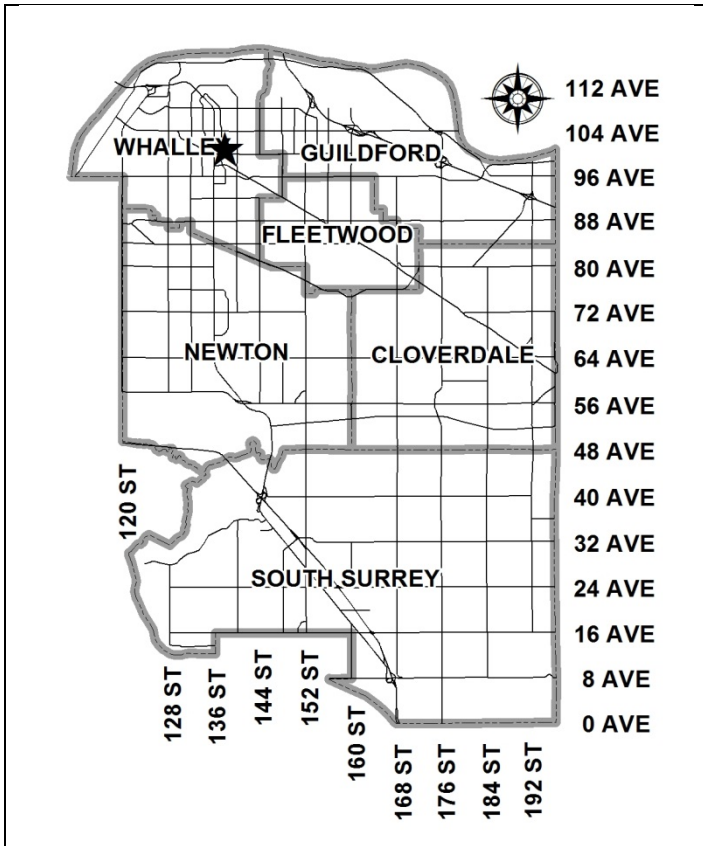


City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7913-0126-00

Planning Report Date: September 9, 2013

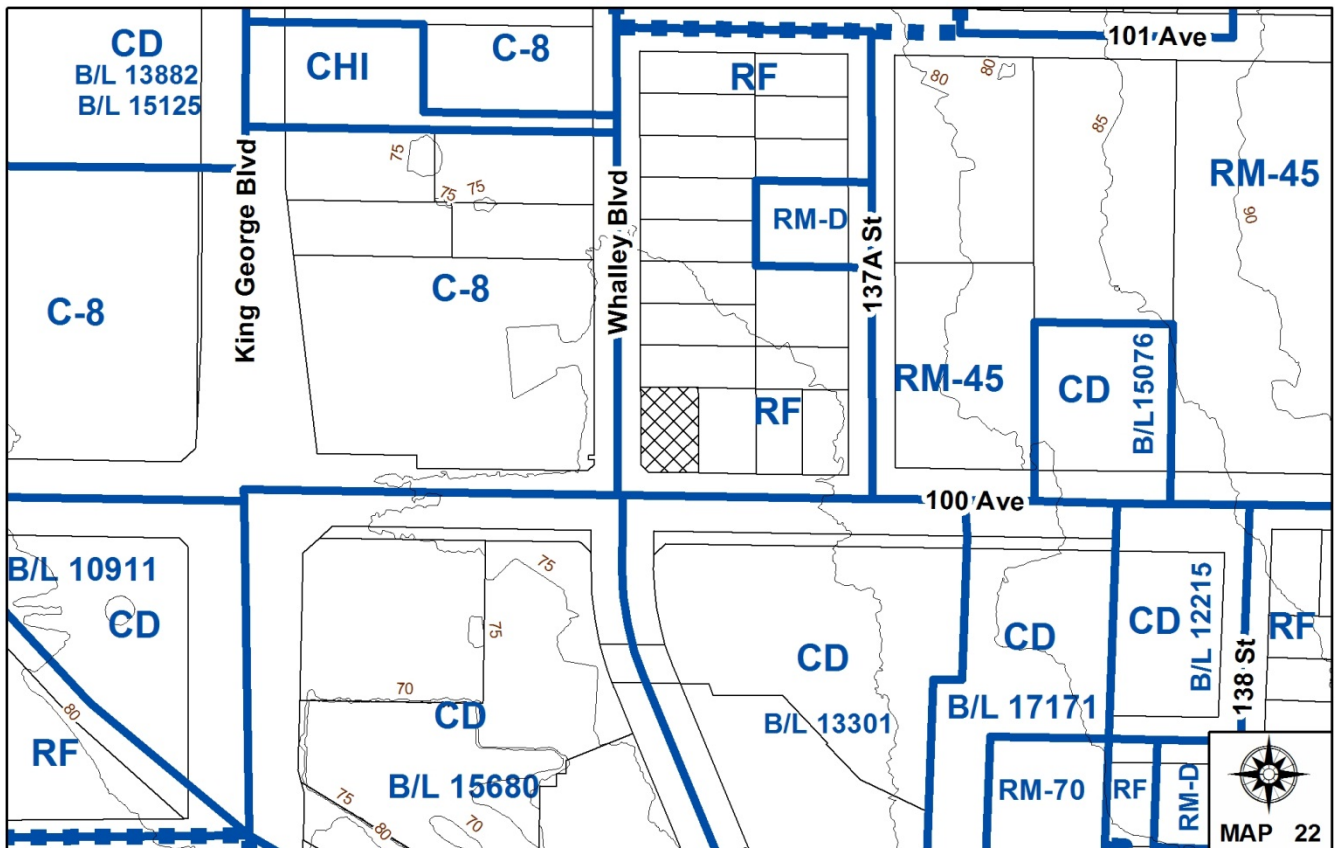


**PROPOSAL:**

- **Development Variance Permit**

to permit a temporary off-site real estate development / construction free-standing sign for The Verve apartment project in City Centre.

**LOCATION:** 13691 – 100 Avenue  
**OWNER:** Franca Ferrero  
**ZONING:** RF  
**OCP DESIGNATION:** Multiple Residential



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking an increase to the maximum sign area of a temporary off-site real estate development / construction free-standing sign.
- Seeking a reduced setback from the corner of a road intersection to the edge of a proposed temporary off-site real estate development / construction free-standing sign.

### RATIONALE OF RECOMMENDATION

- The proposed temporary off-site real estate development / construction free-standing sign is comparable in size to other existing temporary off-site real estate development / construction free-standing signs for similar projects in Surrey.
- The proposed siting of the proposed temporary off-site real estate development / construction free-standing sign is not expected to block any sightlines.

RECOMMENDATION

The Planning & Development Department recommends that Council approve Development Variance Permit No. 7913-0126-00 (Appendix II) varying the following, to proceed to Public Notification:

- (a) to vary the Sign By-law to increase the maximum sign area of the proposed temporary off-site real estate development / construction sign from 3.0 square metres (32 sq.ft.) to 16 square metres (170 sq.ft.); and
- (b) to vary the Sign By-law to allow a reduced setback from the corner of a road intersection to the edge of the proposed temporary off-site real estate development / construction free-standing sign from 4.5 metres (15 sq.ft.) to 0.0 metre (0 ft.).

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Single family dwelling with detached garage, which will remain.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	Single family dwelling.	Multiple Residential	RF
East:	Single family dwelling.	Multiple Residential	RF
South (Across 100 Avenue):	Currently vacant site, but Development Application No. 7910-0258-00 for 886 dwelling units within two high-rise buildings is approved as part of the Park Avenue development.	City Centre	CD (By-law No. 13301)
West (Across Whalley Boulevard):	One-storey commercial building.	Commercial	C-8

DEVELOPMENT CONSIDERATIONS

- The subject site is located at 13691 – 100 Avenue in City Centre. The property is zoned "Single Family Residential Zone (RF)" and is designated Multiple Residential in Official Community Plan (OCP).

- Currently, the subject site is occupied by a single family dwelling and a detached garage, which will remain.
- The applicant is proposing to install one (1) temporary off-site real estate development/ construction free-standing sign (referred to as the temporary sign in this report) at the southwest corner of the subject property. The proposed temporary sign will advertise The Verve development, which is currently under construction at 13931 Fraser Highway.
- The Verve development consists of 198 apartment units in 3-, 4- and 5-storey buildings, and was approved by Council on September 10, 2012 under Development Application No. 7911-0228-00.
- In addition to advertising the project, the temporary sign will also direct traffic to The Verve sales centre, which is located in a commercial building at 10119 Whalley Boulevard, approximately 400 metres (1/4 mile) north of the site on which the temporary sign will be located (see Appendix I for map).
- The applicant is requesting a Development Variance Permit (DVP) to allow an increase in the size of the proposed temporary off-site real estate development / construction free-standing sign (see By-law Variance section of this report).
- The total sign area of the proposed temporary sign is approximately 16 square metres (170 sq.ft.), whereas the maximum permitted sign area of a temporary off-site real estate development / construction sign is 3.0 square metres (32 sq.ft.).
- The applicant is also requesting a reduced setback from the corner of 100 Avenue and Whalley Boulevard, measured to the edge of the proposed sign.
- The proposed sign will be installed on the property line at the corner of the subject lot at the intersection of 100 Avenue and Whalley Boulevard.
- The Sign By-law requires temporary off-site real estate development / construction free-standing signs to be set back at least 4.5 metres (15 ft.) from the corner of a road intersection.
- Corporate Report No. R117 was forwarded to Council on June 17, 2013 proposing amendments to Sign By-law No. 13656. The associated amendment by-law (No. 17984) was approved by Council on July 29, 2013.
- The two (2) requested variances are required under the current Sign By-law and would have also been required under the previous Sign By-law.

#### DESIGN PROPOSAL AND REVIEW

- The proposed temporary sign is single-sided and L-shaped, and is constructed of sheets of plywood attached to wood posts installed into secure concrete footings.
- The smaller portion of the proposed L-shaped temporary sign is approximately 4.0 metres (13 ft.) high and 1.2 metres (4 ft.) wide, and faces 100 Avenue.

- The larger portion of the proposed L-shaped temporary sign is approximately 4.0 metres (13 ft.) high and 2.8 metres (9 ft.) wide, and faces Whalley Boulevard.

#### BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variances:

- To vary Part 4, Section 23(5) of the Sign By-law to increase the maximum permitted sign area of a temporary off-site real estate development / construction sign from 3.0 square metres (32 sq.ft.) to 16 square metres (170 sq.ft.); and
- To vary Part 4, Section 23(5)(j) of the Sign By-law to reduce the minimum required setback from the corner of a road intersection to the edge of a temporary off-site real estate development / construction free-standing sign from 4.5 metres (15 sq.ft.) to 0.0 metre (0 ft.).

Applicant's Reason:

- The proposed temporary sign will offer important exposure for The Verve development and provide directional information to The Verve site and the sales centre.

Staff Comments:

- The proposed temporary sign is comparable in size to other existing temporary off-site real estate development free-standing signs in the City.
- The Sign By-law allows temporary off-site real estate development / construction free-standing signs to be a maximum of 4.5 metres (15 ft.) in height. The proposed temporary off-site real estate development / construction free-standing sign is approximately 4.0 metres (13 ft.) high, 0.5 metre (1.5 ft.) below the maximum height allowed.
- The subject site is situated approximately 0.6 to 0.9 metre (2 to 3 ft.) below the grade of the existing sidewalk along Whalley Boulevard and 100 Avenue. As a result, the applicant has proposed a temporary sign that exceeds the maximum permitted sign area in order to increase its visibility.
- The proposed setback relaxation is minor, and the siting of the temporary sign is not expected to restrict sightlines for vehicle drivers, bicycle riders or pedestrians in the vicinity.
- Staff support the proposed variances.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners, Action Summary and Location Map
- Appendix II. Development Variance Permit No. 7913-0126-00

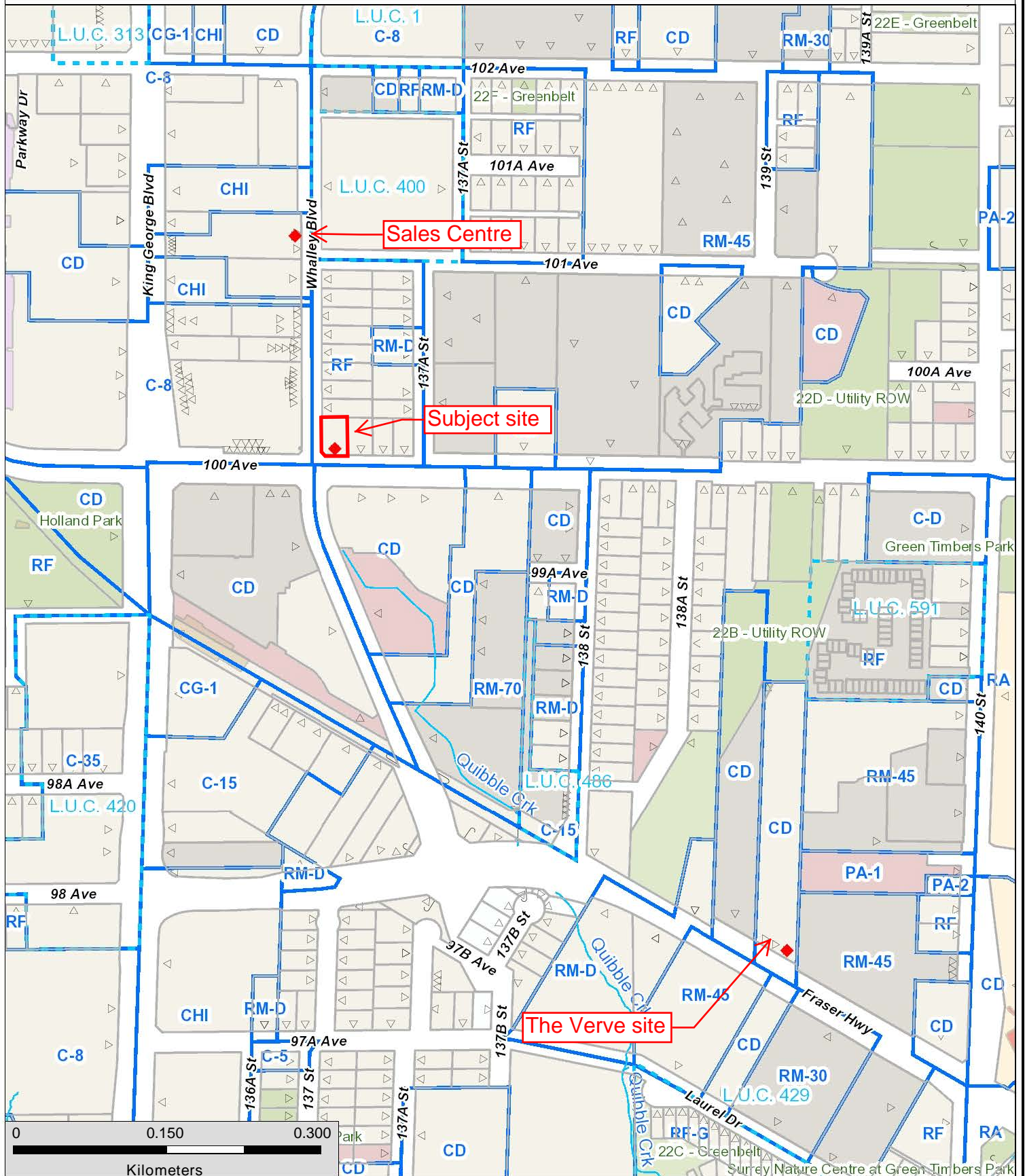
*original signed by Judith Robertson*

Jean Lamontagne  
General Manager  
Planning and Development

DN/da

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The data provided is compiled from various sources and is NOT warranted as to its accuracy or sufficiency by the City of Surrey. This information is provided for information and convenience purposes only. Lot sizes, legal descriptions and encumbrances must be confirmed at the Land Title Office. Use and distribution of this map is subject to all copyright and disclaimer notices at cosmos.surrey.ca.

Enter Map Description

Scale: 1: 5,000  
Map created on: July-25-13



CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7913-0126-00

Issued To: Franca Ferrero  
("the Owner")

Address of Owner: 10476 - 144 Street  
Surrey, BC  
V3T 4V6

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: 010-142-746  
Lot A Except: Part Dedicated Road On Plan LMP3449; Section 26 Block 5  
North Range 2 West New Westminster District Plan 15940

13691 - 100 Avenue  
(the "Land")
3. Surrey Sign By-law, 2013, No. 17984, as amended is varied as follows:
  - (a) Sub-section 23(5) of Part 4 Signs in Residential Zones is varied to allow an increase to the maximum permitted sign area of a temporary off-site real estate development / construction sign from 3.0 square metres (32 sq.ft.) to 16 square metres (170 sq.ft.); and
  - (b) Sub-section 23(5)(j) of Part 4 Signs in Residential Zones is varied to reduce the minimum required setback from the corner of a road intersection to the edge of a temporary off-site real estate development / construction sign from 4.5 metres (15 sq.ft.) to 0.0 metre (0 ft.).
4. This development variance permit applies to only the temporary off-site real estate development / construction sign 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            , 2013.  
ISSUED THIS            DAY OF            , 2013.

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Mayor – Dianne L. Watts

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City Clerk – Jane Sullivan

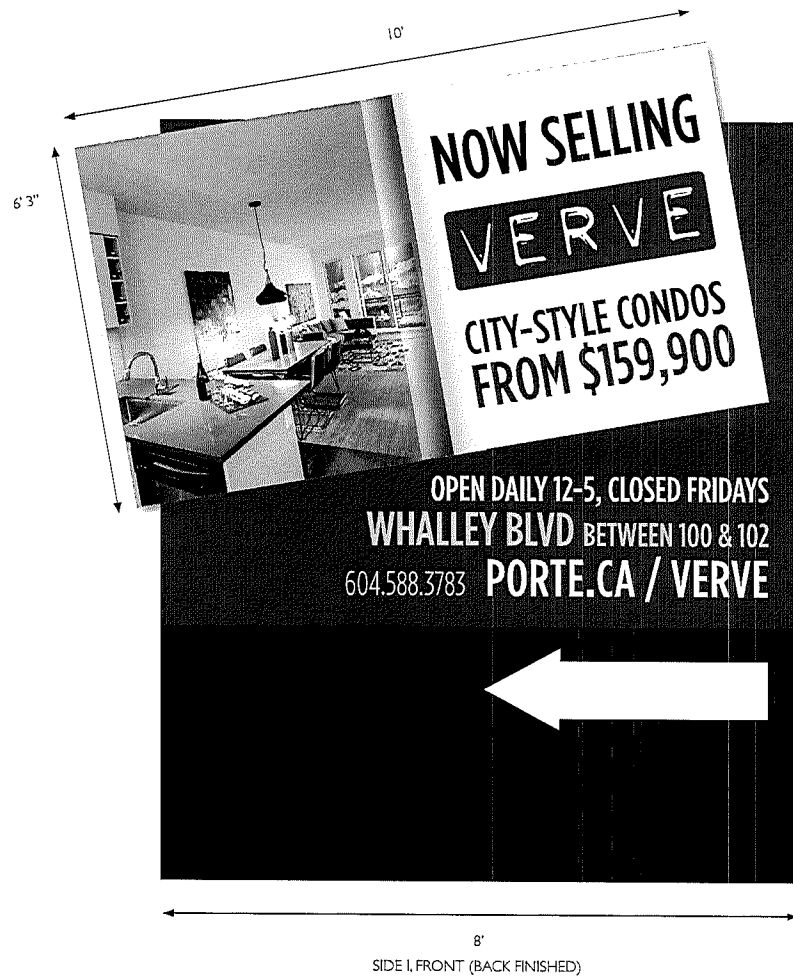


SITE



SIDE 1, BIRD'S EYEVIEW

SIDE 2, BIRD'S EYEVIEW



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