

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7910-0076-00

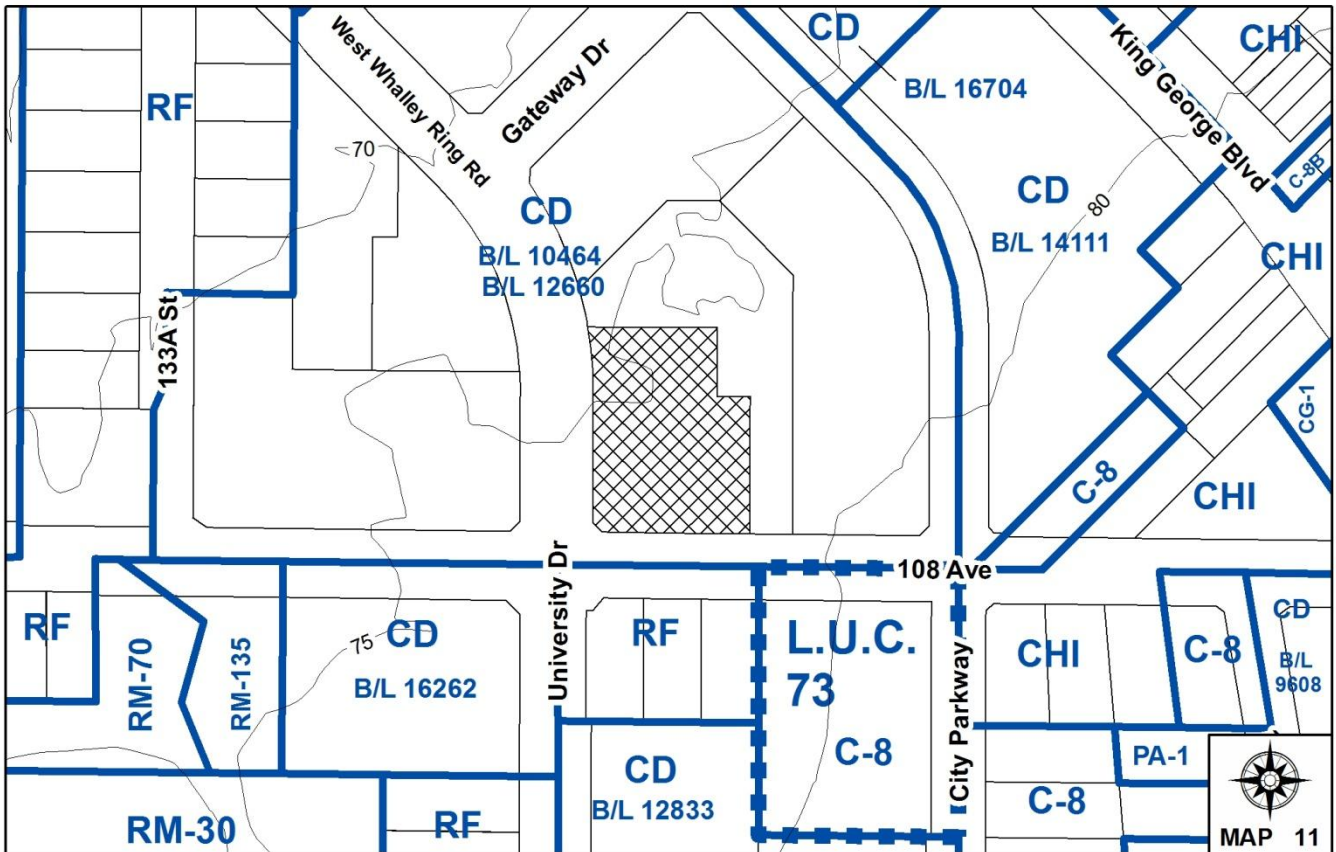
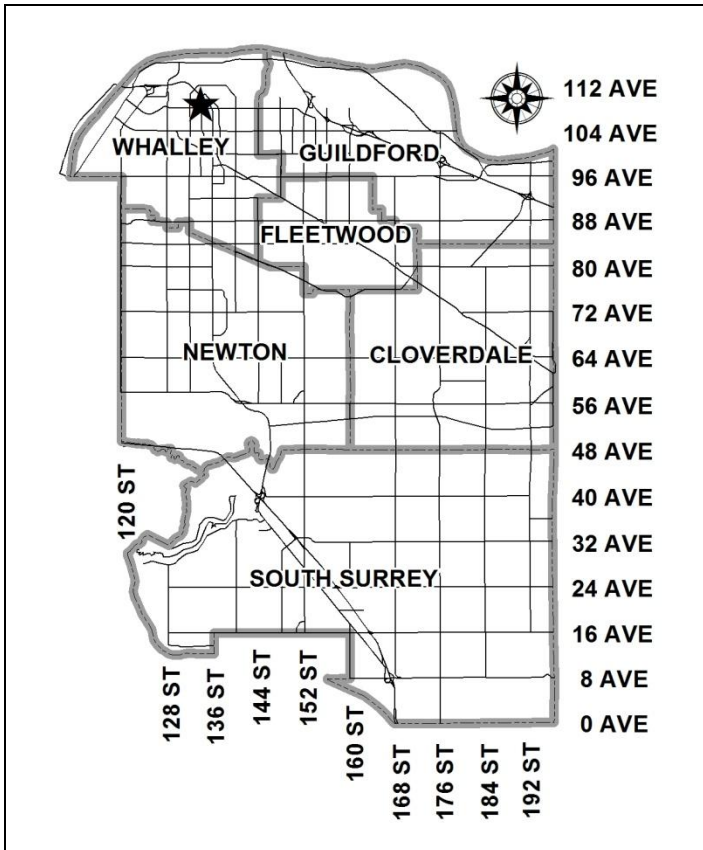
Planning Report Date: July 12, 2010

PROPOSAL:

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

in order to allow two free-standing signs and additional signage at Station Tower office building.

LOCATION: 13401 - 108 Avenue
OWNER: Station Tower Developments Ltd.
ZONING: CD (By-law No. 10464 and 12660)
OCP DESIGNATION: City Centre



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The proposed signage does not comply with a number of requirements within the Sign By-law.

RATIONALE OF RECOMMENDATION

- The proposed signage is of high quality and will not detract from the architectural design of Station Tower.
- The proposed variances are supportable as they are minor relaxations to the Sign By-law, but represent important exposure for tenants within the building.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7910-0076-00 in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7910-0076-00, (Appendix II) varying the following, to proceed to Public Notification:
 - (a) to reduce the minimum required distance between the two (2) free-standing signs (Signs A and B) on the property from 30 metres (100 ft.) to 9.1 metres (30 ft.);
 - (b) to increase the width of the second free-standing sign (Sign B) to exceed two-thirds of its height;
 - (c) to allow the proposed fascia sign (Sign C) to be installed on a non-premise and non-lot frontage building elevation;
 - (d) to increase the vertical dimension of the proposed under-canopy sign (Sign D) from 0.3 metre (1 ft.) to 0.53 metre (1.75 ft.);
 - (e) to increase the maximum clearance between the top of the under-canopy sign (Sign D) and the underside of the canopy to which it is affixed, from 5.0 centimetres (2.0 inches) to 19.3 centimetres (7.6 inches).
3. Council instruct staff to resolve the following issues prior to approval:
 - (a) submission of a landscaping plan and landscaping cost estimate to the specifications and satisfaction of the City Landscape Architect;
 - (b) removal of any existing non-conforming signage located on the subject property to the satisfaction of the Planning & Development Department; and
 - (c) issuance of Development Variance Permit No. 7910-0076-00.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Station Tower/office building.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North and East:	Gateway Park and vacant lot under development application No. 7908-0112-00 for 2 office buildings and 2 apartment towers (Third Reading).	City Centre	CD (By-law Nos. 10464 and 12660)
South (Across 108 Avenue):	Vacant lots. One-storey commercial building.	City Centre	RF and LUC No. 73 (underlying C-8 Zone)
West (Across University Drive):	Three high-rise apartment buildings.	City Centre	CD (By-law Nos. 10464 and 12660)

DEVELOPMENT CONSIDERATIONS

- The subject property is located at 13401 - 108 Avenue adjacent to the Gateway SkyTrain Station. The property is zoned Comprehensive Development (By-law No. 10464 as amended by By-law No. 12660) and designated City Centre in the Official Community Plan (OCP).
- Station Tower currently occupies the subject property, while the SkyTrain guideway traverses the western portion of the site. The abutting properties to the north and east are under application (No. 7908-0112-00) to allow two (2) office buildings and two (2) high-rise apartment towers. The application is currently sitting at Third Reading.
- The applicant proposes to install additional signage at Station Tower, including two (2) free-standing signs, which will require a Development Permit. The applicant also proposes to install one (1) under-canopy sign and one (1) fascia sign.
- The proposed signage requires several relaxations to the Sign By-law, and thus, a Development Variance Permit is required (See By-law Variance Section).

DESIGN PROPOSAL AND REVIEW

- The applicant proposes two (2) free-standing signs on the subject site. Proposed Sign A (Appendix II) is a 3.6-metre (12 ft.) high pylon sign to be installed near the southwest corner of the subject site fronting 108 Avenue. A maximum height of 3.6 metres (12 ft.) is permitted at this location.
- The proposed free-standing sign will be installed between the two (2) existing flag poles on the subject property. Cedar bushes, which will be removed, currently occupy the proposed location of the sign. The applicant proposes to provide some landscape enhancements including replacing some of the older, overgrown bushes along 108 Avenue to compensate for the loss.

- The proposed free-standing sign is to be constructed of a stainless steel silver mirror finish with a convex design and installed on a concrete base. The proposed sign is intended to reflect the architectural design of Station Tower.
- The proposed free-standing sign is double-sided and illuminated with interchangeable white vinyl divider lines. The Station Tower logo will be installed at the top of the sign. The proposed sign complies with the Sign By-law.
- The second proposed free-standing sign (Sign B) is to be installed near the southeast corner of the subject site fronting 108 Avenue. The proposed sign will replace the existing free-standing sign, which is of a similar height and size.
- Proposed Sign B is approximately 2.4 metres (8.0 ft) high from the bottom of the planter to the top of the Station Tower logo on the proposed sign. The proposed free-standing sign is 7.5 metres (25 ft) wide and is single-sided with a total sign area of approximately 11.5 square metres (125 sq. ft.).
- The proposed sign will consist of two (2) silver poles, which are similar to the pillars in front of Station Tower. Additionally, the silver Station Tower logo is centered on the proposed free-standing sign and flanked by tenant signage panels.
- The Surrey Sign By-law requires a free-standing sign to be sited at least 2.0 metres (6.5 ft.) from all property lines. The two (2) proposed free-standing signs will comply with this requirement.
- The applicant proposes to install a fascia sign (Sign C) along the east building elevation. The proposed sign is approximately 7.5 metres (25 ft.) long and 1.8 metres (6 ft.) high, and will consist of individual channel letters and a shaped channel logo. The proposed fascia sign will be illuminated.
- The applicant is aware of staff's concern regarding the possible proliferation of fascia signs on the office tower building. The proposed fascia sign is located at the main floor level of the building, on the east elevation, advertising the only tenant on the main floor, University Canada. No further fascia signs will be supported.
- Staff have worked closely with the applicant to ensure that the proposed fascia sign (Sign C) will provide adequate signage for the tenant and still respect the architectural design of the building.
- The applicant proposes an under-canopy sign (Sign D) to be installed under a portion of the existing building and above the walkway along the western building elevation. The proposed sign is located adjacent to the entrances along this portion of the building.
- The proposed sign (Sign D) is double-sided and illuminated, and is only about 0.6 square metres (6.0 sq. ft.) in size, which complies with the Sign By-law.
- Due to the design of the building as well as landscaping located along University Drive, the proposed sign is barely visible from the street. The proposed sign is expected to provide directional guidance for patrons within the walkway.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To reduce the minimum required distance between two (2) free-standing signs on the same property from 30 metres (100 ft.) to 9.1 metres (30 ft.);

Applicant's Reason:

- The proposed free-standing signs are situated in the appropriate locations to provide adequate signage for the tenants.

Staff Comments:

- The two (2) proposed free-standing signs are to be installed approximately 9.1 metres (30 ft.) apart, near the south property line along 108 Avenue.
- Staff worked with the applicant to consider alternative locations for one of the proposed free-standing signs. However, given the site constraints (existing landscaping, structures, SkyTrain guideway), the proposed location was deemed the most suitable.
- Staff support the proposed variance.

(b) Requested Variance:

- To increase the width of the second free-standing sign (Sign B), to exceed two-thirds of its height.

Applicant's Reason:

- The proposed free-standing sign is replacing the existing free-standing sign in the same location.

Staff Comments:

- The proposed free-standing sign (Sign B) is a replacement for the existing free-standing sign near the southeast corner of the subject site.
- The proposed sign will be similar in scale and size, and is low-profile and installed within the existing landscaping.
- Staff support the proposed variance.

(c) Requested Variance:

- To allow the proposed fascia sign (Sign C) to be installed on a non-premise and non-lot frontage building elevation.

Applicant's Reason:

- The proposed sign location will provide adequate signage for a major tenant.

Staff Comments:

- The proposed fascia sign is to be installed on the east building elevation, which is neither a premise frontage nor a lot frontage as per the Sign By-law.
- Staff have worked with the applicant to revise the design of the proposed sign. The proposed fascia sign is of high-quality and of an appropriate size and scale.
- The proposed fascia sign is located at the main floor level of the building, advertising the only tenant on the main floor.
- Staff support the proposed variance.

(d) Requested Variances:

- To increase the vertical dimension of the proposed under-canopy sign (Sign D) from 0.3 metre (1 ft.) to 0.53 metre (1.75 ft.);
- To increase the maximum clearance between the top of the under-canopy sign (Sign D) and the underside of the canopy to which it is affixed, from 5.0 centimetres (2.0 inches) to 19.3 centimetres (7.6 inches).

Applicant's Reason:

- The proposed under-canopy sign is small and will provide appropriate signage for pedestrians within the walkway.

Staff Comments:

- The proposed under-canopy sign is to be installed along the west building elevation under a portion of the building and above an exterior walkway. The proposed sign is only 0.6 square metre (6.0 sq.ft.) in size, which complies with the Sign By-law.
- The proposed illuminated under-canopy sign is barely visible from either University Drive or 108 Avenue, due to existing landscaping, building structures and the Gateway SkyTrain Station.
- The purpose of the proposed under-canopy sign is provide guidance for patrons within the walkway, as there is an entrance doorway along this (west) building elevation.
- The proposed under-canopy sign is of high quality and of an appropriate size for the space. The proposed sign requires only minor relaxations to the Sign By-law.
- Staff support the proposed variance.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners and Action Summary
- Appendix II. Development Variance Permit No. 7910-0076-00

Jean Lamontagne
General Manager
Planning and Development

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