

# City of Surrey PLANNING & DEVELOPMENT REPORT Application No.: 7920-0200-00

Planning Report Date: March 8, 2021

# **PROPOSAL:**

# • Development Permit

to permit additional fascia signage through a comprehensive sign design package for an existing bank in a multi-tenant commercial building.

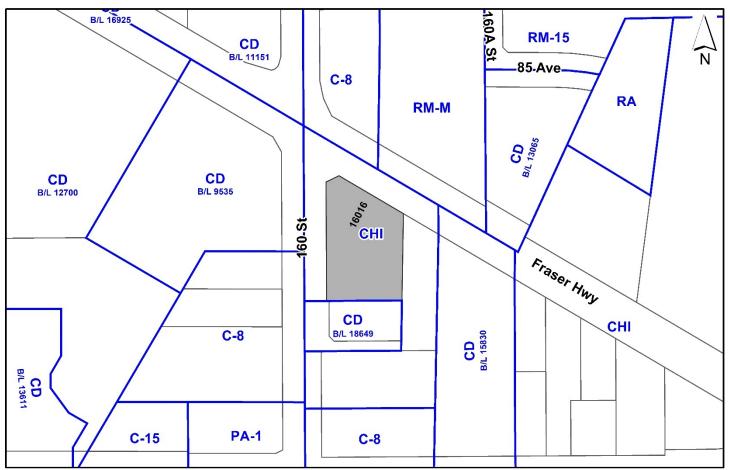
LOCATION: 16016 - Fraser Highway

**ZONING:** CHI

**OCP DESIGNATION:** Town Centre

TCP DESIGNATION: Mixed Use 2.5 FAR 6 Storey

Maximum



# 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:
  - o Further increase the total number of allowable fascia signs from six (6) to nine (9);
  - o allow for two (2) fascia signs to be located on same elevation for all elevations of the building; and
  - o increase the maximum allowable total sign area from 16.1 square metres to 50.5 square metres for the bank.

#### RATIONALE OF RECOMMENDATION

- The proposed fascia signs have a high-quality design and are of an appropriate size and scale in relation to the size and scale of the existing building.
- The signs are important for wayfinding purposes and will help direct customers both onsite and from 160 Street and Fraser Highway.
- A variance was previously approved for the subject commercial building under Application No. 7911-0159-00 in order to increase the total number of allowable fascia signs from two (2) to six (6). However, seven (7) fascia signs were subsequently erroneously approved through the sign permit process without further variances to the Sign By-law.
- The proposed signage is restricted to two (2) fascia signs per building elevation, along with one fascia sign on the north elevation of the drive through canopy structure. Two (2) blank red sign face replacements on both the east and south elevations of the drive through canopy structure are also proposed but not considered signage. Signage is evenly spread out amongst the single tenant commercial building and does not detract from the architectural integrity of the building.

#### RECOMMENDATION

The Planning & Development Department recommends that:

- 1. Council approve the applicant's request to vary the Sign By-law as described in Appendix I.
- 2. Council approve Development Permit No. 7920-0200-00 (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	TCP Designation	<b>Existing Zone</b>
Subject Building and Site	CIBC bank, within commercial	Mixed Use 2.5 FAR 6 Storey Maximum	СНІ
	shopping centre		
North (Across Fraser Highway):	Convenience	Mixed Use 2.5 FAR	C-8, RM-M
	shopping centre	6 Storey Maximum	
	and manufactured		
	home park		
East:	Commercial	Mixed Use 2.5 FAR	CHI
	business	6 Storey Maximum	
South:	Mixed-Use multi-	Mixed Use 2.5 FAR	CD (Bylaw No.
	family	6 Storey Maximum	18649)
	development		
West (Across 160 Street):	Shopping centre,	Mixed Use 2.5 FAR	CD (Bylaw No.
	two-storey office	6 Storey Maximum	9535), C-8
	building		

# **Context & Background**

- The subject bank (CIBC) is located at 16016 Fraser Highway within an existing multi-tenant commercial building.
- The subject site is designated Town Centre in the Official Community Plan (OCP) and Mixed Use 2.5 FAR 6 Storey Maximum in the Fleetwood Town Centre Plan and is zoned "Highway Commercial Industrial Zone (CHI)".

- The subject building underwent interior and exterior renovations to convert the building into a multi-tenanted building under Application No. 7911-0159-00. This application also facilitated additional fascia signage for the major tenant, a drive-through bank (CIBC). As part of that application, the total allowable fascia signage for the drive-through bank was increased from two (2) to six (6).
- Under a subsequent Application No. 7913-0020-00, a further variance was requested, for the subject building to incorporate an additional fascia sign (from six (6) to seven (7)), three (3) temporary signs, six (6) window cling signs, additional copy on the existing sign band around the site and a second free standing structure located south of the entrance from 160 Street. The free-standing structure was eventually captured under a separate sign permit and issued. The variance application never proceeded and was closed.
- Shortly thereafter, a sign permit application was submitted to the City. Seven (7) total fascia signs were applied for and erroneously approved. Their sign permit did not receive a final inspection and subsequently expired. No further variances to signage were requested or approved.
- Under a subsequent Application No. 7914-0212-00, a variance was requested for a separate tenant in the subject building to permit two (2) fascia signs on the same façade to increase exposure to 160 Street. This Development Variance Permit was supported and issued by Council on September 29, 2016.
- 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 proposed comprehensive sign design package will supplement the signage previously approved for the subject bank under Development Application No. 7911-0159-00.

#### Referrals

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

#### **POLICY & BY-LAW CONSIDERATIONS**

#### Comprehensive Sign Design Package

• A total of nine (9) LED illuminated fascia signs (channel lettering with red aluminum backer panels) are proposed, in the following locations:

- o two (2) on each elevation of the building (8 total signs); and
- o one along the north elevation of the drive-through canopy structure.
- Two (2) additional blank red aluminum sign cabinet replacements are proposed on the east and south elevations of the drive-through canopy structure, but these are not considered signage.
- Two (2) additional tenant panels on existing free standing sign structures facing Fraser Highway and 160 Street are also proposed and permitted under the Sign By-law.
- The Sign By-law permits a maximum of two fascia signs per premise and requires that the two fascia signs not be located on the same building elevation.
- As per Application No. 7911-0159-00, the total number of fascia signs was increased from two
   (2) to six (6). As such, additional variances to the Sign By-law are required to accommodate the following:
  - Further increase the total number of allowable fascia signs from six (6) to nine (9);
  - o allow for two (2) fascia signs to be located on each elevation of the building; and
  - o increase the maximum allowable total sign area from 16.1 square metres to 50.5 square metres for the building.
- The proposed signs vary in size from 2.6 square metres to 11.1 square metres on the north, west, east, and south building elevations and within the freestanding sign tenant panels.
- All proposed fascia signs are LED illuminated channel letters on red aluminum backer panels.

#### Signage Assessment

- The nine (9) proposed LED illuminated fascia signs (channel lettering) are in appropriate locations and do not detract from the form and character of the building. The signage is consistent with signage approved for other financial institutions in the City.
- 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.
- The proposed signage is restricted to two (2) fascia signs per building elevation, along with one fascia sign on the north elevation of the drive through canopy structure. Two (2) blank red sign face replacements are proposed on both the east and south elevations of the drive through canopy structure, but these are not considered signage. Signage is evenly spread out around the single tenant commercial building and does not detract from the architectural integrity of the building.
- Seven (7) fascia signs were previously approved through the sign permit process without necessary variances to the Sign By-law. The signage proposal is largely a replacement of this existing signage, which has received no complaints from nearby residents or business owners.

• Staff supports the requested variances to accommodate the proposed signage as part of a comprehensive sign design package.

# 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 No. 7920-0200-00

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	Further increase the maximum number of fascia signs for the premise from six (6) to nine (9).	A maximum of two (2) fascia signs are permitted for each premises provided that both of the fascia signs are not located on the same façade (Part 5, Section 27(2)(a)).  Under Application No. 7911-0159-00 the maximum number of permitted fascia signs was increased from two (2) to six (6).	Organized LED illuminated fascia signage (channel lettering) provides clear marketing and identification for future customers.  Seven (7) fascia signs were previously approved through the sign permit process without necessary variances to the Sign By-law. The proposed signage is largely
2	Allow for two (2) fascia signs to be located on the same elevation of the premise for all elevations of the building.	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)).	replacement of this existing signage.  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 single tenant commercial building.
3	Increase the maximum allowable total sign area from 16.1 square metres to 50.5 square metres for the premise.	The combined sign area of all signs on a lot, excluding freestanding signs, shall not exceed 1 sq. m. per linear metre [3 sq. ft. per linear foot] of premises frontage; premises frontage means the linear horizontal dimension of the shortest side of the premises. (Part 5, Section 27(2)(b)).	The proposed fascia signs enhance visibility of the bank for those traveling along 160 Street and Fraser Highway.

#### CITY OF SURREY

(the "City")

#### **DEVELOPMENT PERMIT**

NO.: 7920-0200-00

**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: 026-110-342 Parcel 1 Section 25 Township 2 New Westminster District Plan BCP14466 16016 - Fraser Highway

(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 7920-0200-00(1) through to and including 7920-0200-00(15).
- 2. Signage shall be installed in conformance with the Drawings 7920-0200-00(1) through to and including 7920-0200-00(15).
- 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 7920-0200-00(1) through to and including 7920-0200-00(15).

#### 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.

AUTHORIZING RESOLUTION PASSED BY THE COLUMN DAY OF , 20 .	UNCIL/DELEGATED OFFICIAL, THE	
ISSUED THIS DAY OF , 20 .		
	Mayor	
	City Clerk	
IN CONSIDERATION OF COUNCIL APPROVAL OF 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)	

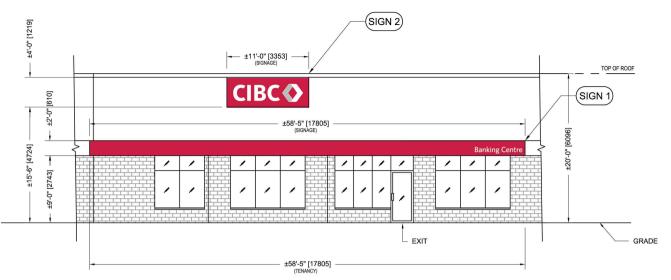
This development permit is NOT A BUILDING PERMIT.

6.

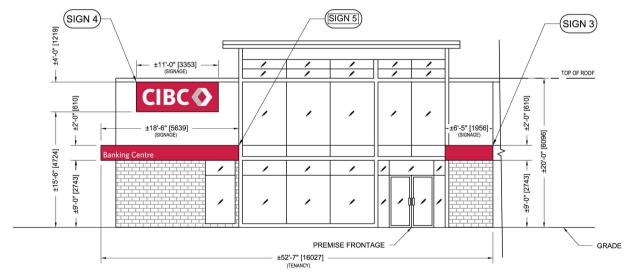
# Sign By-law Variances

#	Variance	Sign By-law Requirement
1	Further increase the maximum number of fascia signs for the premise from six (6) to nine (9).	A maximum of two (2) fascia signs are permitted for each premises provided that both of the fascia signs are not located on the same façade (Part 5, Section 27(2)(a)).  Under Application No. 7911-0159-00 the maximum number of permitted fascia signs was increased from two (2) to six (6).
2	Allow for two (2) fascia signs to be located on the same elevation of the premise for all elevations of the building.	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)).
3	Increase the maximum allowable total sign area from 16.1 square metres to 50.5 square metres for the premise.	The combined sign area of all signs on a lot, excluding freestanding signs, shall not exceed 1 sq. m. per linear metre [3 sq. ft. per linear foot] of premises frontage; premises frontage means the linear horizontal dimension of the shortest side of the premises. (Part 5, Section 27(2)(b)).





WEST ELEVATION
SCALE: 1:100



NORTH WEST ELEVATION
SCALE: 1:100

Priority Permits

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

A REV DESCRIPTION

CIBC

#101 - 16016 FRASER HWY. SURREY, BC

DATE: DECEMBER 28 2019

SCALE: -JOB No.: -DRAWN BY: AT

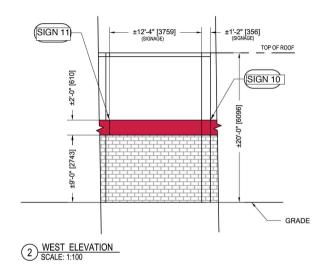
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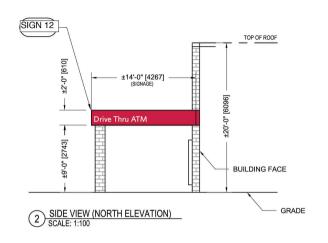
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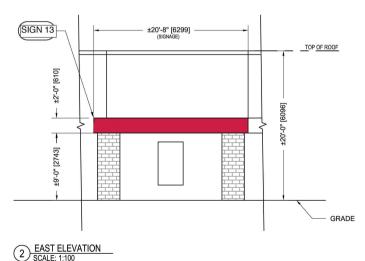
NOTE: THESE DRAWINGS ARE INTENDED FOR PERMIT PROCESSING ONLY, ALL DIMENSIONS, SIGNAGE PLACEMENT AND DESIGN TO BE VERIFIED BY SIGNAGE CLIENT ANDIOR FABRICATOR PRIOR TO CONSTRUCTION OR INSTALLATION.

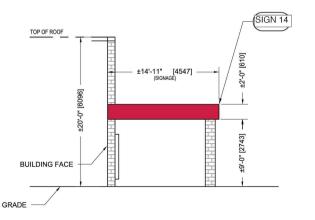
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Α









2 SIDE VIEW (SOUTH ELEVATION)
SCALE: 1:100

Priority Permits

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DESCRIPTION

CIBC

#101 - 16016 FRASER HWY. SURREY, BC

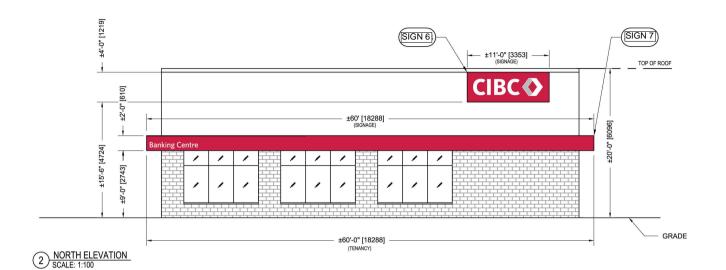
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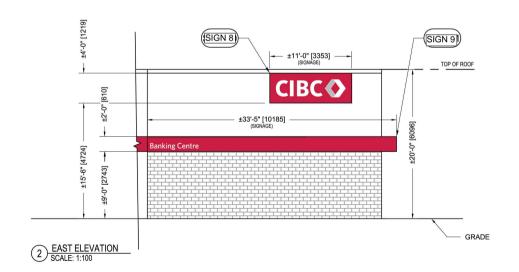
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CHECKED BY:	-

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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.







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

Α	•
REV	DESCRIPTION

CIBC

#101 - 16016 FRASER HWY. SURREY, BC

- DATE:

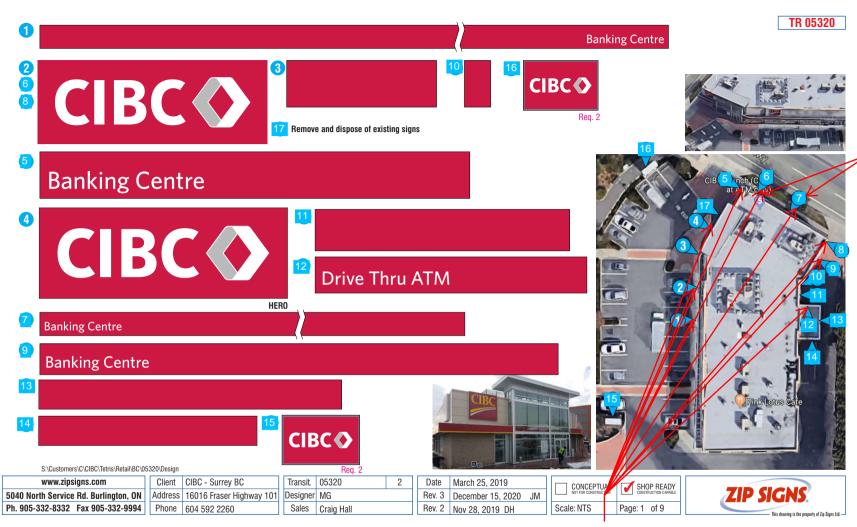
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A NDED FOR PERMIT

REV

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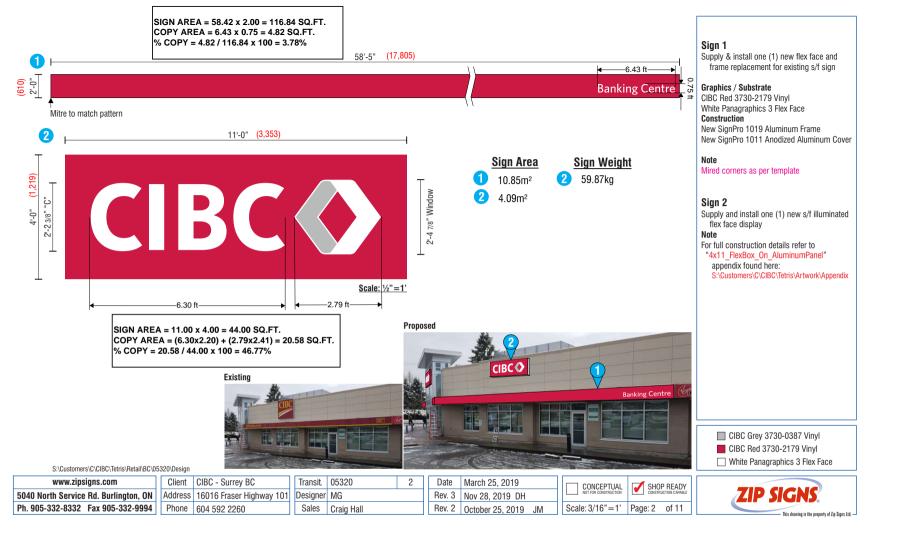


Allow for two (2) fascia signs to be located on the same elevation of the premise for all elevations

Increase the maximum number of fascia signs for the premise from six (6) to nine (9).

Increase the maximum allowable total sign area from 16.1 square metres to 50.5 square metres for the premise.

Development Permit No. 7920-0200-00 (5) "The Drawings"







SIGN AREA = 11.00 x 4.00 = 44.00 SQ.FT. COPY AREA = (6.30x2.20) + (2.79x2.41) = 20.58 SQ.FT. % COPY = 20.58 / 44.00 x 100 = 46.77%

Sign 4

Supply & install One (1) new backer panel with illuminated channel letters

Note

For full constructions details refer to "4x11 Hero On AluminumPanel" appendix found here: S:\Customers\C\CIBC\Tetris\Artwork\Appendix

Sign Area

4.09m<sup>2</sup>

Sign Weight

109.7kg

Existing

Proposed

Banking Centre

CIBC Red PMS 7636C Paint CIBC Grey 3730-0387 Vinyl White 7328 SG5 Acrylic

S:\Customers\C\CIBC\Tetris\Retail\BC\05320\Design

www.zipsigns.com 5040 North Service Rd. Burlington, ON Ph. 905-332-8332 Fax 905-332-9994

Client CIBC - Surrey BC Address 16016 Fraser Highway 101 Designer MG Phone 604 592 2260

Transit 05320 2 Sales Craig Hall

March 25, 2019 Rev. 3 Nov 28, 2019 DH Rev. 2 October 30, 2019 JM

CONCEPTUAL SHOP READY Scale: 1/2"=1' Page: 4 of 11

