

CITY OF SURREY

BY-LAW NO. 14380

A by-law to amend the provisions of "Surrey Official Community Plan By-law, 1996, No. 12900," as amended.

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The Council of the City of Surrey, in open meeting assembled, ENACTS AS FOLLOWS:

1. "Surrey Official Community Plan By-law, 1996, No. 12900," as amended, is hereby further amended as follows:

1. Division A, Schedule C - Development Permit Area Guidelines is amended in the list of applicable supplemental guidelines by inserting new point 4. immediately following point 3. as follows:

"4. Form and Character Guidelines for the Crescent Beach Commercial Areas (March 2001) [see Division E]."

2. New Division E "Form and Character Guidelines for Crescent Beach Commercial Areas (March 2001)", attached hereto and forming part of this by-law, is inserted immediately following Division D.

2. This By-law shall be cited for all purposes as "Surrey Official Community Plan By-law, 1996, No. 12900, Text No. 21 Amendment By-law, 2001, No. 14380."

PASSED FIRST AND SECOND READING on the 9th day of April, 2001.

PUBLIC HEARING HELD thereon on the 23rd day of April, 2001.

PASSED THIRD READING on the 23rd day of April, 2001.

RECONSIDERED AND FINALLY ADOPTED, signed by the Mayor and Clerk, and sealed with the Corporate Seal on the 23rd day of April, 2001.

_____MAYOR

_____CLERK

DIVISION E

Form and Character Guidelines for the Crescent Beach Commercial Areas

March 2001

DESIGN GUIDELINES FOR CRESCENT BEACH COMMERCIAL AREAS

1. Introduction

This Division of the Official Community Plan establishes form and character guidelines for commercial development in the Beecher Street and Sullivan Street areas of the Crescent Beach community. These form and character guidelines have been edited from the original version contained in the Crescent Beach Land Use Plan to add clarity and to have a compatible format. Council approved the Crescent Beach Land Use Plan in April 1999.

These guidelines are to advise developers and their consultants of the City's expectations with respect to Crescent Beach commercial areas.

These guidelines are not intended to be regulatory but rather advisory. Alternative solutions and designs that meet the underlying intent of the guidelines will be considered.

2. Objectives

The objectives of these design guidelines are:

- To maintain and enhance a strong identity and character for Beecher Street commercial area as a village focus and “Main Street”.
- To promote Sullivan Street local commercial area as a secondary and smaller commercial node.
- To facilitate and promote visual compatibility and scale between commercial and residential buildings.
- To facilitate the best fit between existing and new buildings.

- To preserve the village feeling and seaside character of Crescent Beach.
- To reinforce a compact and walkable village center.
- To improve and maintain pedestrian access in and to Beecher Street from the community and maintaining a strong linkage with the beach and seaside walkway.

3. Crescent Beach Character

Residents of Crescent Beach were attracted to the area by the strong sense of place determined by its waterfront, well-defined physical boundaries, and the unique, identifiable character of the village. The residents have expressed their desire to maintain, enhance and reinforce the peaceful seaside village character of Crescent Beach.

A widespread awareness and a shared understanding of the principles and specific architectural features of existing buildings, particularly the residential buildings, and public spaces which are associated with the village atmosphere of Crescent Beach are important steps in maintaining and enhancing the local character when designing new buildings in the community.

Enhancing and reinforcing the present character of Crescent Beach requires the harmonious integration of new developments into the existing urban fabric and overall character of the village.

Increased awareness of the factors contributing to the character of the village, will help future residents, developers or builders to select designs that are compatible and help to reinforce the image of Crescent Beach as a unique, identifiable residential neighbourhood in the City of Surrey.

4. General Guidelines for Commercial Areas

A. Community Activity Nodes

The Crescent Beach Land Use Plan recognizes two commercial areas in the community as follows:

- ***Beecher Street -- Main Street and Village Centre***

Beecher Street is envisioned to be a pedestrian commercial “Main Street” and village focus for visitors and residents of the community. Street beautification, improvements and general design guidelines for the commercial uses are intended to reinforce its pedestrian oriented character. Beecher Street improvement works may include, among other things, a public art component at both ends of Main Street, curb modifications, use of special pavement for crosswalks, enhancement of sidewalks and pedestrian amenities, boulevard landscaping and coordinated tree planting.

- ***Sullivan Street --Local Commercial Area***

This is a secondary commercial node that serves the commercial and service needs of local residents. Concentrating special treatment of the streetscape on Sullivan Street between Kidd Road and McBride Avenue can reinforce the unique local character and role of this area. This area also benefits from a strong link to the rest of the Semiahmoo Peninsula and ultimately to Vancouver because the 351 Crescent Beach bus route waits at the bus stop in this local commercial area after arriving and before departing again to return to Vancouver. This bus stop can be incorporated as a streetscape and special focus feature.

Figure 1 on the following page conceptually depicts the community structure and key features as they relate to the commercial areas that are proposed by the Crescent Beach Land Use Plan.

The overall functional aspects of the community structure include: integrating the pedestrian environment of Beecher Street with the seaside walkway, and accommodating pedestrian access from adjacent neighbourhoods through good streetscape and building design in the commercial area.



FIGURE 1: Commercial Structure and Key Features

B. Design Guidelines

The guidelines are intended to assist in reinforcing and enhancing the overall appearance of the Beecher Street (Village Main Street) and Sullivan Street commercial areas. The guidelines focus on the development of individual sites in a manner that achieves a harmonious relationship and co-ordination among buildings and

between buildings and the street. They are also directed to consolidate identifiable, pedestrian-oriented commercial areas that have a human scale and a unity of character that is compatible with the overall seaside village image of Crescent Beach.

1. Guidelines for Building Frontage Character

- Locate buildings on the sites to maximize the length of façade along the street.
- A minimum 2.0 m. (6.5 ft.) front yard setback is recommended for any development on Beecher Street or Sullivan Street to reinforce the pedestrian oriented character of these commercial areas. Changes in setback are desirable to achieve some articulation of the continuous commercial frontage.
- Extend pavement of the sidewalk to the face of the building to accentuate the pedestrian-oriented character of the Beecher Street commercial area and the Sullivan Street local commercial area.
- Consider a wooden boardwalk, mosaic tiles, decorative brick or cobblestone as a treatment of the sidewalk and boulevard in front of the Sullivan Street local commercial area to accentuate the more local service character.
- Frontage of the buildings along Beecher Street and at the Sullivan local commercial area should reflect a strong human and, pedestrian scale. Car oriented commercial uses are not appropriate in Crescent Beach.
- Consider a more residential flavour for buildings on the Sullivan Street local commercial area. Roof form, window shapes, storefronts and overall appearance to incorporate characteristic architectural details found in the residential areas of the village. Provide terraces, balconies and/or decks on the levels above the street level retail uses.
- It is desirable that at least 75% of the street level commercial frontage be dedicated to retail, eating establishments and/or personal service stores. Residential and/or professional office uses are recommended above the street level retail uses.
- Several Commercial Retail Units are preferred to a single large commercial retail area fronting on the street.
- Developments on corner sites should preferably have active frontage and facades on both streets. Buildings should anchor the corner and act as visual landmarks.
- Existing gaps between buildings should be closed and parking lots screened from direct, open views from the commercial frontage streets. Colonnades, trellis, pergolas, low transparent fences and screens, etc. are recommended for this purpose.



FIGURE 2: Examples of Building Frontage Character

- Consider direct access from the street to ground level retail uses at short intervals. Facades should include details that reinforce the presence of the first storey of the building on the street.
- Architectural detailing of new commercial developments that reflect the dominant seaside village theme and promote a festive atmosphere is encouraged. Consider facade details which include planters for perennials, hanging baskets, wall mounted lamps, etc.
- Create interest and articulation of the building mass by creative use of balconies, projections, colour, rooflines and slopes, volumetric expression, etc.
- Create interest and articulation of the building mass by creative use of balconies, projections, colour, rooflines and slopes, volumetric expression, etc.
- Bay window storefronts are encouraged. Muntins and wide trims are desirable components of the storefronts.
- Storefronts should incorporate the use of wood for windows and doorframes. Raised details and inset glass panes are recommended on doors toward the street.

2. Guidelines for Parking Lots

- Parking areas of commercial developments along Beecher Street should be located behind the building as well as being screened and away from direct views from the street. Access to parking areas is recommended from a service lane or lateral streets.
- Most of the parking in the Sullivan Street local commercial area should be provided as short-term on-street parking.
- Lanes behind commercial areas should include trees and pedestrian scale lighting.
- Use a low (max. 1.00 m. high) transparent fence combined with landscaping (including trees) is recommended along the lane or to screen parking areas which may be exposed to views from the street.

FIGURE 3: Example of Parking Lot Design

3. Guidelines for Canopies / Awnings

- The use of canopies and awnings over the sidewalk is encouraged. The objective is to offer continuous weather protection for pedestrians along the building frontage (1.20 m. minimum projection from the building face is recommended).
- It is recommended that canopies have a minimum inclination of 30 degree slope (35 to 45 degree is preferred). If a valance / fascia is provided it should not be wider than 0.45m. (1.5 ft.).
- Canopies / awnings should be opaque. Backlit translucent canopies are not acceptable.
- Canopies / awnings should be of a flat, solid colour and should coordinate with the colour scheme of the building. Depending on its immediate context, striped fabrics may also be appropriate.
- Compatibility and co-ordination of canopy / awning shapes is strongly encouraged. Dome canopies / awnings are not recommended in the area.

4. Guidelines for Signs

- The size, location, message, and overall design of signs should be oriented to pedestrians. They should relate to the scale and character of the commercial area.
- Signs should be mainly used for business identification and should preferably use graphic imagery, which reflects the seaside theme and character of the village.
- Signs should be integral to the architecture of the building. Signs that are colourful, decorative and with eye-catching features are encouraged.

- Rotating signs, pylon signs, backlit illuminated Plexi-glass fascia signs or backlit canopy or awning signs are not considered appropriate for Crescent Beach.
- Spotlighting or flood lighting over signs is recommended. The source of light should be white. To avoid glare, it is recommended that signs be illuminated from above, below or the side in a way that illumination lights are shielded from direct view of the observer.
- Acceptable materials for signs are: wood (carved or sandblasted panels, three dimensional wooden letters, etc.), paint (on sign boards or directly on the building facade or glass), metal (hangers, cut-out letters, cast letters, etc.), and neon (for outlines, or window signage only). Materials used for signs should relate to the seaside theme and be compatible to materials used in adjacent buildings and landscaping.



FIGURE 5: Examples of Suitable Signs

- Recommended types of signs and related guidelines are:

Canopy Signs: Minimum lettering should be placed on the sloping side of the canopy. Valance not to be wider than 0.45 m. (1.5 ft.). It is desirable to restrict lettering to the front and sides of the canopy valance.

Under-Canopy Signs: To be placed not less than 2.5 m. (8.25 ft.) from the ground. Only one sign per business is recommended. They should be securely attached to the canopy and not exceed the width of the canopy under which they are hung.

Projecting Signs: Fixed at 90 degrees to the wall, they may be of various shapes. Wood boards hung from wrought iron brackets or standards are suggested. These signs should preferably be lined up with architectural features of the building. They should not be hung lower than 2.5 m. (8.25 ft.) from the ground and if they extend beyond the property line, appropriate liability insurance must be provided.

Fascia Sign: To be specifically located in the area between the first and second floors (one per business), they should preferably be a wooden fascia board mounted on the wall. It is recommended that fascia signs should not exceed 45 cm. (18 inches) in height.

Flat-Surface Mounted Signs: These are wooden signs attached to the walls of the buildings not in fascia locations. Appropriate locations are gable ends, storefront bulkheads or secondary facades. Their design and style is to be similar to fascia signs.

Window Signs: These are signed painted, or otherwise affixed to the window or door. They are suitable for storefronts and they are especially recommended for businesses above the ground floor level. Window signs should not occupy more than 30% of the window area or 50% of the area of glass in the door.

Freestanding Signs (Monument Signs): Only signs which are an integral part of a landscaped area are acceptable. These sign should be made of wood or metal (or a combination) and their design should primarily reflect the seaside theme. They should be small in scale, not more that 1.2 m. (4.0 ft.) in height. This type of sign should be used for the purpose of business identification only.

5. Guidelines for Commercial Streetscape

The character image of Crescent Beach is also influenced by the appearance of its principal streets. This includes, among other things, street trees, pavements, perception of width, appearance of front yards and edges, and the way buildings relate to the street.

These guidelines are intended to coordinate the overall streetscape, signage, planting and edge treatment for the seaside walkway and the major streets in Crescent Beach. This may include the design of street furniture, which reinforces the seaside theme of the village, particularly along the commercial vistas of Beecher Street and Sullivan Street.

- No sidewalks, curbs and gutters are recommended other than on Beecher Street (the Main Street and Village Centre) to reinforce the present semi-rural standards of the streets.
- Develop a coordinated and integrated seaside design theme for pedestrian scale luminaries, lampposts, street nameplates and other street furniture elements to maintain consistency along the main streets of Crescent Beach, especially along Beecher Street.
- Reduce the number of street side traffic signs. If unavoidable, poles and signage should reflect a village seaside character.
- Achieve coordinated design of private outdoor spaces toward the street, and on planting areas available within the City boulevard.
- Coordinate designs for street furniture with a strong seaside theme for Beecher Street, McBride Avenue and the seaside portion of the waterfront walkway, particularly at the foot of the Beecher Street commercial area. The provision of pedestrian benches, garbage disposal, direction and street signs, and pedestrian lighting fixtures can have coordinated designs that portray a seaside theme and enhance the village character.

FIGURE 6: Examples of Village Commercial Character Images