

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7909-0207-00

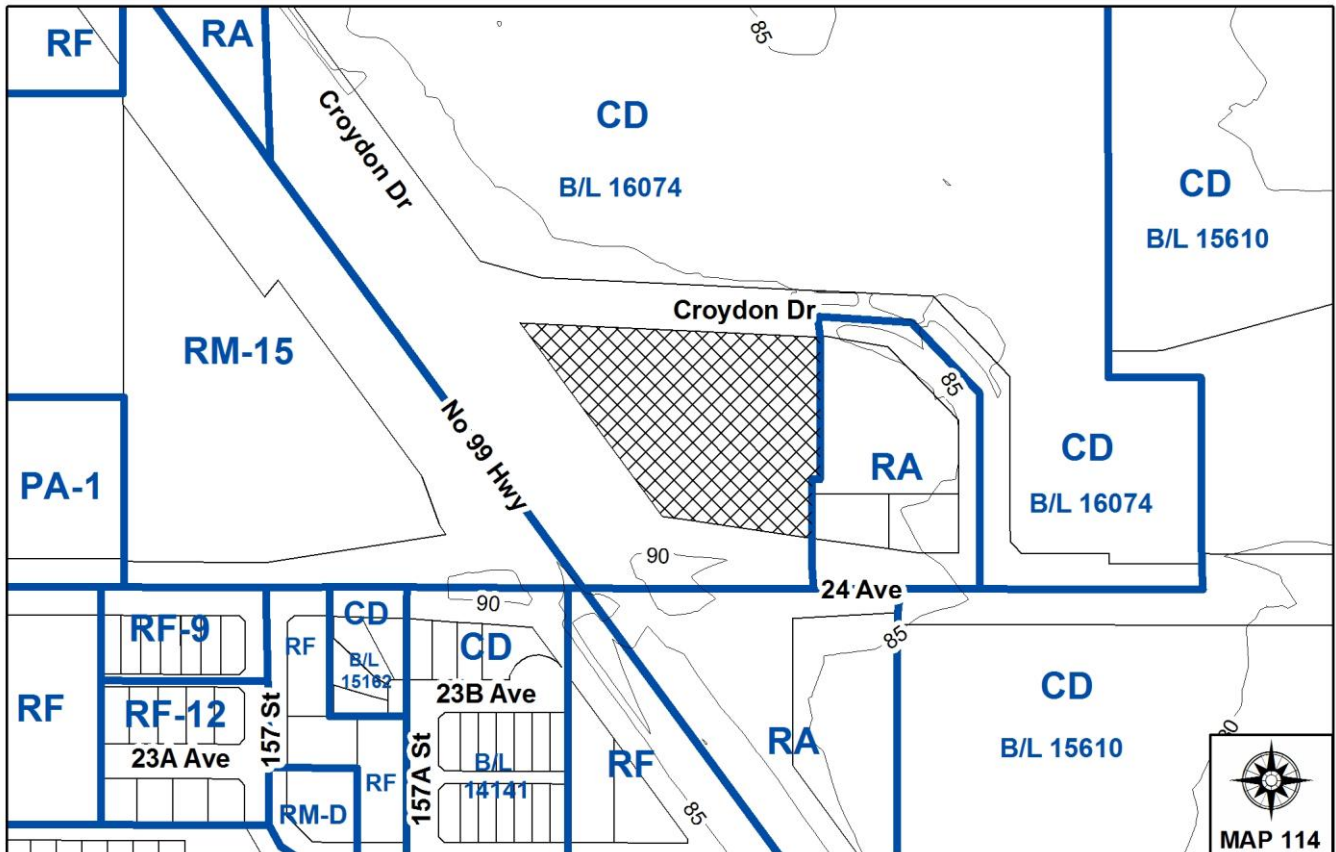
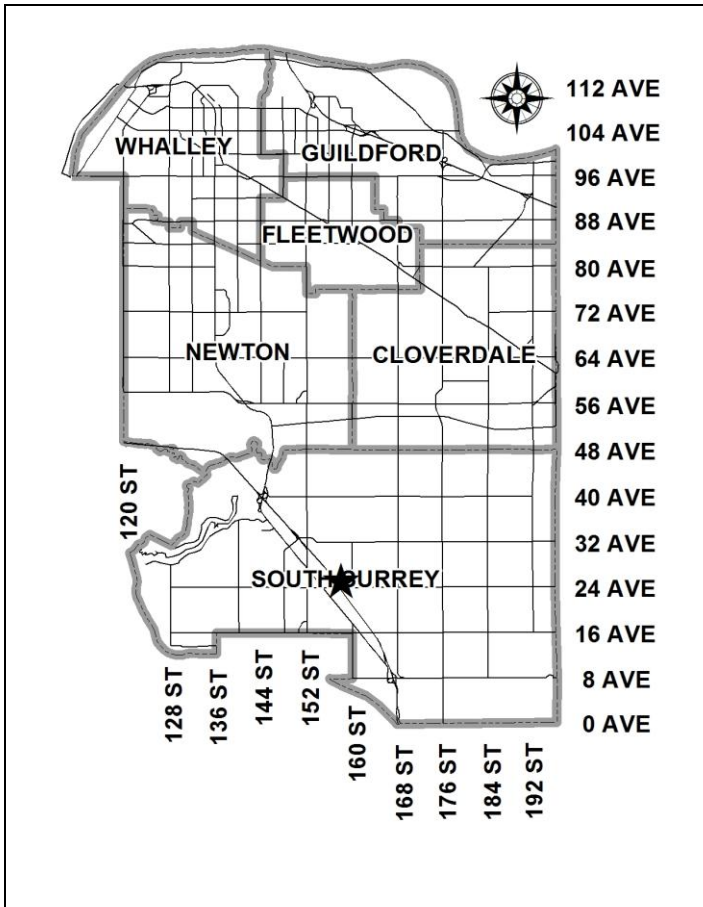
Planning Report Date: November 16, 2009

**PROPOSAL:**

- **Development Permit**

in order to permit the installation of two (2) fascia signs and two (2) directional signs on a commercial unit in Morgan Crossing.

**LOCATION:** 15760 Croydon Drive  
**OWNER:** Morgan Crossing Properties Ltd.  
**ZONING:** CD (BY-law No. 16074)  
**OCP DESIGNATION:** Commercial  
**NCP/LAP DESIGNATION:** Commercial Node



RECOMMENDATION SUMMARY

- Approval and issuance of Development Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- No deviations from existing policies.

RATIONALE OF RECOMMENDATION

- Proposed signage is consistent and complies with the signage design guidelines established under the original Generalized Development Permit for the Morgan Crossing project.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve the attached Development Permit No. 7909-0207-00 (Appendix III), authorize the Mayor and Clerk to sign the Development Permit, and authorize the transfer of the Permit to the heirs, administrators, executors, successors and assigns of the title of the land within the terms of the Permit.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Unused/vacant commercial building (future Best Buy store).

Adjacent Area:

Direction	Existing Use	OCP/NCP Designation	Existing Zone
North (Across Croydon Drive):	Commercial and retail (under development).	Commercial/Commercial Node	CD (BY-law No. 16074)
East (Across Croydon Drive):	Commercial and retail.	Commercial/Commercial Node	CD (By-law No. 15610)
South (Across 24 Avenue):	Vacant lot and future commercial (File No. 7907-0116-00 for redesignation).	Suburban	RA
West (Across Highway No. 99):	Multiple family residential.	Urban	RM-15

DEVELOPMENT CONSIDERATIONSDevelopment Site Background

- The subject property located at 15760 Croydon Drive is designated as Commercial in the Official Community Plan (OCP), Commercial Node in the Highway 99 Corridor Plan, and is zoned CD (By-law No. 16074).
- Council approved the development of the site in October 2008 under Project No. 7908-0242-00. The site will be occupied by a Best Buy electronics retail store.

### Logo Signs Design Review

- As part of the Development Permit for Project No 7908-0242-00 a total of four signs were considered and included in the designs. This included two (2) logo signs representing the Best Buy image.
- The proposed signage, which includes two (2) 'Best Buy' logo signs, and two (2) directional signs are in keeping with the approved signage design guidelines established under the original generalized Development Permit for Morgan Crossing.
- Development Permit No. 7908-0042-00 did not include a signage component as discussions on sign design were still on-going.
- The signs will be located on the north/east elevation and the South elevation as shown in Appendix II (labelled 7909-0207-00 – A). Each sign is approximately 5.7 metres (18.75 feet) wide by 3.7 metres (12.1 feet) in size. Therefore, each sign is just over 21 square metres (227 square feet). The lettering of the signs is somewhat smaller, taking up just 10.8 square metres (117 square feet).
- The size of these signs is in keeping with the sign by-law for sign area related to building and premise frontage. The location of each sign will enhance visibility from the surrounding major roadways including Highway 99, 24 Avenue, and Croydon Drive.
- A unique feature of the Best Buy Logos is the unique 'night-time' illumination technique associated with these signs. In particular, at night, instead of fully illuminating the signs through channel letter lighting, the signs will utilize a Halo Illumination technique using back-lighting to the channel letters. A graphic example of what this will look like, at night, is illustrated in the attached drawings (Appendix II).

### Directional Signs Design Review

- The applicant has applied to install two (2) directional signs on the premises including a 'Parking' directional sign and a sign indicating the location of the 'Car Installation Services.'
- The 'Parking' sign will be located on the North/West elevation to direct patrons to the underground parking area. The 'Car Installation Services' sign will be located on the East elevation near two garage door service entrances. Both are simple rectangular shapes made out of aluminum materials.
- Under the City Sign By-Law, directional signs are permitted as long as they are no larger than 0.4 Square metres (4.3 Square Feet). In both cases, the 'Parking' sign and the 'Car Installation Services' sign fall under this threshold, therefore there are no concerns related to their installation on the future Best Buy store.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners, Action Summary and Project Data Sheets
- Appendix II. Development Permit No. 7909-0207-00

Jean Lamontagne  
General Manager  
Planning and Development

GM/kms

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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:             Art Philips  
                  Address:         300 – 100 Park Royal  
                                      West Vancouver, BC  
                                      V7T 1A2  
                  Tel:               604-925-2739
  
2.     Properties involved in the Application
  - (a)    Civic Address:         15760 Croydon Drive
  
  - (b)    Civic Address:         15760 Croydon Drive  
          Owner:                Morgan Crossing Properties Ltd., Inc. No. BCo742937  
          PID:                  027-169-791  
          Lot 2 Section 23 Township 1 New Westminster District Plan BCP31949, Except  
          Part in Plan BCP31950
  
3.     Summary of Actions for City Clerk's Office