

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7909-0110-00

Planning Report Date: October 5, 2009

**PROPOSAL:**

- **Development Permit**
- **Development Variance Permit**

in order to allow three free-standing signs, two fascia signs and a DVP to reduce the distance between two free-standing signs on one lot from 30 m (100 ft.) to 25 m (82 ft.)

**LOCATION:**

5455/77 - 152 Street and  
 15150 Highway 10 (56 Ave.)

**OWNER:**

Benchmark Estate (2009) Ltd. and  
 Cambridge Business Centres Inc.

**ZONING:**

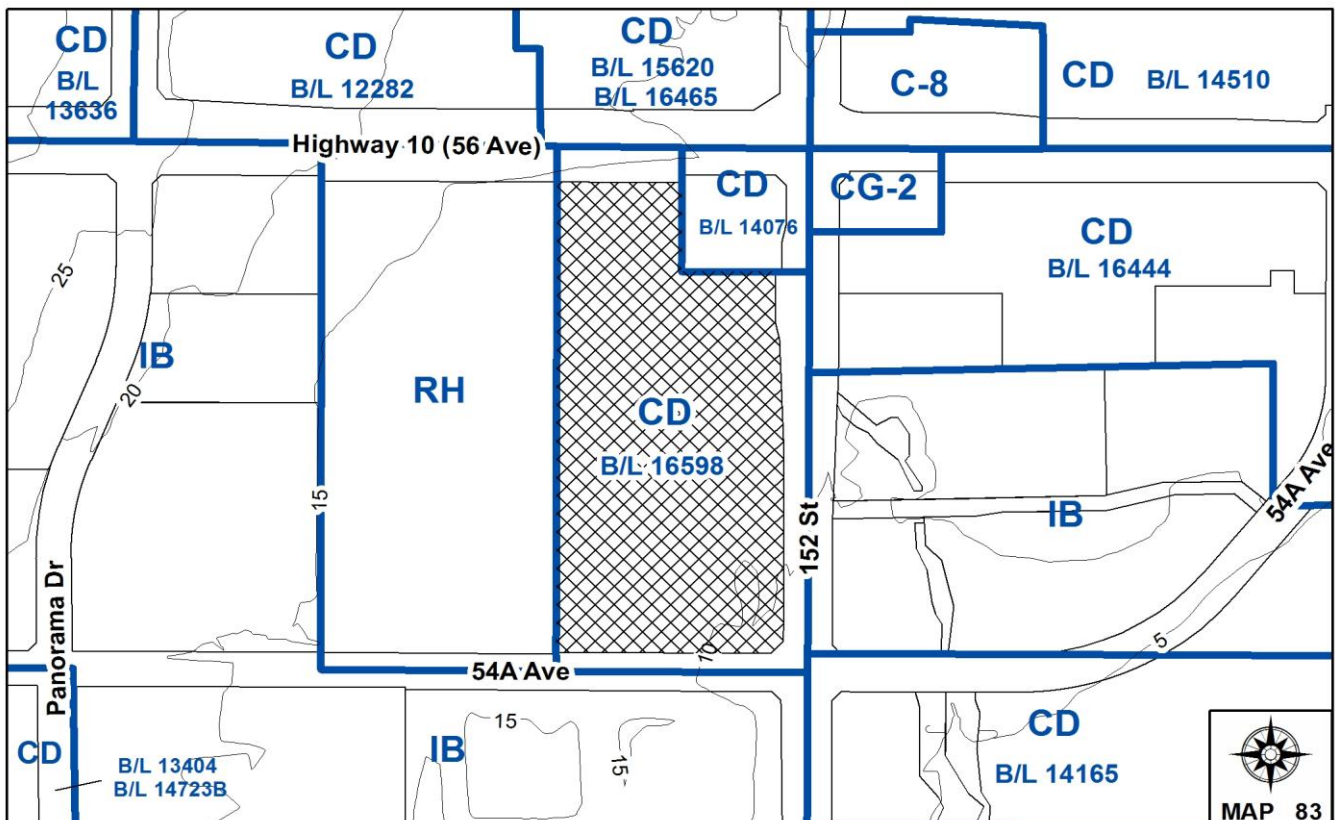
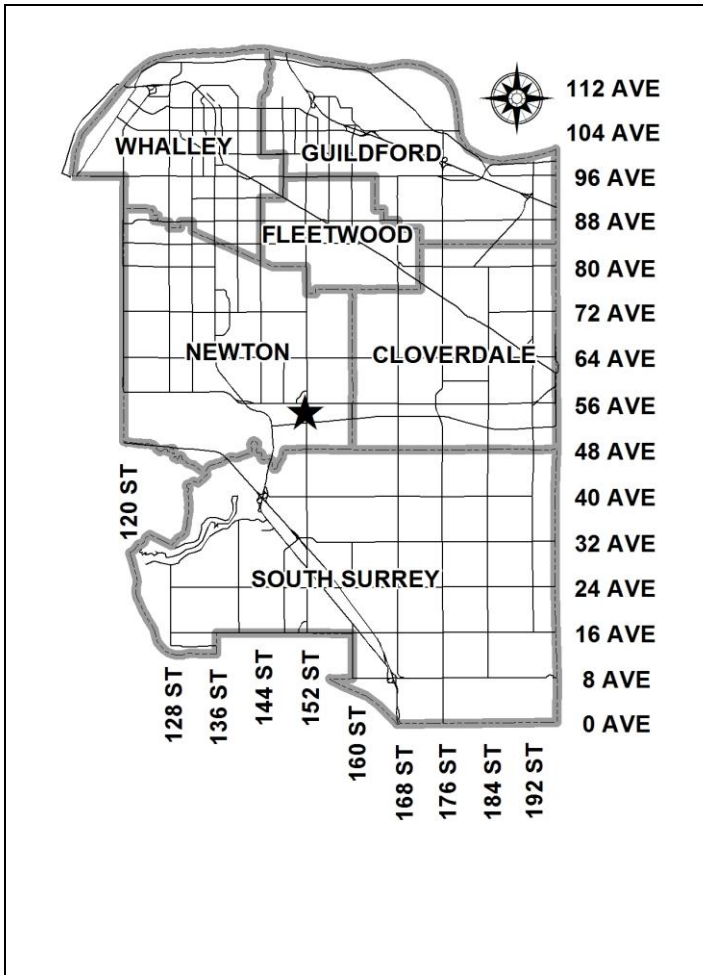
CD (By-law No. 16598)

**OCP DESIGNATION:**

Industrial

**NCP DESIGNATION:**

Business Park



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The proposal requires a Development Variance Permit (DVP) to reduce the minimum distance between two free-standing signs on the same lot (152 Street) from 30 m (100 ft.) to 25 m (82 ft.).

### RATIONALE OF RECOMMENDATION

- Complies with the Industrial Designation in the OCP and the Business Park designation in the East Panorama Ridge Concept Plan.
- The proposed signs meet the design guidelines of the Development Permit area.
- The proposed DVP to reduce the minimum distance between free-standing signs on the same lot is required to improve the wayfinding on the subject site.
- The total number of free-standing signs on 152 Street (4) is less than what the Sign By-law would allow.

**RECOMMENDATION**

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7909-0110-00 generally in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7909-0110-00 (Appendix III) varying the following to proceed to Public Notification:
  - (a) In Section 27(1)(f) of Part 5 Signs in Commercial/Industrial Zones in the Surrey Sign By-law, 1999, No. 13656, as amended, the minimum distance between free-standing signs on the same lot (152 Street) shall be 25 metres (82 ft.).

**REFERRALS**

Engineering: The Engineering Department has no objection.

Ministry of Transportation & Infrastructure (MOTI): No concerns with the proposal.

**SITE CHARACTERISTICS**

Existing Land Use: Phase I (as approved under File No. 7905-0169-00) consisting of 5455 - 152 Street is constructed and occupied. Phase II (as approved under File No. 7906-0492-00), consisting of 5477 - 152 Street and 15150 Highway No. 10 (56 Avenue) is currently under construction.

**Adjacent Area:**

<b>Direction</b>	<b>Existing Use</b>	<b>OCP/NCP Designation</b>	<b>Existing Zone</b>
North (Across Highway No. 10):	Shopping centre (including Shopper's Drug Mart).	Commercial/Commercial	CD (By-law Nos. 15620 and 16465)
Northeast (corner of 152 Street & Highway No. 10):	Shell Canada gas station.	Industrial/Gas Station	CD (By-law No. 14076)
East (Across 152 Street):	Chevron gas station and an approved industrial business centre with limited commercial uses is under construction (File No. 7907-0013-00).	Industrial/Industrial	CG-2 and CD (By-law No. 16444)

Direction	Existing Use	OCP/NCP Designation	Existing Zone
South (Across 54A Avenue):	Multi-tenant industrial building.	Industrial/Business Park	IB
West:	Vacant land.	Industrial/Business Park	RH

### DEVELOPMENT CONSIDERATIONS

- The subject site was approved for development under two phases to permit the development of a comprehensive industrial business park and a drive through bank.
- The first phase was approved under File No. 7905-0169-00 in 2005 and included a three- storey 10,452 sq.m. (112,523 sq.ft.) multi-tenanted industrial business park building at the corner of 152 Street and 54A Avenue. This building has been constructed.
- The second phase was approved under File No. 7906-0492-00 in 2008 and included the rezoning of the entire site to CD By-law No. 16598. The second phase completes this development and includes a second, three-storey 10,453 sq.m. (112,523 sq.ft.) multi-tenanted industrial business park building on 152 Street and an one storey 650 sq.m. (7,000 sq.ft) building on Highway No. 10. The building on Highway No. 10 will contain an HSBC bank with a drive-through ATM. This phase is currently under construction. Access and parking has been designed to be shared between the three buildings on this site.
- The current proposal amends Development Permit Nos. 7905-0169-00 and 7906-0492-00 by:
  - Adding three new free-standing signs on 152 Street and changing the type of free-standing sign on Highway No. 10 from an address sign to a tenant sign. Previously, two free-standing address signs were approved with the previous applications, one on 152 Street and a second one on Highway No. 10; and
  - Adding two new fascia signs displaying the HSBC logo for the commercial building fronting onto Highway No. 10. Previously, one fascia sign was approved with the previous application File No. 7906-0492-00.
- The proposed changes meet all the provisions of the Sign By-law and do not affect parking or setbacks. However, in order to accommodate the free-standing signs on 152 Street, a Development Variance Permit (DVP) is required to vary the provision of the Sign By-law by reducing the minimum distance required between signs on the same lot from 30 m (100 ft) to 25 m (82 ft). The DVP application is explained in detail below.

### PRE-NOTIFICATION

According to Council policy, the mail-out of pre-notification letters is not required for Development Permit applications. However, a Development Proposal Sign was installed on the site to inform adjacent property owners about the proposed buildings. Staff received one comment as a result of the Development Proposal Sign. The caller had no concerns and requested information only.

## DESIGN PROPOSAL AND REVIEW

- This application was not referred to the Advisory Design Panel (ADP), but was reviewed by City Staff and found to be satisfactory. The proposed Development Permit Amendment was evaluated based on compliance with the approved design guidelines in the Official Community Plan (OCP) and the Sign By-law.

### Free-Standing Signs:

- Two free-standing address signs were approved with the previous applications. One free-standing sign was approved on 152 Street and one was approved for the frontage of Highway No. 10. With this application, three new free-standing signs are proposed for 152 Street and the sign fronting Highway No. 10 is proposed to be changed from an address to a tenant sign. Two of the proposed new signs along 152 Street are for tenant signage and the third proposed sign is to display the address only.

### Proposed Free-Standing Address Sign on 152 Street:

- There is an existing approved free-standing address sign by the 152 Street vehicular entrance to the site. With this application, a second free-standing address sign is proposed on the northern end of the 152 Street vehicular entrance to assist way finding by orienting visitors entering the site from 152 Street to the respective multi-tenanted building. This second address sign is proposed to be identical to the existing sign and will display the address of the second multi-tenanted building on the site only. A DVP is proposed to facilitate the location of the proposed second free-standing address sign closer than 30 m (100 ft.) from the existing free-standing address sign.

### Two Proposed Free-Standing Tenant Signs on 152 Street:

- Some of the proposed tenants require signage to identify their businesses and to help aid visitors to the complex. Since there are restrictions on the placement of signage on the face of the buildings in this industrial business complex, the applicant is proposing to erect two free-standing tenant signs on the frontage of 152 Street. Both of the free-standing tenant signs are proposed to be identical and will be a maximum of 4.6 m (15 ft.) in height with room to display eight tenants each. They are proposed to match the building character of clean lines and are proposed to be built using concrete as the primary building material.

### Change to the Free-Standing Sign on Highway No. 10:

- The tenant for the building facing Highway No. 10, HSBC Canada, has identified a need for signage facing the Highway. As such, the applicant is proposing to change the sign facing Highway No. 10 from an address sign to a tenant sign. The tenant sign is proposed to be a maximum of 4.6 m (15 ft.) in height and will display two tenants. It is proposed to match the character of the building facing Highway No. 10. The Ministry of Transportation and Infrastructure (MOTI) has confirmed that they do not have any concerns with the placement of this sign at this location adjacent to a provincial highway.

Fascia Signs on the Commercial Building Adjacent to Highway No. 10:

- One fascia sign for the HSBC Bank of Canada was approved with the previous application File No. 7906-0492-00. HSBC has requested to add two additional fascia signs on the building adjacent to Highway No. 10 in order to increase exposure of the bank at this site. The two signs are proposed on the north and west elevations of the building. The proposed signs are small and display the HSBC logo only. They do not contain any large text associated with typical signage for financial institutions. Given the size of the proposed signs in relation to the size of the building, they are not anticipated to be visually disruptive on the Highway No. 10 frontage.

BY-LAW VARIANCES & JUSTIFICATION

## (a) Requested Variance:

- To reduce the minimum distance required between two free-standing signs on the same lot (152 Street) from 30 m (100 ft.) to 25 m (82 ft.)

## Justification for Variance:

- The Sign By-law requires that free-standing signs on the same lot are a minimum of 30 m (100 ft) apart from each other. The intent of this regulation is to prevent the proliferation of signs on any given site.
- The proposed DVP is required to improve the way finding on the subject site. The two multi-tenanted industrial business park buildings on the subject site share one vehicular access to 152 Street. In order to help orient visitors to the site, the applicant is proposing one address free-standing sign on either side of vehicular access from 152 Street for each building facing the street. In order not to disrupt the current vehicular circulation and parking arrangement, the furthest apart that these signs can be placed from each other is 25 m (82 ft). Given the nature of the signs being small and necessary to orient visitors to the site, a DVP can be supported to facilitate this development.
- The frontage of the property along 152 Street is 213 m (699 ft.). According to the Sign By-law, a maximum of eight free-standing signs can be accommodated. However, with the approval of this DP and DVP, only four free-standing signs will be placed along 152 Street.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Proposed Site Plan, Building Elevations and Landscape Plans
Appendix III.	Development Variance Permit No. 7909-0110-00

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:                Sameh Guindi, Ionic Architecture Inc.  
                         Address:            Unit 201 - 5500 - 152 Street  
   Surrey, BC  
   V3S 5J9  
                         Tel:                 778-571-0618

2.        Properties involved in the Application

- (a)      Civic Addresses:        5455/5477 - 152 Street; 15150 Highway No. 10 (56 Avenue)

- (b)      Civic Address:        5455/5477 - 152 Street; 15150 Highway No. 10 (56 Avenue)  
            Owners:                Benchmark Estate (2009) Ltd. Inc. No. 842656  
   Cambridge Business Centres Inc., Inc. No. 115798  
            PID:                 027-565-726  
            Lot A Section 3 Township 2 and of District Lot 167 Group 2 New Westminster District  
            Plan BCP37163

3.        Summary of Actions for City Clerk's Office

- (a)      Application is under the jurisdiction of MOTI.  
            MOTI File No. 2009-04417.
- (b)      Proceed with Public Notification for Development Variance Permit No. 7909-0110-00.