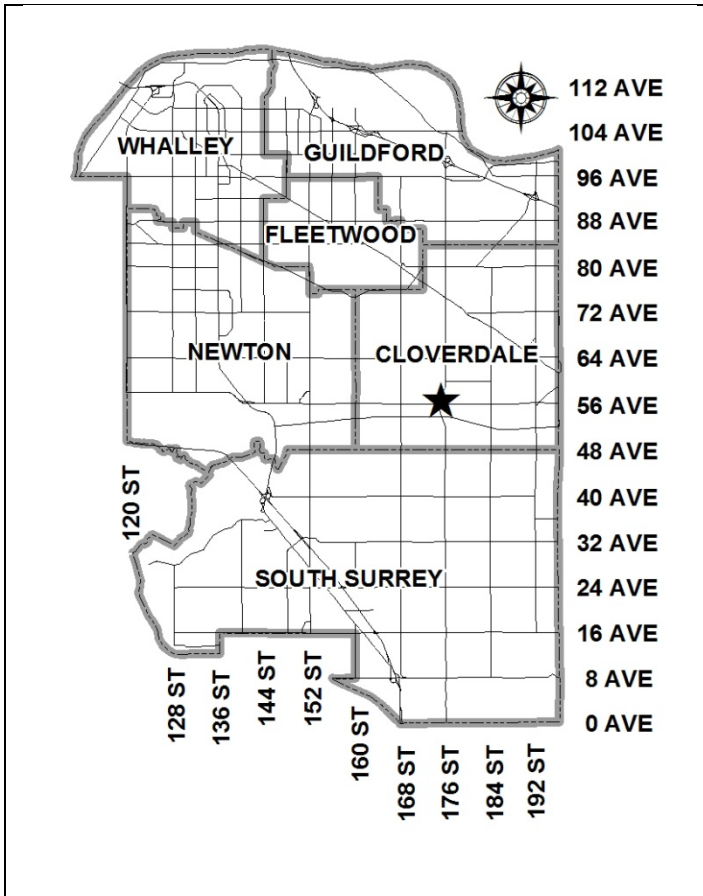


City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7912-0171-00

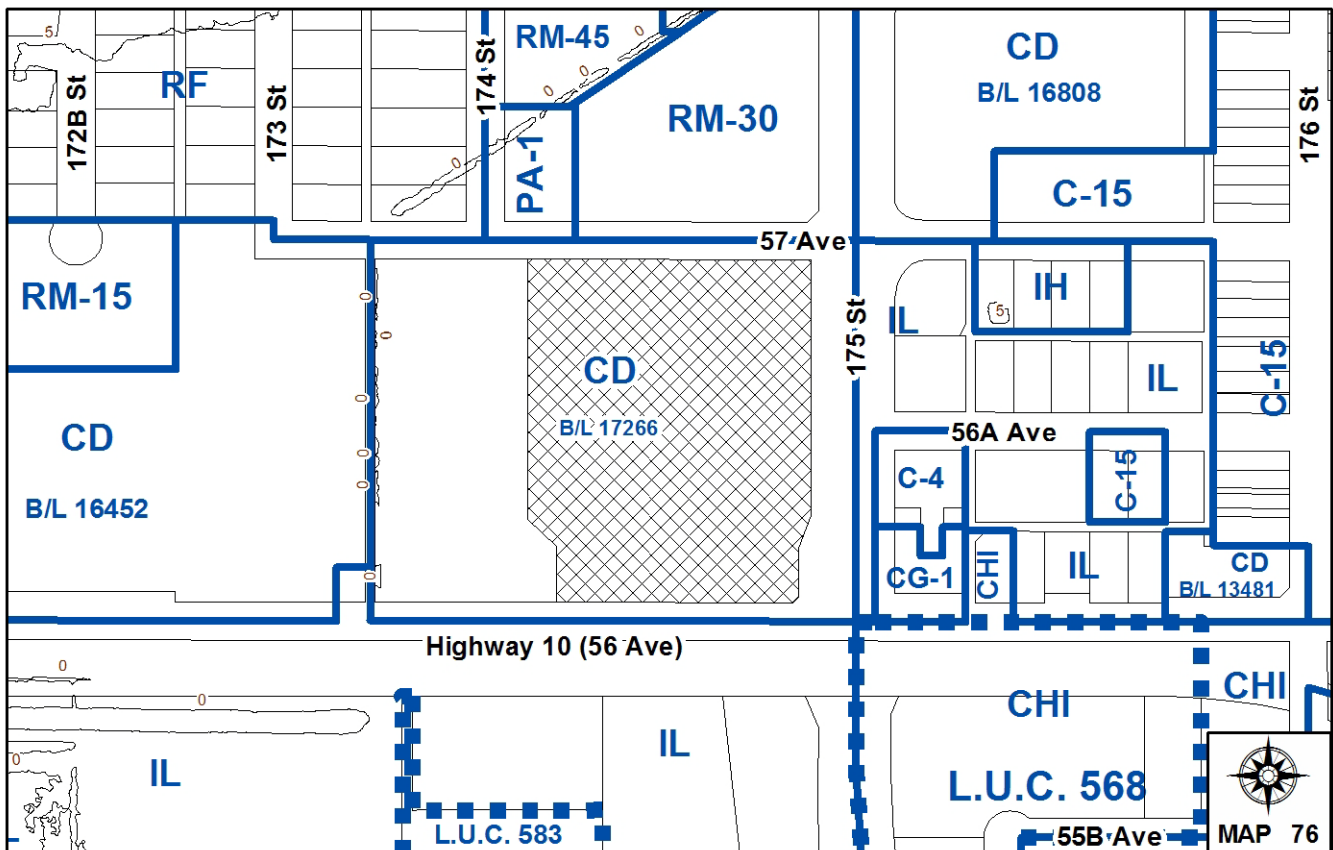
Planning Report Date: September 10, 2012



**PROPOSAL:**

- **Development Variance Permit**  
 in order to permit the addition of two fascia signs for a recently completed single tenant commercial building.

**LOCATION:** 17433 - No 10 Highway (56 Avenue)  
**OWNER:** Anthem Cloverdale Retail Ltd., Inc.  
 No. 766255  
**ZONING:** CD (By-law No. 17266)  
**OCP DESIGNATION:** Commercial  
**TCP DESIGNATION:** Retail/Service Commercial



### RECOMMENDATION SUMMARY

- That the Development Variance Permit be denied.

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant is requesting an increase to the number of fascia signs on the existing building beyond what is permitted under the Surrey Sign By-law and beyond what is permitted by Development Variance Permit No. 7905-0004-00.

### RATIONALE OF RECOMMENDATION

- A Development Variance Permit (Application No. 7905-0004-00) was issued on October 18, 2010 that increases the number of fascia signs for the subject single-tenant building from three (3) which is what is allowed under the Surrey Sign By-law to four (4).
- The existing signage on the subject building, which includes four (4) fascia signs and four (4) logo signs, is very prominent and affords significant exposure for the business to passing motorists.
- The two (2) proposed additional fascia signs will detract from the architectural integrity of the existing building.

RECOMMENDATION

The Planning & Development Department recommends that this application be denied.

If, however, Council is supportive of the application, Council may approve Development Variance Permit No. 7912-0171-00 varying the following, to proceed to Public Notification:

- (a) to vary the Sign By-law by increasing the number of fascia signs on Building F from four (4) (permitted by DVP No. 7905-004-00) to six (6).

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Single tenant commercial building within a recently completed shopping centre.

Adjacent Area:

Direction	Existing Use	TCP Designation	Existing Zone
North (Across 57 Avenue):	Townhouses and Rugby Clubhouse.	Townhouses and Institutional	RM-30 and PA-1
East (Across 175 Street/ Highway No. 15):	Gas station, convenience store, equipment rental and autobody shop.	Highway Commercial and Medium Density Residential	CG-1, C-4 and IL
South (Across No. 10 Highway):	Mixed industrial uses.	Industrial	IL
West:	Vacant.	Industrial Business Park	CD (By-law No. 17266)

DEVELOPMENT CONSIDERATIONSBackground

- The subject property located at 17433 No. 10 Highway (56 Avenue) in Cloverdale Town Centre is designated "Commercial" in the Official Community Plan (OCP) and "Retail/Service Commercial" in the Cloverdale Town Centre Plan. The property is currently zoned "Comprehensive Development (CD)" (By-law No. 17266) and is presently occupied by a commercial retail development approved under Development Permit No. 7905-0004-00 that consists of two (2) single-tenant retail buildings and three (3) multi-tenant retail buildings grouped around a central parking area. The subject property abuts No. 10 Highway (56 Avenue) to the south and 175 Street (Highway No. 15) to the east.

- The single-tenant retail building located on the east side of the subject site directly adjacent to 175 Street, the subject of this application, is currently occupied by a CIBC bank branch and has a total floor area of 600 square metres (6,452 square feet).
- The subject CIBC building currently contains four (4) fascia signs which were permitted under Development Variance Permit No. 7905-0004-00 that allowed for the number of fascia signs to be increased from (3) to four (4).
- In addition to the four (4) fascia signs, the building also contains four (4) logo signs, one located on each façade. Therefore, the subject building currently has two (2) signs for each façade equaling a total of eight (8) signs.

### Current Proposal

- The applicant has submitted a Development Variance Permit (DVP) application, requesting a further variance to the Surrey Sign By-law to permit the addition of two (2) fascia signs for the drive-through canopy, which is located on the north side of the building.
- The proposed fascia signs will be located at the east and west ends of the drive-through canopy structure and will be visible from 175 Street (east) and from the parking lot to the west.
- The proposed signs are intended to provide additional exposure for advertising purposes and for clearer identification of the drive-through component on the north side of the building. The tenant is proposing to install the signs on the blank red aluminum panels which form part of the overall canopy design.
- The proposed canopy signage would consist of yellow acrylic lettering mounted on the existing red aluminum panel façade. The lettering will be illuminated by a LED lighting system behind the letter faces. The proposed lettering would have a width of 0.5 centimetres (0.19 inches) and a total height of 29.2 centimetres (11.5 inches). The signage style and size would be consistent with the existing text on the fascia signage on each side of the building.

### BY-LAW VARIANCE AND JUSTIFICATION

#### (a) Requested Variance:

- To vary the Surrey Sign By-law, 1999 in order to permit two (2) additional fascia signs resulting in a total of six (6) fascia signs on the subject building.

#### Applicant's Reasons:

- This tenant requires certain sign branding to identify their business and to establish the location of the drive-through banking component of the existing bank.

#### Staff Comments:

- A Development Variance Permit (No. 7905-0004-00) was issued on October 18, 2010 that already increased the total number of fascia signs on the subject building from three (3) to four (4).

- The subject building also includes four (4) logo signs. The proposed variance, if allowed, will result in a total of 10 signs on the single-tenant retail building.
- Staff have expressed concerns that allowing tenants to install additional signs will establish an undesirable precedent and encourage the proliferation of similar signs on the subject property and beyond.
- The existing signage provides the current tenant with suitable advertising exposure by targeting passing motorists and is visible from all vantage points surrounding the building.
- Staff recommend the proposed Development Variance Permit be denied.

#### 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. 7912-0171-00
Appendix III.	Approved Development Permit Drawings

*original signed by Judith Robertson*

Jean Lamontagne  
General Manager  
Planning and Development

TJH/kms

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. 9/6/12 3:26 PM

Information for City Clerk

Legal Description and Owners of all lots that form part of the application:

1. (a) Agent:      Name:                Jordan Desrochers  
   Priority Permits Ltd  
   Address:             Unit 104 713 Columbia St  
   New Westminster BC V3M 1A5  
   Tel:                     778-397-1394
  
2.            Properties involved in the Application
  - (a)        Civic Address:             17433 Highway No. 10 (56 Avenue)
  
  - (b)        Civic Address:             17433 Highway No. 10 (56 Avenue)  
                 Owner:                     Anthem Cloverdale Retail Ltd., Inc. No. 766255  
                 PID:                                028-556-798  
                 Lot 1 Section 7 Township 8 New Westminster District Plan BCP47842
  
3.            Summary of Actions for City Clerk's Office

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7912-0171-00

Issued To: Anthem Cloverdale Retail Ltd  
("the Owner")

Address of Owner: 300-550 BURRARD ST  
VANCOUVER BC V2C 2B5

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: 028-556-798  
Lot 1 Section 7 Township 8 New Westminster District Plan 47842

17433 No 10 (56 Ave) Hwy

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:

(a) Part 5, Section 27(2)(a) the number of fascia signs for Building F is increased from 4 to 6.

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. This development variance permit does not apply to additions to, or replacement of, any of the existing buildings or signage shown on attached 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 .

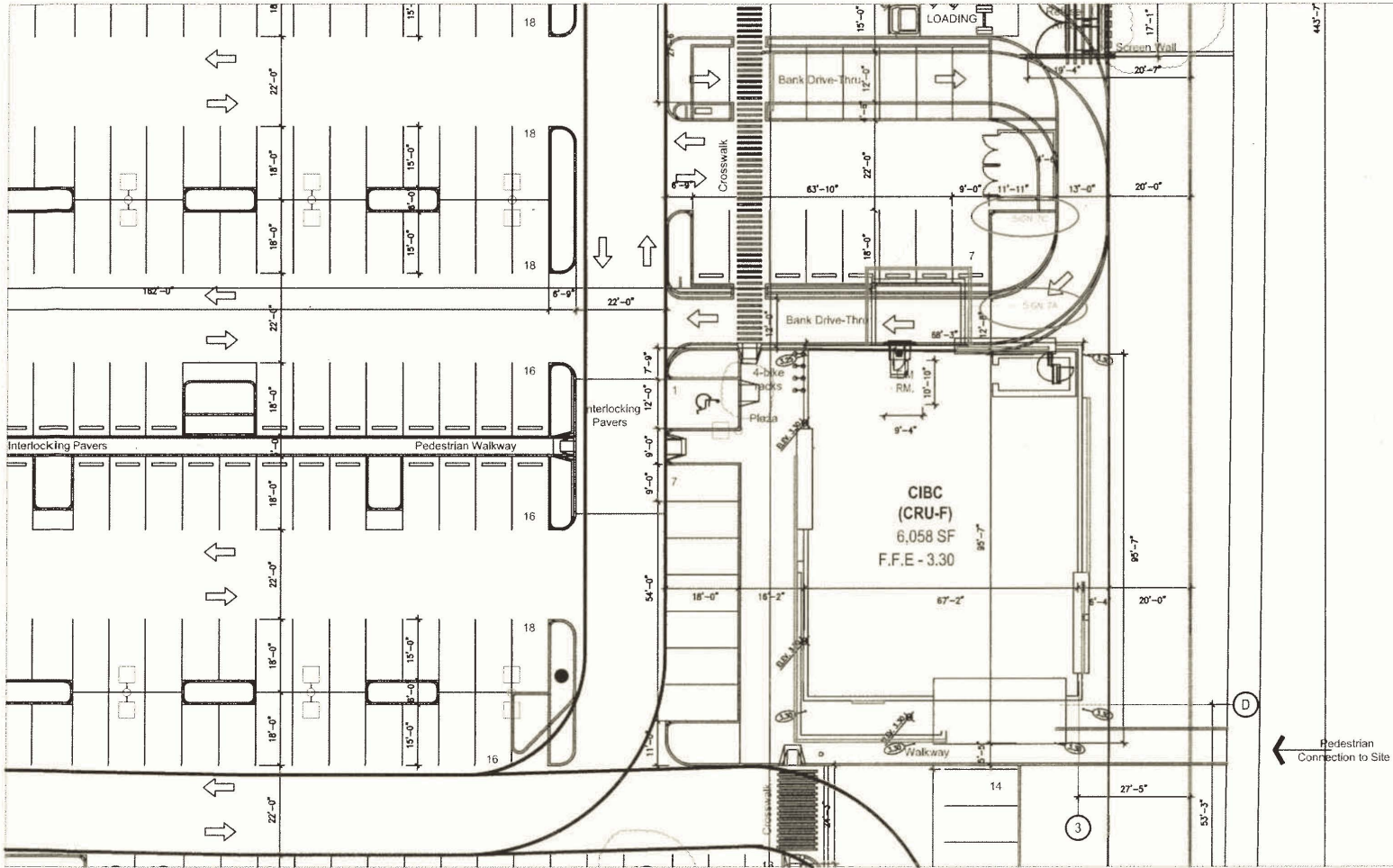
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Mayor – Dianne L. Watts

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City Clerk – Jane Sullivan





# Cloverdale By-Pass (175th Str)

www.prioritypermits.com  
**PRIORITY PERMITS**  
 Your Sign Permit Solution

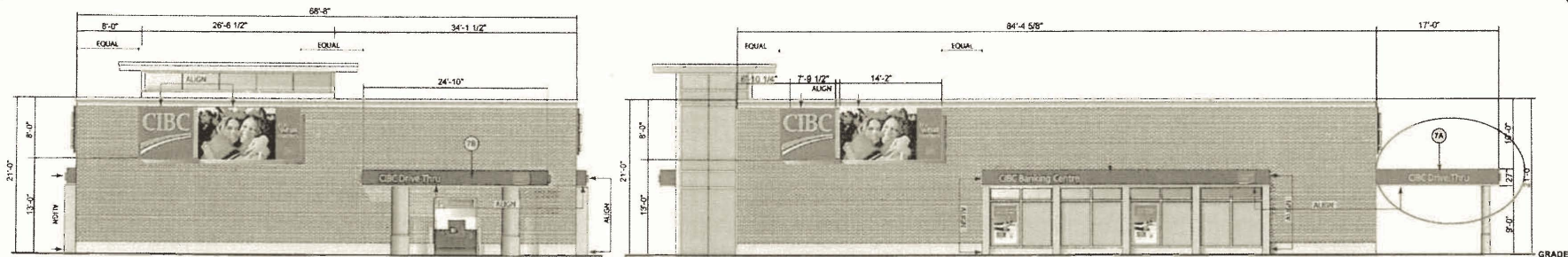
#104 - 713 Columbia St.  
 New Westminster BC  
 T: 778-397-1394  
 F: 1-888-738-3846  
 E: prioritypermits2@shaw.ca

**Client:** Day/Max  
**Address:** #140 - 17461 No. 10 Hwy.  
 Surrey, BC

**Project:** CIBC  
**Date:** 2012/06/06

**Drawing By:** SC  
**Scale:** 1/32" = 1'

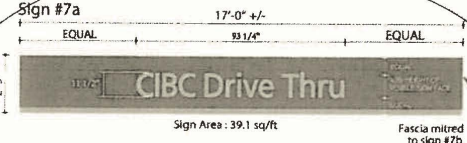
7912-0171-00



**NORTH ELEVATION**  
Scale: NTS

**EAST ELEVATION**  
Scale: NTS

**Sign #7a**



**Sign #7b**



**Sign #7c**



Sign #5, 6 & 7: Silvatrim Illuminated Acrylic Channel letters on a 2" Aluminium Box Return

- "Silvatrim" Trim caps or approved equivalent.
- 3/16" acrylic letters faces.
- 4" Deep aluminium returns
- Graphics: First Surface

"CIBC Banking Centre" and "CIBC Drive Thru" in Yellow #3632-4104 by 3M  
 "Instant teller" & Keyline in Yellow #3632-4104 by 3M  
 Background in Claret #3632-2336 over #3632-4104 by 3M

- Sign to be mounted on 1/8" aluminium plaque with 2" box return painted all 6 sides to match CIBC colors and mounted to the building
- Bottom of band signs to align with brick coursing leaving 3/4" to 1" space above concrete ns.
- Sign to be mounted on building and/or building canopy.
- Sign to be install with SLOAN LED lights Value Line

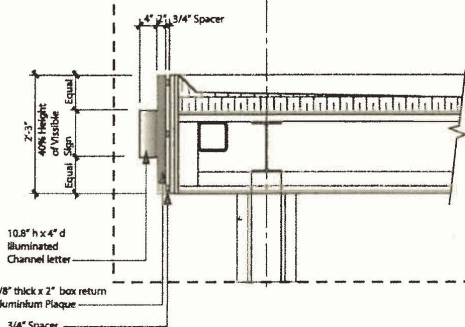
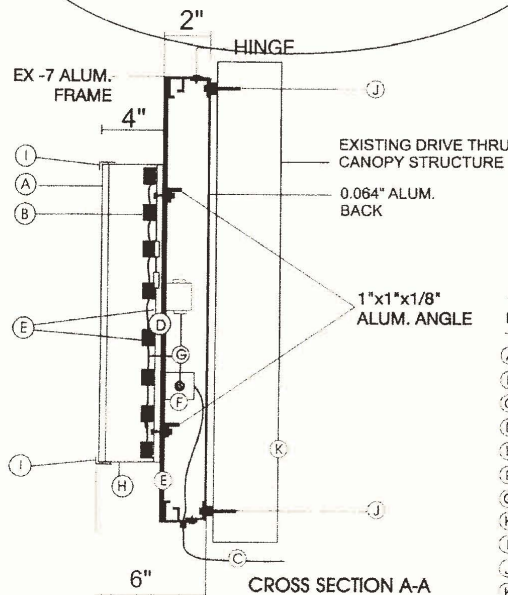
Note: All dimensions to be confirmed on site.

**SECTION DETAIL END VIEW : Not to Scale**  
LED ILLUMINATED LETTERS

- (A) 3/16" ACRYLIC FACES with Vynils Applied
- (B) LED MODULES by SLOANLEDs VALE LINE
- (C) Electrical Lead to 120V
- (D) .064 Aluminum BACK
- (E) 1/8" ALUMINUM FACE PAINTED TO MATCH Claret #3632-2336
- (F) 120V REMOTE TRANSFORMER
- (G) 12 VOLTS DC (250 VA) SECONDARY
- (H) .040 Aluminum RETURNS - CLEAR ANODIZED
- (I) 1" VINYL F-TRIM FACE RETAINER CLEAR ANODIZED
- (J) # 14 WOOD SCREW
- (K) EXISTING DRIVE THRU CANOPY STRUCTURE

**DRIVE THRU LETTERS (ONE SET)**

SLOANLEDs VALUE LINE  
 WHITE LONG MODULE, 2 LEDS/FT  
 APPROX. 48 WHITE LEDS MODULE  
 APPROX. 24 LINEAL FEET  
 1- MODULAR 60 POWER SUPPLY = 1.00 AMPS  
 TOTAL 120V 15 AMPS CIRCUIT

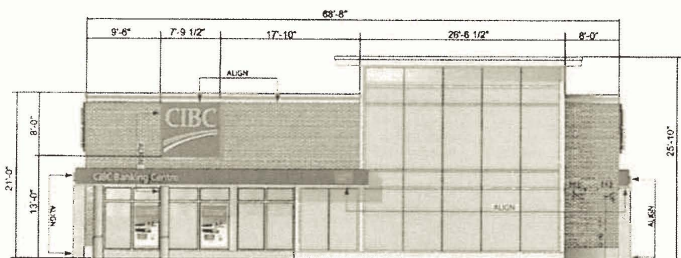


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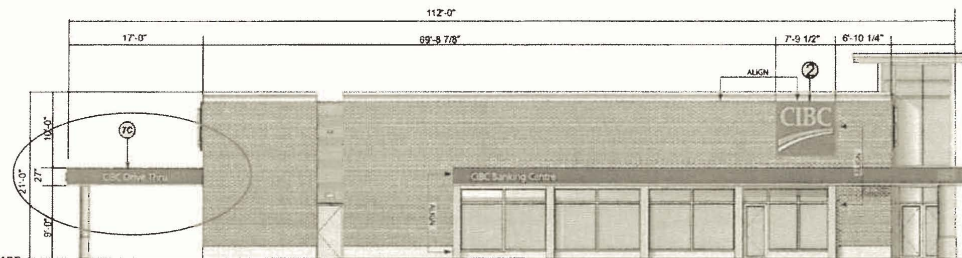
**daynite**  
SIGN EXCELLENCE

DAY NITE SIGNS CANADA INC. 41 DELTA PARK BLVD. BRAMPTON, ON. L6T 5E7  
 PH: (905) 595-4200 FAX: (905) 595-4201 WEB SITE: www.daynitesigns.com

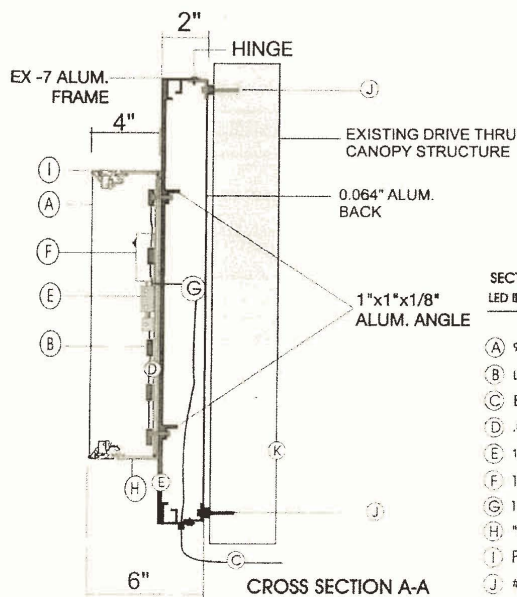
CUSTOMER: CIBC	DRAWN BY: M. Maung	DATE: 06 MAY 12	PAGE (3)
LOCATION: CIBC HWY#10 & 15 SURREY, BC.	SCALE: Noted	SIZE: B 11"x17"	DWG. # 12CIBVS00239C
FILE DESCRIPTION: SIGNAGE PACKAGE	APPROVED:	DATE:	



SOUTH ELEVATION  
Scale: NTS.



WEST ELEVATION  
Scale: NTS.



- Sign #5b, 5c, 6b & #7b Frameless Flexible Vinyl Illuminated box sign  
 - "SignPro" Single Face Filler BSH 7002.1 (Clear Anodized with SRT Frameless Frame #SR2011 (Clear Anodized) (4" box sign).  
 - Panagraphic III by 3M- one piece of materials for large signs  
 - Graphics: First Surface  
 "Instant teller" & Keyline in Yellow #3632-4104 by 3M  
 Background in Claret #3632-2336 over #3632-4104 by 3M  
 - Sign to be mounted on 1/8" aluminium plaque with 5" box return painted all 6 sides to match CIBC colors and mounted to the building.  
 - Used automotive based AKZO prime and paint system. All paints to be as per PMS specifications.  
 - Sign to be mounted on building and/or building canopy.  
 - Sign to be install with SLOAND LED lights Value Line

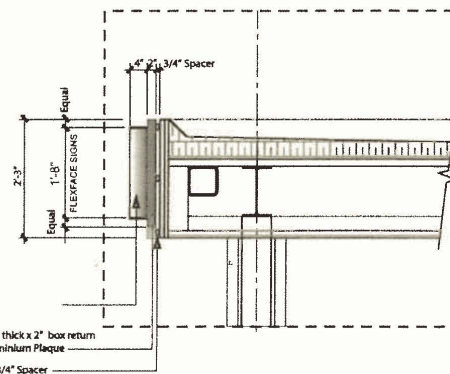
Note: All dimensions to be confirmed on site.

SECTION DETAIL END VIEW : Not to Scale  
 LED ILLUMINATED LETTERS

- (A) 945 PANAFLEX VINYL FLEX-FACE with VINYL APPLIED
- (B) LED MODULES by SLOANLEDs VALUE LINE
- (C) Electrical Lead to 120V
- (D) .064 Aluminum BACK
- (E) 1/8" ALUMINUM FACE PAINTED TO MATCH Claret #3632-2336
- (F) 120V REMOTE TRANSFORMER
- (G) 12 VOLTS DC 260 VA SECONDARY
- (H) "SignPro" Single Face Filler #351 (Clear Anodized)
- (I) Frameless Frame #SR2011 (Clear Anodized).
- (J) # 14 WOOD SCREW
- (K) EXISTING DRIVE THRU CANOPY STRUCTURE

INSTANT TELLER (ONE SIGNS)

SLOANLEDs VALUE LINE  
 WHITE LONG MODULE, 2 LEDS/FT  
 APPROX. 12 WHITE LEDs MODULE  
 APPROX. 6 LINEAL FEET  
 1- MODULAR 60 POWER SUPPLY = 1.00 AMPS  
 TOTAL 120V 15 AMPS CIRCUIT

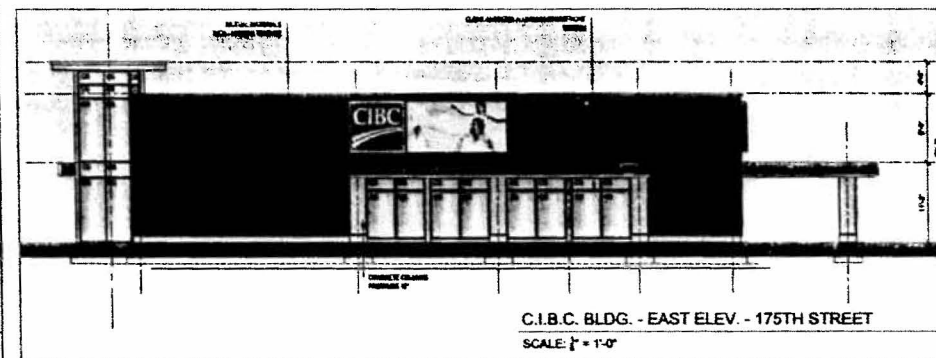
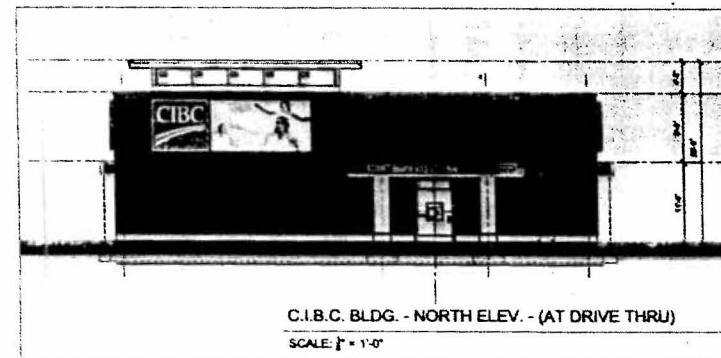
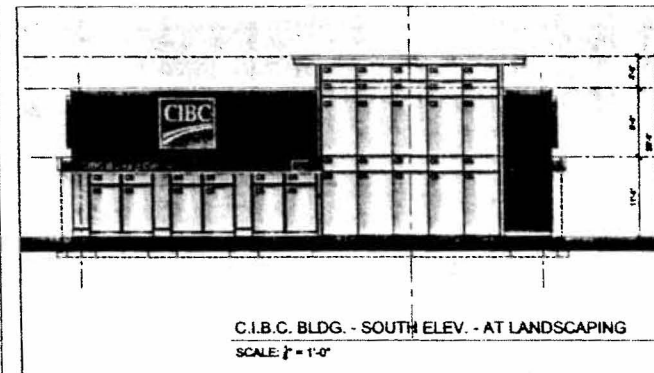
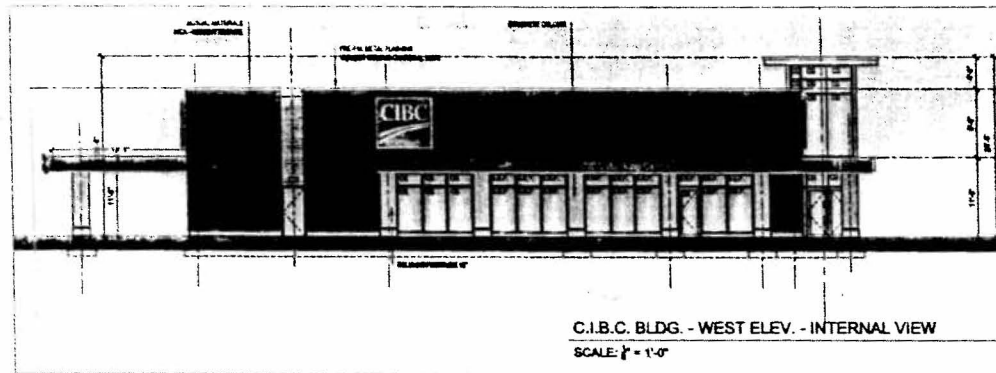
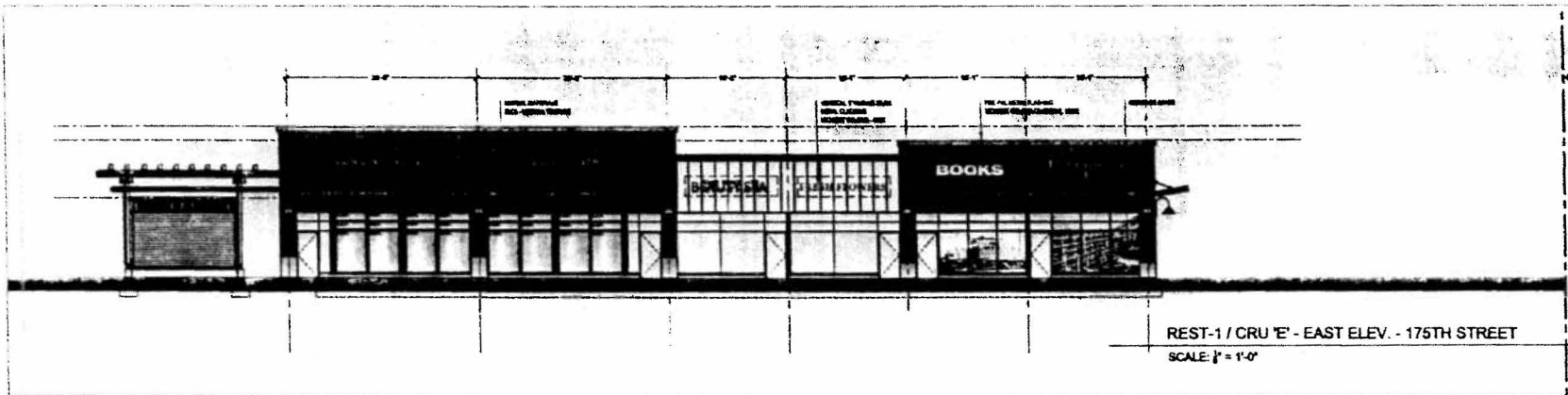


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**daynite**  
SIGN EXCELLENCE

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CUSTOMER : CIBC	DRAWN BY : M. Mauring	DATE : 06 MAY 12	PAGE (4)
LOCATION : CIBC HWY#10 & 15 SURREY, BC.	SCALE : Noted	SIZE : B 11"x17"	DWG. # 12CIBVS00239C
FILE DESCRIPTION : SIGNAGE PACKAGE		APPROVED :	DATE :



Note:  
All Facade Signs Are Lit On



**BUILDING  
ELEVATIONS**  
CRU 'E' + C.I.B.C.

**Cloverdale Centre**  
17395 and 17435 - 56 Ave.  
Surrey, BC

**Issued**  
For Development Permit  
September 27, 2010

**DP-11**  
Project 7270  
Scale n/a

**Kasia**

7905-0004-00(G)