

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7913-0098-00

Planning Report Date: July 8, 2013

**PROPOSAL:**

- **Development Variance Permit**

to increase the number of fascia signs on the exterior of an industrial building under construction.

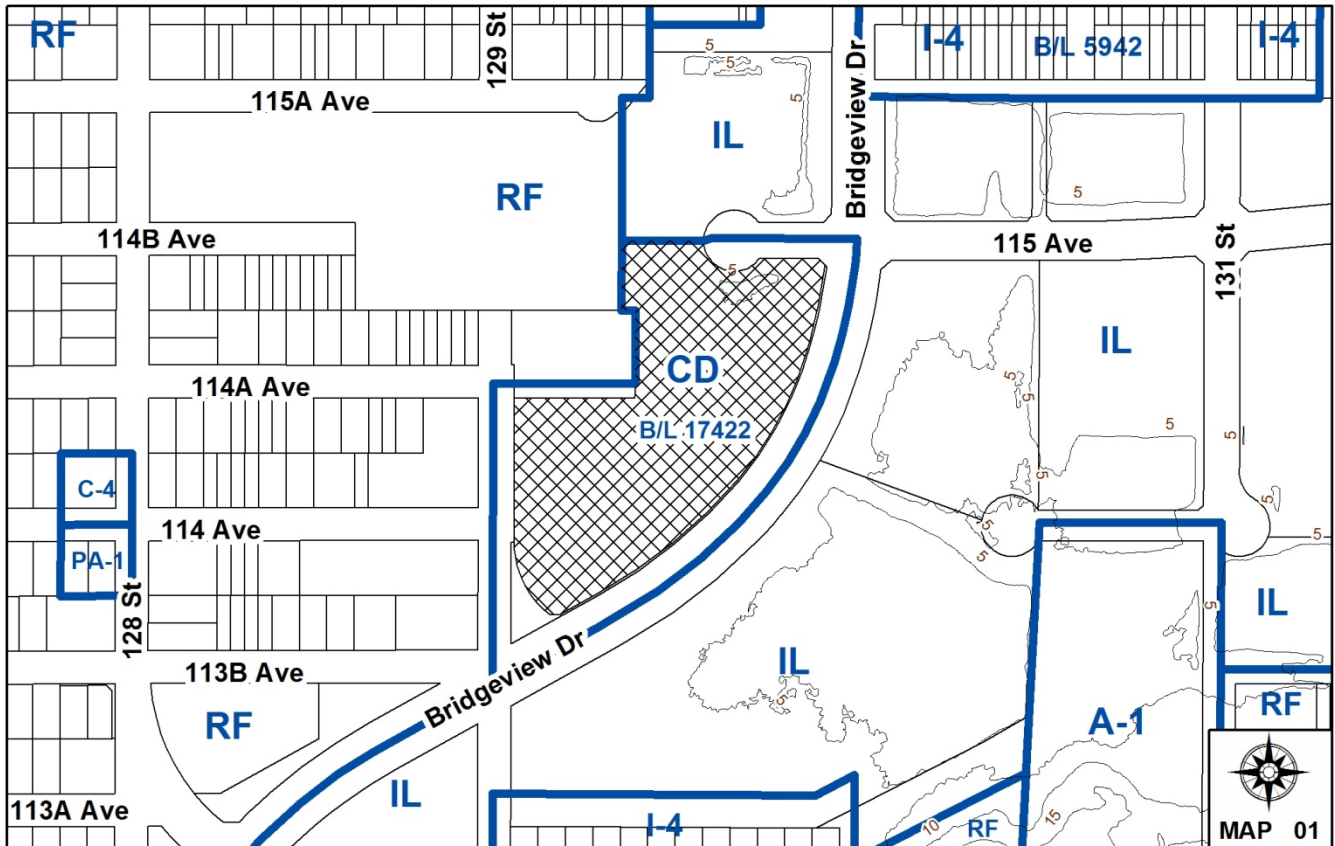
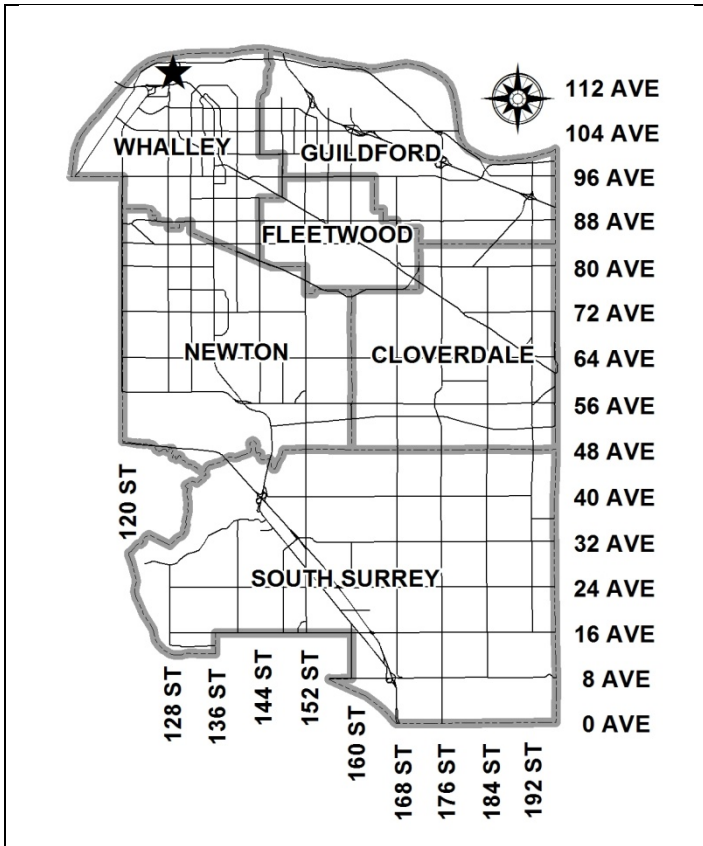
**LOCATION:** 11411 - Bridgeview Drive

**OWNER:** City of Surrey

**ZONING:** CD By-law No. 17422

**OCP DESIGNATION:** Industrial

**LAP DESIGNATION:** Industrial



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking a variance to the Sign By-law to increase the number of fascia signs.

### RATIONALE OF RECOMMENDATION

- Complements the architectural expression of the building.
- Proposed fascia signage will not impact the residential neighbourhood to the west.
- The applicant is anxious to obtain their sign permits and have elected to proceed with the proposed DVP, rather than await the amendments to the Sign By-law, which are expected to be finalized by the end of July.

RECOMMENDATION

The Planning & Development Department recommends that Council approve Development Variance Permit No. 7913-0098-00 (Appendix II) varying the following, to proceed to Public Notification:

- (a) to vary the Sign By-law to increase the maximum number of fascia signs from three (3) to six (6).

REFERRALS:

Engineering: No concerns with the requested variance.

SITE CHARACTERISTICS

Existing Land Use: Central City Brewery (under construction on the southern portion)

Adjacent Area:

<b>Direction</b>	<b>Existing Use</b>	<b>OCP Designation</b>	<b>Existing Zone</b>
North (Across 115 Avenue):	Vacant	Industrial	IL
North-West:	Bridgeview Pump Station	Urban	RF
West (Across unopened 129 Street):	Vacant lands	Urban	RF
East and South (Across Bridgeview Drive):	Vacant	Industrial	IL

DEVELOPMENT CONSIDERATIONSBackground

- On April 23, 2012, Council approved the rezoning and issued Development Permit No. 7911-0022-00 and Development Variance Permit No. 7911-0022-00 to permit the construction of a 5,881-square metre (63,305 sq. ft.) brewery and ancillary retail store for Central City Brewing.
- In the original design proposal for the brewery, the applicant also received a variance to the Sign By-law to increase the number of fascia signs from 3 to 5 under Development Variance Permit No. 7911-0022-00. Two fascia signs depict the name of the brewery and three white lit channel letter fascia signs depict the product line (Red Racer Beer).

- The sign plan submitted with the sign permit application was not in compliance with the previous Development Variance Permit. One of the “Red Racer Beer” fascia signs was removed and the colour of the channel letters was changed from white to red. With the removal of one of the product signs, an additional sign was included on the corner building element located at the south-east corner of the building to identify the Central City business name and logo.
- A Sign Permit was issued for these five fascia signs as the modifications were in keeping with the overall character of the building.
- The additional sixth fascia sign identifying the product line “Red Racer” on the west elevation above the entry doors was deferred pending approval of a Development Variance Permit application.
- Corporate Report No. R117 was forwarded to Council on June 17, 2013 proposing amendments to the current Sign By-law No. 13656. The associated amendment by-law is scheduled to be considered for introduction on July 8, 2013.
- In order to expedite the current proposal, at the request of the applicant, the subject development application is being forwarded for Council’s consideration, prior to the approval of the latest proposed amendments to the Sign By-law.

#### Current Proposal

- The subject building is currently under construction, with the exterior of the building substantially completed.
- The tenant, Central City Brewing, has reviewed the building fascia signage and requested a revision to the previously approved signage for the building and an additional fascia sign.
- The original signage for this building included the company name on the wood element at the north-east corner of the building facing Bridgeview Drive, and three channel letter signs identifying “Red Racer Beer”.
- The proposed "Red Racer" fascia signage is shaped using red LED channel letters and the font is identified with the brand logo. It is in keeping with the previously approved signage on the east side of the building.

#### BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to increase the maximum number of fascia signs from 3 to 6.

Applicant's Reasons:

- The Red Racer brand is the flagship ale of the Central City Brewery. It is important to advertise this to the guests and customers as they enter the parking lot. The current Development Permit does not permit a sign to be placed over the main entrance of the

building.

- The "Red Racer" font and appearance is of a contemporary feel and is in keeping with the aesthetic appearance of the building architecture.

Staff Comments:

- The requested additional sign is in keeping with the previously approved signage for the building, and does not detract from the overall architectural expression of the building.
- The building is 5,881 square metres (63,305 sq. ft.) in floor area. If this were a multi-tenant building with six tenants, a minimum of six fascia signs would be permitted on the building.
- The signage is directed away from the residential area to the west and will not impact the residents during the evening hours.
- Staff support the requested variance.

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 Variance Permit No. 7913-0098-00

*original signed by Judith Robertson*

Jean Lamontagne  
General Manager  
Planning and Development

LAP/da

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DRV 7/4/13 9:47 AM

Information for City Clerk

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

1. (a) Agent:     Name:           Jordan Desrochers  
                        c/o Priority Permits Ltd.
- Address:       Unit 104, 713 - Columbia Street  
                                  New Westminster, BC V3M 1A5
- Tel:            (778) 397-1394

2.     Properties involved in the Application

- (a)     Civic Address:        11411 - Bridgeview Drive

- (b)     Civic Address:        11411 Bridgeview Drive  
          Owner:                City Of Surrey  
          PID:                 027-086-267  
          Legal:                Lot B Section 9 Block 5 North Range 2 West New Westminster  
                                  District Plan BCP29957, Except Plan BCP50846

3.     Summary of Actions for City Clerk's Office

- (a)     Proceed with Public Notification for Development Variance Permit No. 7913-0098-00 and bring the Development Variance Permit forward for issuance and execution by the Mayor and City Clerk.
- (b)     Remove Notice of Development Variance Permit No. 7911-0022-00 from title.

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7913-0098-00

Issued To: CITY OF SURREY

("the Owner")

Address of Owner: 14245 - 56 Avenue  
Surrey, BC V3X 3A2

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: 027-086-267

Lot B Section 9 Block 5 North Range 2 West New Westminster District Plan BCP29957,  
Except Plan BCP50846

11411 - Bridgeview Drive

(the "Land")

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

- The number of fascia signs is increased from 3 to 6.

4. This development variance permit applies to only the 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 shown on attached Schedule A, which is attached hereto and forms part of this development variance permit.

5. 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.

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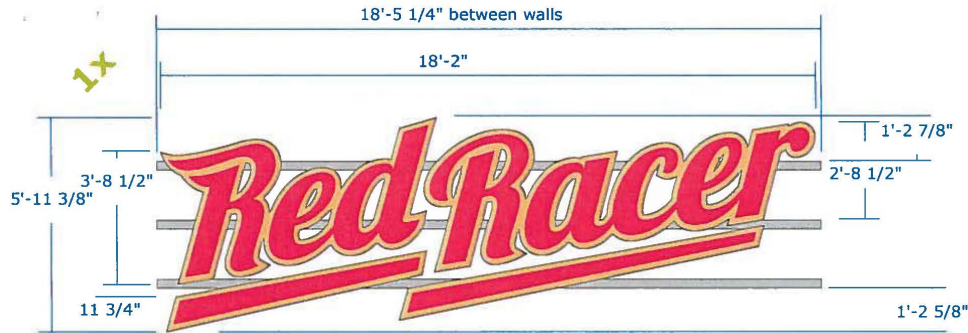
Mayor – Dianne L. Watts

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City Clerk – Jane Sullivan



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Scale: 1/4" = 1'-0"

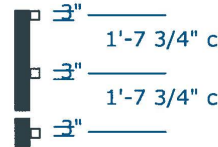
Manufacture and Install... Exterior

**One (1) Set of LED Channel Shapes**

Overall Size: 5'-11 3/8" x 18'-2"

**Construction: Channel Letters**

- Power:** Remote
- Method of attachment:** TBD by PSG Tech. Department
- Substrate:** White Plex faces w/first surface Red & Gold Vinyl
- Trim:** Black
- Returns:** 5" Black
- Illumination:** White LED
- Supports:** Method of Attachment & Material by TSG Tech. Department.
  - Paint Metallic Silver
  - \*Shown with three (3) Horizontal supports/wireways between columns

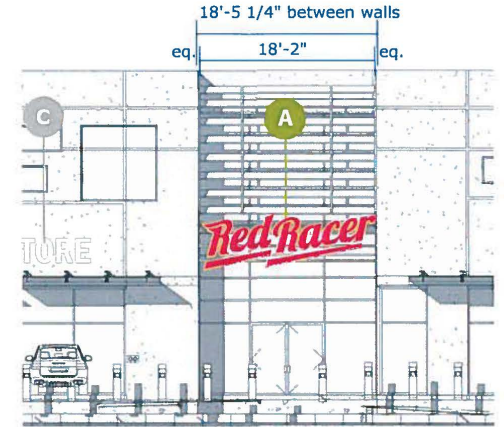


**Graphics**

"Red Racer": Red w/Gold outline  
 Underscores: Red w/Gold outline

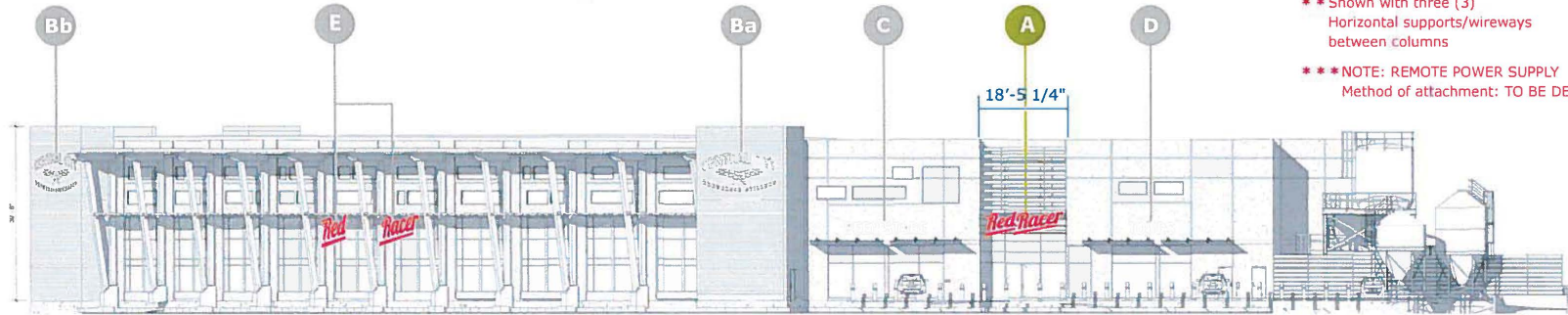
**Color Data**

- **Red:** 3M-3630-33 Red Vinyl
- **Gold:** 3M-3630-141 Gold Nugget Vinyl
- **Black:** Paint
- **Silver:** Paint to match Pantone Silver C (Metallic )



N.T.S.

- \* Note: Bottom of sign to be above horiz. mullion as shown, top of sign to line up with horizontal decor as shown. Exact placement subject to on site accurate survey
- \*\* Shown with three (3) Horizontal supports/wireways between columns
- \*\*\*NOTE: REMOTE POWER SUPPLY Method of attachment: TO BE DETERMINED by PSG Tech.



Scale: 1/32" = 1'-0"

**PATTISON SIGN GROUP**  
 120 - 7885 North Fraser Way  
 Burnaby BC Canada V5J 5M7  
 Tel (604) 215-5526  
 Fax (604) 215-0696  
 www.pattisonsign.com  
 A Division of Jim Pattison Industries Ltd.

DATE: April 1, 2013  
 SKETCH: V13-198-A R1 M  
 SALES: David Fladgate  
 ARTIST: Marla / PW  
 SCALE: as noted  
 VOLTAGE: **120 V required**  
 PAGE: 2 of 2

**MASTER**  
 DATE OF MASTER: Apr. 1 / 13  
 MASTER REVISION HISTORY

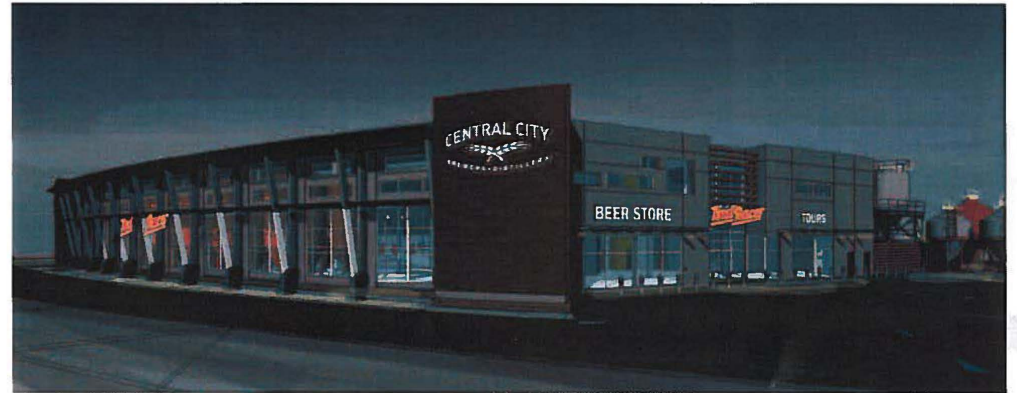
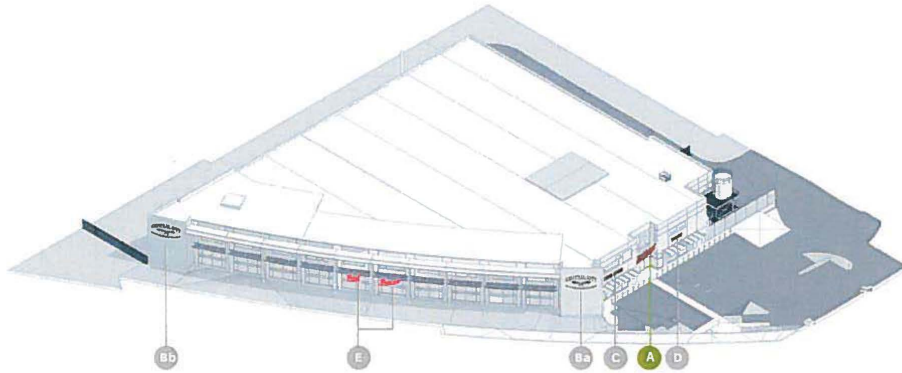
MASTER SIGN OFF	
M Artist	SALES REP

REVISION HISTORY (PRIOR TO MASTER ART):

Fluorescent, Neon and HID lamps contain Mercury. Dispose of these lamps according to Local, Provincial, State or Federal Laws.

**CENTRAL CITY**  
 BREWERS DISTILLERS  
 SURREY BC

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Night Simulation

**A Red Racer:** see page 2 of 2  
 One Set of LED Channel Shapes  
 Overall Size: 5'-11 3/8" x 18'-2"

SIGNS B,C,D & E see Central City Brewers Distillers V13-014-R10\_M



Day Simulation



120 - 7885 North Fraser Way  
 Burnaby BC Canada V5J 5M7  
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 Fax (604) 215-0696  
 www.pattisonsign.com

A Division of Jim Pattison Industries Ltd.

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 VOLTAGE: **120 V required**  
 PAGE: 1 of 2

**MASTER**  
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MASTER REVISION HISTORY

MASTER SIGN OFF

MH  
 Artist

SALES REP

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SURREY BC