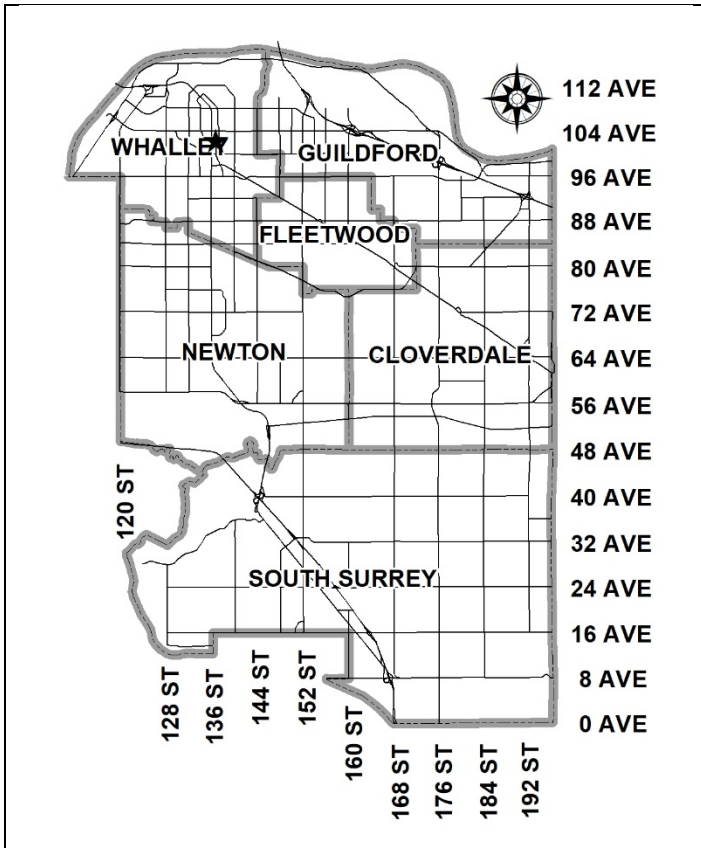


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7919-0129-00

Planning Report Date: July 22, 2019



PROPOSAL:

- **Development Permit**

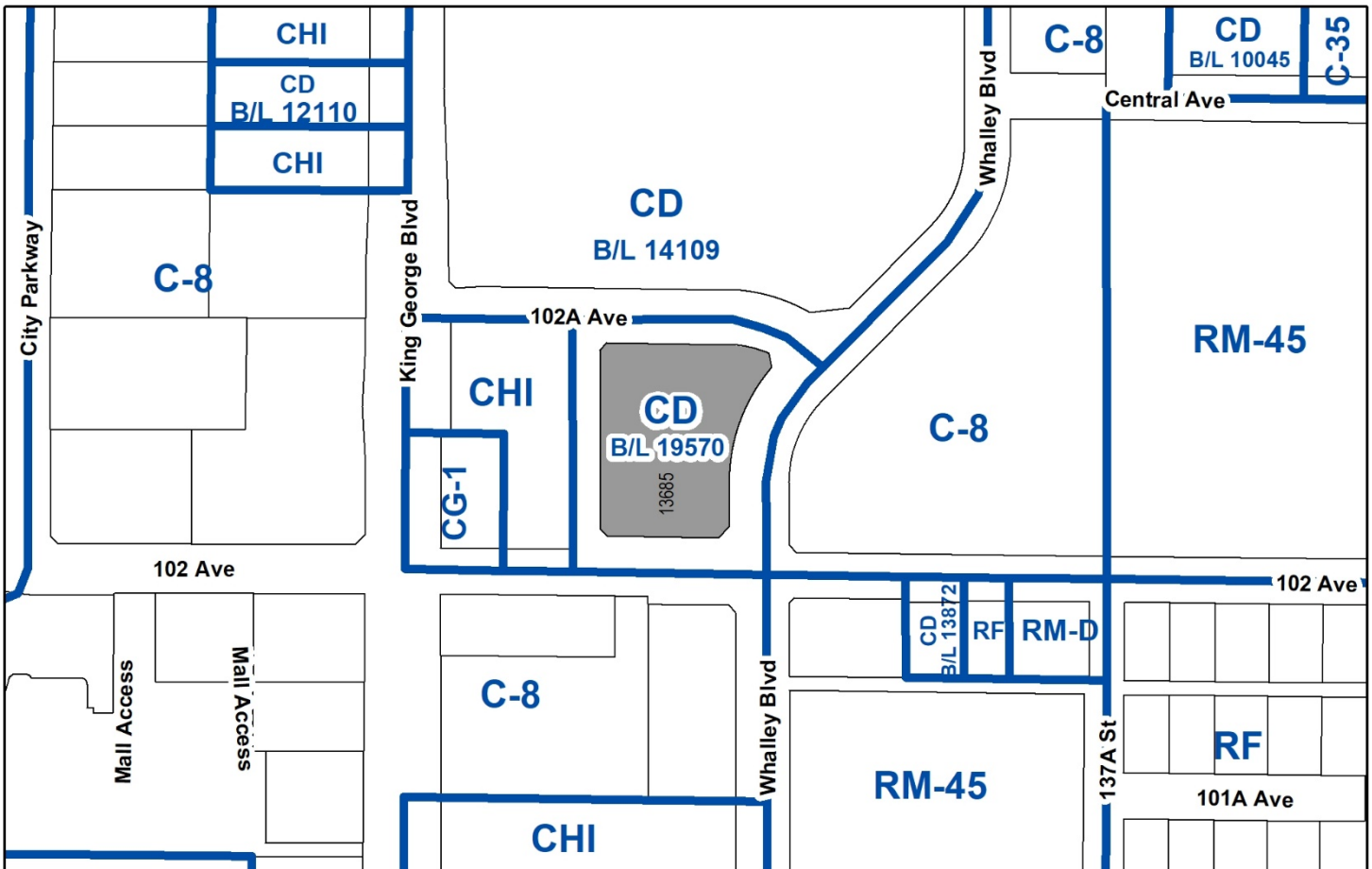
to permit temporary on-site real estate development marketing signage for a mixed-use high rise project under construction in the City Centre.

LOCATION: 13685 - 102 Avenue

ZONING: CD

OCP DESIGNATION: Central Business District

CITY CENTRE PLAN DESIGNATION: Mixed Use 3.5 FAR and Residential Mid to High-Rise 3.5 FAR



RECOMMENDATION SUMMARY

- Approval to vary the Sign By-law, through a comprehensive sign design package, the maximum total area and the minimum setback requirements for temporary on-site real estate development/construction signage.
- Approval and issuance of Development Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking variances to the maximum area and minimum setback requirements under the Sign By-law for temporary on-site real estate development/construction signage ("marketing signage"), to allow for temporary marketing and directional signage to be installed on the construction hoarding on the site.

RATIONALE OF RECOMMENDATION

- The proposed signage is to market a mixed-use high rise project currently under construction (Georgetown) on the subject site in the City Centre.
- Marketing signage on construction hoarding is a standard practice in the development industry.
- The proposed signage is of a high quality design.
- This type of temporary real-estate signage does not typically require a sign permit. However, the proposed signage requires a variance to the maximum sign area and minimum setback requirements of the Sign By-law.
- Installing the marketing and directional signage over construction hoarding will improve the aesthetic appearance of the development site and enhance wayfinding to existing businesses.

RECOMMENDATION

1. Council approve the applicant's request to vary the Sign By-law for temporary on-site real estate development/construction signage, as described in Appendix I.
2. Council approve Development Permit No. 7919-0129-00 for a comprehensive sign design package and authorize the Mayor and Clerk to execute the Permit (see Appendix II).

NOTE: If the Development Permit as presented, is not acceptable to Council in relation to the character of the development, including landscaping and 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: Mixed -use high-rise building under construction

Adjacent Area:

Direction	Existing Use	City Centre Designation	Existing Zone
North:	Existing Save-On Foods and Canadian Tire retail stores.	Mixed Use 3.5 FAR and Residential Mid to High-Rise 3.5 FAR	CD (By-law No. 14109)
East (Across Whalley Boulevard):	Small-scale commercial building and commercial building containing Toys 'R' Us and Dollarama	Mixed Use 3.5 FAR and Residential Mid to High-Rise 3.5 FAR	C-8
South (Across 102 Avenue):	Small-scale commercial centre	Mixed Use 3.5 FAR and Residential Mid to High-Rise 3.5 FAR	C-8
West (Across lane):	Mcdonald's restaurant and gas station	Mixed Use 3.5 FAR	CHI, and CG-2

DEVELOPMENT CONSIDERATIONS

Background

- The subject property is located at 13685 – 102 Avenue in City Centre, on the east side of King George Boulevard and north of 102 Avenue. The subject property is 0.5 hectares (1.2 acres) in area.
- The subject property is currently zoned “Comprehensive Development (CD) Zone” (By-law No. 19570) and is south of the existing Save-On-Foods grocery store, and a Canadian Tire store. The site is designated Mixed Use 3.5 FAR and Residential Mid to High-Rise 3.5 FAR in the City Centre Plan.
- The subject property was recently created as part of Development Application No. 7916-0448-00, which received Final Adoption by Council on July 26, 2018.
- As Part of Development Application No. 7916-0448-00, a comprehensive mixed-use commercial and residential project is to be developed on the subject site and neighboring lot to the north in several phases over the next few years. The applicant has created a Master Plan for "Georgetown" which demonstrates the intended concept for the entire, multi-phased development site.
- The applicant is currently constructing Phase 1 on the subject property, which will consist of a 30-storey high-rise residential tower with ground floor commercial uses.
- The neighboring lot to the north of the subject site at 13665 – 102 Avenue will consist of Phases 2 through 7 and are intended to be future development projects. This neighboring lot is the location of the existing Save-On-Foods and Canadian Tire retail stores.

Current Proposal

- The developer of the site is seeking a variance to the Sign By-law to allow for the installation of temporary marketing and directional signage on the construction hoarding on the south and east portions of the site, fronting 102 Avenue and Whalley Blvd.
- The construction hoarding upon which the signage is to be located is partially over top of an unconstructed lane. The minimum setback requirement for a temporary on-site real estate development/construction sign is 2.0 metres (6.5 ft.) from any adjacent highway under the Sign By-law. This provision is proposed to be varied.
- The developer has secured a Highway License Agreement (HLA) to allow for the aerial encroachment over the road right-of-way.
- The proposed marketing and directional signage consist of two signs fronting both 102 Avenue and Whalley Blvd. The maximum sign height of the proposed marketing signage is 2.4 metres (8 ft.), while the total sign area is 407 sq. metres (4,376 sq.ft.). As per the Sign By-law, the maximum height allowed for a temporary on-site real estate development/ construction sign is 4.5 metres (15 ft.), while the maximum allowable sign area is 14 sq. metres (150 sq.ft.). The maximum sign area is proposed to be varied.
- Council may grant approval to variances to the Sign By-law through the approval of a Development Permit that includes a comprehensive sign design package.

DESIGN PROPOSAL AND REVIEW

- The proposed marketing signage consists of a blue background with bronze, white and yellow text, and also includes graphic images of the "Georgetown" development project (see Appendix II).
- The marketing signage is an important component of the marketing strategy for the site.
- Marketing signage on construction hoarding is a standard practice in the development industry.
- Typically, this type of temporary on-site real estate/construction signage does not require a sign permit. However, the proposed signage does not comply with the sign area and setback requirements of the Sign By-law.
- Marketing signage on construction hoarding is a practice that is becoming increasingly common in Surrey. The submission of a comprehensive sign package application is considered an appropriate approach for the City to review and approve this type of signage.
- Installing marketing signage over construction hoarding generally improves the aesthetic appearance of a development site.
- The proposed signage design has been reviewed by staff and found to be generally acceptable.
- Staff support the proposed variances as a comprehensive design package.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I. Proposed Sign By-law Variances Tables
Appendix II. Development Permit No. 7919-0129-00

original signed by Ron Gill

Jean Lamontagne
General Manager
Planning and Development

ELM/cm

PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To increase the allowable sign area for temporary onsite real estate development/construction signage from 14 square metres (150 sq. ft.) to 407 square metres (4,376 sq. ft.).	The sign area shall not exceed a maximum of 14 square metres (150 sq. ft.) (as per Part 1, Section 7(9.1)).	<p>The marketing signage is an important component of the marketing strategy for the site.</p> <p>Marketing signage on construction hoarding is a standard practice in the development industry.</p> <p>Installing marketing signage over construction hoarding generally, improves the aesthetic appearance of a development site.</p>
2	To eliminate the required minimum 2.0-metre (6.5 ft.) setback from any highway for a temporary on-site real estate development/ construction sign.	The sign is located a minimum 2.0 metres (6.5 ft.) from each adjacent highway (as per Part 1, Section 7(9.1)).	<p>The construction hoarding upon which the signage is to be located is over top of an unconstructed lane.</p> <p>A Highway License Agreement (HLA) has been secured by the developer to allow for the aerial encroachment over the road ROW.</p>

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7919-0129-00

Issued To:

Address of Owner:

(“the 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: 030-607-256

Lot 1 Section 26 Block 5 North Range 2 New Westminster District Plan EPP81730

13685 - 102 Avenue

(the "Land")

B. Form and Character

1. The character of the development including landscaping, siting, form, exterior design and finish of buildings and structures, free standing signs, sign design packages and comprehensive sign packages on the Land shall be in accordance with the drawings numbered 7919-0129-00(1) through to and including 7919-0129-00(11) (the "Drawings").
2. Signage shall be installed in conformance with the Drawings 7919-0129-00(1) through to and including 7919-0129-00(11).
3. 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, 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 labelled 7919-0129-00(1) through to and including 7919-0129-00(11).

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

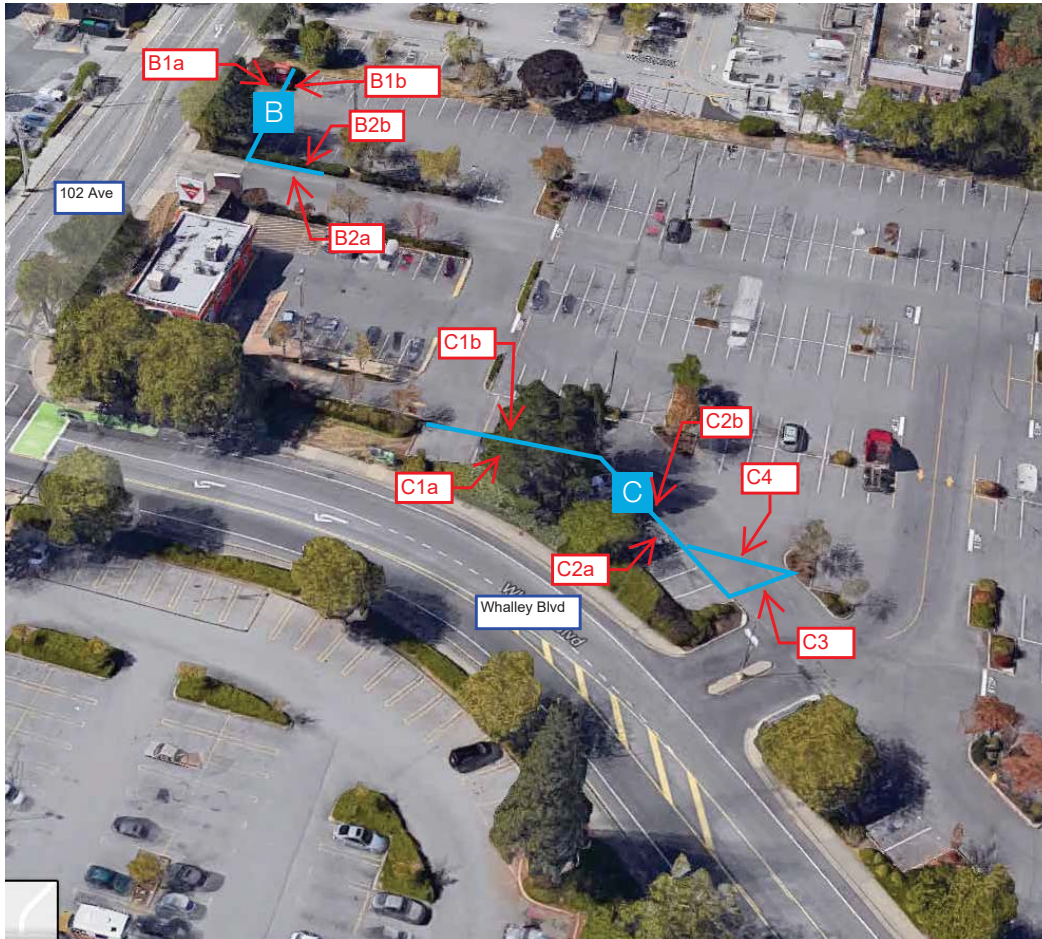
IN CONSIDERATION OF COUNCIL APPROVAL OF THIS DEVELOPMENT PERMIT AND
OTHER GOOD AND VALUABLE CONSIDERATION, I/WE THE UNDERSIGNED AGREE TO
THE TERMS AND CONDITIONS OF THIS DEVELOPMENT PERMIT AND ACKNOWLEDGE
THAT WE HAVE READ AND UNDERSTOOD IT.

Authorized Agent: (Signature)

Name: (Please Print)

Sign By-law Variances

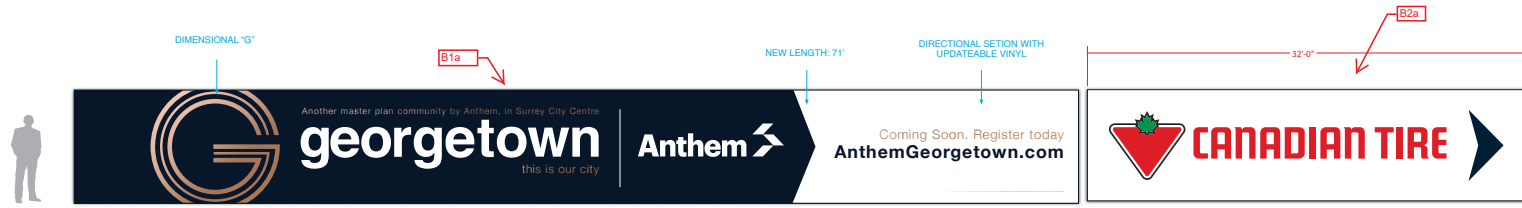
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Updated Signage Locations

- B** HOARDING SECTION B
- C** HOARDING SECTION C

Section B



SECTION B - FRONT



SECTION B - BACK

Materials:

- Material: IJ35C-10
- Laminate: 8993
- Material: 680CR-10 Reflective White
- Laminate: 8993
- Material: Avery Bronze SC 900-930-M
- Laminate: 8993
- Material: 3mm alupanel

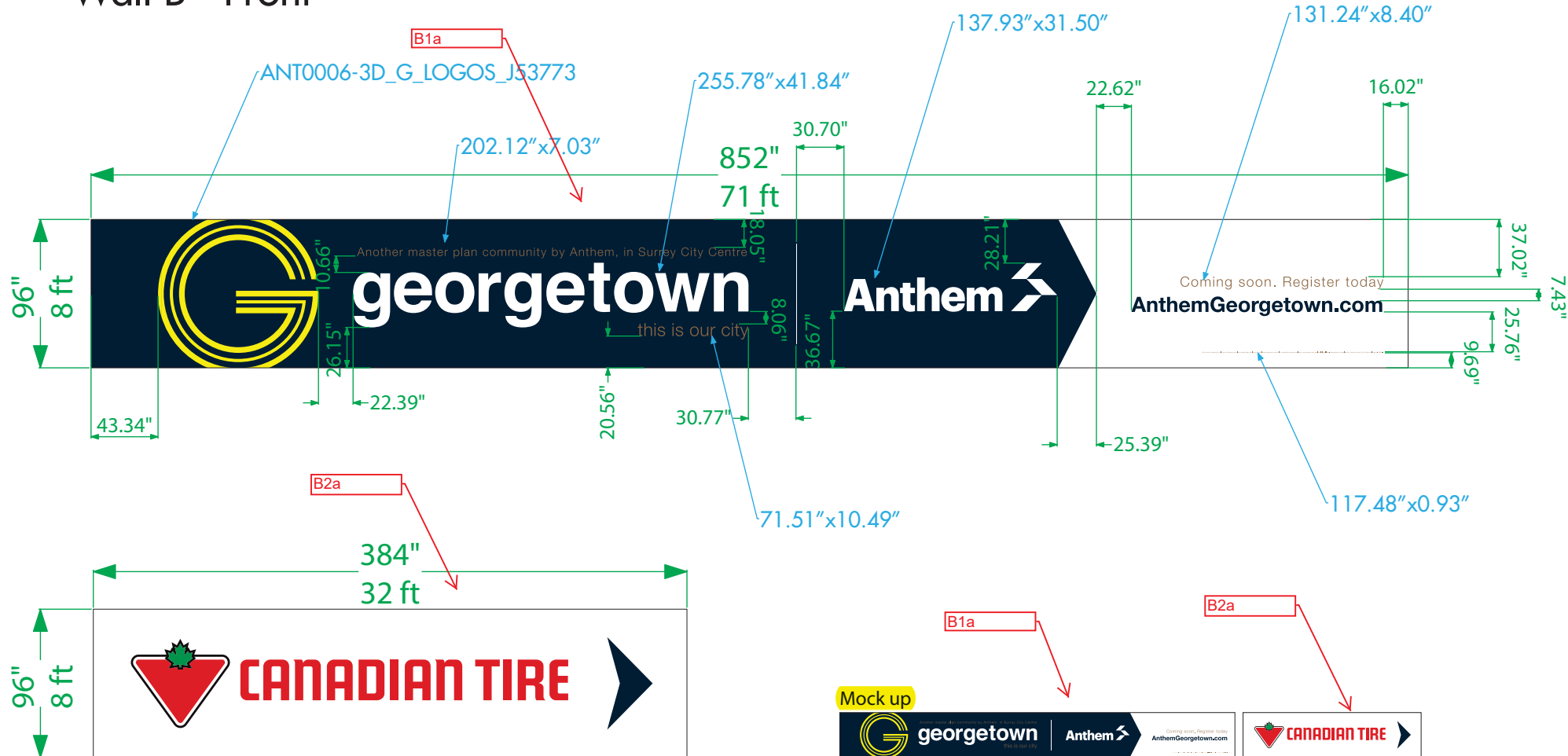
Colour Details:

- Digital Print
- Pantone 295 C
- Pantone 485 C
- Pantone 355 C



Production Details:

- Print Scale: 10%
- Bleed: 1" off edges.
- Finishing Details: Trim to bleed. Cad cut.

Wall B - Front



Development Permit No. 7919-0129-00 (4) "The Drawings"

YOUR SALES REPRESENTATIVE IS: Wade Davies	YOUR CUSTOMER SERVICE REP. IS: Michelle Bradbury	 AMPCO GRAPHICS #101 - 9 Burbidge Street, Coquitlam, BC, V3K 7B2 T: 604 472 3800 ampcographics.com @ampco_graphics		ORIGINAL PROOF DATE: November 06, 2018	PROOF CREATED BY: Moyie Yeh
WE CANNOT GUARANTEE AN EXACT MATCH ON PANTONE COLOURS. PROOF IS A VISUAL REPRESENTATION ONLY.				PROOF REVISION DATE:	ARTWORK SETUP: Moyie Yeh
CUSTOMER: Anthem Properties		PART NUMBER / PROOF FILENAME: ANT0006-GEORGETOWN_HOARDING_J53726_PR01	CUSTOMER ORDER NUMBER: C62616	QUALITY CONTROL CHECK:	
PROJECT: Georgetown hoarding - Wall B		PRE-PRESS PROJECT FOLDER: Anthem Properties_J53726 - Georgetown Hoarding Wall B C	PAGE: 01 OF 02		

Materials:

Material: IJ35C-10
 Laminate: 8993
 Material: 680CR-10 Reflective White
 Laminate: 8993
 Material: Avery Bronze SC 900-930-M
 Laminate: 8993
 Material: 3mm alupanel

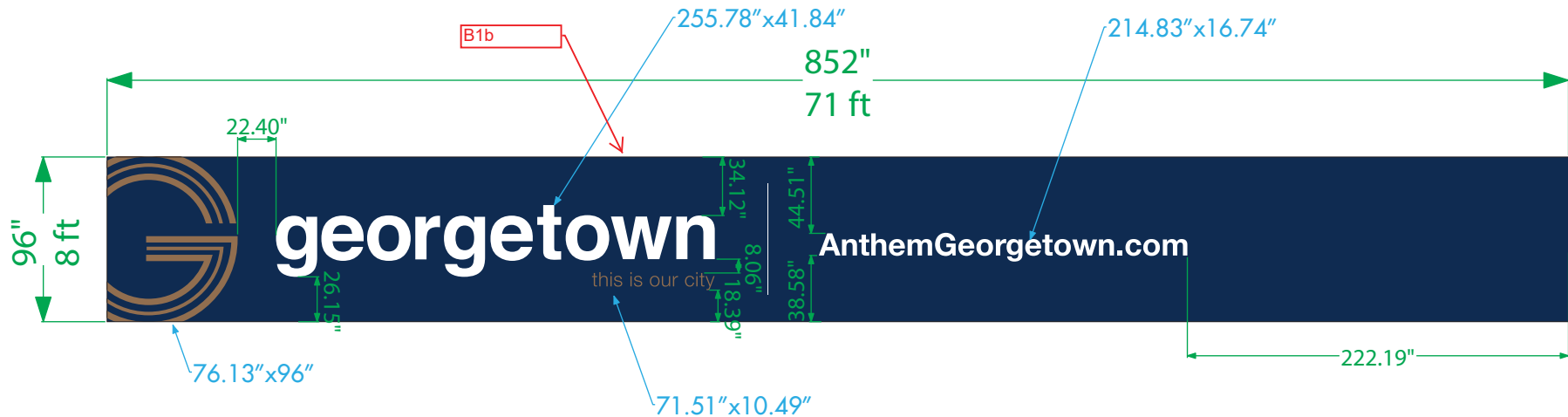
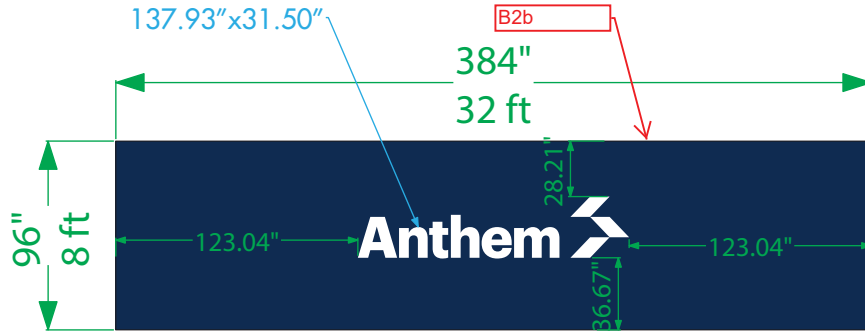
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Digital Print
 Pantone 295 C



Production Details:

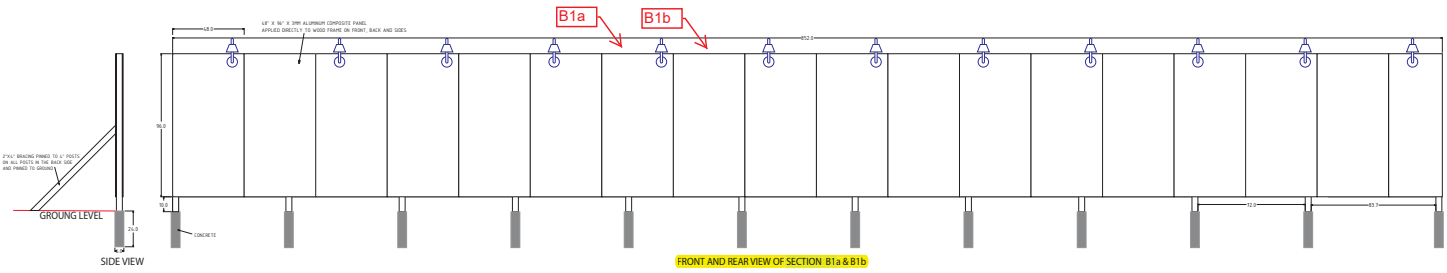
Print Scale: 10%
 Bleed: 1" off edges.
 Finishing Details: Trim to bleed. Cad cut.

Wall B - Back

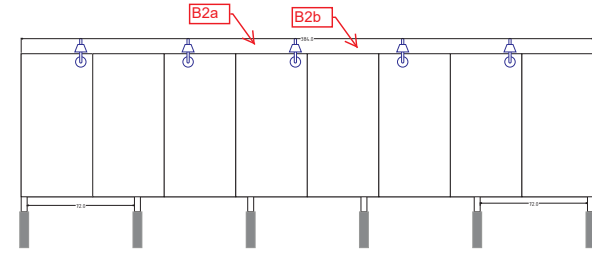


Development Permit No. 7919-0129-00 (5) "The Drawings"

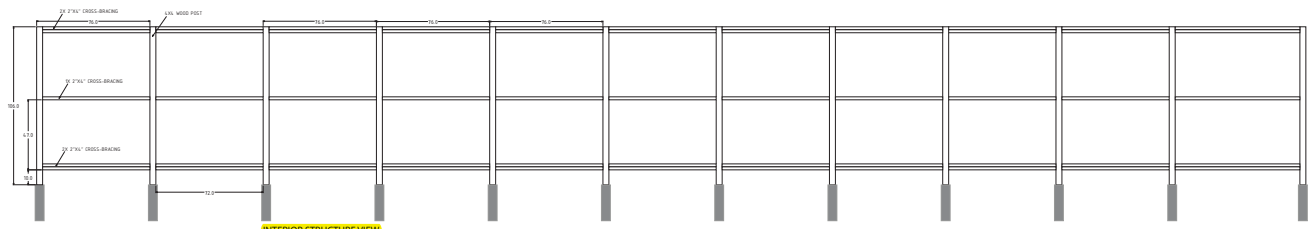
YOUR SALES REPRESENTATIVE IS: Wade Davies		YOUR CUSTOMER SERVICE REP. IS: Michelle Bradbury		 #101 - 9 Burbidge Street, Coquitlam, BC, V3K 7B2 T: 604 472 3800 ampcographics.com @ampco_graphics		ORIGINAL PROOF DATE: November 06, 2018		PROOF CREATED BY: Moyie Yeh	
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CUSTOMER: Anthem Properties				PART NUMBER / PROOF FILENAME: ANT0006-GEORGETOWN_HOARDING_J53726_PRFF01		CUSTOMER ORDER NUMBER: C62616		QUALITY CONTROL CHECK:	
PROJECT: Georgetown hoarding - Wall B				PRE-PRESS PROJECT FOLDER: Anthem Properties_J53726 - Georgetown Hoarding Wall B C		PAGE: 02 OF 02			



FRONT AND REAR VIEW OF SECTION B1a & B1b



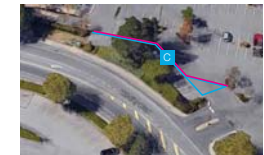
FRONT AND REAR VIEW OF SECTION B2a & B2b



INTERIOR STRUCTURE VIEW

UNIT: INCHES
SCALE: 1:10

Section C

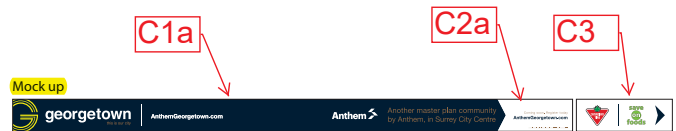
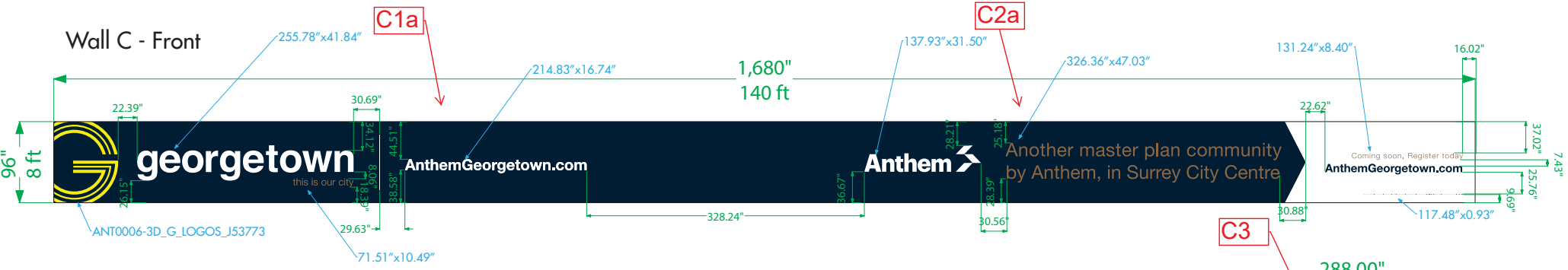


Materials:
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 Material: 3mm alupanel

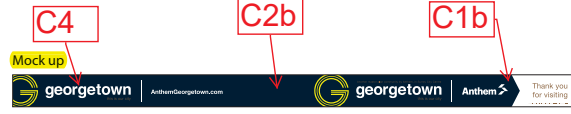
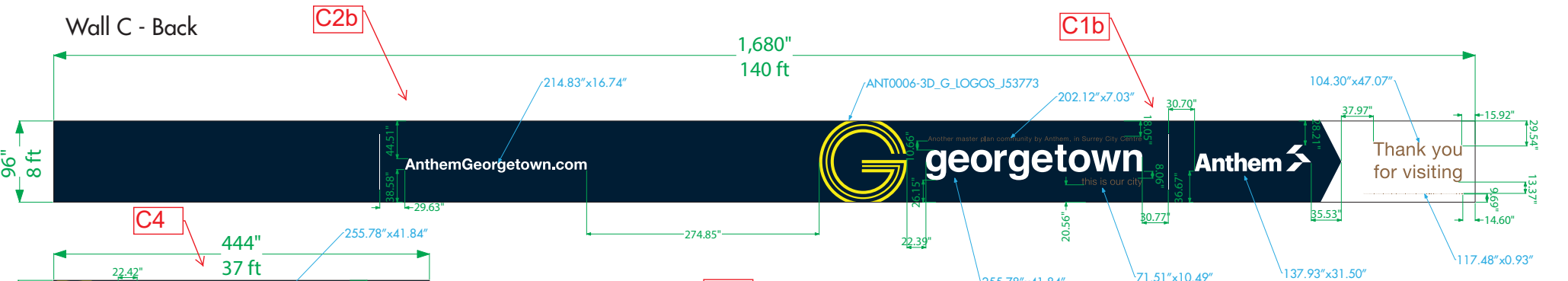
Colour Details:
 Digital Print
 Pantone 295 C
 Pantone 485 C
 Pantone 355 C

Production Details:
 Print Scale: 10%
 Bleed: 1" off edges.
 Finishing Details: Trim to bleed. Cad cut.


Wall C - Front

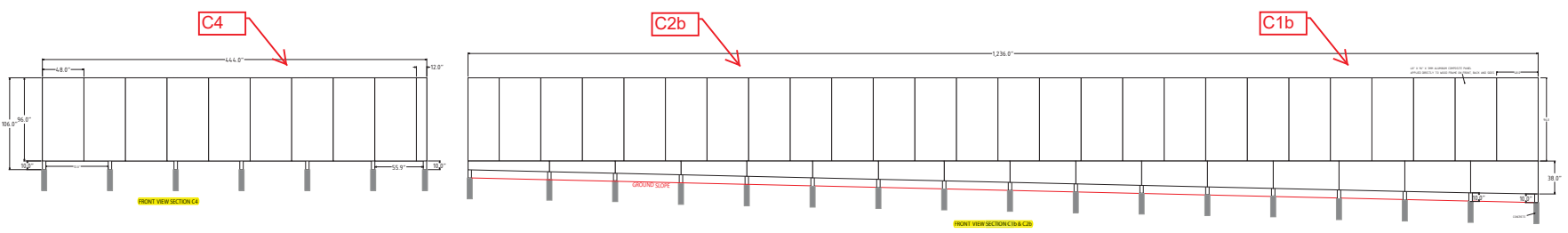
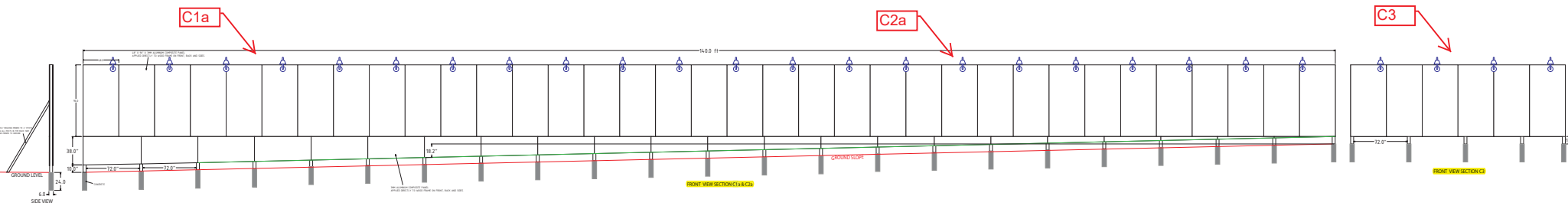
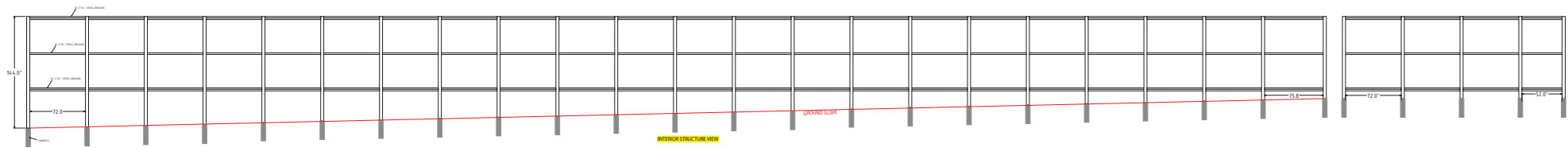


Wall C - Back



Development Permit No. 7919-0129-00 (9) "The Drawings"

YOUR SALES REPRESENTATIVE IS: Wade Davies	YOUR CUSTOMER SERVICE REP. IS: Michelle Bradbury	 #101 - 9 Burbidge Street, Coquitlam, BC, V3K 7B2 T: 604 472 3800 ampcographics.com @ampco_graphics	ORIGINAL PROOF DATE: November 06, 2018	PROOF CREATED BY: Moyie Yeh
WE CANNOT GUARANTEE AN EXACT MATCH ON PANTONE COLOURS. PROOF IS A VISUAL REPRESENTATION ONLY.			PROOF REVISION DATE:	ARTWORK SETUP: Moyie Yeh
CUSTOMER: Anthem Properties		PART NUMBER / PROOF FILENAME: ANT0006-GEORGETOWN_HOARDING_J53726_PRFO2	CUSTOMER ORDER NUMBER: C62616	QUALITY CONTROL CHECK:
PROJECT: Georgetown hoarding - Wall C		PRE-PRESS PROJECT FOLDER: Anthem Properties_J53726 - Georgetown Hoarding Wall B C	PAGE: 01 OF 01	



UNIT: INCHES
SCALE: 1:20

TOPOGRAPHIC SITE PLAN SHOWING POPOSED HOARDING SIGN LOCATION ON PART OF LOT 1 SECTION 26 BLOCK 5 NORTH RANGE 2 WEST NEW WESTMINSTER DISTRICT PLAN EPP81730

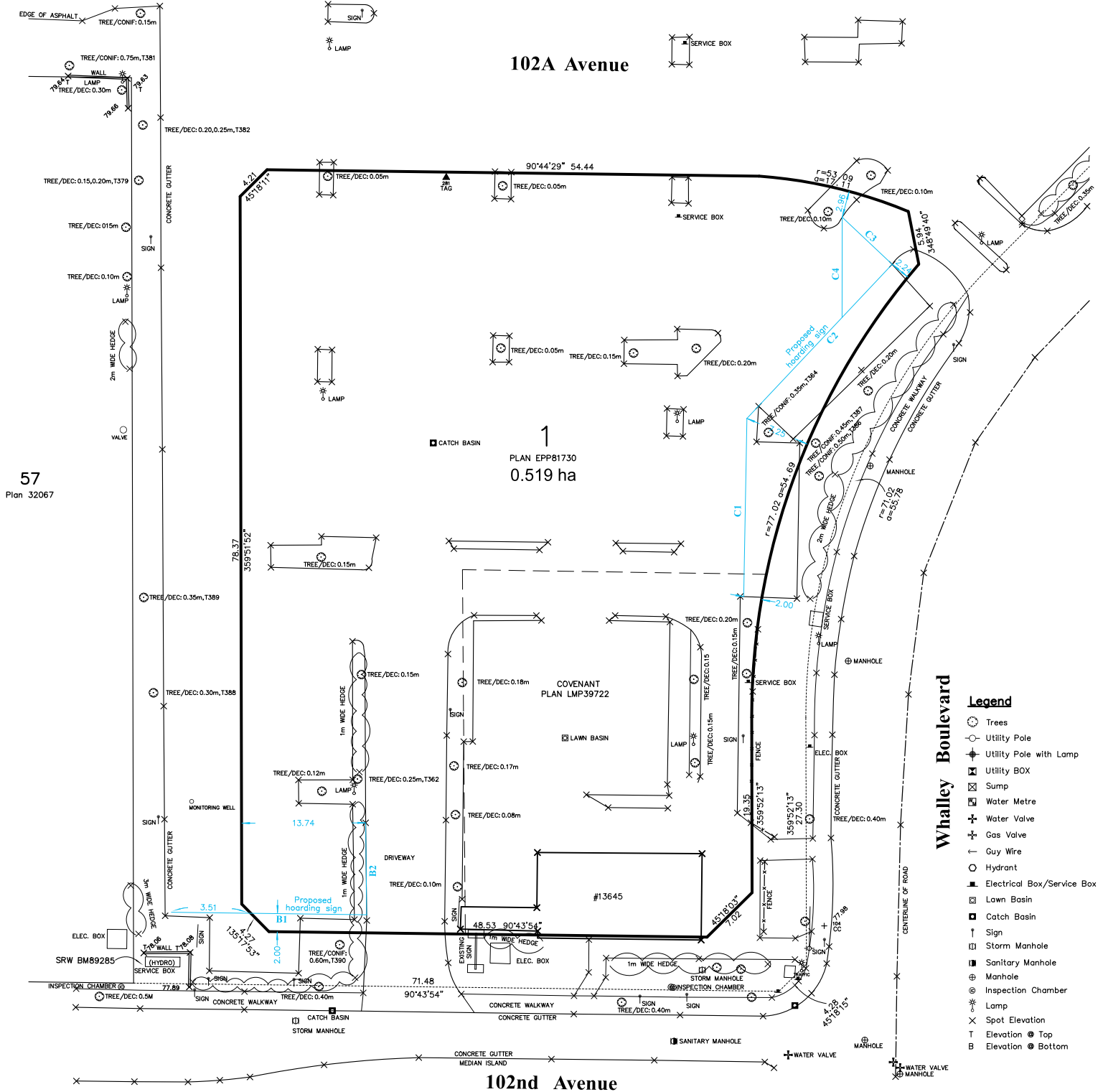
Scale 1 : 250



ALL DISTANCES ARE IN METRES

CURRENT CIVIC ADDRESS:

13685 102nd AVENUE
SURREY, BC



57
Plan 32067

- Whalley Boulevard**
- Legend**
- Trees
 - Utility Pole
 - ⊕ Utility Pole with Lamp
 - ⊞ Utility BOX
 - ⊞ Sump
 - ⊞ Water Metre
 - ⊕ Water Valve
 - ⊕ Gas Valve
 - ⊕ Guy Wire
 - Hydrant
 - ⊞ Electrical Box/Service Box
 - ⊞ Lawn Basin
 - ⊞ Catch Basin
 - ↑ Sign
 - ⊞ Storm Manhole
 - ⊞ Sanitary Manhole
 - ⊞ Manhole
 - ⊞ Inspection Chamber
 - ⊞ Lamp
 - ⊞ Spot Elevation
 - ⊞ Elevation @ Top
 - ⊞ Elevation @ Bottom

DATE OF FIELD SURVEY
MARCH 31, 2015
UPDATED AUGUST 18, 2017
PROPERTY BOUNDARIES UPDATED AUGUST 8, 2018

H.Y. Associates Land Surveying Ltd.
British Columbia Land Surveyors
#200, 9128 - 157th Street
Surrey, BC V3R 4E7
Tel: 583-2222

Development Permit No. 7919-0129-00 (11) "The Drawings"

EUGENE O. WONG BCLS

Dwg: 154163_HOARDING_SIGN.DWG