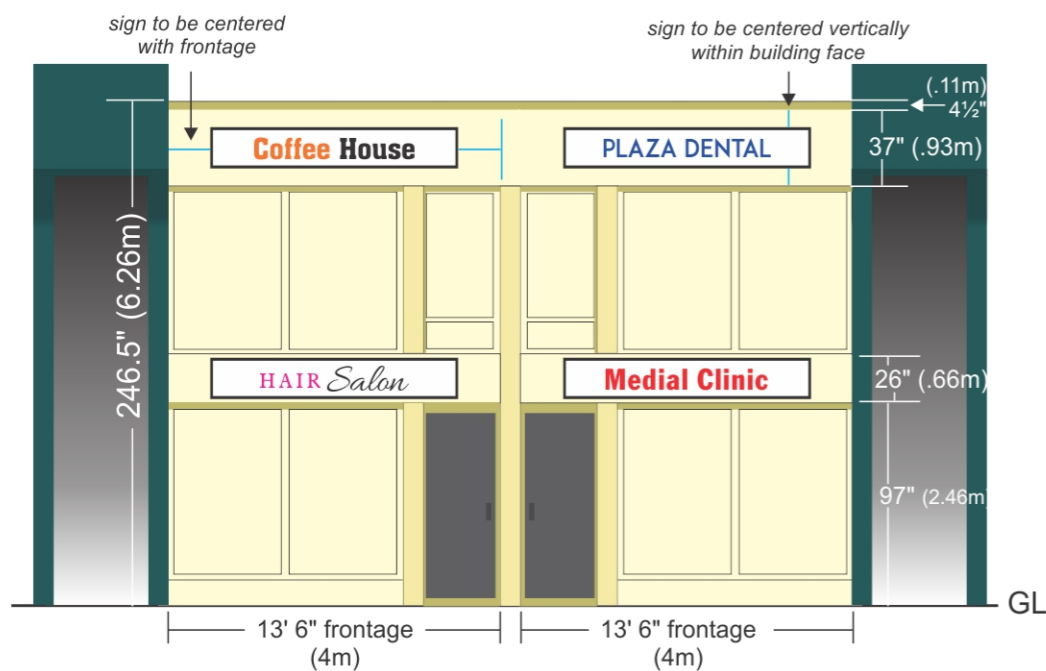
Sign By-law Variances

| # | Variance | Sign By-law Requirement |
|---|--|---|
| 1 | Waive the requirement for fascia signage above the first storey of a building to be comprised of individual channel lettering. | Fascia signage installation above the first storey of commercial building must be comprised of individual channel lettering Part 5 Section 27 (2) (a.1) (iv.). |
| 2 | To increase the maximum number of fascia signs above the first storey of a building from one (1) to seventeen (17). | A maximum of one fascia sign per lot frontage may be located above a first storey, provided no more than one such sign shall be permitted on any one façade of the building above the first storey Part 5 Section 27 (2) (a.1) (ii.). |



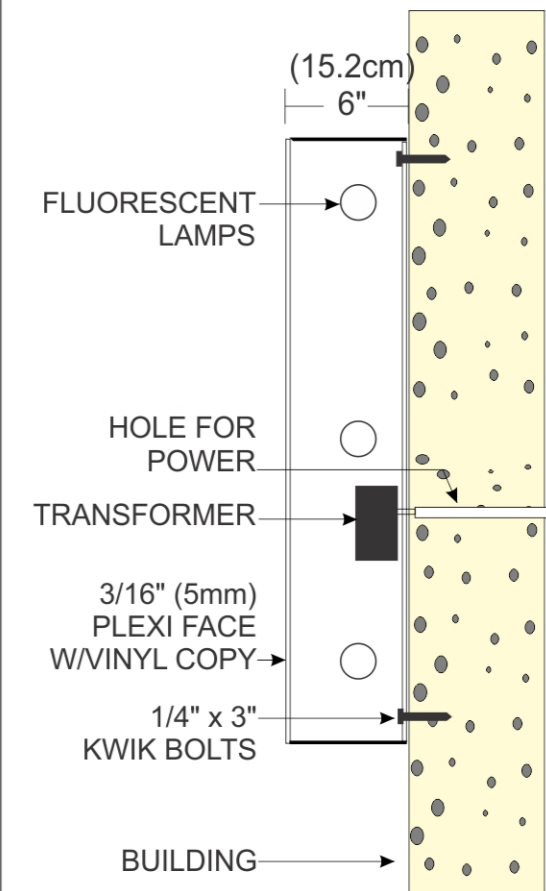
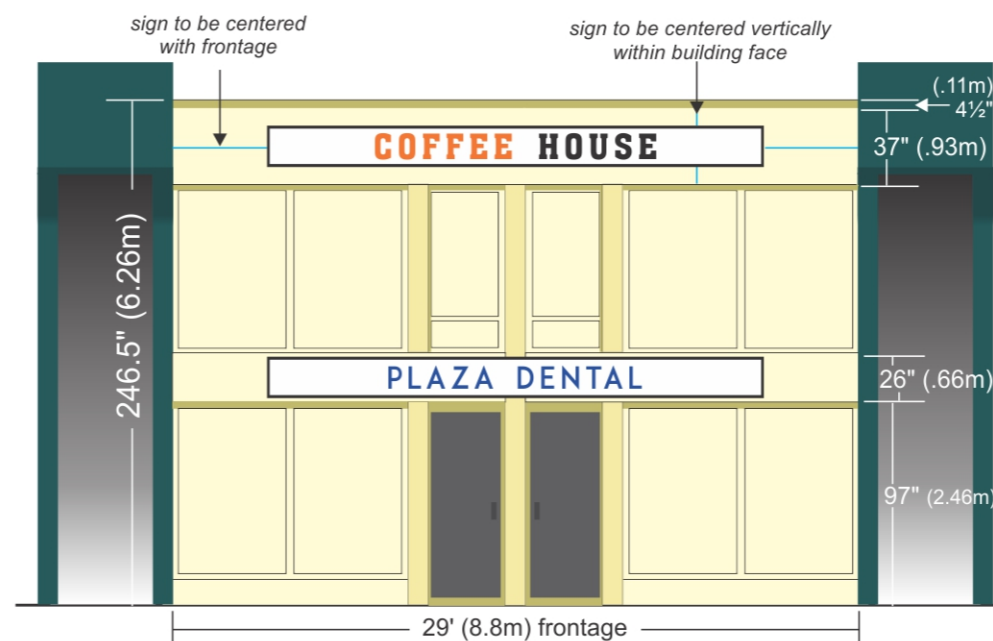
WEST ELEVATION TENANT FASCIA SIGN
UNITS WITH 13' 6" (4m)+/- FRONTAGE
UPPER & LOWER UNITS

EXAMPLE ILLUMINATED CABINET



WEST ELEVATION TENANT FASCIA SIGN
UNITS WITH 29' (8.8m)+/- FRONTAGE
UPPER & LOWER UNITS

EXAMPLE ILLUMINATED CABINET



ILLUMINATED CABINET
SIDE VIEW

Comprehensive Sign Design Package Development Permit (DP) | August 2018

Plaza 152

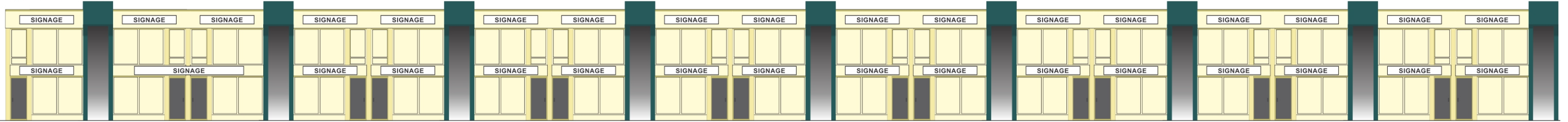
10192 - 10248 152 Street, Surrey, BC



Unit 409, 808 Nelson Street
Vancouver, BC
V6Z 2H2

PROPOSED SIGNAGE

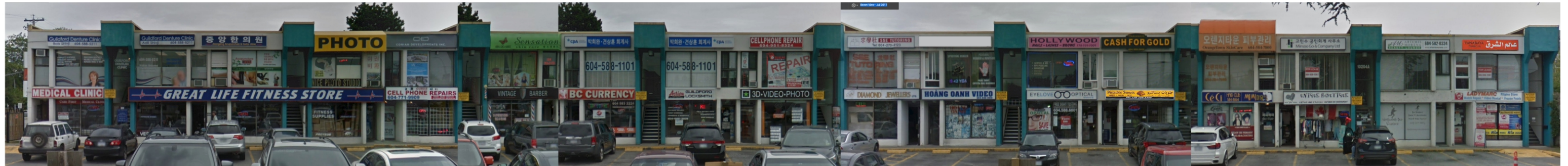
WEST ELEVATION



277' (84.2m)+/-

EXISTING SIGNAGE

WEST ELEVATION



**TENANT FASCIA SIGN -
13' 6" (4m) +/- FRONTAGE**

Each tenant is allowed one (1) illuminated square cabinet with vinyl graphics mounted to building facade. Max. Size: 12'w x 2'h x 6"d. Exterior of metal cabinet to be painted matte black.

The combined sign area of all signs on a lot, shall not exceed 1 sq. m. per linear metre [3 sq. ft. per linear foot] of premises frontage.

Tenant fascia sign is limited to individual lettering/logos and the maximum copy area shall not exceed 50% of sign area.

The fascia sign shall be positioned as shown, centered vertically within building facade and centered within frontage.

Tenant window vinyl is limited to 3 windows per tenant and a maximum copy area of 25% of the window area.

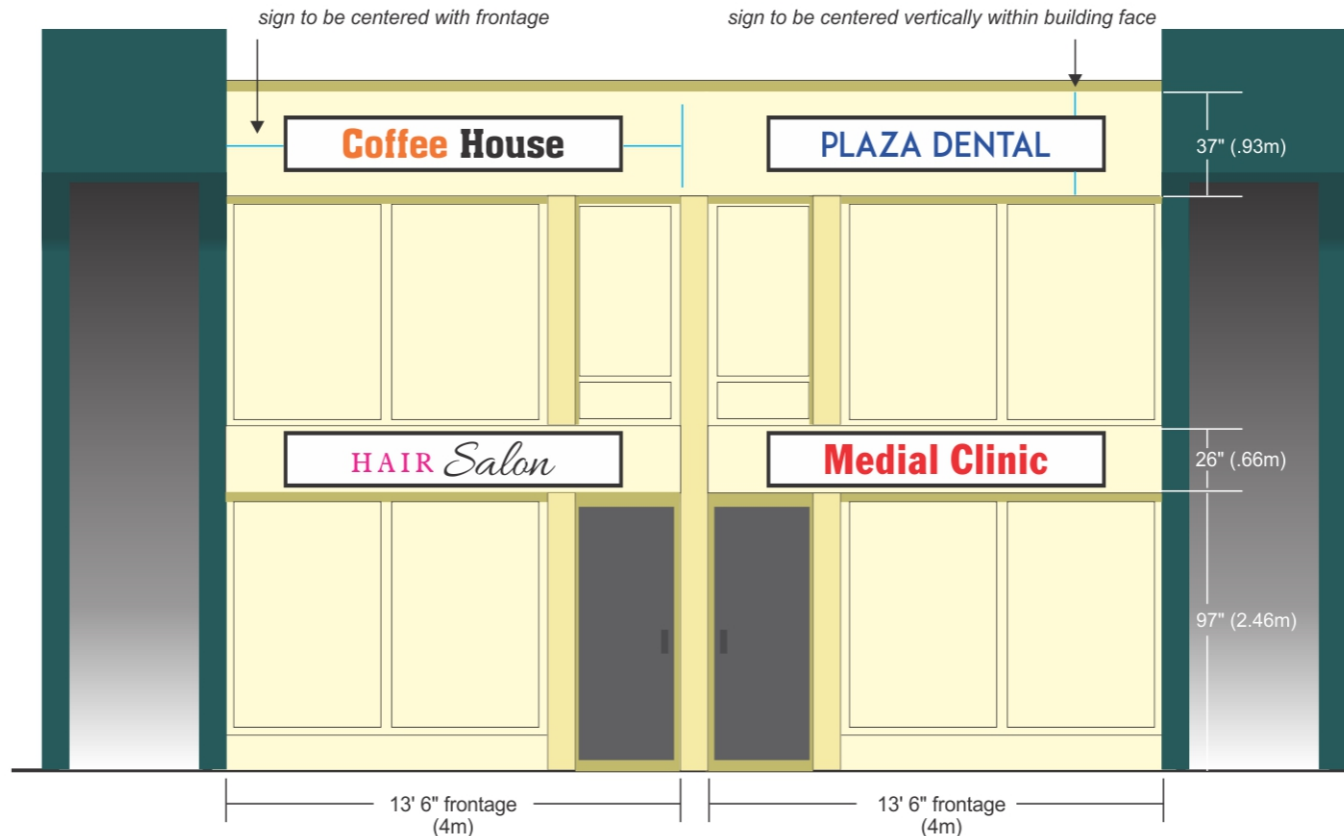
Prohibited Signs:
Flag sign, electronic message board, banners, individual channel letters, awnings and push thru cabinets.

NOTE: All submissions require approval by the landlord before submission to City for the Sign Permit.

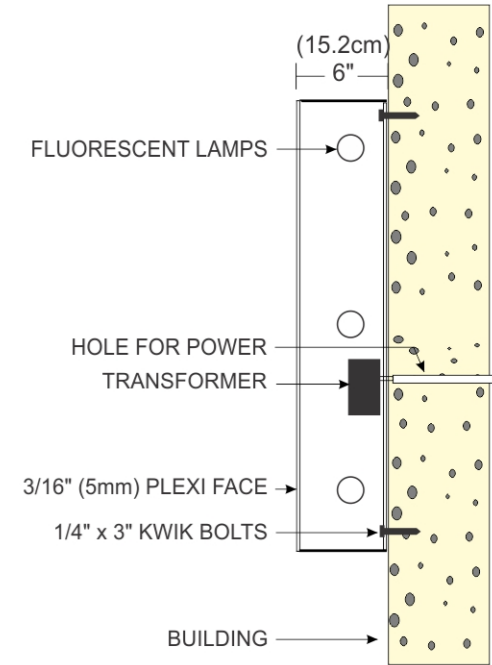


EXAMPLE OF ACCEPTABLE SIGNAGE

EXAMPLE ILLUMINATED CABINET



**ILLUMINATED CABINET
SIDE VIEW**



SIGNAGE GUIDELINES | August 2018

Plaza 152

10192 - 10248 152 Street, Surrey, BC



Unit 409, 808 Nelson Street
Vancouver, BC
V6Z 2H2

08/27/18

7918-0343-00(D)

TENANT FASCIA SIGN - 29' (8.8m) +/- FRONTAGE

Each tenant is allowed one (1) illuminated square cabinet with vinyl graphics mounted to building facade. Max. Size: 24'w x 2'h x 6"d. Exterior of metal cabinet to be painted matte black.

The combined sign area of all signs on a lot, shall not exceed 1 sq. m. per linear metre [3 sq. ft. per linear foot] of premises frontage.

Tenant fascia sign is limited to individual lettering/logos and the maximum copy area shall not exceed 50% of sign area.

The fascia sign shall be positioned as shown, centered vertically within building facade and centered within frontage.

Tenant window vinyl is limited to 3 windows per tenant and a maximum copy area of 25% of the window area.

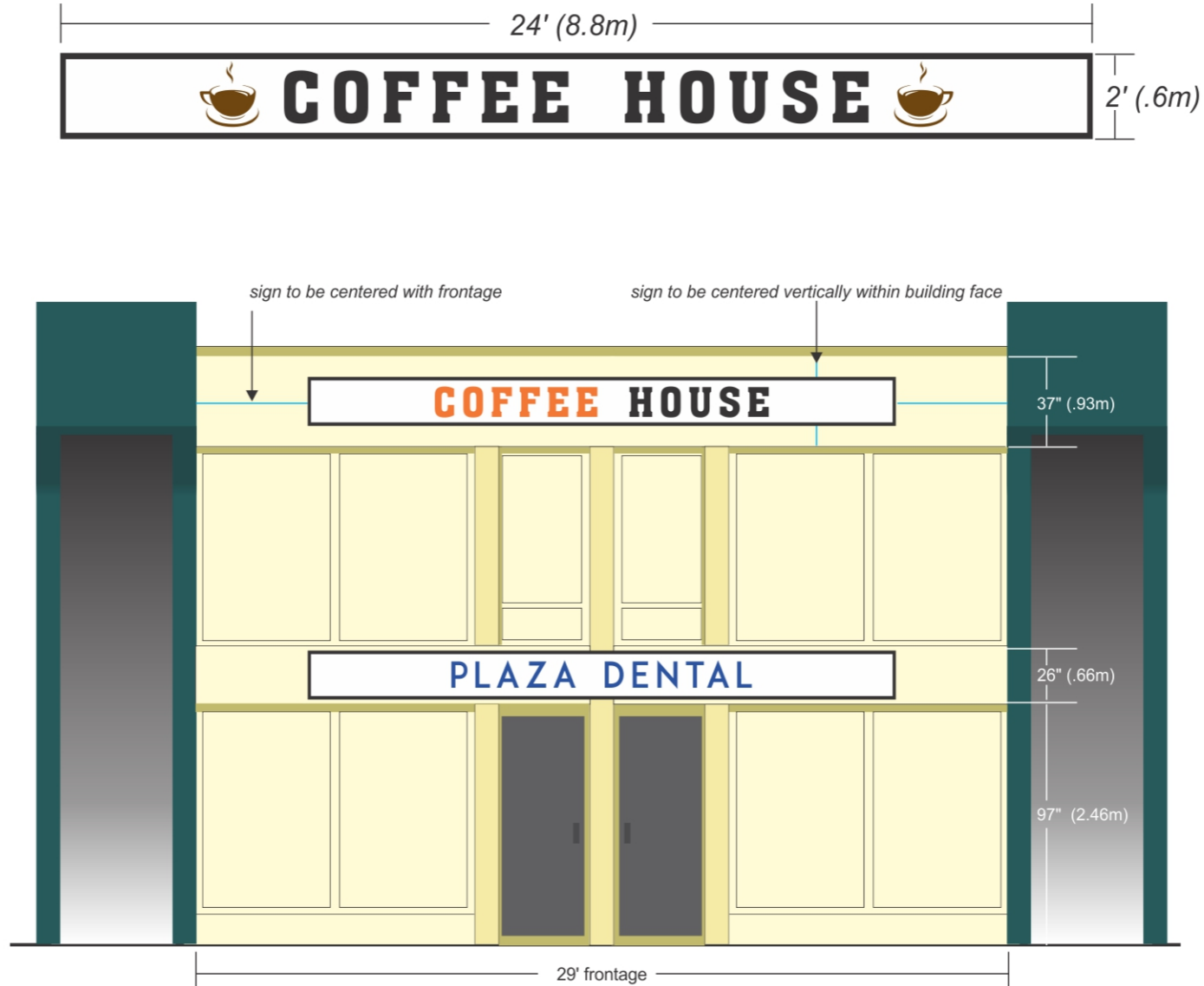
Prohibited Signs:
Flag sign, electronic message board, banners, individual channel letters, awnings and push thru cabinets.

NOTE: All submissions require approval by the landlord before submission to City for the Sign Permit.



EXAMPLE OF ACCEPTABLE SIGNAGE

EXAMPLE ILLUMINATED CABINET



ILLUMINATED CABINET SIDE VIEW

