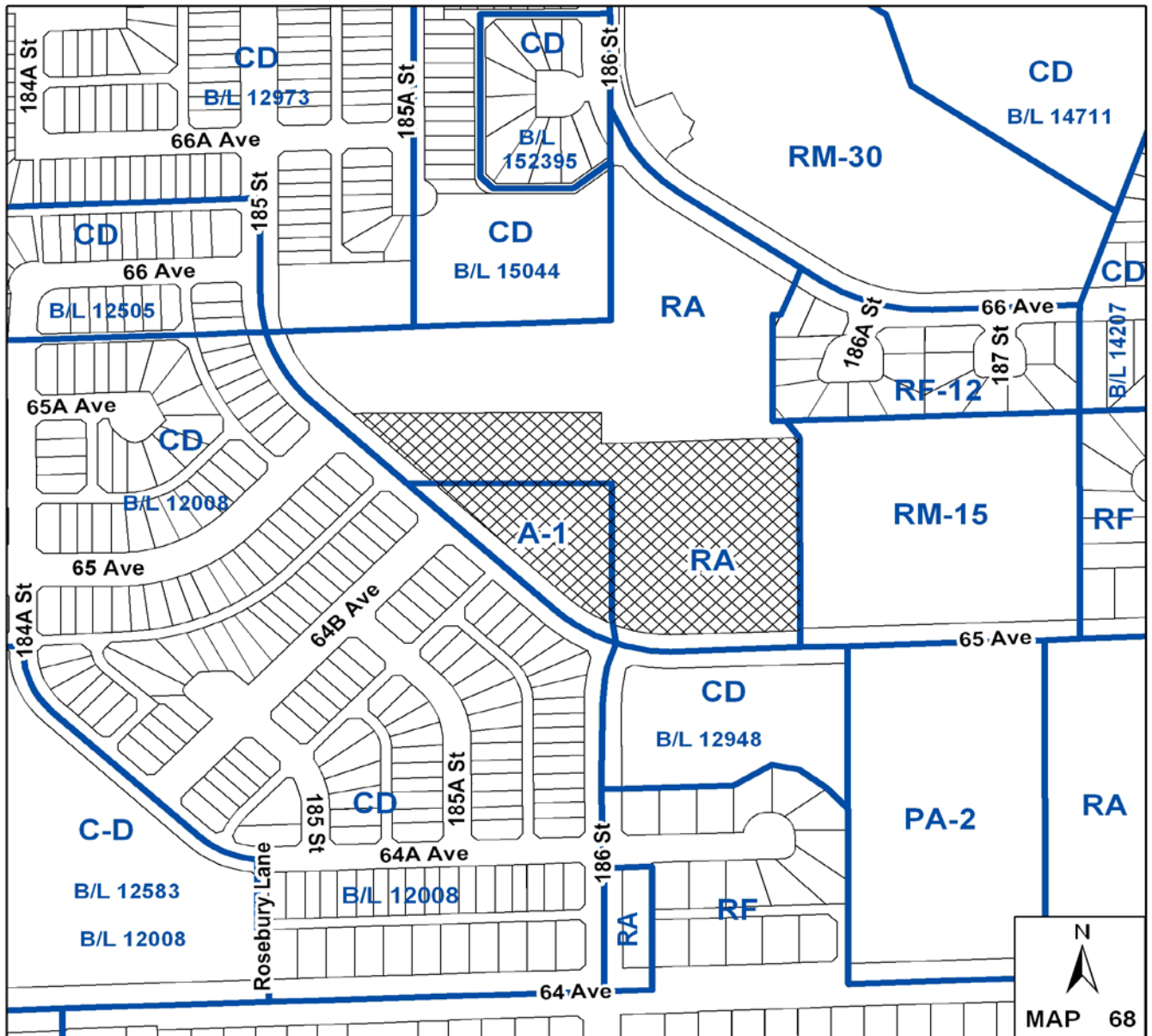


**Proposal:** Development Variance Permit to increase the maximum sign area and height of identification sign in the form of a free-standing sign for Hillcrest Elementary School.

**Recommendation:** Approval to Proceed

|   |   |
|---|---|
| <b>Location:</b> 18599 – 65 Avenue      | <b>Zoning:</b> A-1 / RA   |
| <b>OCP Designation:</b> Urban           |   |
| <b>NCP Designation:</b> School and Park | <b>Owner:</b> The Board of School Trustees of School District No. 36 (Surrey) |



## PROJECT TIMELINE

Completed Application Submission Date: June 16, 2006  
Planning Report Date: September 25, 2006

## PROPOSAL

The applicant is proposing:

- a Development Variance Permit to relax the following Sign By-law regulations:
  - to increase the maximum sign area of one (1) identification sign (in the form of a free-standing sign) from 0.6 square metre (6 sq.ft.) to 6.2 square metres (66.7 sq. ft.); and
  - to increase the maximum height of a free-standing sign from 3.3 metres (12 ft.) to 4.57 metres (15 ft.)

in order to permit the installation of one new double-sided free-standing sign on the site of Hillcrest Elementary School.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7906-0283-00, (Appendix V) varying the following, to proceed to Public Notification:
  - (a) to vary the Sign By-law to increase the maximum sign area of one (1) identification sign (in the form of a free-standing sign) from 0.6 square metre (6 sq.ft.) to 6.2 square metres (66.7 sq.ft.); and
  - (b) to vary the Sign By-law to increase the maximum height of a free-standing sign from 3.3 metres (12 ft.) to 4.57 metres (15 ft.).

## REFERRALS

Engineering: No concerns (Appendix IV).

## SITE CHARACTERISTICS

- **Existing Land Use** Hillcrest Elementary School
- **East:** Townhouses, zoned RM-15, designated Townhouse/Cluster (8-15 upa) in the North Cloverdale East NCP.

- **South:** Across 65 Avenue, townhouses, zoned CD (By-law No. 12948), designated Townhouse/Cluster (8-15 upa) in the North Cloverdale East NCP.
- **West:** Across 65 Avenue, single family homes, zoned CD (By-law No. 12008), designated Single Family Residential in the North Cloverdale East NCP.
- **North:** Hillcrest Park, zoned RA, designated School and Park in the North Cloverdale East NCP.

#### PLAN AND POLICY COMPLIANCE

OCP Designation: Complies

NCP Designation: Complies

#### DEVELOPMENT CONSIDERATIONS

- The subject site is located on the northeast side of 65 Avenue at 186 Street within the North Cloverdale East Neighbourhood Concept Plan (NCP) area. The site is split-zoned "One-Acre Residential Zone" (RA) and "General Agriculture Zone" (A-1).
- The proposed sign is on the south side of the elementary school fronting 65 Avenue.
- The owner, School District No. 36 (Surrey), is proposing one free-standing sign for the site and has requested a Development Variance Permit to allow for an increase to the permitted sign area and height of a free-standing sign in a residential zone.
- The proposed sign has a total sign area of 6.2 square metres (66.7 sq. ft.) and a height of 4.57 metres (15 ft.).
- The Sign By-law permits one identification sign per lot in a residential zone not exceeding 0.6 square metre (6 ft.) in sign area, either as a free-standing sign or a fascia sign.
- The Sign By-law defines an identification sign as a "sign which contains the name, address and number of a building, institution or person and describes the activity carried out in the building or the occupation of the person, but does not contain any other advertising".
- The maximum height of any sign in a residential zone is limited to 3.3 metres (12 ft.).

#### PRE-NOTIFICATION

Pre-notification letters and development proposal signs are not required for Development Variance Permit applications.

### DESIGN PROPOSAL AND REVIEW

- The proposed free-standing sign is to be located alongside a wide grassed area between the sidewalk and school parking lot. The proposed sign is sited 2.0 metres (6.6 ft.) from the front property line. This siting is in compliance with the Sign By-law and provides adequate visibility for driveway access to the east parking lot.
- The applicant originally applied for a double-faced illuminated sign, but has agreed not to have any illumination because of the residential nature of the surrounding area.
- The proposed double-faced sign will identify the name of the complex (Hillcrest Elementary School), as well as provide space for up to three lines of characters to announce school activities and events.
- The sign is a wedge shaped aluminum sign with the school logo at the top and a changeable copy area that has a clearance of 2.59 metres (8.5 ft.) from its underside to grade.
- The design of the free-standing sign has been reviewed by City staff and is found to be satisfactory.

### BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variances:

- To vary the Sign By-law to relax the maximum sign area of one (1) identification sign (in the form of a free-standing sign) from 0.6 square metre (6 sq. ft.) to 6.2 square metres (66.7 sq. ft.); and
- To vary the Sign By-law to relax the maximum height of a free-standing sign from 3.3 metres (12 ft.) to 4.57 metres (15 ft.).

Applicant's Reasons:

- The proposed sign area allows for the identification of the school and provision of space to announce activities and events that are visible to pedestrian and vehicular traffic approaching from both the west and east along 65 Avenue.
- The top portion of the sign is taken up by the school logo, and as such, is a design element rather than an area of descriptive text.

Staff Comments:

- The maximum sign area for an identification sign allowed by the Sign By-law is intended to provide for a sign which identifies the name, address and number of a building and the activity carried out in a building. It is not intended to contain any other advertising. The proposed sign area is to accommodate the name of the school and to announce activities and events that are not of a commercial nature.

- The 4.57-metre (15 ft.) height of the proposed free-standing sign is compatible with the overall size and scale of the school facility.
- The proposed sign is sited such that facing of the sign are oriented to pedestrian and vehicular traffic approaching from the west and east along 65 Avenue and away from the townhouses directly to the south facing 65 Avenue.
- Staff support the requested variances.

### 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. | Site Plan and Sign Elevations                |
| Appendix IV.  | Engineering Summary                          |
| Appendix V.   | Development Variance Permit No. 7906-0283-00 |

How Yin Leung  
Acting General Manager  
Planning and Development

HC/pmr

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Information for City Clerk

Legal Description and Owners of all lots that form part of the application:

1. (a) Agent:      Name:                      Greg Miller, c/o Alpha Neon  
                         Address:                      2771 Simpson Road  
                                                              Richmond, BC  
                                                              V6X 3H6  
                         Tel:                                      604-248-3600
  
2.      Properties involved in the Application
  - (a)      Civic Address:                      18599 – 65 Avenue
  
  - (b)      Civic Address:                      18599 – 65 Avenue  
                         Owner:                                      The Board of School Trustees of School District No. 36  
                            (Surrey)  
                         PID:    024-539-287  
                         Lot 1, Section 16 Township 8 New Westminster District, Plan LMP42306
  
3.      Summary of Actions for City Clerk's Office
  - (a)      Proceed with Public Notification for Development Variance Permit No. 7906-0283-00.

CONTOUR MAP FOR SUBJECT SITE

