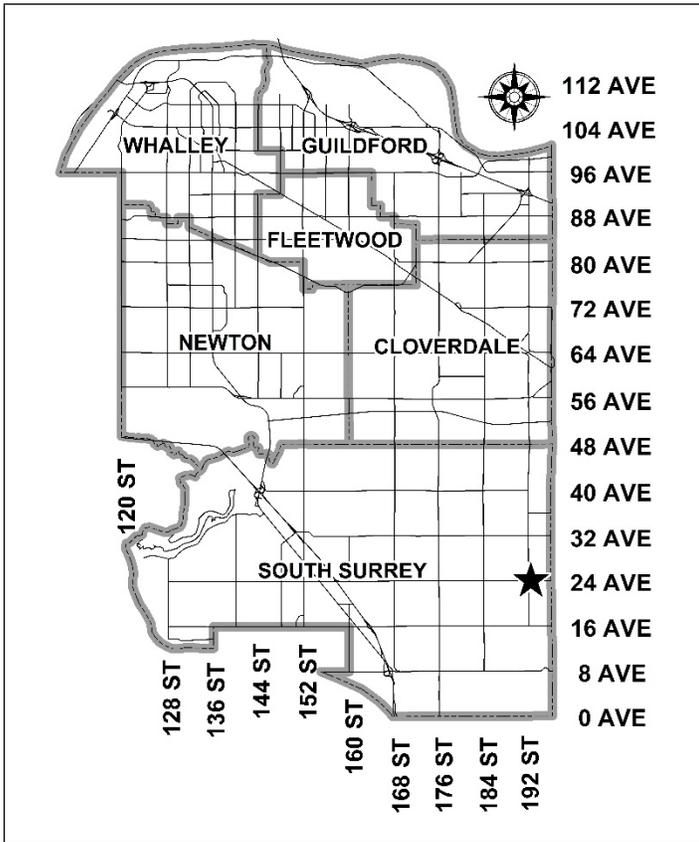


City of Surrey
PLANNING & DEVELOPMENT REPORT

Application No.: 7920-0193-00

Planning Report Date: October 5, 2020



PROPOSAL:

- **Development Variance Permit**

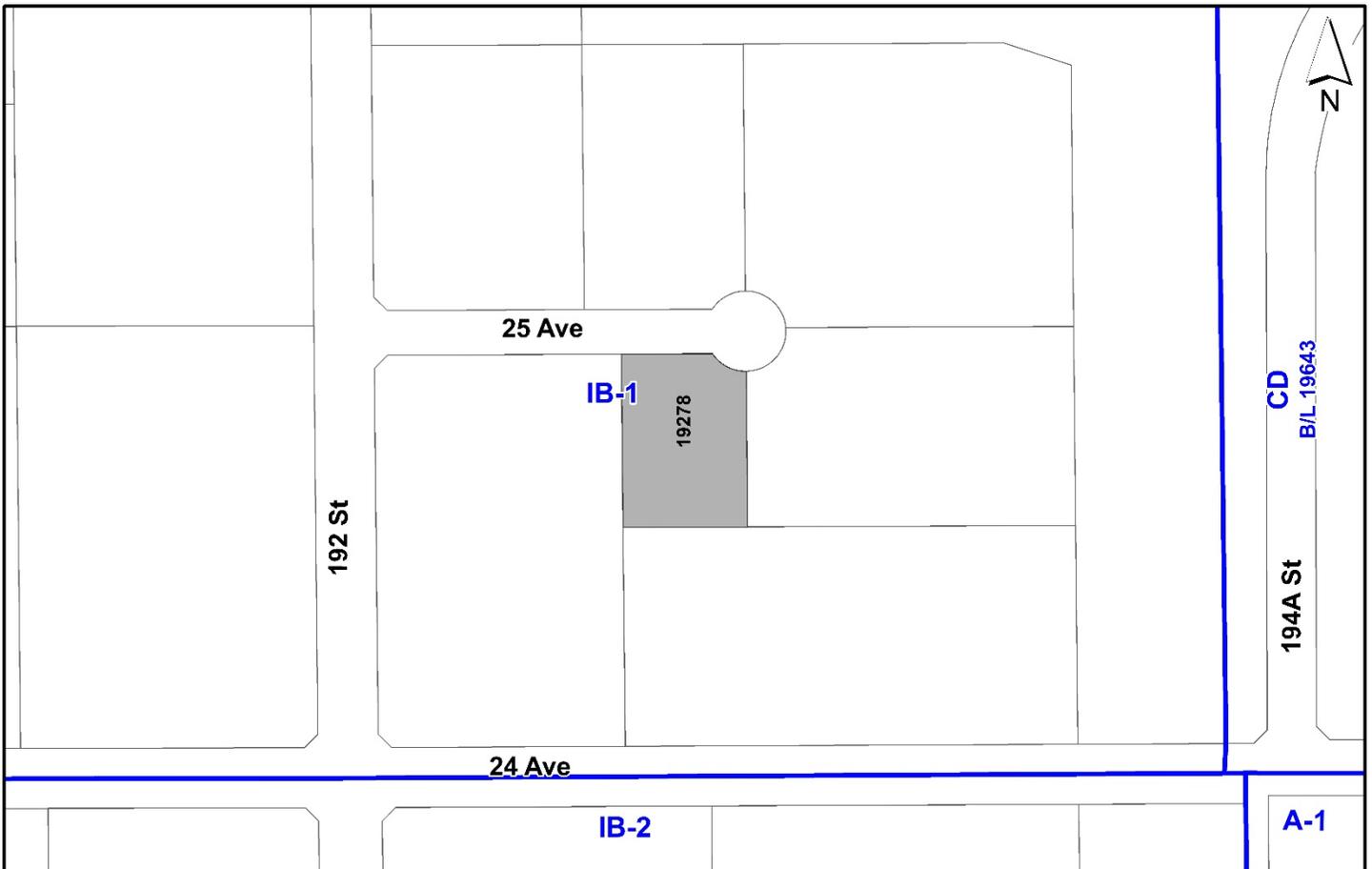
to allow three (3) fascia signs on an existing industrial building.

LOCATION: 19278 - 25 Avenue

ZONING: IB-1

OCP DESIGNATION: Mixed Employment

LAP DESIGNATION: Business Park



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Proposing to vary regulations in the Sign By-law.

RATIONALE OF RECOMMENDATION

- The applicant is operating three partner companies out of the building, which is considered a single premise under the Sign By-law.
- The placement of the signs compliment the architectural features of the building.
- The proposal complies with the sign area requirements of the Sign By-law.

RECOMMENDATION

The Planning & Development Department recommends that Council approve Development Variance Permit No. 7920-0193-00 (Appendix III) varying the following requirements of the Sign-By-law to proceed to Public Notification:

- (a) to increase the total number of fascia signs from two (2) to three (3), and to allow three (3) signs to be located on the north building elevation; and
- (b) to increase the copy area above 50% of the sign area for one of the proposed signs.

SITE CONTEXT & BACKGROUND

Direction	Existing Use	LAP Designation	Existing Zone
Subject Site	Industrial building	Business Park	IB-1
North (Across 25), east, south, west:	Industrial building	Business Park	IB-1

Context & Background

- The property is 4,260 square metres in area and is located on a cul-de-sac at 19278 - 25 Avenue in the Campbell Heights Local Area Plan.
- The property is designated "Mixed Employment" in the Official Community Plan (OCP), designated "Business Park" in the Campbell Heights Local Area Plan (LAP) and zoned "Business Park 1Zone (IB-1)".
- The property is improved with a single-tenant concrete tilt-up industrial building. The existing building was approved by Development Permit 7913-0153-00, which was issued on September 27, 2013. Subsequently, Building Permit 13-43189 was issued on July 30, 2014 to allow the construction of the concrete tilt-up building.
- The current occupants of the site are Silverback HD products, Tranznext, and Wisdom, which are all related companies.

DEVELOPMENT PROPOSAL

Planning Considerations

- The applicant is proposing to vary the Sign By-law to have the logos of the three related companies displayed on the north elevation of the building.

Referrals

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

POLICY & BY-LAW CONSIDERATIONS

Sign By-law Variances

- The applicant is requesting the following variances:
 - to increase the total number of fascia signs from two (2) to three (3), and to allow three (3) signs to be located on the north building elevation; and
 - to increase the copy area above 50% of the sign area for one of the proposed signs.
- The building is occupied by three partner companies that are involved in the manufacturing and wholesale of heavy duty truck parts. The intent of the proposal is to display the logo of all three brands that will be occupying the premises, on the building's front façade.
- The Sign By-law only allows two fascia signs to be installed on each premises provided they are not located on the same façade.
- The total proposed sign area is 3.5 square metres, whereas the total allowable sign area for the premises is 44.5 square metres
- All three signs are 0.48 metres in height.
- The three signs are located on the entry feature of the building, with two of the signs being located above the main doorway and the other two above main floor windows to the right and left of the main entry.
- The signs will be comprised of individual unilluminated 9.5 mm thick lettering directly mounted to the building, except for the Silverback HD sign which will be mounted to a thin backer, which forms part of the company's logo.
- Copy is defined in the Sign By-law as the letters, characters, numbers, or graphics which make up the messages on a sign but does not include the background colour. The Sign By-law limits the total copy area of a sign to no more than 50% of the total sign area.
- The copy area of the Silverback HD sign occupies 57.16% of the sign's area.
- The applicant has indicated that the purple and silver backer panel proposed around the Silverback HD copy area forms part of the company's logo and therefore, the ratio between the copy area and the backer panel cannot be altered.
- The signs are well designed, appropriately sized and complement the architecture of the building.
- Staff support the requested variances to proceed for consideration.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Site Plan
- Appendix II. Sign By-law Variance Table
- Appendix III. Development Variance Permit No. 7920-0193-00

approved by Shawn Low

Jean Lamontagne
General Manager
Planning and Development

BD/cm



CLOSE-UP



- A) DISTANCE FROM SIGNS TO ROAD
23.00 M (75.46 FT)
- B) DISTANCE FROM SIGNS TO DRIVEWAY
10.98 M (36.01 FT)
- C) DISTANCE FROM SIGN TO SIDEWALK
18.11 M (59.41 FT)
- D) WIDTH OF BUILDING
44.47 M (145.91 FT)



PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To allow three fascia signs on a premises, all three of which are located on the same (north) façade.	A maximum of two (2) fascia signs are permitted provided that both of the fascia signs are not located on the same façade of the premises (Part 5, Section 27(2)(a)).	The premises is occupied by three partner companies. The proposal meets the sign area requirements of the sign by-law and has been designed to complement the architecture of the building.
2	To allow the copy area of one of the proposed fascia signs to exceed 50% of the sign area.	The copy area shall not exceed 50% of the sign area (Part 5, Section 27(2)(c)).	The backer panel forms part of the company's logo, which cannot be altered in a manner which will reduce the proposals ratio between copy area and sign area.

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7920-0193-00

Issued To:

(the "Owner")

Address of Owner:

1. This development variance permit is issued subject to compliance by the Owner with all statutes, by-laws, orders, regulations or agreements, except as specifically varied by this development variance permit.
2. This development variance permit applies to that real property including land with or without improvements located within the City of Surrey, with the legal description and civic address as follows:

Parcel Identifier: 028-822-277

Lot B Section 22 Township 7 New Westminster District Plan BCP50619
19278 – 25 Avenue

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) To vary Part 5 Section 27(2)(a) to allow three (3) fascia signs on the same northern façade of the principal building on the Land.
 - (b) To vary Part 5 Section 27(2)(c) to allow the copy area of Sign 2 to occupy 57.16% of the total sign area.
4. This development variance permit applies to only that portion of the buildings and structures on the Land shown on Schedule A which is attached hereto and forms part of this development variance permit.
5. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.

6. This development variance permit shall lapse if the Owner does not substantially start any construction with respect to which this development variance permit is issued, within two (2) years after the date this development variance permit is issued.

7. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.

8. This development variance permit is not a building permit.

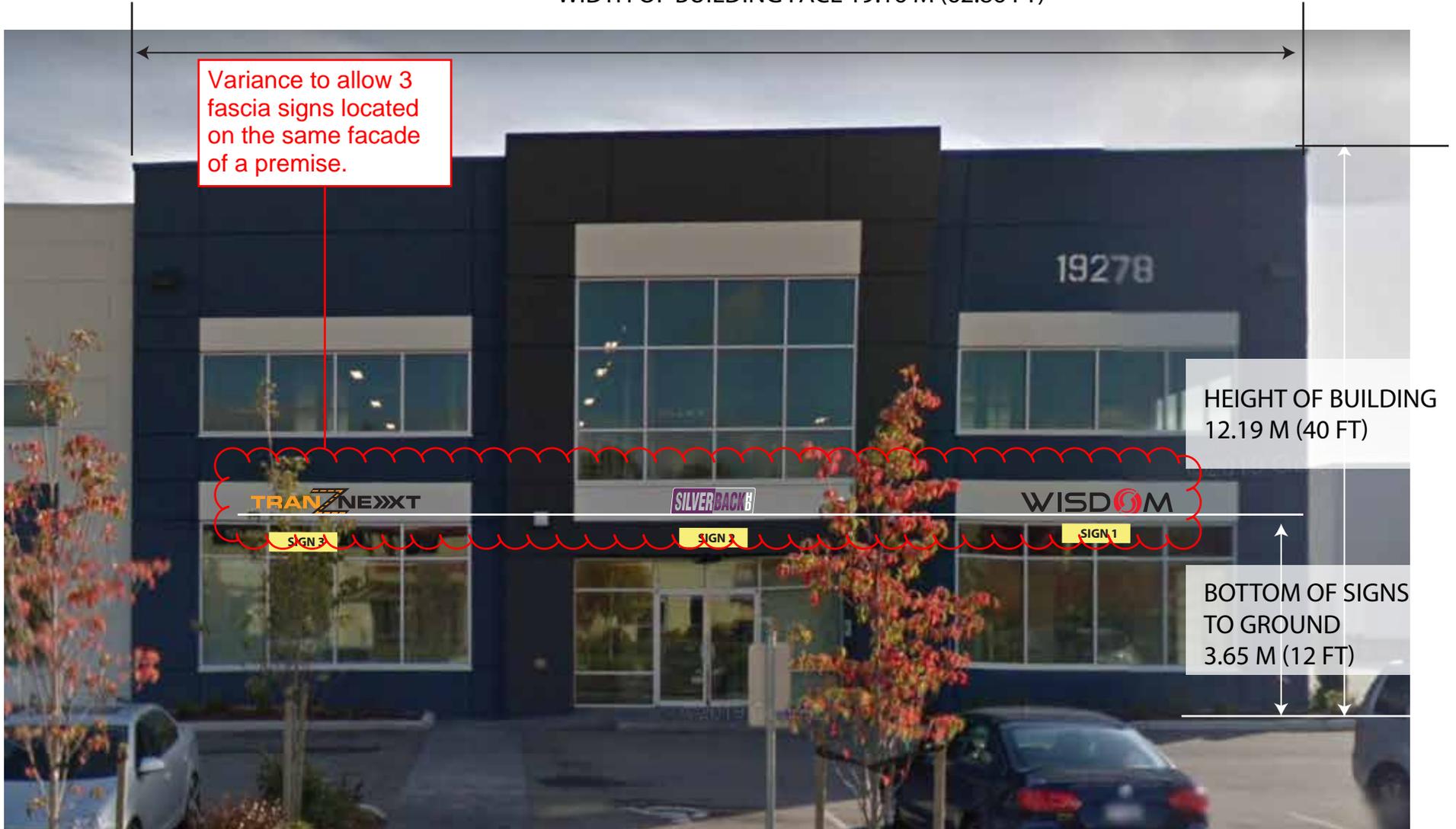
AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , 20 .
ISSUED THIS DAY OF , 20 .

Mayor – Doug McCallum

City Clerk – Jennifer Ficocelli

ELEVATION

WIDTH OF BUILDING FACE 19.16 M (62.86 FT)



SIGNAGE COVERS 2.1% OF GROUND FLOOR FACE OF BUILDING



SSK SIGNS | 905.282.2225 x 206 | holly@ssksigns.com
5750 Timberlea Blvd., Unit 12, Mississauga, Ontario, L4W 5B9

7920-0193-00

SITE PLAN: 19278 25th Avenue, Surrey, BC V3C 3X1
PERMIT REQUEST FOR: Non-lit dimensional letters x 3 signs

COPY AREA (SIGN 2)

51.72"



Variance to allow the copy area of a fascia sign to exceed 50% of the total sign area

$$\frac{\text{Total Copy Area: } 660.98 \text{ sq.in}}{\text{Total Area: } 1,156.34 \text{ sq.in}} \times 100 = 57.16\%$$

