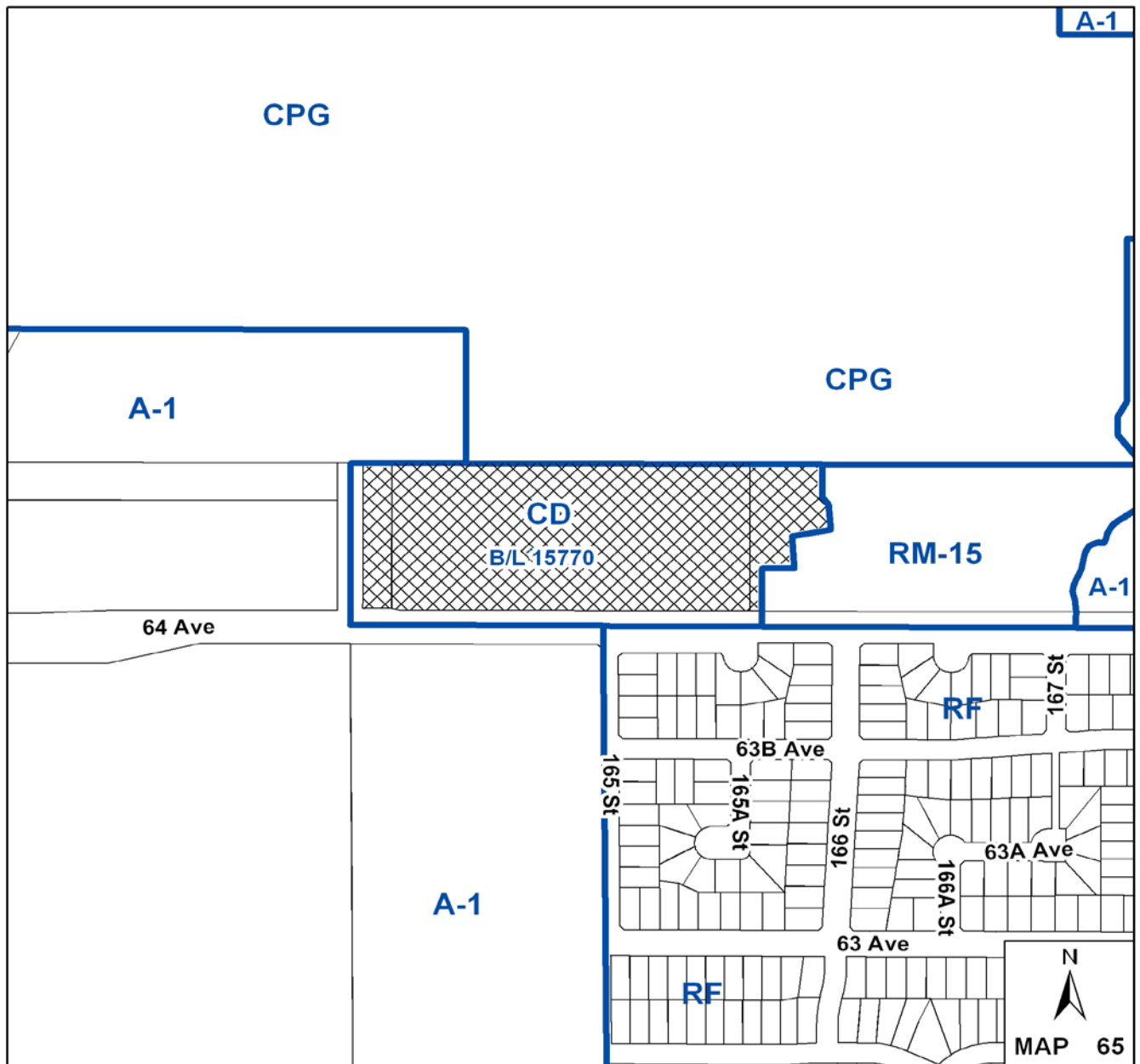


**Proposal:** Development Variance Permit to vary regulations of the Sign By-law regulating the number, height and size of free-standing temporary real estate development signs.

**Recommendation:** Approval to Proceed

**Location:** 16423 - 64 Avenue      **Zoning:** CD (By-law No. 15770)  
**OCP Designation:** Urban  
**NCP Designation:** Townhouse/Apts 15-25 upa      **Owner:** Rempel St. Andrews Development Ltd.



## PROJECT TIMELINE

Completed Application Submission Date: January 30, 2006  
Planning Report Date: March 6, 2006

## PROPOSAL

The applicant is proposing:

- a Development Variance Permit to vary the following Sign By-law regulations:
  - to increase the number of free-standing temporary real estate development signs fronting one street, from 1 to 2;
  - to increase the maximum sign area of each of the two proposed temporary real estate development signs from 13.9 square metres (150 sq.ft.) to 29.7 square metres (320 sq.ft.); and
  - to increase the height of each of the two proposed temporary real estate development signs from 4.6 metres (15 ft.) to 7.3 metres (24 ft.).

in order to permit the installation of temporary real estate development signage for the multiple residential project at 64 Avenue and 164 Street in Cloverdale.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7906-0040-00, (Appendix V) varying the following, to proceed to Public Notification:
  - (a) to increase the number of free-standing temporary real estate development signs fronting one street from 1 to 2;
  - (b) to increase the maximum sign area of each of the two proposed temporary real estate development signs from 13.9 square metres (150 sq.ft.) to 29.7 square metres (320 sq.ft.); and
  - (c) to increase the height of each of the two proposed temporary real estate development signs from 4.6 metres (15 ft.) to 7.3 metres (24 ft.).

## REFERRALS

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

### SITE CHARACTERISTICS

- **Existing Land Use** Presentation Centre under construction to market the recently approved apartment project to be developed on the site.
- **East:** Recently completed townhouse project, zoned RM-15, designated Urban.
- **South-West:** Across 64 Avenue, acreage parcel zoned A-1 with the westerly portion designated Suburban and the larger, easterly portion designated Urban.
- **South-East:** Across 64 Avenue, newly built single family homes, zoned RF, designated Urban.
- **West:** Across 164 Street, acreage parcels, zoned A-1, within the Agricultural Land Reserve, designated Agricultural.
- **North-West:** Acreage parcels, zoned A-2, within the Agricultural Land Reserve, designated Agricultural.
- **North-East:** Northview Golf Course, zoned CPG, within the Agricultural Land Reserve, designated Agricultural.

### PLAN AND POLICY COMPLIANCE

OCP Designation: Complies.

NCP Designation: Complies.

### DEVELOPMENT CONSIDERATIONS

- The subject site is located west of 168 Street, on the north side of 64 Avenue, in the West Cloverdale North neighbourhood. The site is designated Urban in the Official Community Plan (OCP).
- The site has been recently rezoned from RM-15 to CD (By-law No. 15770) and the NCP was amended from Townhouses 8 – 15 up to Townhouses/Apartments 15-25 up to allow construction of 8, 3-storey apartment buildings with approximately 219 units. This project (Application No. 7905-0034-00) received Final Adoption on November 28, 2005.
- In order to advertise the project and to facilitate sales of the residential units, the applicant is constructing an on-site presentation centre and access road and has erected two temporary free-standing sales signs fronting 64 Avenue.
- Although the developer is permitted to erect one temporary real estate development sign, the proposed number, height and area of the erected signs are not in compliance with Surrey Sign By-law, 1999, No. 13656.

- The applicant is requesting approval for two free-standing temporary real estate development signs fronting 64 Avenue adjacent to a temporary access road as shown on Appendix IV. The two signs are identical, and have been positioned side-by-side on an angle so that they can be viewed by both directions of traffic along 64 Avenue.
- The Sign By-law permits one temporary on-site real estate development sign along each highway frontage. The sign can be either free-standing or a fascia sign. Therefore the applicant is proposing to vary the Sign By-law to permit one additional sign along 64 Avenue.
- Each of the two proposed signs have a sign area of 29.7 square metres (320 sq. ft.) which is 15.8 square metres more than the maximum 13.9 square metres (150 sq. ft.) of sign area permitted under the Sign By-law.
- In addition, each of the two proposed free-standing signs exceed the maximum height requirement in the Sign-By-law. Each of the signs is 7.3 metres (24 ft.) in height, which is 2.7 metres (9 ft.) more than the maximum sign height of 4.6 metre (15 ft.) permitted in the Sign By-law.

#### BY-LAW VARIANCES & JUSTIFICATION

(a) Requested Variances:

- A summary of the Sign By-law variances requested by the developer is as follows:
  - To increase the number of free-standing, on-site temporary real estate development signs fronting one street from 1 to 2;
  - To increase the maximum sign area of each of the two proposed temporary real estate development signs from 13.9 square metres (150 sq.ft.) to 29.7 square metres (320 sq. ft.); and
  - To increase the height of each of the two proposed temporary real estate development signs from 4.6 metres (15 ft.) to 7.3 metres (24 ft.).

Applicant's Rationale:

- The apartment building project on the site covers a large parcel of land containing an area of 4.3 hectares (10.6 acres).
- The subject site is fronting an arterial road to the south and flanks 164 Street to the west.
- Given the size of the subject parcel, the proposed height, area and number of proposed free-standing temporary real estate development signs are consistent with the size and location of the development parcel.
- Smaller free-standing signs would be difficult to read by prospective purchasers travelling along 64 Avenue.

- The proposed free-standing signs are positioned at the entrance to the temporary access road that leads to the presentation centre. The signs therefore announce the entry to the presentation centre.

Staff Comments:

- The proposed signs are temporary in nature and will be removed once the project is completed.
- The sign permit for a temporary real estate development sign is valid for one year and can be renewed with 6-month extensions. The purpose of the signs is to market the real estate development project and should be removed once the units are sold.
- Based on the applicants' reasons, the requested variances can be supported.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Contour Map
Appendix III.	Location of Free-Standing Signs
Appendix IV.	Details of Free-Standing Signs
Appendix V.	Development Variance Permit No. 7906-0040-00

Murray Dinwoodie  
General Manager  
Planning and Development

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CONTOUR MAP FOR SUBJECT SITE

