

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7910-0016-00

Planning Report Date: March 1, 2010

PROPOSAL:

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

to implement signage design guidelines and to increase the number of allowable fascia, under canopy, and free-standing signs and increase the allowable size of directional signage within the Morgan Crossing Development.

LOCATIONS:

15715 and 15760 Croydon Drive

OWNER:

Morgan Crossing Properties Ltd.

ZONING:

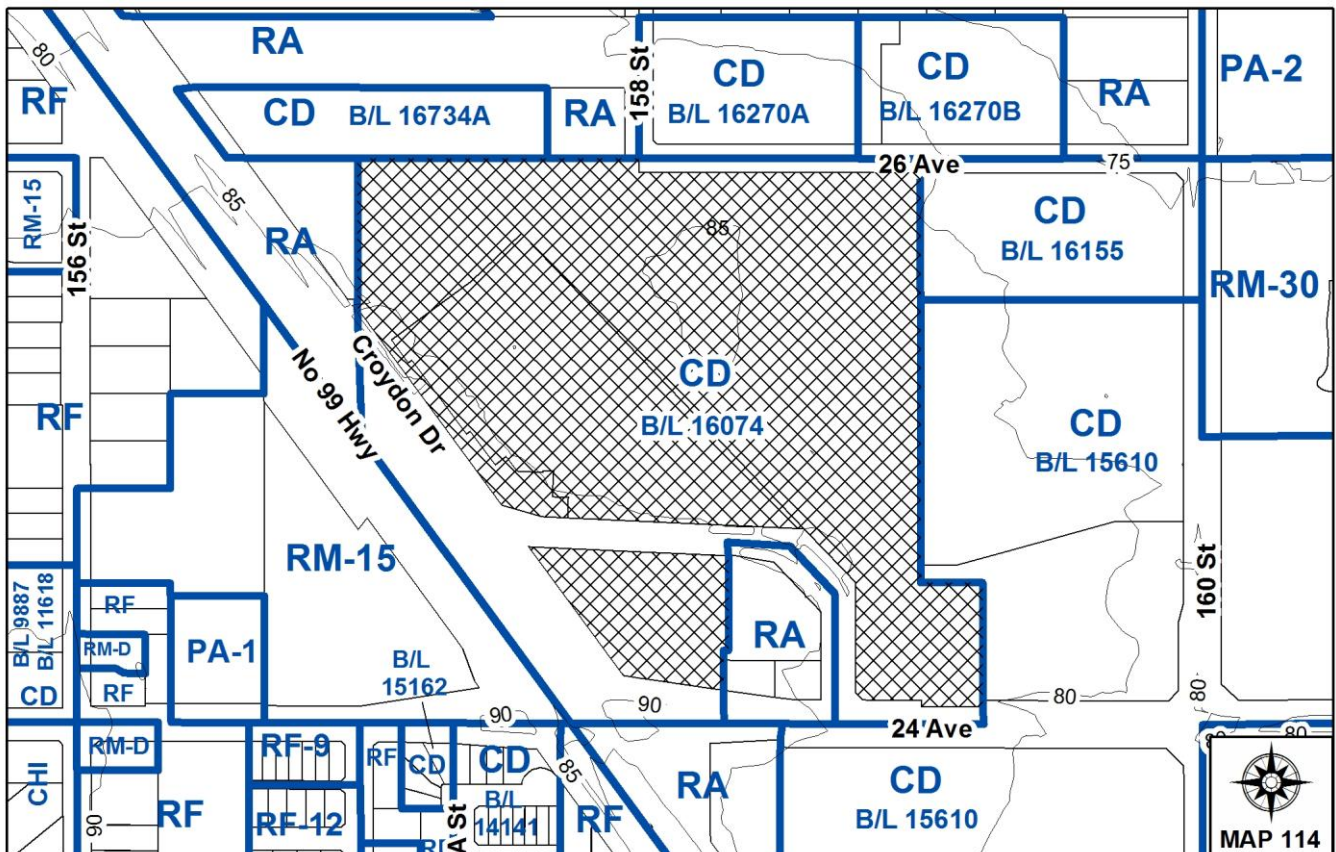
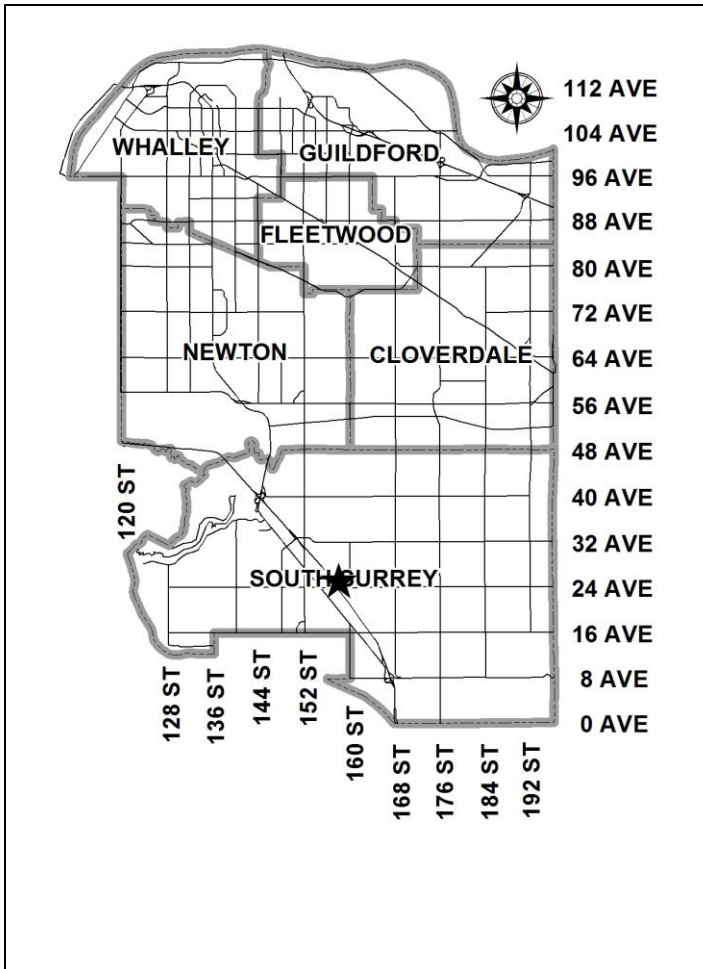
CD (By-law No. 16074)

OCP DESIGNATION:

Commercial

LAP DESIGNATION:

Commercial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- A Development Variance Permit (DVP) is proposed to vary the Sign By-law to increase the number of allowable fascia, under-canopy, and free-standing signs, and to increase the allowable size of directional signs, in the Morgan Crossing Development.

RATIONALE OF RECOMMENDATION

- The proposed design guidelines for tenant signage will ensure that all tenant signage is consistent in terms of quality, scale, materials, and design character.
- The proposed way-finding signage, which includes entrance signs, residential directional signs, store directories, a parkade entry sign, washroom signs, and cross-walk signs, will help customers and visitors find their way around this multi-use (commercial/residential) site.
- Morgan Crossing is a unique mixed-use development with an outdoor shopping centre on the ground floor and multiple-residential units above. The additional signage proposed under the DVP component of this application is considered appropriate for this context.
- All of the proposed signage features high quality materials.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7910-0016-00 in accordance with the attached drawings (Appendices III and IV).
2. Council approve Development Variance Permit No. 7910-0016-00, (Appendix V) varying the following, to proceed to Public Notification:
 - (a) to vary Part 5 'Signs in Commercial/Industrial Zones' Section 27 (2)(a) of the Surrey Sign By-law to permit two (2) wall plaque fascia signs per premise with a sign area not exceeding 0.6 square metres (6 sq.ft.) per sign;
 - (b) to vary Part 5 'Signs in Commercial/Industrial Zones' Section 27 (2)(a) of the Surrey Sign By-law to increase the number of allowable fascia signs from one (1) to two (2) for commercial units with secondary storefront signage requirements;
 - (c) to vary Part 5 'Signs in Commercial/Industrial Zones' Section 27 (11)(a) of the Surrey Sign By-law to increase the number of allowable under canopy signs from one (1) to two (2) for Unit 102, 15745 Croydon Drive (Thrifty Foods);
 - (d) to vary Part 5 'Signs in Commercial/Industrial Zones' Section 27 (1) (c) of the Surrey Sign By-law to increase the number of allowable freestanding signs from two (2) to five (5); and
 - (e) to vary Part 5 'Signs in Commercial/Industrial Zones' Section 27 (6) to increase the maximum allowable sign area and height of directional signs from 0.4 square metres (4.3 sq.ft) and 1.2 metres (4.0 ft.) respectively, to 7.3 square metres (78 sq.ft.) and 1.9 metres (6 ft.) respectively, for residential directional signs, store directories, and a parkade entrance sign.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Morgan Crossing mixed-use lifestyle village under construction.

Adjacent Area:

Direction	Existing Use	OCP/NCP Designation	Existing Zone
North (Across 26 Avenue):	Office building under construction, single family dwellings and townhouses.	Industrial, Suburban and Multiple Residential/ Business Park Light Industrial and 20-30 upa Medium-High Density	CD (By-law No. 16734A), RA, CD (By-law No. 16270A) and CD (By-law No. 16720B)

Direction	Existing Use	OCP/NCP Designation	Existing Zone
East:	Home Depot store and other commercial businesses. Apartment.	Commercial and Multiple Residential/ Commercial and High Density Residential (30-60 upa)	CD (By-law Nos. 16720B & 15610) and CD (By-law No. 16155)
South (Across 24 Avenue):	Single family dwelling, Wal-Mart store and other commercial businesses.	Suburban and Commercial/Commercial	RA and CD (By-law No. 15610)
West (Across Croydon Drive and Highway No. 99):	Single family dwellings and townhouses.	Urban	RM-15 and RF

DEVELOPMENT CONSIDERATIONS

- The subject application involves the Morgan Crossing Lifestyle Centre which is a large (18.6 acre/7.5 hectare) mixed use development located on the northeast corner of 24 Avenue and Highway 99. The site is zoned Comprehensive Development Zone (CD) (By-law No 16074) which permits a combination of multiple residential housing and a variety of commercial uses. The site is designated for mixed commercial/residential land uses in both the Highway 99 Corridor Land Use Plan and the Grandview Heights Neighbourhood Concept Plan (NCP) #1 (Morgan Heights).
- The Morgan Crossing Lifestyle Village mixed-use development features 40,028 square metres (430,872 sq.ft.) of commercial retail space and a total of 457 residential units, for an overall gross floor area of approximately 84,530 square metres (909,900 sq.ft.).
- At the Regular Council – Land Use meeting on June 25, 2007, Council issued a generalized Development Permit No. 7906-0137-00 which establishes the form and character of the development including an overall site plan, access and circulation system, pedestrian connections, design guidelines dealing with the general form and character of buildings and landscaping details for the Morgan Crossing development.
- Council subsequently issued detailed development permits for all of the buildings in the Morgan Crossing development which included corresponding landscaping and public realm designs (Appendix II).

Phase 1 Detailed Development Permit (7906-0137-01)

- On June 26, 2007, Council approved and issued Development Permit 7906-0137-01 for Phase 1 of the Morgan Crossing development. This included the attached multi-building complex (Buildings K,L,M) at the northeast corner of the site, north of the B.C. Hydro right-of-way. Phase 1 included 11,732 square metres (126,286 sq.ft.) of commercial retail space and a total of 189 residential units.

Phase 2 Detailed Development Permit (7907-0223-00)

- On September 10, 2007, Council approved and issued Development Permit No. 7907-0223-00 for Phase 2 of the Morgan Crossing development. This consisted of six (6) mixed-use buildings flanking Croydon Drive and the proposed main street of the Morgan Crossing lifestyle village centre (Buildings C,D,E,F,G,H). Phase 2 included 15,808 sq.m. (170,061 sq.ft.) of commercial retail space and 25,391 sq.m. (273,315 sq.ft.) of residential floor area with a total of 268 dwelling units.

Phase 3 Detailed Development Permit (7907-0394-00)

- On February 25, 2008, Council approved and issued Development Permit No. 7907-0394-00 for Phase 3 of the Morgan Crossing development. This consisted of a two-storey retail building (Building AB) located at the northwest corner of the site. Phase 3 included 5,889 sq.m. (63,390 sq.ft.) of commercial retail space with no residential component.

Proposed Phase 4 Detailed Development Permit (7908-0242-00)

- On October 20, 2008, Council approved and issued Development Permit No. 7908-0242-00 for Phase 4 of the Morgan Crossing development. This consisted of 3 components. The first component was a new retail commercial building (Best Buy) on the southwest corner of the site, on the south side of Croydon Drive (15760 Croydon Drive). The second component was to amend the previously approved Development Permits for the Morgan Crossing development to include detailed designs for the public realm. The third component was to amend the previously approved Development Permit No. 7906-0137-01 to increase the building height of Buildings K,L,M by 1.0 metre (3 ft.).
- All of the previously approved buildings in the Morgan Crossing development are under construction and many are nearing completion.

Subject Proposal

- Now that many of the buildings in the Morgan Crossing development are nearing completion, and several of the commercial tenants are preparing to open for business, the City is starting to receive sign permit applications for tenant signage in a variety of forms. In order to ensure that all tenant signage is consistent in terms of quality, scale, materials, and design character, the applicant proposes a Development Permit to establish design guidelines for tenant signage throughout Morgan Crossing. In addition, recognizing that Morgan Crossing is a large, mixed use development, the subject Development Permit will also establish the designs for a variety of way-finding signs, which will assist customers and residents to easily negotiate their way to the various stores and residential units. The subject proposal also includes a Development Variance Permit (DVP) to permit some tenant signage and way-finding signage that is not permitted under the Sign By-law but is considered appropriate in the context of the Morgan Crossing development, as will be described later in this report.

Tenant Signage Design Guidelines

- The design guidelines proposed for tenant signage will ensure that all tenant signage is consistent in terms of quality, scale, materials, and design character.

- Under the design guidelines a variety of signage styles will be encouraged including non-illuminated individual channel letter signs with remote illumination, halo-lit individual channel letter signs, under awning signs, under canopy signs, projecting signs, and wall plaque signs. Expose raceways and box type signs (except for logos) will be specifically prohibited (Appendix III).
- All signage must be constructed of high-quality, weather resistant, and durable materials with decorative lettering styles, and co-ordinated colours,
- The allowable letter height for fascia signage will be proportional to the unit size to ensure appropriate, consistent scale. The letter height for units less than 7,500 sq.ft. will not exceed 24", the letter height for units between 7,500 sq.ft. and 15,000 sq.ft. shall not exceed 36" and the letter height for units greater than 15,000 sq.ft. shall not exceed 48".
- All signage will comply with the Sign By-law with the exception of signage permitted through the variances described below.

Way-finding Signage

- The applicant proposes a variety of different types of way-finding signage including entrance signs, residential directional signs, store directories, parkade entry sign, washroom signs, and cross-walk signs, to help customers and visitors make their way around the site (Appendix IV).
- One (1) primary entrance sign is proposed at the northeast corner of 24 Avenue and Croydon Drive. This sign is 2.2 metres (7 ft.) in height and 4.5 metres (15 ft.) in width. Five (5) additional secondary entrance signs are proposed at each driveway entry into Morgan Crossing. These secondary entrance signs are 2.5 metres (8 ft.) in height and 1.3 metres (4 ft.) in width. The entrance signs state "The Shops & Residences – Morgan Crossing" and feature the Morgan Crossing logo.
- A total of eleven (11) residential directional signs are proposed at strategic locations throughout the Morgan Crossing development. The residential directional signs range from 1.5 metres (5 ft.) to 1.8 metres (6 ft.) in height and are 0.7 metres (2 ft.) in width. The signs include the names and addresses of the buildings in Morgan Crossing and directional arrows to point out their location.
- A total of three (3) store directories are proposed in central locations. The store directories are 1.9 metres (6 ft.) in height and 1.0 metre (3 ft.) in width. The store directories include a map and a tenant list along with the Morgan Crossing Logo.
- One (1) parkade entrance sign is proposed above the entry to the underground parkade. The parkade entrance sign is 1.0 metre (3 ft.) in height and 8.0 metres (26 ft.) in width. The sign includes the parking logo, the names and addresses of the various residential buildings, and a directional arrow.
- A variety of small washroom signs and cross-walk signs are also proposed at appropriate locations.
- All of the way-finding signage features the same high quality materials, colour scheme, font, and design character.

BY-LAW VARIANCES & JUSTIFICATION

A series of variances to the Sign By-law are necessary to accommodate the tenant signage and way-finding signage proposed for Morgan Crossing, as follows:

(a) Requested Variance:

- To vary Part 5 ‘Signs in Commercial/Industrial Zones’ Section 27 (2)(a) of the Surrey Sign By-law to permit two (2) wall plaque fascia signs per premise with a sign area not exceeding 0.6 square metres (6 sq.ft.) per sign.

Applicant’s Reasons:

- The applicant wants to encourage commercial tenants to install a small wall plaque sign on either side of their main entry doors to provide store identification at a human scale.

Staff Comments:

- The Sign By-law only permits one fascia sign per premise and as such a DVP is required to permit the proposed wall plaque fascia signs.
- The wall plaques will be small, with a maximum sign area of 0.6 square metres (6 sq.ft.), and in scale with the storefront. The wall plaques will be constructed of high quality materials, they add architectural interest to the buildings, and help create a better pedestrian experience.
- The combined sign area of all signs on the lot will not exceed the maximum 0.3 square metres (3 sq.ft.) per linear foot of premise frontage as prescribed under the Sign By-law.

(b) Requested Variance:

- To vary Part 5 ‘Signs in Commercial/Industrial Zones’ Section 27 (2)(a) of the Surrey Sign By-law to increase the number of allowable fascia signs from one (1) to two (2) for commercial units with secondary storefront signage requirements.

Applicant’s Reasons:

- Throughout the Morgan Crossing development there are commercial units that due to their location and orientation will have secondary storefront entries. The applicant is requesting that these commercial units be permitted an additional fascia sign to identify these secondary entries.

Staff Comments:

- The Sign By-law only permits one fascia sign per premise and as such a DVP is required to permit a fascia sign above a secondary entry.
- Under the signage design guidelines being implemented for Morgan Crossing, all proposed signage, including the proposed additional fascia sign, will be constructed of high quality materials.

- The secondary entry sign will be on an alternate elevation as the principal sign and as such will not overwhelm the building.
- The combined sign area of all signs on the lot will not exceed the maximum 0.3 square metres (3 sq.ft.) per linear foot of premise frontage as prescribed under the Sign By-law.

(c) Requested Variance:

- To vary Part 5 ‘Signs in Commercial/Industrial Zones’ Section 27 (1)(a) of the Surrey Sign By-law to increase the number of allowable under canopy signs from one (1) to two (2) for Unit 102, 15745 Croydon Drive (Thrifty Foods).

Applicant’s Reasons:

- Unit 102, 15745 Croydon Drive (Thrifty Foods) is a unique unit in that it is the largest unit in the Morgan Crossing development and has exposure on three (3) sides. The applicant is requesting that this unit be permitted an additional under canopy sign to provide some additional exposure for this large unit.

Staff Comments:

- The Sign By-law only permits one under canopy sign per premise and as such a DVP is required to permit a second under canopy sign.
- Under the signage design guidelines being implemented for Morgan Crossing, all proposed signage, including the proposed additional under canopy sign, will be constructed of high quality materials.
- The subject unit (Unit 102 – 15745 Croydon Drive) is the largest unit in Morgan Crossing and has exposure on three sides. As such an additional under canopy sign will not appear excessive.
- Under-canopy signs are small, as they are required to be fixed to the underside of a canopy.
- The combined sign area of all signs on the lot will not exceed the maximum 0.3 square metres (3 sq.ft.) per linear foot of premise frontage as prescribed under the Sign By-law.

(d) Requested Variance:

- To vary Part 5 ‘Signs in Commercial/Industrial Zones’ Section 27 (1) (c) of the Surrey Sign By-law to increase the number of allowable freestanding signs from two (2) to five (5).

Applicant’s Reasons:

- The applicant proposes a freestanding sign at the corner of 24 Avenue and Croydon Drive and five additional freestanding signs at each driveway entry into the Morgan Crossing development for way-finding purposes.

Staff Comments:

- The Sign By-law permits a maximum of 2 free standing signs per lot. The Morgan Crossing development consists of two lots, one on the north side of Croydon Drive and one on the south side of Croydon Drive. The proposed sign on the south side of Croydon Drive is permissible under the Sign By-law; however a DVP is required to permit 3 of the 5 proposed freestanding signs on the larger lot north of Croydon Drive.
- The lot north of Croydon Drive has a very long frontage (approximately 500 metres/1,600 ft.) and as such the proposed signs will not appear excessive. The distance between the proposed free-standing signs is a minimum of 60 metres (200 ft.) which exceeds the minimum 30 metre (100 ft.) separation prescribed under the Sign By-law.
- The proposed freestanding signs have a maximum sign area of 19 square metres (210 sq.ft.), which is less than the 27.8 square metres (300 sq.ft.) total signage area for double faced freestanding signs under the Sign By-law. The proposed freestanding signs are also a maximum of 2.5 metres (8 ft.) in height, which is less than the 4.5 metres (15 ft.) maximum height permitted for freestanding signs under the Sign By-law.
- The proposed free-standing signs are constructed of high quality materials and are consistent in architectural design and colour scheme.
- All of the proposed freestanding signs are a minimum of 2.0 metres (6.6 ft.) from any lot line as required under the Sign By-law.

(e) Requested Variance:

- To vary Part 5 'Signs in Commercial/Industrial Zones' Section 27 (6) to increase the maximum allowable sign area and height of directional signs from 0.4 square metres (4.3 sq.ft) and 1.2 metres (4.0 ft.) respectively, to 7.3 square metres (78 sq.ft.) and 1.9 metres (6 ft.) respectively for the residential directional signs, store directories, and parkade entrance sign proposed for the Morgan Crossing development.

Applicant's Reasons:

- The applicant proposes a series of directional signs in the form of residential directional signs, store directories, and a parkade entrance sign, to assist customers and visitors find their way to the various stores and residential units throughout the Morgan Crossing development.

Staff Comments:

- The Sign By-law permits a maximum of one directional sign not exceeding 0.4 square metres (4.3 sq.ft.) in sign area and 1.2 metres (4.0 ft.) in height at each entrance from a road to a lot or premises and at each exit from a lot or premises to a road. Since the Morgan Crossing development has multiple premises with multiple entries and exits, the proposed number of directional signs (15) are permitted, however, a variance is needed to allow these signs to be larger in sign area and height.
- The DVP will only apply to the 15 signs illustrated under the Development Permit for way-finding signage in Morgan Crossing.

- Morgan Crossing is a unique mixed-use development with an outdoor shopping centre on the ground floor and multiple-residential units above. The proposed residential directional signs, store directories, and underground parkade entrance sign are appropriate for this form of development to assist customers and visitors find their way to the various stores and residential units.
- The directional signs are internal to the Morgan Crossing site.
- All of the proposed directional signs are constructed of high quality materials and are consistent in architectural design and colour scheme.

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.	Map of Previous Development Permit Applications
Appendix III.	Proposed Signage Design Guidelines and Sample Building Signage Types
Appendix IV.	Proposed Way-finding Signage
Appendix V.	Development Variance Permit No. 7910-0016-00

INFORMATION AVAILABLE ON FILE

- Complete Set of Way-finding Signage Plans prepared by Letterbox Design Group and dated January 26, 2010.

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: Art Phillips, Larco Investments Ltd.
 Address: 100 Park Royal, Suite 300
 West Vancouver, BC
 V7T 1A2
 Tel: 604-925-8218

2. Properties involved in the Application
 - (a) Civic Address: 15715 and 15760 Croydon Drive

 - (b) Civic Address: 15715 Croydon Drive
 Owner: Morgan Crossing Properties Ltd., Inc. No. BC0742937
 PID: 027-169-782
 Lot 1 Section 23 Township 1 New Westminster District Plan BCP31949 Except:
 Firstly; Part Dedicated Road on Plan BCP31950 Secondly; Part Subdivided by Air
 Space Plan BCP 42891

 - (c) Civic Address: 15760 Croydon Drive
 Owner: Morgan Crossing Properties Ltd., Inc. No. BC0742937
 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
 - (a) Proceed with Public Notification for Development Variance Permit No. 7910-0016-00.

DEVELOPMENT DATA SHEET

Existing Zoning: CD

Required Development Data	Minimum Required / Maximum Allowed		Proposed
LOT AREA* (in square metres)			
Gross Total			
Road Widening area			
Undevelopable area			
Net Total	114,204 sq.m.		
LOT COVERAGE (in % of net lot area)	Block A	Block B	
Buildings & Structures	60%	40%	
Paved & Hard Surfaced Areas			
Total Site Coverage			
SETBACKS (in metres)	Block A	Block B	
Front	6.0 m	8.0 m	
Rear	10.0 m	3.0 m	
Side #1 (N,S,E, or W)	10.0 m	7.5 m	
Side #2 (N,S,E, or W)	20.0 m	8.0 m	
BUILDING HEIGHT (in metres/storeys)			
Principal	20 m		
Accessory			
NUMBER OF RESIDENTIAL UNITS			
Bachelor			
One Bed			
Two Bedroom			
Three Bedroom +			
Total			
FLOOR AREA: Residential			
FLOOR AREA: Commercial			
Retail			
Office			
Total			
FLOOR AREA: Industrial			
FLOOR AREA: Institutional			
TOTAL BUILDING FLOOR AREA			

** If the development site consists of more than one lot, lot dimensions pertain to the entire site.*

Development Data Sheet cont'd

Required Development Data	Minimum Required / Maximum Allowed		Proposed
	Block A	Block B	
DENSITY			
# of units/ha /# units/acre (gross)			
# of units/ha /# units/acre (net)			
FAR (gross)			
FAR (net)	1.21	0.38	
AMENITY SPACE (area in square metres)			
Indoor			
Outdoor			
PARKING (number of stalls)			
Commercial			
Industrial			
Residential Bachelor + 1 Bedroom			
2-Bed			
3-Bed			
Residential Visitors			
Institutional			
Total Number of Parking Spaces			
Number of disabled stalls			
Number of small cars			
Tandem Parking Spaces: Number / % of Total Number of Units			
Size of Tandem Parking Spaces width/length			

Heritage Site	NO	Tree Survey/Assessment Provided	NO
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