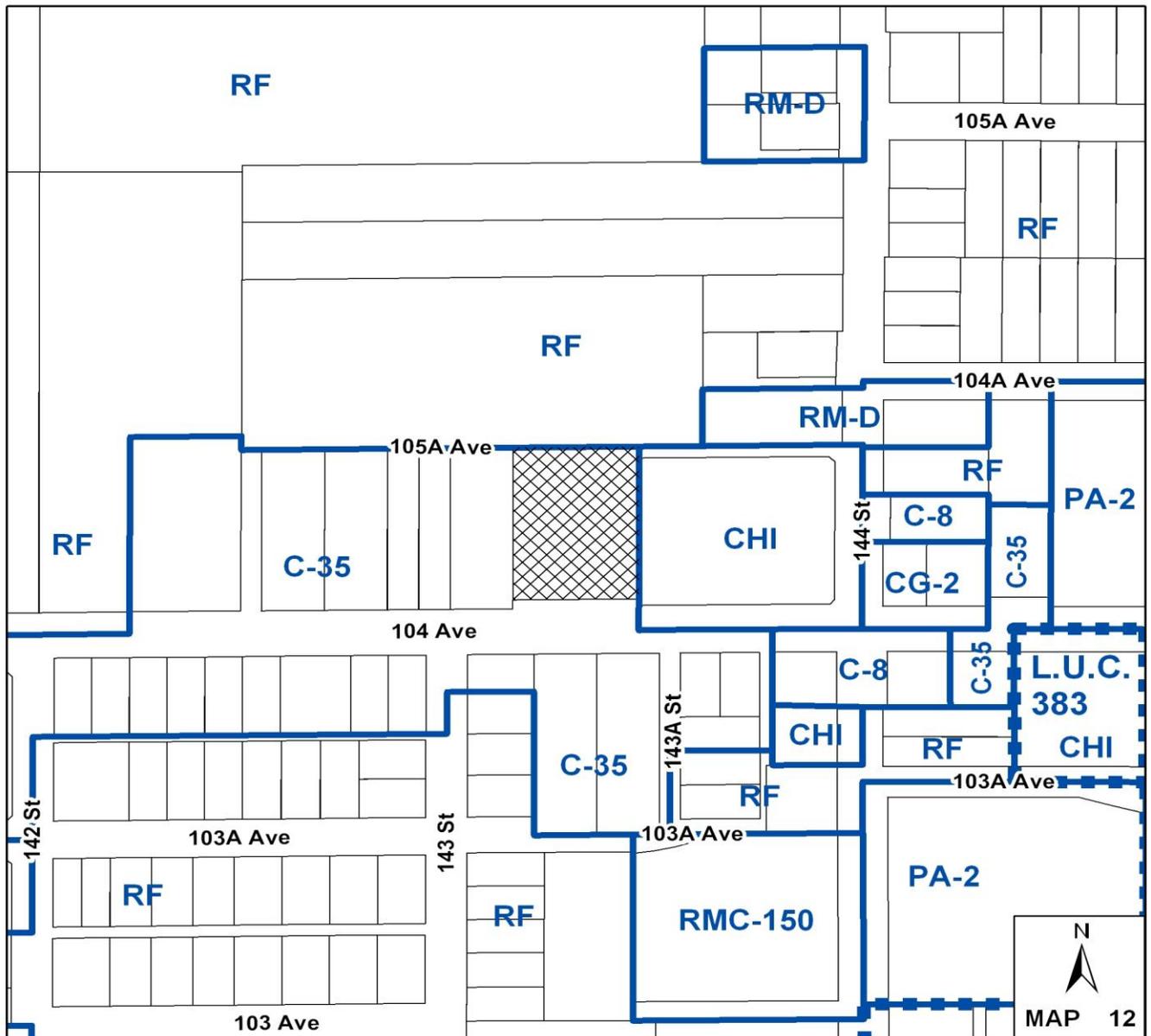


**Proposal:** Development Permit to establish signage details for a proposed mixed-use building in Guildford. Development Variance Permit to vary the Sign By-law.

**Recommendation:** Approval to Proceed

**Location:** 14333 - 104 Avenue      **Zoning:** C-35  
**OCP Designation:** Multiple Residential      **Owner:** 545263 B.C. Ltd.



## PROJECT TIMELINE

Completed Application Submission Date: April 19, 2007  
Planning Report Date: April 30, 2007

## PROPOSAL

The applicant is proposing:

- a Development Permit; and
- a Development Variance Permit to vary the following Surrey Sign By-law regulations:
  - to permit three (3) identification signs on the building; and
  - to increase the maximum projection of a fascia sign from the face of the building from 0.5 metre (1.6 ft.) to 0.91 metre (3 ft.)

in order to permit the installation of signage on a proposed mixed-use building in Guildford.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7906-0343-01 in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7906-0343-01, (Appendix IV) varying the following, to proceed to Public Notification:
  - (a) to permit three (3) identification signs on the proposed building; and
  - (b) to increase the maximum projection of a fascia sign from the face of the proposed building from 0.5 metre (1.6 ft.) to 0.91 metre (3 ft.).
3. Council instruct staff to resolve the following issues prior to approval:
  - (a) finalize design details to the satisfaction of the City Architect;
  - (b) final approval of Development Variance Permit No. 7906-0343-01; and
  - (c) final approval of Development Permit No. 7906-0343-00.

## SITE CHARACTERISTICS

- **Existing Land Use** Partially constructed building foundation for previously approved hotel with conference centre, restaurant, neighbourhood pub and retail uses (Completed Application No. 7900-0104-00). Current

- Application No. 7906-0343-00 for a mixed use building with 72 apartment units, 18 extended stay hotel units, office and retail uses and a daycare (Council authorized Development Permit No. 7906-0343-00 to be drafted on February 26, 2007).
- **East:** Henlong Market, zoned CHI, designated Multiple Residential, under Application No. 7903-0163-00 to rezone to C-15 to allow construction of a retail commercial building and future expansion of the existing Henlong Market (Third Reading).
  - **South:** Across 104 Avenue, single family dwellings, zoned C-35, designated Multiple Residential.
  - **West:** Undeveloped land, zoned C-35, designated Multiple Residential.
  - **North:** Hawthorne Park, zoned RF, designated Multiple Residential.

## DEVELOPMENT CONSIDERATIONS

### Background

- The subject site is situated between Surrey City Centre and Guildford Town Centre and is adjacent to the Henlong Market at the north-west corner of 104 Avenue and 144 Street.
- The subject site is zoned Downtown Commercial (C-35) Zone and designated Multiple Residential in the Official Community Plan.
- There was a previous application to develop the subject site (File No. 7900-0104-00) into a Holiday Inn Hotel consisting of 149 guest rooms with a conference centre, a restaurant, neighbourhood pub and retail uses. The associated Development Permit was issued on March 25, 2002. Construction commenced for the hotel; however, due to financial constraints the building was not completed.
- A subsequent application was submitted for a mixed-used building. At the February 26, 2007 Regular Council – Land Use meeting, Council authorized staff to draft Development Permit No. 7906-0343-00 to permit the construction of a mixed-use building to include 72 apartment units, 18 extended stay hotel units, office and retail uses and a daycare. At that time, the signage details had not been finalized and a separate Development Permit to address signage was identified as required.

### Current Proposal

- The applicant is proposing a Development Permit to establish signage details for the proposed mixed-use building.
- A Development Variance Permit is also requested in order to allow identification signs and to vary the projection of fascia signs (see By-law Variance section).
- The proposed signage includes a free-standing sign along 104 Avenue, fascia signs over the retail and office units along the south and east elevations, and identification signs along the south, east and north elevations.

## DESIGN PROPOSAL AND REVIEW

### Free-Standing Sign

- The applicant is proposing to construct a free-standing sign for the project along 104 Avenue.
- The 4.26-metre (14-ft.) high free-standing illuminated sign is to be located at the main driveway entrance and will be set back 2.13 metres (7 ft.) from the property line. The proposed free-standing sign is within the maximum 4.5-metre (15 ft.) height permitted under the Sign By-law and will list the businesses located within the development.
- The aluminum sign box will have a superpanel exterior finish in a "sand" colour to correspond with the exterior building colours, with individual black letters fastened directly to the superpanel exterior.
- The applicant is proposing a white background for the individual sign boxes within the free-standing sign which list the businesses. Staff have recommended a darker background in order to reduce glare and to allow more clarity in reading the signs. This minor design detail will need to be addressed prior to final approval.
- A variety of shrubs, including Asian Boxwood and Viburnum, will be planted around the free-standing sign.

### Identification Signs

- The applicant is requesting a Development Variance Permit to allow three identification signs.
- The Sign By-law defines an identification sign as a sign which contains the name, address and number of a building, but does not contain any other advertising.
- The proposed name of the building is "Hawthorne Park Centre".
- Identification signs are proposed along the south, north and east elevations of the building to include the name and address of the building.
- One identification sign is proposed along the south elevation, on the entry arch, located above the retail space entrances along 104 Avenue. Individual black metal letters are fastened directly to the "sand"-coloured superpanel finish.
- A second identification sign is proposed over the main entrance to the hotel and apartment on the east elevation. Individual black metal letters will be fastened directly to the brick veneer surface.
- Along the north elevation, an identification sign is proposed in individual channels letters on the "sand"-coloured superpanel finish.

Fascia Signs

- Fascia signs are proposed above the individual retail units that front 104 Avenue and along the east elevation to identify the offices and the daycare.
- The signs will have a superpanel finish in a "sand" colour, will be back lit, and will have channel lettering with a maximum letter height of 35 centimetres (14 inches). The fascia signs along 104 Avenue will sit underneath steel and glass canopies.

BY-LAW VARIANCES AND JUSTIFICATION

## (a) Requested Variance:

- To vary Section 25(4) of the Surrey Sign By-law to permit identification signs on the lot.

## Applicant's Reasons:

- The identification signs will allow the building name and address to be easily identified from 104 Avenue, from the main entry along the east elevation and from the rear entrance to the building.

## Staff Comments:

- Under the Sign By-law, project identification signs are signs that contain the name or address of the building but do not contain any advertising. Project identification signs are not permitted in commercial areas.
- The proposed signs carry words and addressing that identify the project only and, therefore, are considered an identification sign.
- The proposed signs are architecturally integrated into the building.
- As a result, the Planning & Development Department can support the requested variance.

## (b) Requested Variance:

- To increase the maximum projection of a fascia sign from the face of the building from 0.5 metre (1.6 feet) to 0.91 metre (3 feet).

## Applicant's Reasons:

- The signs along 104 Avenue will project more than 0.5 metre (1.6 feet) in some instances in order to follow the articulation of the building which projects out at certain points and, as a result, the signs "extend" past the face of the building.

Staff Comments:

- Due to the articulation of the south building façade, two of the fascia signs are proposed to project more than is permitted under the Sign By-law in order to follow the varying projections of the building. As a result, the fascia signage will extend 0.91 metres (3 feet) from the face of the building which exceeds the maximum 0.5 metre (1.6 ft.) that fascia signs are permitted to project under the Sign By-law.
- The fascia signage will not appear to extend significantly past the face of the building due to the articulation of the building.
- As a result, the Planning & Development Department can support the requested variance.

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.	Proposed Signage
Appendix IV.	Development Variance Permit No. 7906-0343-01

How Yin Leung  
Acting General Manager  
Planning and Development

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CONTOUR MAP FOR SUBJECT SITE

