

City of Surrey
PLANNING & DEVELOPMENT REPORT

Application No.: 7922-0273-00

Planning Report Date: October 3, 2022

PROPOSAL:

- **Development Permit**

to permit temporary off-site real estate development marketing signage for a six (6) storey apartment building under construction.

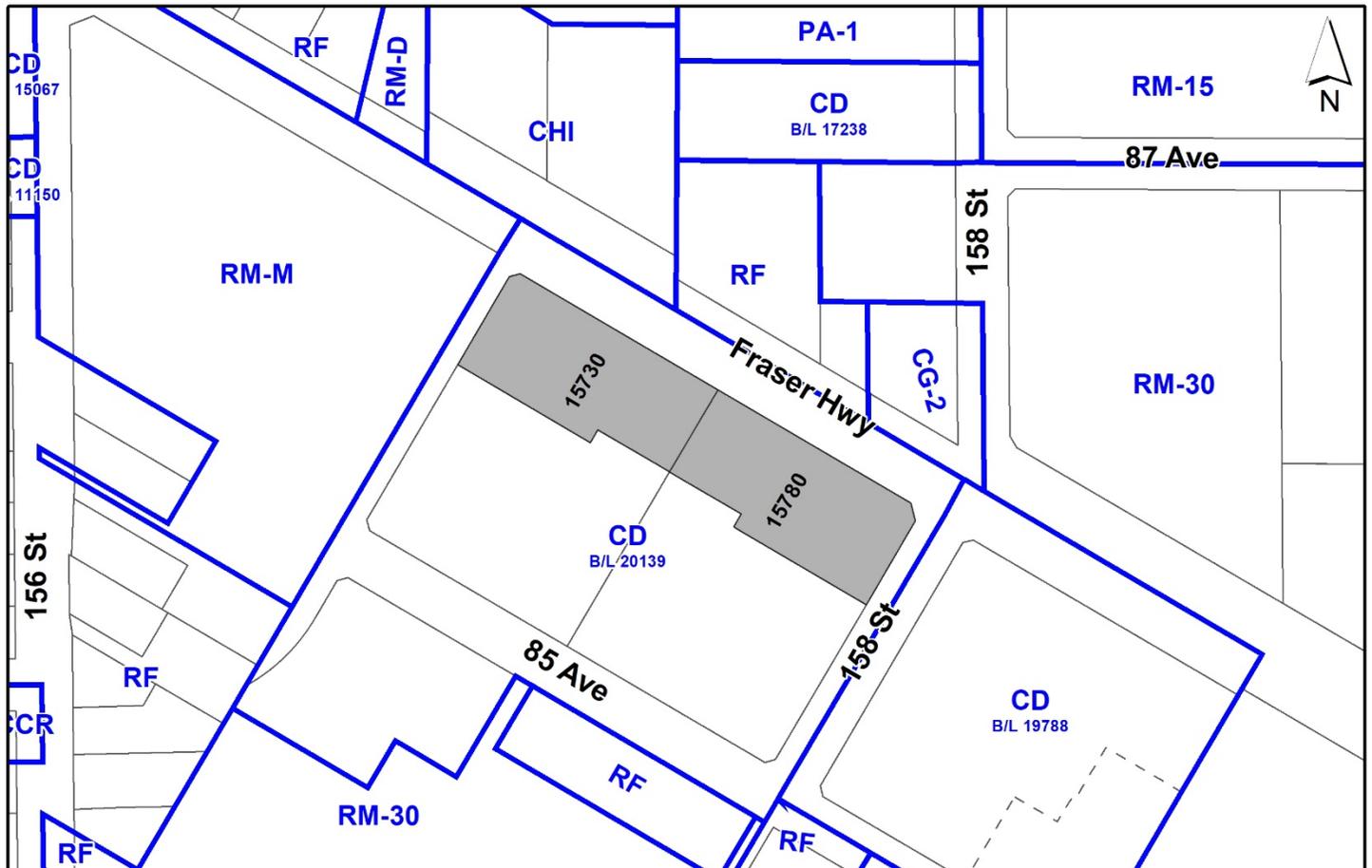
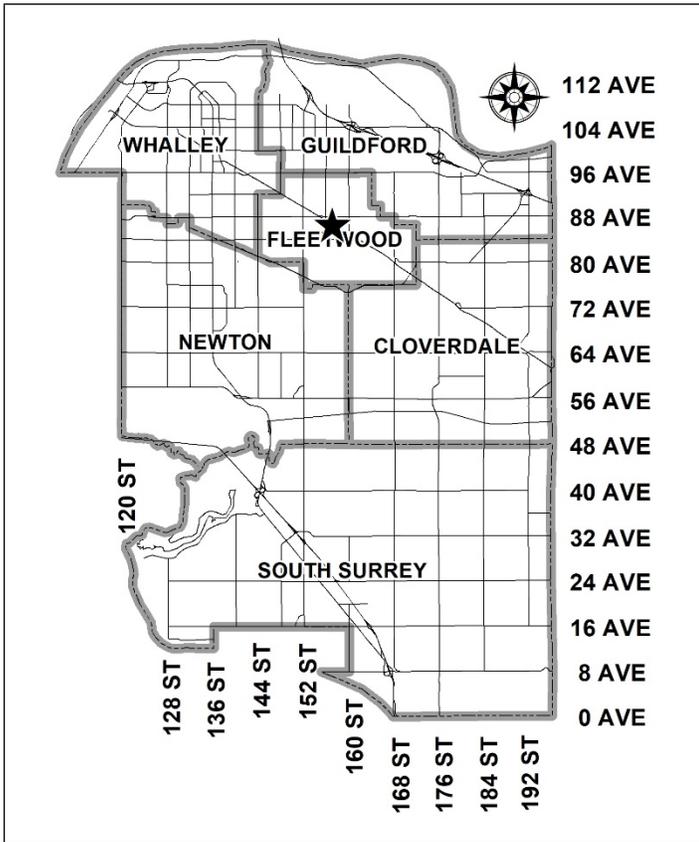
LOCATION: 15780 - Fraser Highway

15730 - Fraser Highway

ZONING: CD (Bylaw No. 20139)

OCP DESIGNATION: Multiple Residential

TCP DESIGNATION: Low Rise Residential



RECOMMENDATION SUMMARY

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

RATIONALE OF RECOMMENDATION

- The proposed signage will market four 6-storey apartment building currently under construction directly south of the subject site (Fleetwood Village 2).
- Marketing signage on construction hoarding and/or fencing is standard practice in the development industry.
- The proposed signage is of a high-quality design.
- This type of temporary real-estate signage requires a sign permit as it is off-site. The proposed signage requires a variance to the maximum sign area and sign height parameters of the Sign Bylaw.
- Installing marketing signage over construction hoarding and/or fencing on an adjacent offsite parcel has merit as it provides adequate marketing and wayfinding for vehicular and pedestrian traffic along Fraser Highway.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve the applicant's request to vary the Sign By-law for temporary off-site real estate development/construction signage, as described in Appendix I.
2. Council approve Development Permit No. 7922-0273-00 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	Existing Zone
Subject Site	Proposal for 946 units in two 38-storey towers with 6 store podiums (Application No. 7922-0176-00, pre-Council)	Low Rise Residential	CD (Bylaw No. 20139)
North (Across Fraser Highway):	Gas station, telecommunication tower, vacant single family lot and vehicle storage.	Commercial, Institutional/Civic, Low Rise and Residential	CG-2, RF and CHI
East (Across 158 Street):	6-storey apartment buildings currently under construction	Low Rise Residential	CD (Bylaw No. 19788)
South:	6 storey apartment buildings that the proposed signage is intended to market (approved under Application No. 7921-0049-00)	Low Rise Residential	CD (Bylaw No. 21039)
West (Across unopened lane):	Manufactured homes	Low Rise Mixed	RM-M

POLICY & BY-LAW CONSIDERATIONS

Comprehensive Sign Design Package

- The proposed fence marketing signage fronts Fraser Highway. The maximum sign height of the proposed marketing hoarding signage is 6 metres with a total sign area of 625.3 square metres. The sign area is split amongst 3 different signs with fronting setbacks of 2 metres and corner (intersection) setbacks of 4.7 metres on the east corner and 5.6 metres on the west lot corners. The Sign By-law permits a maximum allowable sign area of 3 sq. metres and a maximum sign height of 4.5 metres.
- The maximum sign area and sign height are therefore proposed to be varied.

Signage Assessment

- The proposed marketing signage consists of a red background, white, red, and yellow text, and also includes graphic images of the "Fleetwood Village 2" development project and lifestyle imagery (see Appendix II).
- The proposed signage is of a high-quality design.
- The marketing and free-standing signage are important components of the marketing strategy for the site.
- Marketing signage in the form of construction hoarding and/or fencing is a standard practice in the development industry.
- This type of temporary real-estate signage requires a sign permit as it is off-site. The proposed signage requires a variance to the maximum sign area and sign height parameters of the Sign Bylaw.
- Marketing signage on construction hoarding and/or fencing 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, even if it is off-site.
- Installing marketing signage over construction fencing 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 part of a comprehensive sign design package.

TREES

- The proposed temporary real estate marketing signs will be kept clear of all tree protection zones, with non-bylaw hedges proposed for removal. As such, no bylaw sized tree removal is proposed and minimal disturbance to these trees are expected.

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. 7922-0273-00

approved by Ron Gill

Jeff Arason
Acting 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 offsite real estate development/construction signage from 3 square metres to 625.3 square metres.	The sign area shall not exceed a maximum of 3 square metres (as per Part 4, Section 23(5)).	<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 increase the maximum sign height for temporary offsite real estate development/construction signage from 4.5 metres to 6.0 metres.	The sign height shall not exceed a maximum of 4.5 metres (as per Part 4, Section 23(5)).	<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>

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7922-0273-00

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: 031-299-890
Lot 4 Section 26 Township 2 New Westminster District Plan EPP99672
15780 - Fraser Highway

Parcel Identifier: 031-299-903
Lot 5 Section 26 Township 2 New Westminster District Plan EPP99672
15730 - 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 7922-0273-00(1) through to and including 7922-0273-00(5).
2. Signage shall be installed in conformance with the Drawings 7922-0273-00(1) through to and including 7922-0273-00(5).

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 7922-0273-00(1) through to and including 7922-0273-00(5).

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.

Owner: (Signature)

Name: (Please Print)

Sign By-law Variances

#	Variance	Sign By-law Requirement
1	To increase the allowable sign area for temporary offsite real estate development/construction signage from 3 square metres to 625.3 square metres.	The sign area shall not exceed a maximum of 3 square metres (as per Part 4, Section 23(5)).
2	To increase the maximum sign height for temporary offsite real estate development/construction signage from 4.5 metres to 6.0 metres.	e The sign height shall not exceed a maximum of 4.5 metres (as per Part 4, Section 23(5)).

QUARTERHORSE

FLEETWOOD VILLAGE 2 HOARDING SIGNAGE

Dawson + Sawyer

Project Details:

Hoarding signage
along Fraser HWY and along 158th

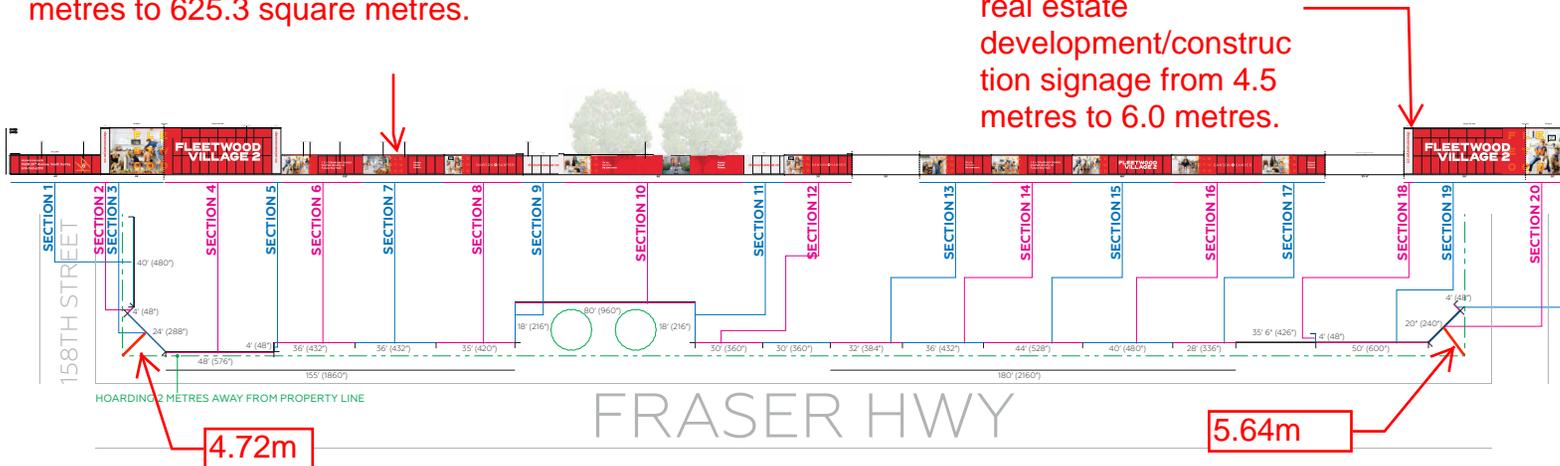
Material Notes:

aluminum composite panels
laminated prints
cut vinyl



To increase the allowable sign area for temporary offsite real estate development/construction signage from 3 square metres to 625.3 square metres.

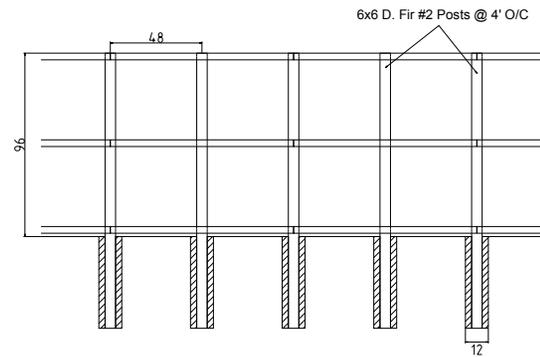
To increase the maximum sign height for temporary offsite real estate development/construction signage from 4.5 metres to 6.0 metres.



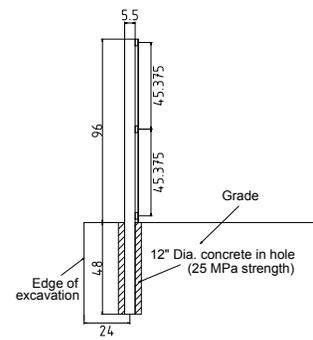
- RED ALUPANEL
- SIDE RETURNS
- CUT VINYL
- CUT VINYL

Project Details:

8' section of the hoarding signage
along Fraser HWY and along 158th



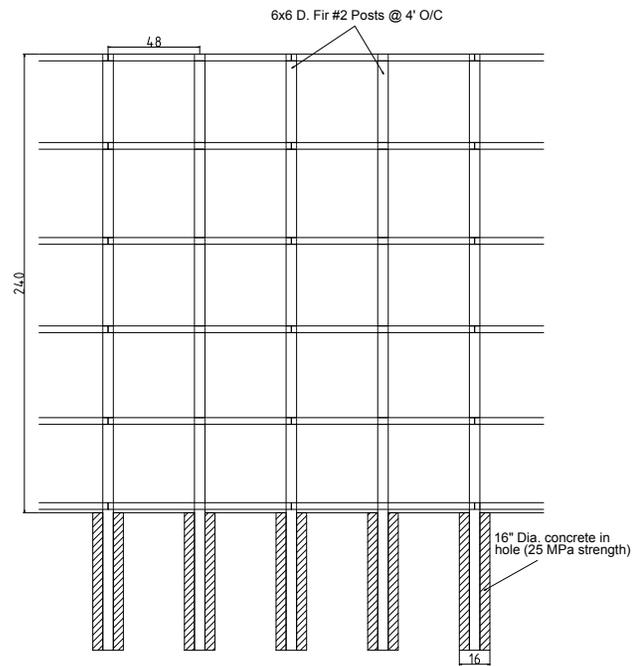
Front Elevation (8' sections)



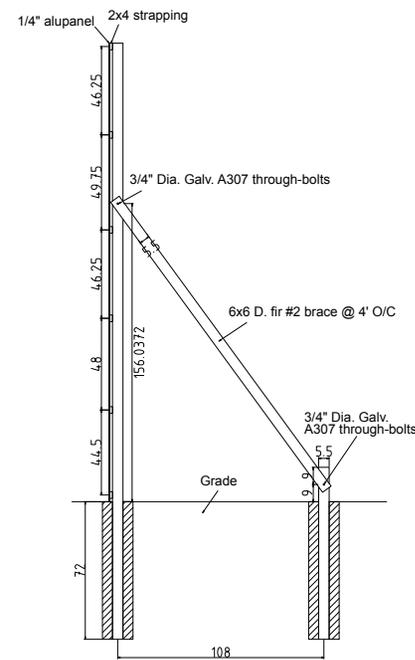
Side Elevation (8' sections)

Project Details:

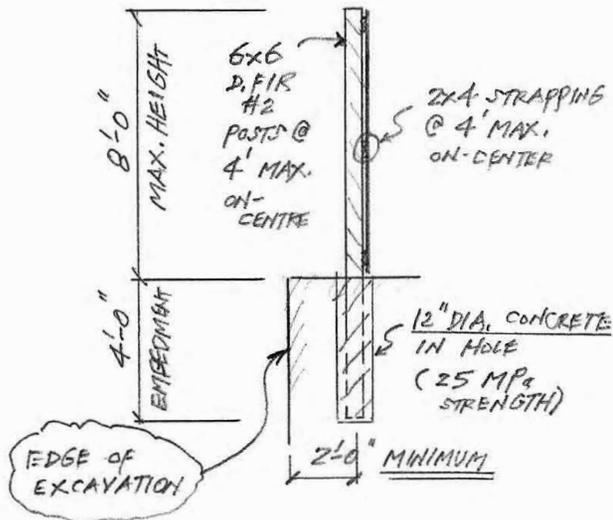
20' section of the hoarding signage
along Fraser HWY and along 158th



Front Elevation (20' sections)

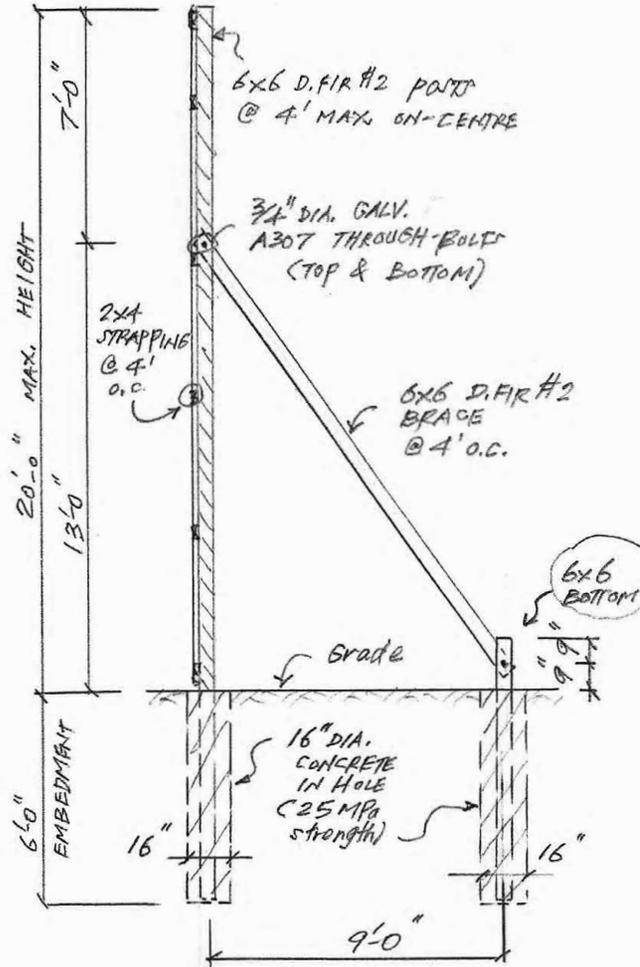


Side Elevation (20' sections)



8' HIGH
TYPE 1 - SECTION/ELEVATION

Permit to Practice
1000365



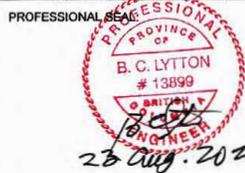
TYPE 2 - 20' HIGH
SECTION/ELEVATION

NOTES

- Design loads as per B.C. BUILDING CODE 2018
- Post locations not to interfere with any existing excavation horizontal anchors

Peak Engineering Ltd.

11902 229 St.
Maple Ridge, B.C. V2X 6p8
Phone: (604)467-6904
Fax: (604)467-8499
Email: lytton@peakeng.com



CLIENT:
Quarterhorse
#101-
17858 66 AVE.
SURREY, B.C.

PROJECT:
"HOARDING" SIGNAGE
@ 15835 85 AVE.
SURREY, B.C.

DRAWING TITLE:
FRAMING SECTIONS
(8' section and
20' section)

DESIGNED:
B. Lytton, P.Eng.
DATE:
23 AUG. 2022
SCALE:
1/4" = 1'-0"
DWG. NO. SHEET
S-1

REV: ISSUE: DATE: