

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7908-0035-00

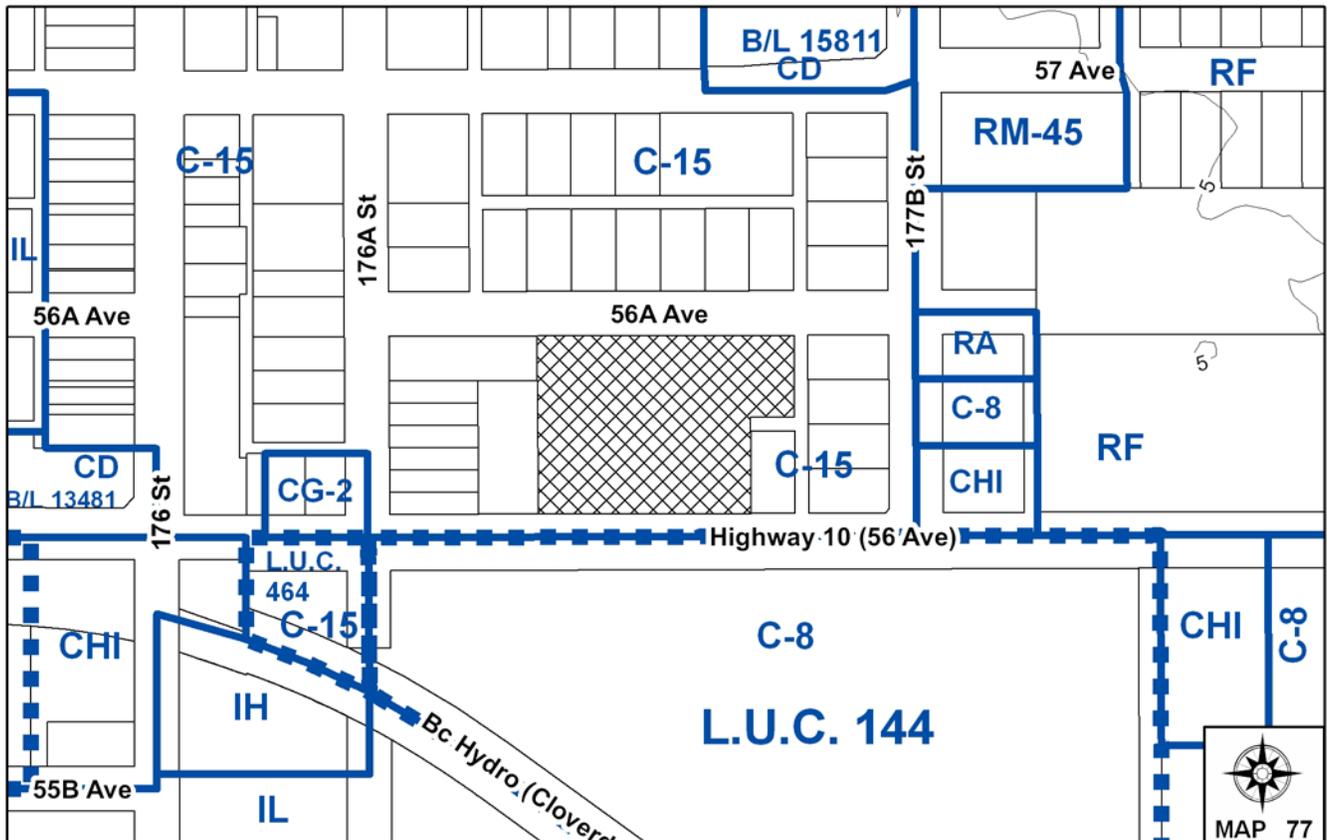
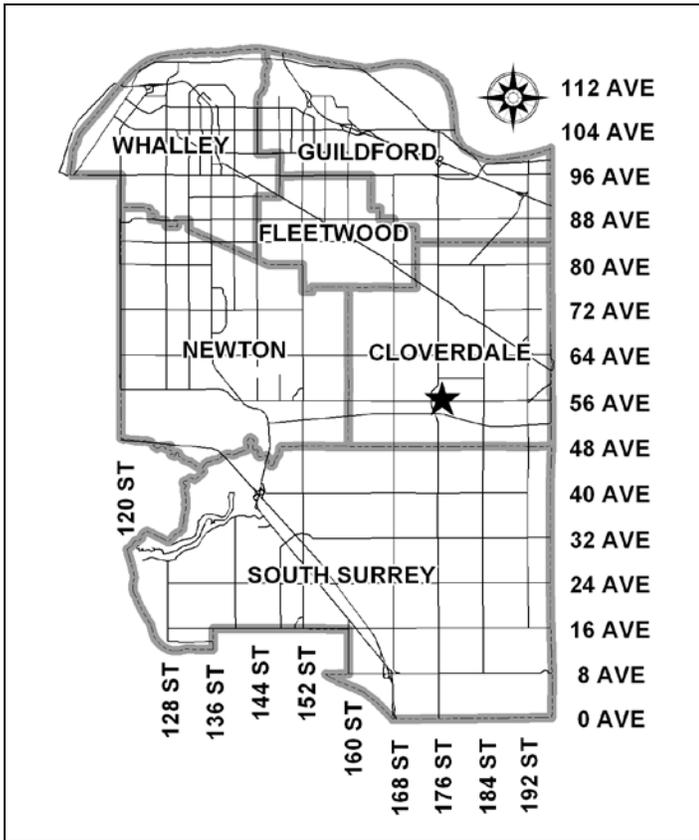
Planning Report Date: March 10, 2008

PROPOSAL:

- Development Permit
- Development Variance Permit

in order to permit one (1) free-standing sign.

LOCATION: 17710 - 56A Avenue
OWNER: City of Surrey
ZONING: C-15
OCP DESIGNATION: Town Centre
NCP DESIGNATION: Institutional



RECOMMENDATION SUMMARY

- Approval to draft Development Permit.
- Approval for Development Variance Permit to proceed to Public Notification.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Proposed free-standing sign will exceed the maximum height allowed.
- Proposed free-standing sign will exceed the period of time (three years) that a sign permit is valid for an electronic message board sign.

RATIONALE OF RECOMMENDATION

- The proposed free-standing sign will provide better identification to Surrey Museum and will promote and build awareness of City programs and events.
- The proposed free-standing sign is well-designed and architecturally coordinated with the design of the existing building.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7908-0035-00 generally in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7908-0035-00, (Appendix IV) varying the Sign By-law to proceed to Public Notification:
 - (a) to allow an increase in the maximum height of a free-standing sign from 4.5 metres (15 ft.) to 7.5 metres (25 ft.); and
 - (b) to allow the sign permit for the proposed electronic message board sign to stay valid beyond three years.
3. Council instruct staff to resolve the following prior to final approval:
 - (a) approval of Development Variance Permit No. 7908-0035-00.

REFERRALS

Engineering: The Engineering Department has no objection to the project as outlined in Appendix III.

SITE CHARACTERISTICS

Existing Land Use: Surrey Museum.

Adjacent Area:

Direction	Existing Use	NCP Designation	Existing Zone
North (Across 56A Avenue):	Businesses and single family dwellings.	Parking and Medium Density Residential.	C-15
East (Across the lane):	Commercial businesses.	Institutional and Retail/Service Commercial	C-15
South (Across Highway No. 10):	Shopping centre.	Retail/Service Commercial	Land Use Contract No. 144 (underlying C-8)
West:	Cloverdale Library and City of Surrey Archives.	Institutional	C-15

DEVELOPMENT CONSIDERATIONS

Background

- The subject property located at 17710 – 56A Avenue is designated Institutional in the Cloverdale Town Centre Plan, Town Centre in the Official Community Plan (OCP), and is zoned C-15. The Surrey Museum occupies the site.
- The Surrey Museum project was approved by Council on September 7, 2004, under Development Application (No. 7903-0474-00). The museum officially opened on October 18, 2005, and accommodates both permanent and temporary exhibit displays, as well as hosts a number of programs and events. There is also a textile studio and library located on the upper floor of the museum. Situated north of the museum on the subject property is the Anderson Cabin, which is the oldest remaining pioneer-era log shelter in Surrey. The Cloverdale Library and City of Surrey Archives Building are located on the properties directly to the west.

Current Application

- The museum currently has fascia signage installed on the building, as approved under Development Permit No. 7903-0474-00. The current application proposes to install one (1) free-standing electronic message board sign near the southwest corner of the subject property along Highway No. 10.
- The proposed free-standing sign will be 7.5 metres (25 ft) high, which exceeds the permitted height for free-standing signs located in the Cloverdale Special Sign Area. The Sign By-law states that a free-standing sign at this location cannot exceed 4.5 metres (15 ft) in height. Therefore, a variance is required.
- Part 9 ‘Special Permit Signs’ of the Sign By-law states that the sign permit for an electronic message board sign shall terminate at the end of three (3) years from the date of adoption of the Sign By-law. Thus, a variance is required for this clause. A Development Permit is also required for the new free-standing sign to supplement the existing Development Permit.

DESIGN PROPOSAL AND REVIEW

- The proposed free-standing sign is 7.5 metres (25 ft) high, 2.5 metres (8.2 ft) wide and will be double-faced, with a total sign area of approximately 7.8 m² (84 ft²). The subject site is located in the Cloverdale Special Sign Area. A maximum height of 4.5 metres (15 ft) and a total sign area of 27.8 m² (300 ft²) are permitted at this location.
- The proposed free-standing sign is to be supported by two steel columns installed on granite paver sets, which will be grouted onto a concrete foundation. The existing grass lawn will be re-sod after sign installation. A tempered and laminated safety glass with a translucent edge will be fastened to the steel supports. The translucent glass will be back-lit with LED lights. A silk-screen method will be used to imprint the new City logo and ‘Surrey Museum Archives Library’ on the tempered glass. A translucent screen will be installed between the two exterior sign surfaces to ensure that the text on one side cannot be read through the opposite surface.

- The electronic message board is approximately 2.5 m² (26 ft²) in size, and will be fastened to the steel and glass structures accordingly. The proposed free-standing sign, including the overhanging message board is to be at least 2.0 metres (6.5 ft) from the south property line abutting Highway No. 10, and therefore, will not impede the movement of vehicles travelling along the highway.
- A Statutory Right-of-Way (SRW) is located along the south property line running east / west, while a second SRW is located near the western property line running north / south. The City Engineering Department has approved the proposed location of free-standing sign, as it will not interfere with either SRW.
- The proposed free-standing sign is of high-quality and will reflect the design and scale of the existing building. The proposed free-standing sign is bold and unique, yet complements the glazing and distinctive architectural features of the museum.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to allow an increase in the maximum height of a free-standing sign in the Cloverdale Special Sign Area from 4.5 metres (15 ft) to 7.5 metres (25 ft).

Applicant's Reasons:

- The proposed free-standing sign incorporates a superior design with a uniquely artistic style. The proposed sign will also establish a quality communication and identity tool to generate community pride and civic presence in Surrey's historic Cloverdale Town Centre.

Staff Comments:

- The height of the proposed free-standing sign will not rise above the first roofline of the museum, which is distinguished by the canopy structure that encircles the rotunda portion of the building. According to the approved Development Permit (No. 7903-0474-00), it is approximately 9.5 metres (31 ft) from existing grade to the top of this rotunda roofline. A parapet surrounds the square portion of the building above the rotunda, which brings the total height of the building to 13.7 metres (45 ft). Therefore, the height of the proposed sign, at 7.5 metres (25 ft) high, is reasonable given the size of the building.
- Additionally, the portion of the sign that will display the relevant text and information, including those on the electronic message board, will be located 4.5 metres (15 ft) above grade. The remaining 3.0 metres (10 ft) will consist of the translucent glass, which will complement the unique design of the museum.

(b) Requested Variance:

- To vary the Sign By-law to allow the sign permit for the proposed electronic message board sign to stay valid beyond three years.

Applicant's Reason:

- The proposed free-standing sign is intended to be installed for an indefinite period of time by the City of Surrey to announce special events and showings.

Staff Comments:

- Part 9 of the Sign By-law states that electronic message board signs are considered experimental in nature and may be permitted on a trial basis at a limited number of major City-owned facilities. Consequently, Section 41 Sub-section 2(d) states that the sign permit for an electronic message board sign shall terminate at the end of three (3) years from the date of adoption of the Sign By-law. The Sign By-law was adopted on March 22, 1999.
- Currently, the Planning and Development Department is working on a number of amendments to the Sign By-law to provide clarity and to delete extraneous clauses. This clause is one of the ones proposed for removal from the by-law.
- A similar variance was approved on July 5, 2004 for the Surrey Arts Centre at Bear Creek Park (Development Variance Permit No. 7904-0198-00).

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Site Plan and Sign Drawings
Appendix III.	Engineering Summary
Appendix IV.	Development Variance Permit No. 7908-0035-00

Jean Lamontagne
General Manager
Planning and Development

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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: John Wall, Superkul Architect
 Address: 1956 East 5th Avenue
 Vancouver, BC
 V5N 1M2

2. Properties involved in the Application
 - (a) Civic Address: 17710 - 56A Avenue

 - (b) Civic Address: 17710 - 56A Avenue
 Owner: City of Surrey
 PID: 025-960-024
 Lot 1 Section 8 Township 8 New Westminster District Plan BCP11474

3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7908-0035-00.