

City of Surrey
PLANNING & DEVELOPMENT REPORT

Application No.: 7919-0344-00

Planning Report Date: January 27, 2020

PROPOSAL:

- **Development Permit**

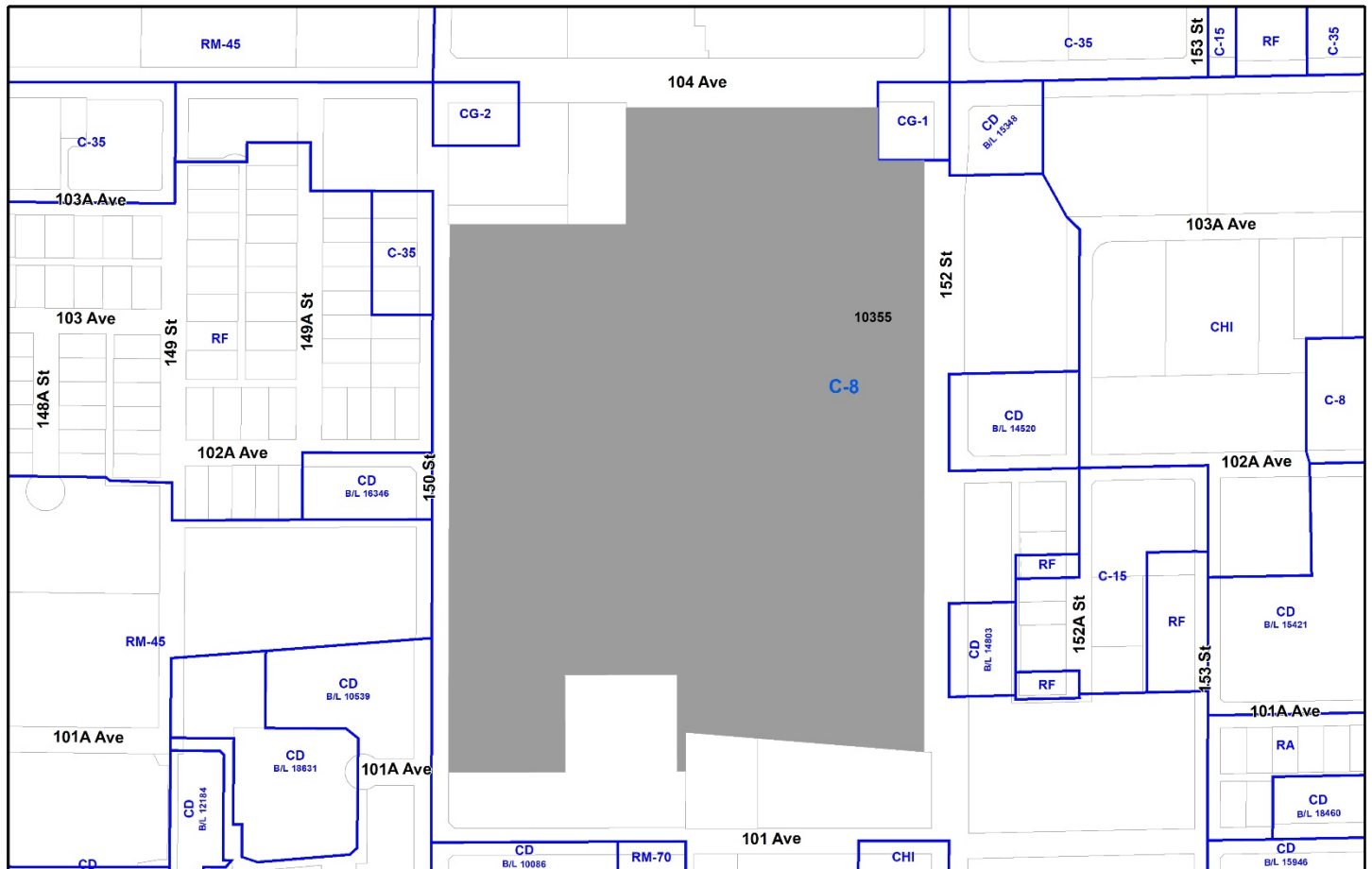
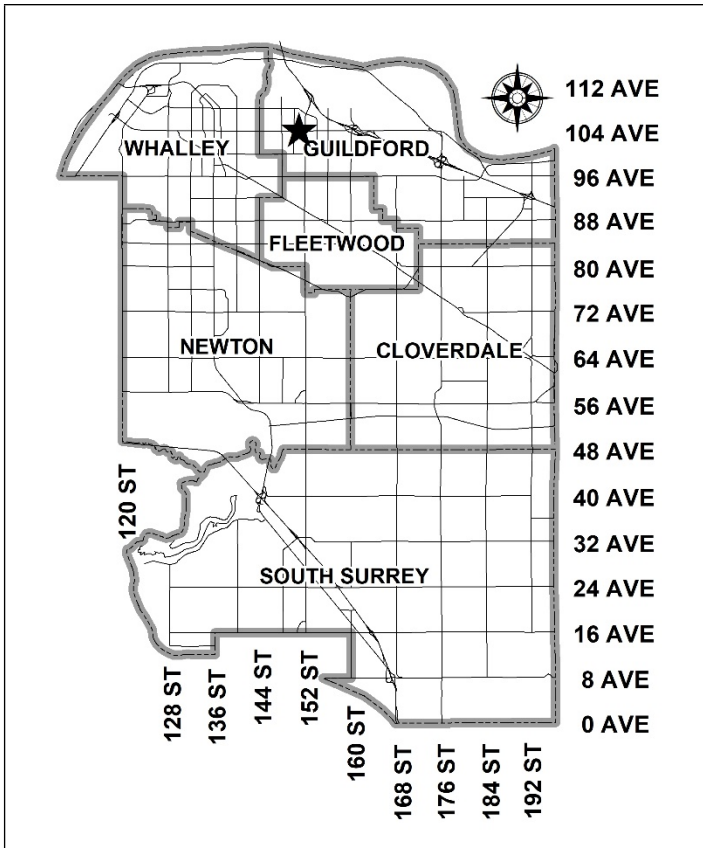
to permit additional fascia signage through a comprehensive sign design package for an existing bank on the Guildford Town Centre Mall site.

LOCATION: 10355 - 152 Street

ZONING: C-8

OCP DESIGNATION: Town Centre

TCP DESIGNATION: High Rise Mixed Use 4.5 FAR



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

- The applicant is seeking to vary the Sign By-law through a comprehensive sign design package to:
 - increase the total number of allowable fascia signs from two (2) to four (4); and
 - allow for two (2) fascia signs to be located on both the north and west elevations of the unit.

RATIONALE OF RECOMMENDATION

- The proposed fascia signs are of a high-quality design and are of an appropriate size and scale in relation to the mall.
- The proposed fascia signage is below the maximum sign area permitted under the Sign By-law and is considered reasonable in relation to the size and scale of the mall.
- Corporate branding for Scotiabank has now split the word "Scotiabank" from their logo. The proposed logo is now separated and fixed upon red composite metal panels, providing a unique identifier for wayfinding along 104 Avenue and 150 Street.

RECOMMENDATION

The Planning & Development Department recommends that Council approve Development Permit No. 7919-0344-00 (Appendix II) for 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 landscaping and siting, form, exterior design and finish of the building and other structures, including signage, Council may refer the Development Permit back to staff with direction regarding any of these matters.

SITE CONTEXT & BACKGROUND

Direction	Existing Use	OCP/Guildford TCP Designation	Existing Zone
Subject Site	Scotiabank	Town Centre in the OCP and High Rise Mixed Use 4.5 FAR in the TCP	C-8
North (Across 104 Avenue):	Parking lot	Town Centre in the OCP and High Rise Mixed Use 4.5 FAR in the TCP	C-8
West (Across 150 Street):	Existing commercial, single family residential and multiple residential uses	Commercial in the OCP and Mid to High Rise Mixed Use 3.5 FAR in the TCP	C-35, RF, CD (By-law No. 16346), RM-45 and CD (By-law No. 10539)

Context & Background

- The subject bank (Scotiabank) is located at 10355 – 152 Street within the western portion of the Guildford Town Centre Mall.
- The subject site is designated Town Centre in the Official Community Plan (OCP) and High Rise Mixed Use 3.5 FAR in the Stage 1 Guildford Town Centre Plan and is zoned Community Commercial Zone (C-8).
- The subject site underwent a discharge to LUC No. 365 in order to allow the site to be regulated by the underlying C-8 Zone under Application No. 7906-0413-00. Subsequently, the mall underwent significant renovations in two phases of redevelopment which included updates to signage under Application No.'s 7910-0323-00 and 7909-0174-00.
- Phase one of the Guildford Town Centre Shopping mall renovation was captured under Application No. 7910-0323-00 and provided rooftop signage for Wal-Mart on a pyramid pavilion, increased the width of free-standing entry signage, permitted a distance separation for free standing signage of less than 30 metres (100 ft.) and allowed for an increase in sign area for on-site directional signs.

- Phase two of the Guildford Town Centre Shopping mall renovation was captured under Application No. 7909-0174-00. It provided interior and exterior improvements to the shopping mall and variances to sign areas for onsite directional signs and free-standing signs. Neither phase included signage updates to the subject unit.
- 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.

DEVELOPMENT PROPOSAL

Planning Considerations

- The applicant (Scotiabank) proposes to install four (4) LED illuminated fascia signs (channel lettering), two (2) on the west elevation and two (2) on the north elevation along with red composite metal panels. The comprehensive sign design package will supplement the signage for the mall previously approved under Development Permit No's 7910-0323-00 and 7909-0174-00.

Referrals

Engineering The Engineering Department has no objection to the proposal.

POLICY & BYLAW CONSIDERATIONS

Comprehensive Sign Design Package

- A total of four (4) fascia signs are proposed, two (2) on both the north and west elevations along with red composite metal panels. The Sign By-law permits a maximum of two (2) fascia signs for each premise provided that both of the fascia signs shall not be located on the same façade of the building, except where a premises has a floor area of 3,000 square metres (32,290 sq. ft.) or greater. The premises is less than 3,000 square metres (32, 290 sq. ft.) in size, and therefore, can only accommodate two (2) fascia signs under the Sign By-law. As such, variances to the Sign By-law are required to accommodate the following:
 - increase the total number of allowable fascia signs from two (2) to four (4); and
 - allow for two (2) fascia signs to be located on both the north and west elevations of the unit.
- The proposed signs vary in size from 1.95 square metres (21.7 sq.ft.) each to 5.49 square metres (59.2 sq. ft.) each on both the north and west elevations.
- All proposed fascia signs are LED illuminated channel letters.

Total Sign Area

- The total proposed fascia sign area is 15 square metres (161.8 sq. ft.) for all four (4) signs, which complies with the maximum permitted sign area in the Sign By-law.

Signage Assessment

- The four proposed fascia signs are in appropriate locations and do not detract from the form and character of the mall.
- The proposed Sign By-law variance has merit as it provides a clear signage aesthetic for marketing and identification purposes and consists of high-quality design and materials.
- Corporate branding for Scotiabank has now split the word "Scotiabank" from their logo. The logo is now separated and fixed upon red composite metal panels, providing a unique identifier for wayfinding along 104 Avenue and 150 Street.
- Staff supports the requested variances for the existing and proposed fascia signage.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I. Proposed Sign By-law Variances Table
Appendix II. Development Permit 7919-0344-00

approved 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 maximum number of fascia signs for the premise from two (2) to four (4).	A maximum of two fascia signs are permitted for each premises, except where a premises has a floor area of 3,000 square metres [32,290 sq. ft.] or greater, one additional fascia sign may be permitted for each additional 1,000 square metres [10,760 sq. ft.] of floor area to a maximum of six fascia signs per premises. Part 5 Section 27 (2) (a.).	Organized LED illuminated fascia signage with channel lettering provides clear marketing and identification for future customers. The total sign area complies with Sign By-law.
2	To allow two (2) fascia signs to be installed on both the (north) and (west) building facades.	A maximum of two (2) fascia signs are permitted provided that both of the fascia signs are not located on the same façade of the premises Part 5 Section 27 (2) (a).	The proposed fascia signs provide clear marketing and wayfinding for the bank. The signage is of an appropriate scale in relation to the overall scale of the mall.

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7919-0344-00

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: 009-068-872

Lot 71 Section 29 Block 5 North Range 1 West New Westminster District Plan 29202

10355 - 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 7919-0344-00(1) through to and including 7919-0344-00(6).
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 the comprehensive sign design package Drawing labelled 7919-0344-00(1) through to and including 7919-0344-00(6).

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 – Jennifer Ficocelli

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)

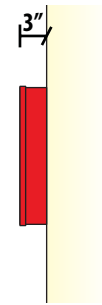
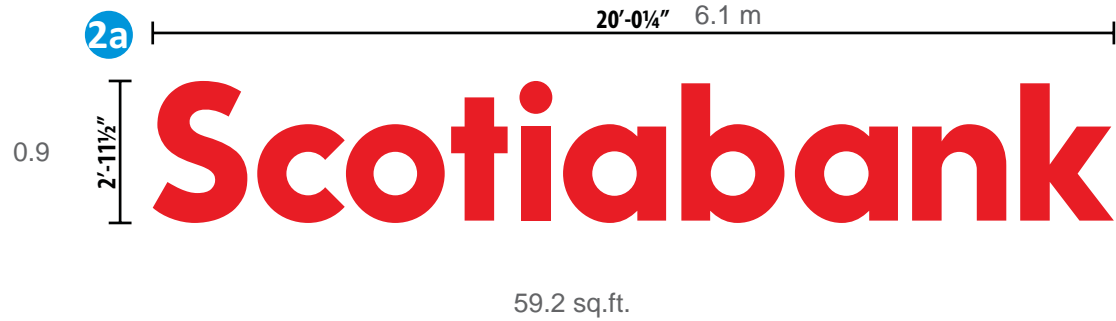
Name: (Please Print)

Owner: (Signature)

Name: (Please Print)

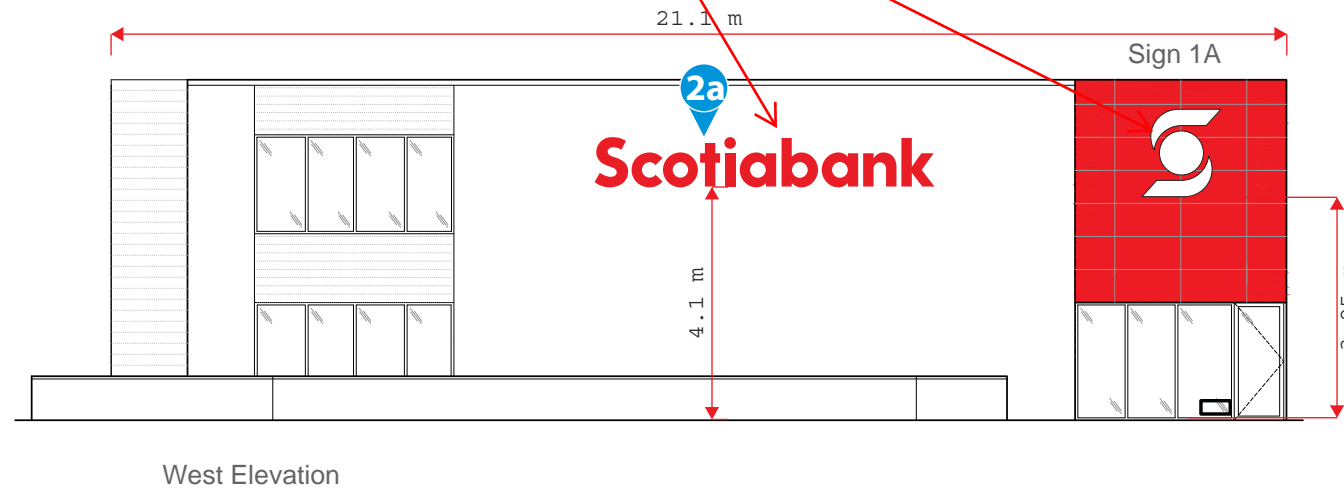
Sign By-law Variances

#	Variance	Sign By-law Requirement
1	To increase the maximum number of fascia signs for the premise from two (2) to four (4).	A maximum of two fascia signs are permitted for each premises, except where a premises has a floor area of 3,000 square metres [32,290 sq. ft.] or greater, one additional fascia sign may be permitted for each additional 1,000 square metres [10,760 sq. ft.] of floor area to a maximum of six fascia signs per premises. Part 5 Section 27 (2) (a.).
2	To allow two (2) fascia signs to be installed on both the (north) and (west) building facades.	A maximum of two (2) fascia signs are permitted provided that both of the fascia signs are not located on the same façade of the premises (Part 5, Section 27 (2) (a)).



Side View

Variance to increase number of allowable fascia signs from two (2) to four (4) on the north and west elevations.



#2a: ILLUMINATED CHANNEL LETTERS

Supply & install One (1) new set of LED-illuminated exterior channel letters

ILLUMINATION & ELECTRICAL:

"Red" HANLEY LED module illumination, with "H60W-PPS" HANLEY 100~277vAC (IP68) power supplies, with disconnect switch behind wall

CHANNEL LETTERS:

"Red" 3630-33 translucent 3M vinyl graphics, applied to 1st surface of White #2447 translucent 4.5mm acrylic faces, CNC-router cut, and bonded with methyl hydrate chemical adhesive to Red 1" acrylic trimcap retainers, fastened with #6ø x 1/2" self-tapping pan-head screws to 3" x 0.04" Aluminum coil returns (painted Red PMS 186 C), machine-bent and riveted with 3/16"ø Aluminum pop-rivets thru flange to 1/8" Alucobond ACP back plates, CNC-router cut and fastened with #10ø x 1" steel hex-head screws with washers, into face of backer

NOTES:

- Provide ventilation & 1/4"ø weep holes for drainage as req'd.
- Rubber washers required between all dissimilar metals to prevent galvanic corrosion.

-  3M Red 3630-33 - Vinyl
-  Pantone 186 C - Paint

DATE:	June 5, 2019	ML
SALES:	Tony Bianchi	
SCALE:	1/4" = 1'-0"	
PAGE:	2 of 7	

FILE NAME:	Guildford Town Centre Scotiabank Signge.cdr
REVISIONS:	6/19/19: Revised drawing as per clients comments
	8/27/19: Released signs 7 & 8 to production
	8/29/19: Released the remainder of the signs to prod.

This drawing is the property of Sunset Neon Ltd. The design and content is reserved by them and is issued on the condition that it not be copied, reproduced, distributed or disclosed to any unauthorized person either wholly or in part without the written consent of Sunset Neon Ltd.

Date Approved:

Approved By:

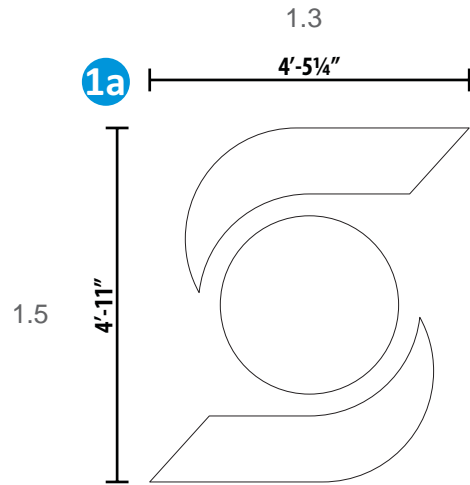
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- SHOP READY INTERIOR



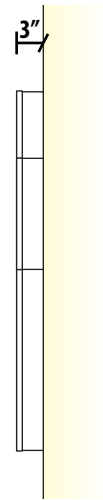
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65 Cascade St., Hamilton, ON

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10335 152nd Street
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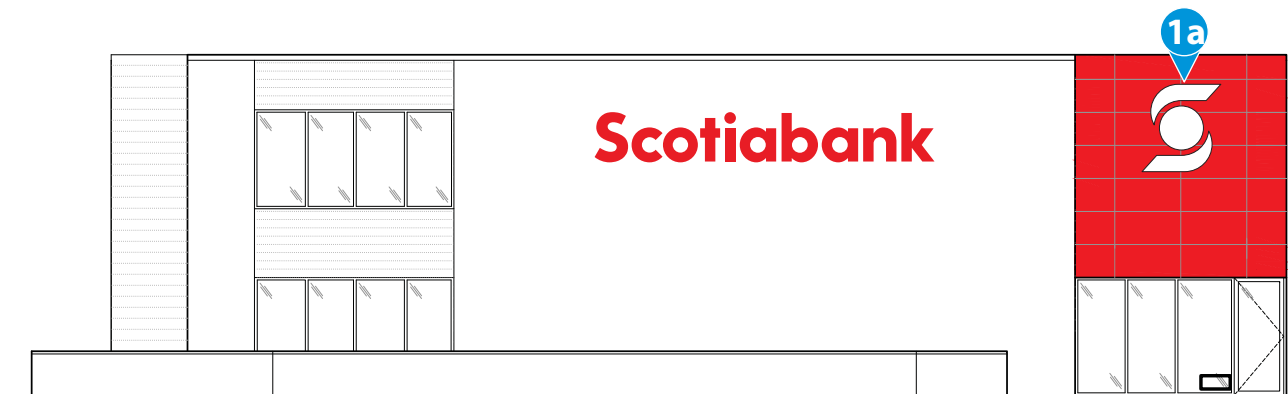




21.7 sq.ft.



Side View



#1a: ILLUMINATED 'Flying S' Logo

Supply & install One (1) new LED-illuminated exterior 'Flying S' Logo

ILLUMINATION & ELECTRICAL:

"White" HANLEY #P3120 LED module illumination, with "H60W-PPS" HANLEY 100~277vAC (IP68) power supplies, with disconnect switch behind wall

CHANNEL LETTERS:

White #7328 translucent 4.5mm acrylic faces, CNC-router cut, and bonded with methyl hydrate chemical adhesive to White1" acrylic trimcap retainers, fastened with #6ø x 1/2" self-tapping pan-head screws to White 3" x 0.04" Aluminum coil returns, machine-bent and riveted with 3/16"ø Aluminum pop-rivets thru flange to 1/8" Alucobond ACP back plates, CNC-router cut and fastened with #10ø x 1" steel hex-head screws with washers, into face of backer

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- White 7328 Acrylic Faces
- White Paint

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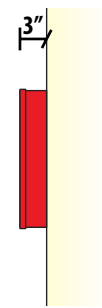
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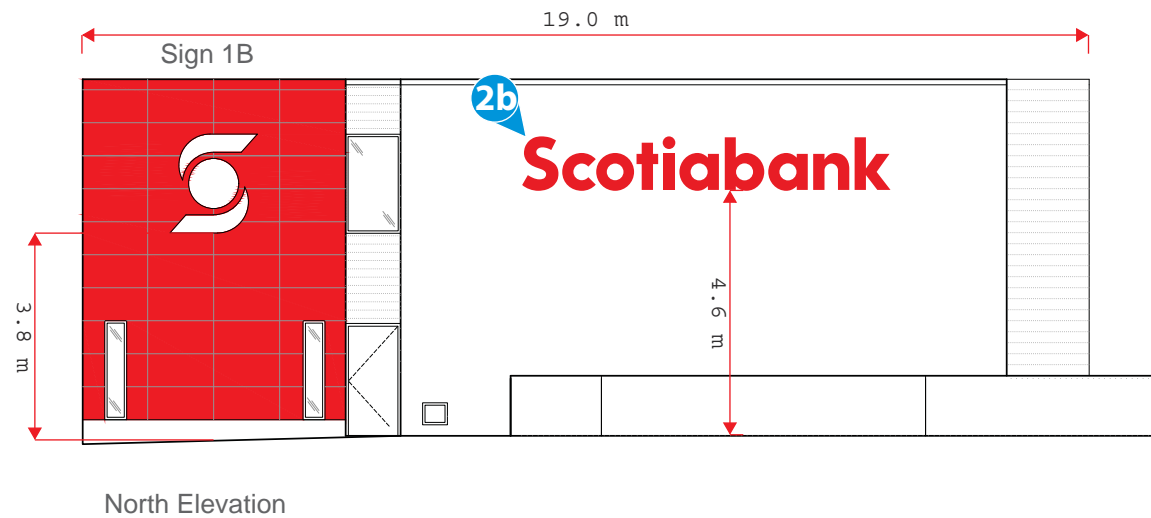
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Side View



#2b: ILLUMINATED CHANNEL LETTERS

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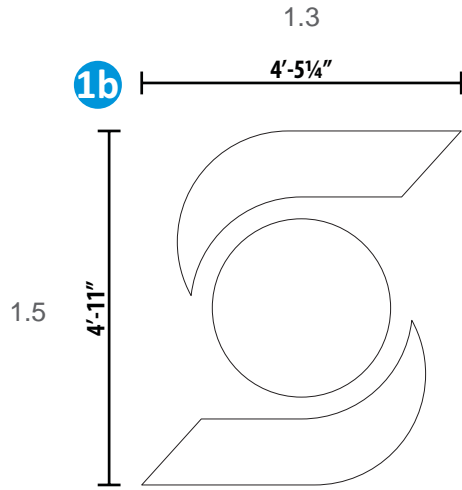
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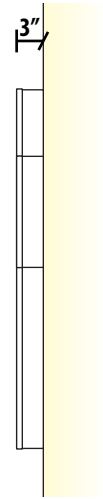


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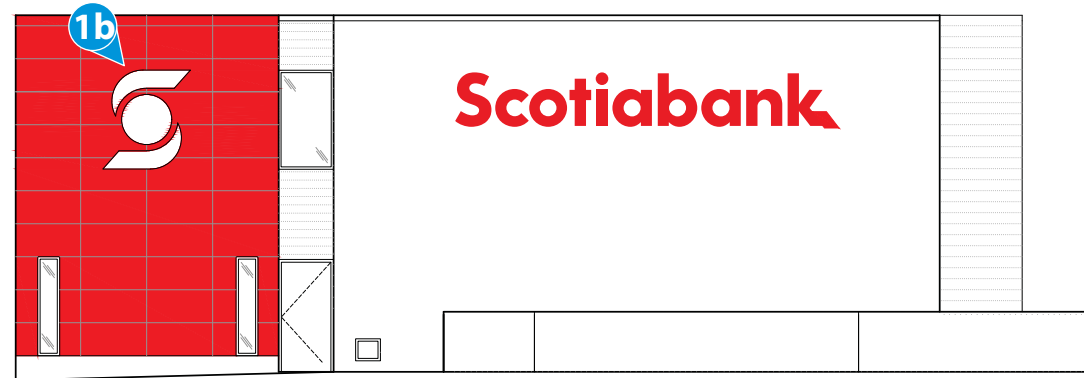




1.95 m²



Side View



#1b: ILLUMINATED 'Flying S' Logo

Supply & install One (1) new LED-illuminated exterior 'Flying S' Logo

ILLUMINATION & ELECTRICAL:

"White" HANLEY #P3120 LED module illumination, with "H60W-PPS" HANLEY 100~277vAC (IP68) power supplies, with disconnect switch behind wall

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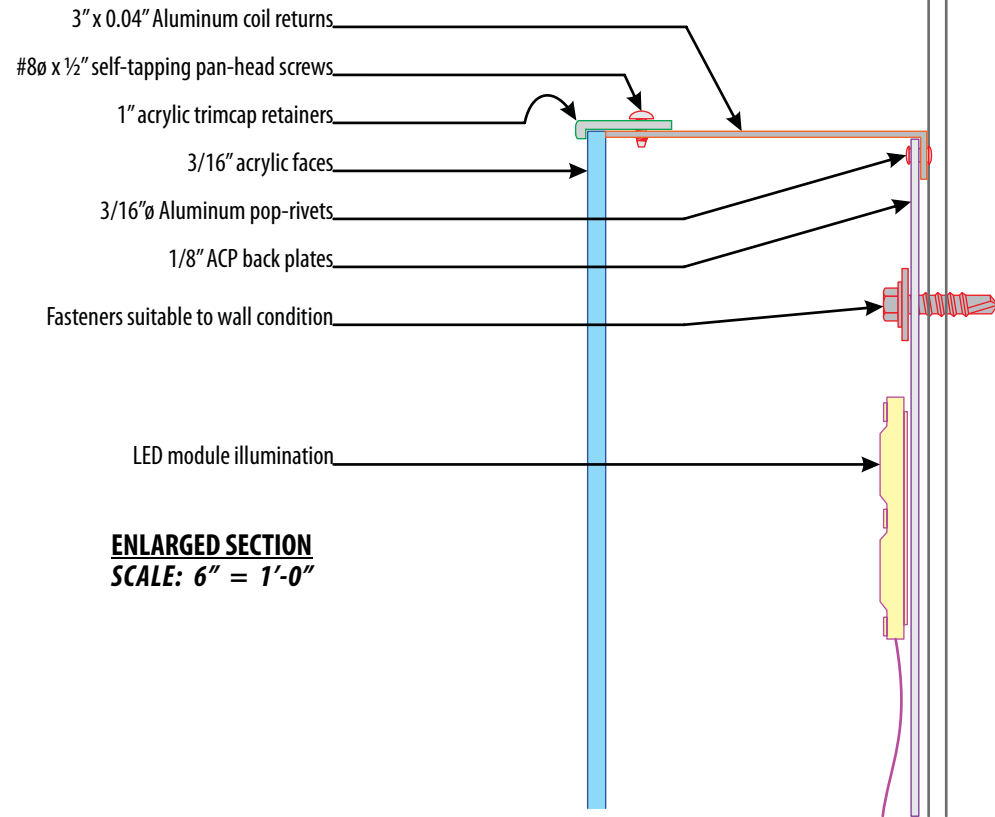
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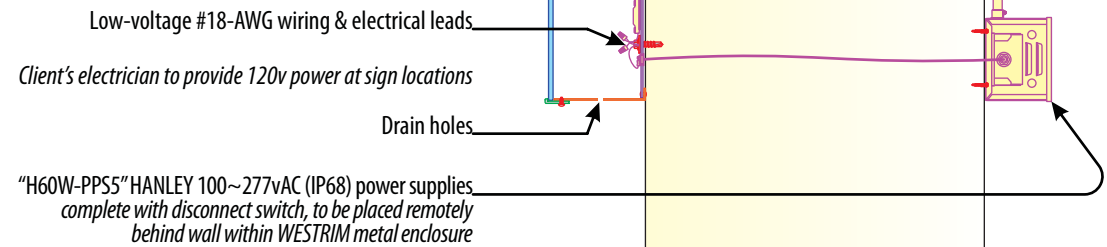
Scotiabank
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ENLARGED SECTION
SCALE: 6" = 1'-0"

1a 1b
2a 2b 3
CROSS SECTION
SCALE: 1 1/2" = 1'-0"



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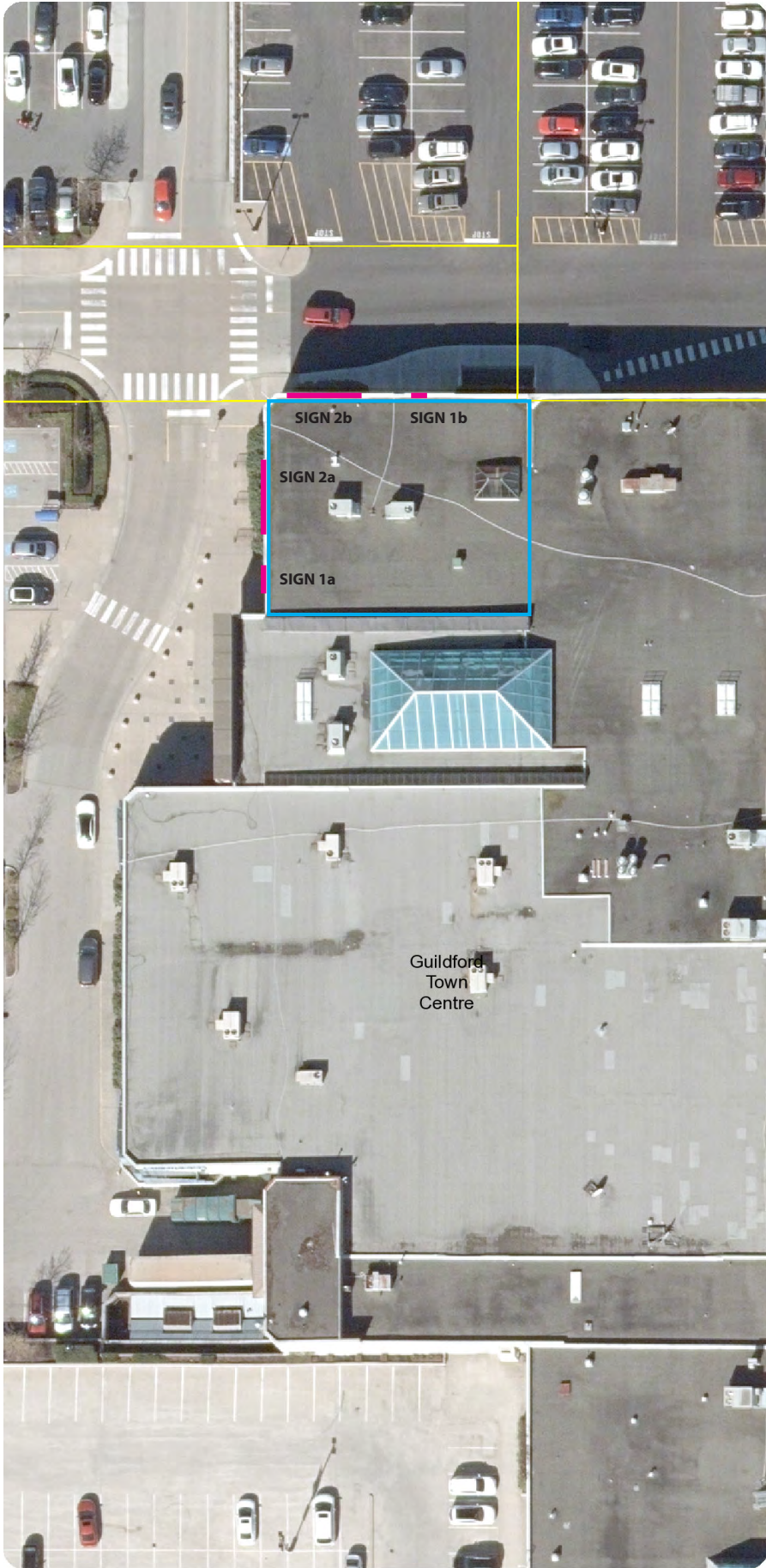
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10335 152nd Street
Surrey, BC





- Legend
- Park Sports Fields**
- Sports Fields
 - Diamonds

Scotiabank
#2301, 10355 152 St
1 cm = 5 m

[Enter Map Description](#)

Scale: 1:500

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