

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

Application No.: 7919-0307-00

Planning Report Date: January 27, 2020

**PROPOSAL:**

- **Development Variance Permit**

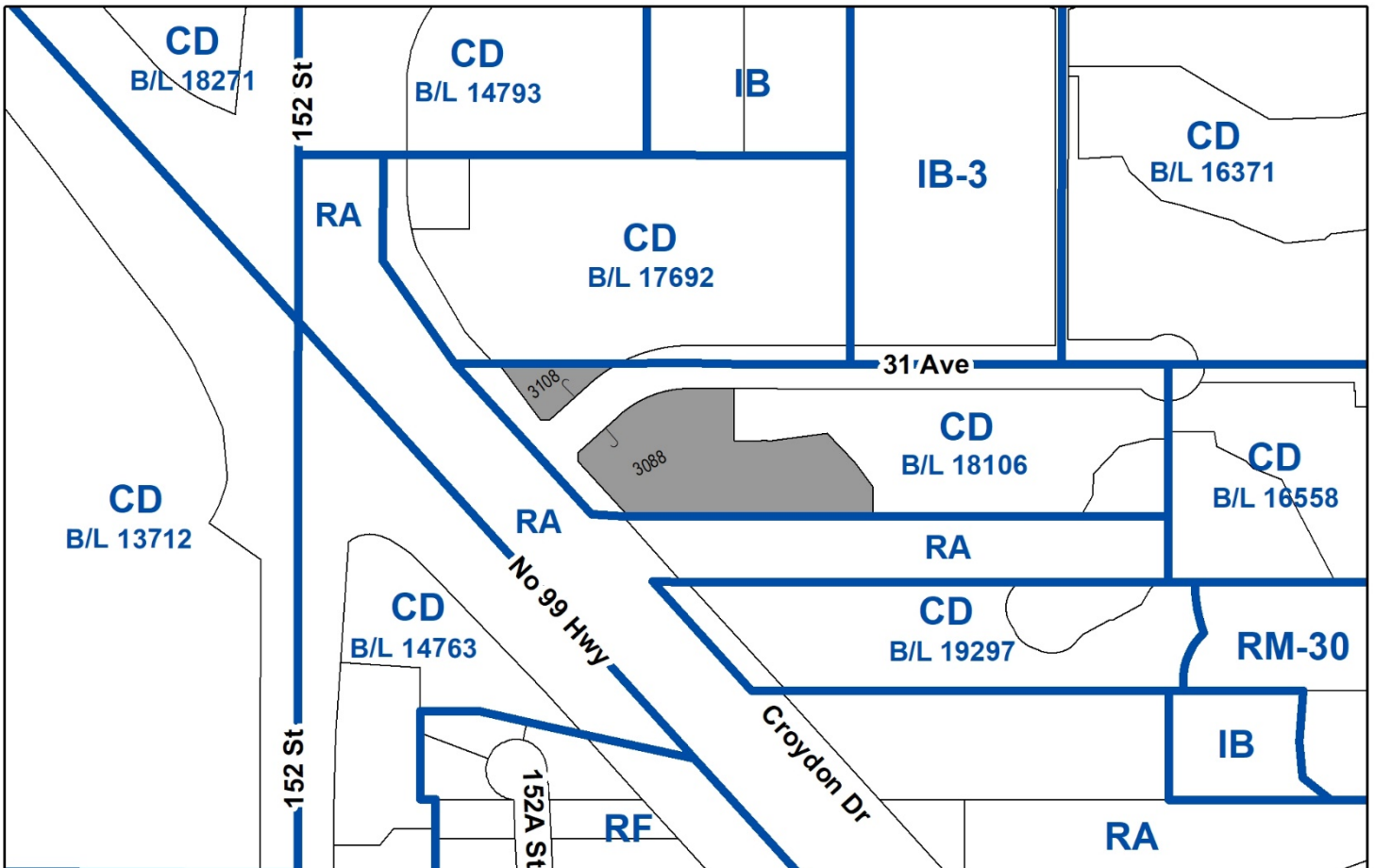
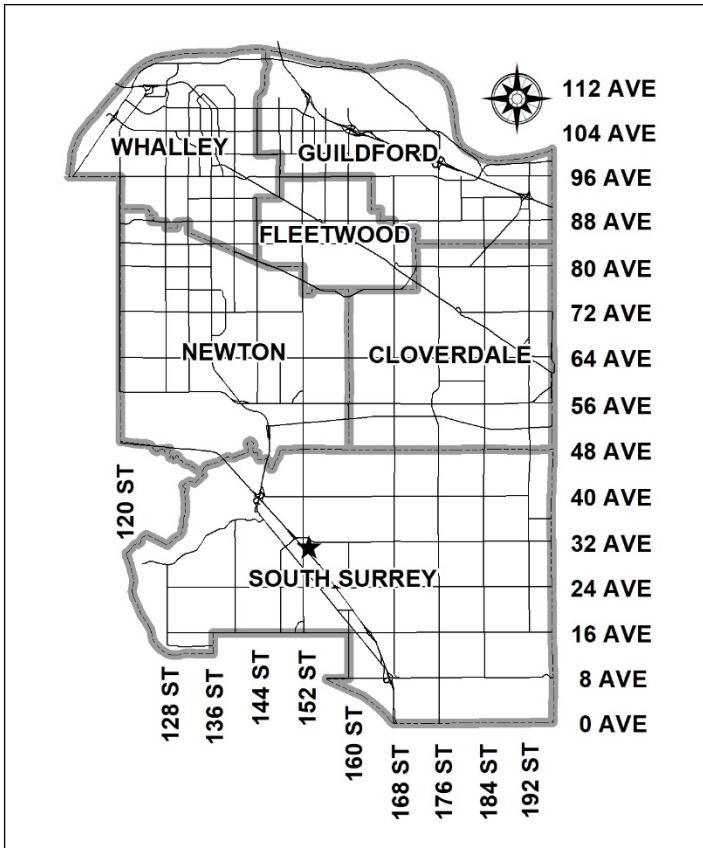
to permit an additional fascia sign on the second storey of a multi-tenant office building.

**LOCATION:** 3088 – Croydon Drive

**ZONING:** CD (By-law No. 18106)

**OCP DESIGNATION:** Mixed Employment

**NCP DESIGNATION:** Business Park



**RECOMMENDATION SUMMARY**

- Approval for Development Variance Permit to proceed to Public Notification.

**DEVIATION FROM PLANS, POLICIES OR REGULATIONS**

- Proposing to vary the Surrey Sign By-law to permit a second fascia sign, on the same elevation as an existing fascia sign, located on the second storey of a multi-tenant building, for a tenant that does not occupy the majority of the floor area above the ground floor.

**RATIONALE OF RECOMMENDATION**

- The combined sign area of the existing and proposed upper storey fascia sign is significantly less than the permitted sign area for each of the two second storey tenants.
- The two tenants that occupy floor area above the second floor are related companies.
- The sign is proposed to be comprised of channel lettering with a backer panel and is proposed to be illuminated with a mix of halo and face lighting, providing a high-quality aesthetic while minimizing glare and light pollution.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7919-0307-00 (Appendix II) varying the following, to proceed to Public Notification:
  - (a) to permit a second fascia sign above the first storey on the southwest (Croydon Drive) elevation of the principal building; and
  - (b) to permit a fascia sign for the tenant that does not occupy the largest percentage of the total floor area of the building above the first storey.

## SITE CONTEXT & BACKGROUND

Direction	Existing Use	NCP Designation	Existing Zone
Subject Site	Multi-tenant Office Building	Business Park	CD (By-law No. 18106)
North (Across 31 Avenue):	Multi-tenant Office Building	Business Park	CD (By-law Nos. 18106 & 17692)
East:	Multi-tenant Office Building	Business Park	CD (By-law No. 18106)
South:	Vacant (under Development Application No. 7917-0228-00).	Business Park and Creek Preservation Areas	RA
West (Across Croydon Drive):	Intersection of Highway No. 99 and 152 Street, beyond which is SouthPoint Exchange Mall	Commercial and Industrial/Business Park	CD (By-law Nos. 14763 & 13712)

### Context & Background

- The subject site is 6,306 square metres in area and is located at the intersection of Croydon Drive and 31 Avenue.
- The site is designated Mixed Employment in the Official Community Plan (OCP) designated for "Business Park" in the Rosemary Heights Business Park Neighbourhood Concept Plan (NCP) and zoned Comprehensive Development (CD) Zone (By-law No. 18106).
- BC Hydro power lines and an associated Right-of-Way occupy the majority of the site. There is an approximately 500 square metre, two-storey office building located at the corner of Croydon Drive and 31 Avenue which was approved as part of Development Application No. 7911-0187-00.

- Development Permit No. 7911-0187-00 approved the location of two upper storey fascia signs located on the southwest and northwest elevations, at the northwest corner of the building. Two freestanding signs were also approved for the site by the Development Permit, both located on 31 Avenue to the east of the building.
- Sign Permit No. 18-028682 approved one sign for Gramercy Developments, which was located on the second storey of the southwest elevation that is 1.7 square metres in area.
- Gramercy Developments is the owner of the building and occupies unit 202 which is the largest second floor unit in the building at 157.6 square metres.
- Lakewood Management is a partner company of Gramercy Developments and occupies unit 201, which is 154.5 square metres. Lakewood Management applied for sign permit 19-019275, for a second storey sign on the southwest elevation.
- As Lakewood Management does not occupy the majority of the floor area above the ground floor and the proposed sign is to be the second sign on the southwest elevation, a development variance permit is required to permit this sign.

## DEVELOPMENT PROPOSAL

### Planning Considerations

- The applicant has applied for a development variance permit to amend the Sign By-law to allow the installation of a 2.9 square metre sign on the second storey of the southwest elevation of the principal building.

### Referrals

Engineering: The Engineering Department has no objection to the project.

## POLICY & BY-LAW CONSIDERATIONS

### Sign By-law

#### Sign By-law Variance

- The applicant is requesting to amend Section 27(2)(a.1)ii. of the Sign By-law as follows:
  - to permit a second fascia sign above the first storey on the southwest (Croydon Drive) elevation of the principal building; and
  - to permit a fascia sign for the tenant that does not occupy the largest percentage of the total floor area of the building above the first storey.

- Lakewood Management and Gramcery Developments are related companies and are the two tenants that occupy second storey floor area on the subject site. While Gramcery occupies the majority of floor area above the ground floor, the two units are nearly identical in size at 157.6 square metres and 154.5 square metres respectively.
- The applicant has designed their upper storey signage so that it is subtle and provides balance with the existing Gramcery sign and the architecture of the building.
- The subtle design is achieved in part, because the sign is significantly smaller than what is permitted by the Sign By-law. The proposed sign is 2.9 square metres in area, while a 17.2 square metre sign is permitted.
- The total combined sign area between the existing Lakewood Management sign and existing Gramcery Sign is 4.6 square metres, which is only 25 percent of the permitted sign area for the Lakewood Management premises.
- The design of the proposed sign is coordinated with the existing Gramcery Sign to create architectural uniformity between the fascia signs facing Croydon Drive.
- The sign will be comprised of channel lettering and a dimensional logo installed on a white backer panel to provide contrast.
- The text will be halo-lit, while the logo will be face-lit. The proposed lighting will provide a high quality look and reduced glare at night through the use of halo lighting.
- Future sign permits should be designed with similar materials and at a similar scale to the proposal.
- Staff support the requested variances to proceed for consideration.

## INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Sign By-law Variance Table
- Appendix II. Development Variance Permit No. 7919-0307-00

*approved by Ron Hintsche*

Jean Lamontagne  
General Manager  
Planning and Development

BD/cm

## PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	<p>to permit a second fascia sign above the first storey on the southwest (Croydon Drive) elevation of the principal building; and</p> <p>to permit a fascia sign for the tenant that does not occupy the largest percentage of the total floor area of the building above the first storey.</p>	<p>A maximum of one <i>fascia</i> sign per <i>lot</i> frontage may be located above a first storey pertaining to the tenant that occupies the largest percentage of the total floor area above the first storey, provided no more than on such sign shall be permitted on any one façade of the building above the first storey. (Part 5, Section 27(2)(a.1)ii.)</p>	<p>The proposed fascia sign is significantly smaller than the maximum sign allowed for the premises, provides architectural balance to the façade, and is for a partner company of the tenant that occupies the majority of the floor area on the second floor.</p>

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7919-0307-00

Issued To:

(the "Owner")

Address of Owner:

1. This development variance 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 variance permit.
2. This development variance 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: 029-923-484

Strata Lot 3 Section 23 Township 1 New Westminster District Strata Plan EPS3737

Together with an Interest in the Common Property in Proportion to the Unit Entitlement of the Strata Lot as Shown on Form V

3088 - Croydon Drive

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
  - (a) To vary Part 5 Section 27(2)(a.1)ii. to allow two fascia signs located on the same façade (the southwest elevation), above the first storey, one of which does not pertain to the tenant that does not occupy the largest amount of floor area located above the first storey.
4. This development variance permit applies to only the that portion of the buildings and structures on the Land shown on Schedule A which is attached hereto and forms part of this development variance permit.
5. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.

6. This development variance permit shall lapse if the Owner does not substantially start any construction with respect to which this development variance permit is issued, within two (2) years after the date this development variance permit is issued.
  
7. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.
  
8. This development variance permit is not a building permit.

AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE      DAY OF      , 20 .  
ISSUED THIS      DAY OF      , 20 .

---

Mayor – Doug McCallum

---

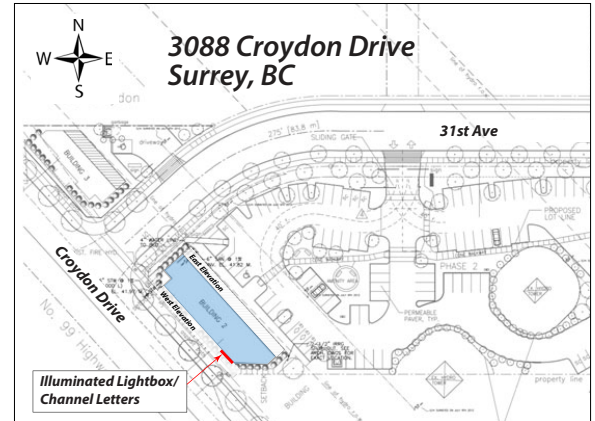
City Clerk – Jennifer Ficocelli



**SCHEDULE A**

# LED-Illuminated Sign

Channel Letters are 3.5" deep.  
Text faces are Black and letters are Halo-lit only  
Logo is 5 different percentages of 370C Green,  
(printed, translucent vinyl) and are **Face- & Halo-lit**  
Stood off 1.5" above a 2" deep, white raceway.



**West Elevation**

120"

37.5"



**Lakewood**

11.9"

Channels  
99.7" w x 20.8" h

Face & Halo lit, sides painted black

Halo lit, painted black

Raceway



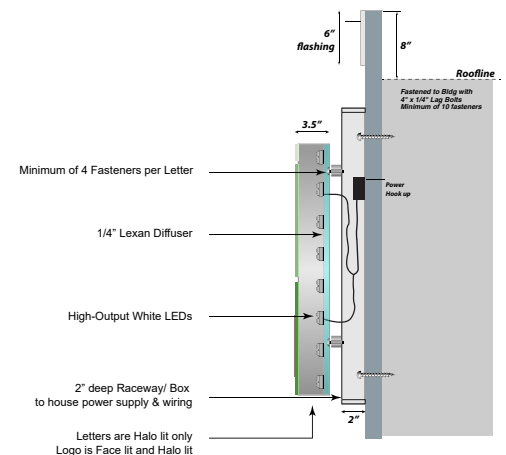
**<- Bldg Frontage: 126' ->**

240"

6" flashing

54"

184" Above Grade



Client: Lakewood  
Job: 62061  
Date: Jan 21, 2020

Notes: Installed at 3088 Croydon Drive  
Surrey, BC

layout by: Conrad