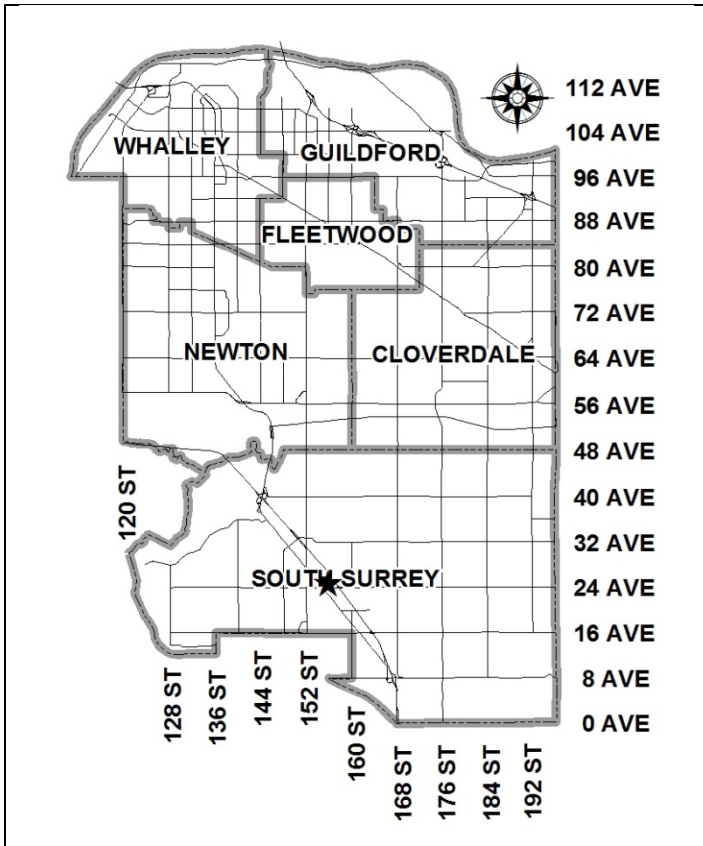


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7913-0277-00

Planning Report Date: September 8, 2014

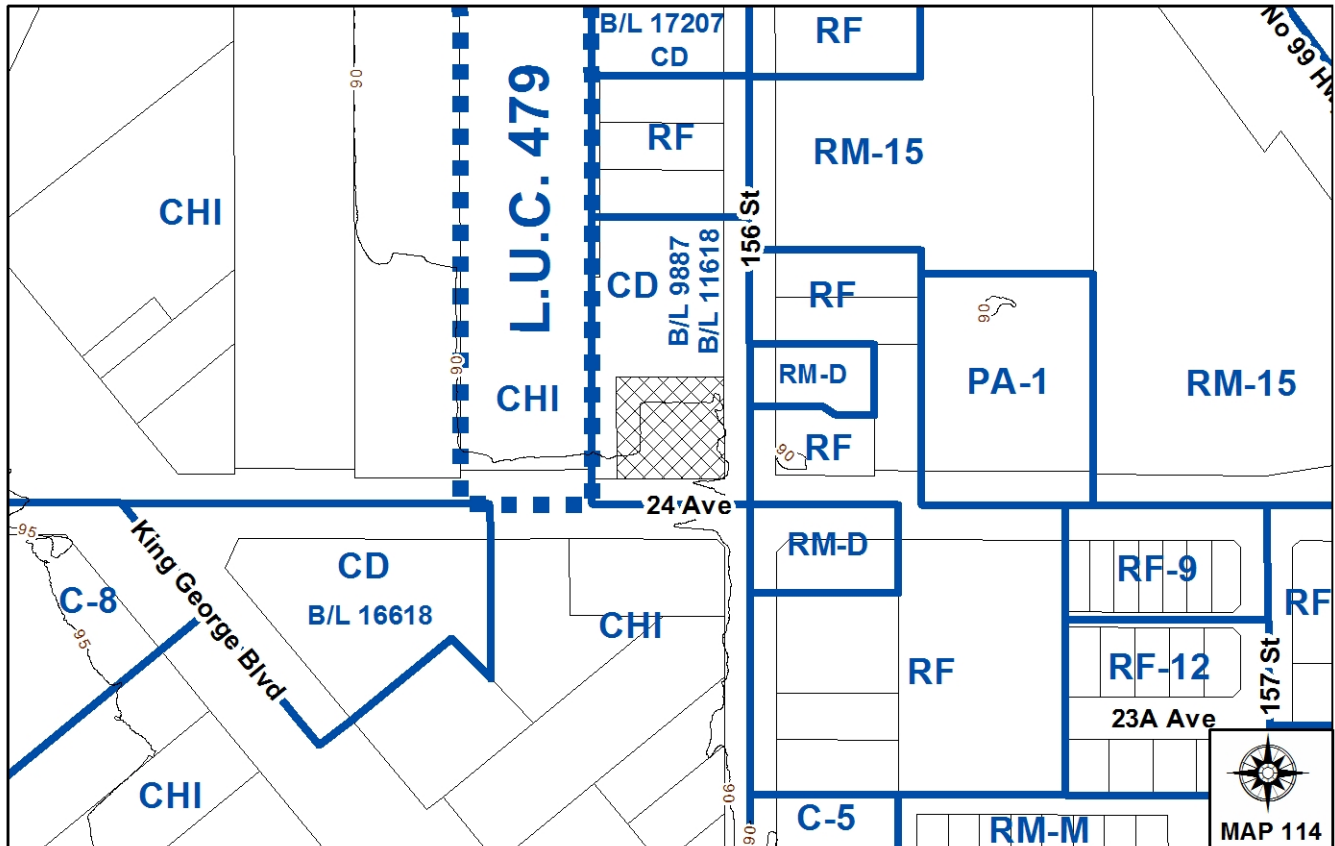


PROPOSAL:

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

in order to permit changes to the existing fascia signage on the southern and western building elevations as part of a comprehensive sign package.

LOCATION: 15595 - 24 Avenue
OWNER: Stillwater Management Inc.
ZONING: CD (By-law No. 9887 and 11618)
OCP DESIGNATION: Commercial
LAP DESIGNATION: Commercial



RECOMMENDATION SUMMARY

- Approval to vary the Sign By-law through a comprehensive sign design package.
- Approval and issuance of Development Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- A variance is required in order to permit two (2) fascia signs along the western building façade.

RATIONALE OF RECOMMENDATION

- The proposed signage will replace existing weathered signage on-site and reflects the newer corporate image for Sutton West Coast Realty.
- The proposed signage is well-situated, modest in scale as well as architecturally coordinated with the existing façade and relatively improves the overall appearance of the building.
- As part of the Development Permit, the applicant will voluntarily remove all unauthorized signage currently installed on the existing building and confine new signage to the location identified on the attached drawings (Appendix III).
- The number of signs on the existing building is being reduced from six (6) to three (3).

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve the applicant's request to vary the Sign By-law as described in Appendix II.
2. Council approve Development Permit No. 7913-0277-00, including a comprehensive sign design package, and authorize the Mayor and Clerk to execute the Permit.

NOTE: If the Development Permit as presented, is not acceptable to Council in relation to the character of the development, including landscaping and siting, form, exterior design and finish of the building and other structures, including signage, Council may refer the Development Permit back to staff with direction regarding any of these matters.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Single-tenant commercial building

Adjacent Area:

Direction	Existing Use	OCP/NCP Designation	Existing Zone
North:	Multi-tenant commercial building	Commercial/Commercial	CD (By-law No. 9887 & 11618)
East (Across 156 Street):	Single family residential & multiple residential (duplex)	Urban/Commercial	RM-D & RF
South (Across 24 Avenue):	Multi-tenant commercial building	Commercial/Commercial	CHI
West:	Self-storage buildings	Commercial/Commercial	CD (By-law No. 9887 & 11618) and L.U.C. No. 479

DEVELOPMENT CONSIDERATIONSBackground Information

- The subject property located at 15595 – 24 Avenue is designated "Commercial" in the Official Community Plan (OCP), "Commercial" in the King George Highway Corridor Development Concept Plan and zoned "Comprehensive Development (CD)" (By-law Nos. 9887 and 11618).

- The existing commercial building was originally approved under a Development Permit (DP) that included the property at 15595 – 24 Avenue and 15585 – 24 Avenue. The DP (No. 6787-107) was issued in September, 1989 and included a single-storey commercial building at 15595 – 24 Avenue as well as a two-storey commercial building at 15585 – 24 Avenue with a combined total floor area of 2,415 square metres (26,000 sq. ft.). The CD Zone governing each property (By-law No. 9887 and 11618) permits industrial, retail commercial, service commercial as well as limited office uses. However, the original DP made no provisions for fascia signage on the single-storey commercial building located on the subject property at 15595 – 24 Avenue. A free-standing sign was approved along 24 Avenue and re-installed with a valid Sign Permit in 2007.

Current Proposal

- The property contains a single-storey commercial building presently occupied by Sutton West Coast Realty. The tenant previously installed several unauthorized fascia and roof signs along the southern and western building façade that did not comply with the Surrey Sign By-law. As a result, the applicant proposes to amend the Development Permit (No. 6787-107) and requests a variance as part of a comprehensive sign package in order to lawfully re-install three (3) fascia signs which better reflect the newer corporate image for Sutton West Coast Realty.

DESIGN PROPOSAL AND REVIEW

- The applicant proposes to replace the existing tenant signage at 15595 – 24 Avenue with one (1) fascia sign on the southern façade as well as two (2) fascia signs on the western building elevation. The proposed signage reflects the updated corporate image of the current tenant, Sutton West Coast Realty.
- The requested signage along the southern façade will consist of an aluminum sign box with an acrylic face, vinyl letters and background illumination as well as a non-illuminated decorative feature that does not include text. The triangular sign box is roughly 1.7 metres (5 ft.) in height and 5.7 metres (18 ft.) wide and is proposed below an existing gable of the building. In contrast, the decorative feature comprises a sign panel which is 0.3 metre (1 ft.) high and 6 metres (19 ft.) wide.
- The fascia signage on the western building façade similarly consists of an aluminum sign box, acrylic face and vinyl letters with background illumination as well as a single non-illuminated decorative feature which does not include text. The triangular sign box is 1.5 metres (5 ft.) high, 4.6 metres (15 ft.) wide and is proposed below a gable of the building. The decorative feature is comprised of a sign panel that is 0.3 metre (1 ft.) high and 3.9 metres (12 ft.) wide. The western façade also includes a second fascia sign, located below the roof line, consisting of an aluminum sign box, acrylic face and vinyl letters with background illumination which is 0.5 metre (1.5 ft.) in height and 3.9 metres (12 ft.) wide.
- The applicant is proposing a combined total sign area of roughly 8.3 square metres (89 sq. ft.) which is significantly less than the permitted combined total sign area of 43.29 square metres (432.9 sq. ft.) and, therefore, the proposed fascia signage complies with the Surrey Sign By-law, 1999.

- The proposed signage is well-situated, modest in scale as well as architecturally coordinated with the existing façade and relatively improves the overall appearance of the commercial building.
- The second fascia sign on the western building elevation is considered acceptable given that it is situated below the roof line and appears similar in terms of scale (e.g. height and width) to the decorative feature proposed beside the fascia signage. Therefore, the second fascia sign is less noticeable but provides sufficient advertising exposure to passing motorists on 24 Avenue without overshadowing the building.
- As part of the Development Permit, the applicant will voluntarily remove all unauthorized signage currently installed on the existing building and confine new signage to the location identified in the attached drawings (Appendix III).
- The applicant proposes to reduce the number of signs currently on-site from six (6) to three (3) as well as enhance the overall visual appeal of the proposed signage by removing the non-essential text, phone numbers and references to websites. As a result, the proposed signage is simplified, discreet and considered an improvement to the form, design and character of the existing building.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Proposed Sign By-law Variances Table
Appendix III.	Development Permit No. 7913-0277-00

original signed by Nicholas Lai

Jean Lamontagne
General Manager
Planning and Development

MRJ/da

\\file-server1\net-data\csdc\generate\areaproduct\save\22515825035.doc
DRV 9/3/14 4:23 PM

PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To allow two (2) fascia signs located along the western building elevation.	In the Surrey Sign By-law, a maximum of two fascia signs are permitted for each premise provided that both fascia signs are not located on the same façade [Part 5, Section 27(2)(a)].	The second fascia sign is modest in scale and appears less noticeable than existing signage. In addition, the fascia sign will provide advertising exposure to passing motorists and better reflects the updated corporate image for Sutton West Coast Realty. Furthermore, the applicant has volunteered to remove all unauthorized roof signs and reduce the amount of signage on-site which improves the overall appearance of the existing building as well as surrounding neighbourhood.

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7913-0277-00

Issued To: STILLWATER MANAGEMENT INC.
("the Owner")

Address of Owner: 15715 - 34 Avenue, Unit #36
Surrey, B.C. V3S 0J6

- 1. This development 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 permit.
- 2. This development 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: 017-004-039
 Parcel "One" Section 23 Township 1 New Westminster District Reference Plan NWP87549
 15595 - 24 Avenue
 (the "Land")

- 3. This development permit applies to only the signs shown on Schedule A which is attached hereto and forms part of this development permit.
- 4. The Land has been designated as a Development Permit Area in Surrey Official Community Plan, 1996, No. 12900, as amended.
- 5. Minor changes to the drawings that do not affect the general form and character of the landscaping and the siting, form, exterior design, finish of buildings, structures and signage on the Land, may be permitted subject to the approval of the City.
- 6. The comprehensive signage design package shall conform to drawings numbered 7913-0277-00(A) through to and including 7913-0277-00(C) (the "Signage") which are attached hereto and form part of this development permit.

7. Surrey Sign By-law, 1999, No. 13656, as amended, is varied as outlined on Schedule A which is attached hereto and forms part of this development permit, and as shown on the comprehensive sign design package Drawings numbered 7913-0277-00(A) through to an including 7913-0277-00(C).
8. This development permit amends Development Permit No. 6787-107.
9. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development permit.
10. This development permit shall lapse if the Owner does not substantially start any construction with respect to which this development permit is issued, within two (2) years after the date this development permit is issued.
11. The terms of this development permit or any amendment to it, are binding on all persons who acquire an interest in the Land.
12. This development permit is not a building permit.

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

Mayor – Dianne L. Watts

City Clerk – Jane Sullivan

IN CONSIDERATION OF COUNCIL'S APPROVAL OF THIS DEVELOPMENT PERMIT AND OTHER GOOD AND VALUABLE CONSIDERATION, I/WE THE UNDERSIGNED AGREED TO THE TERMS AND CONDITIONS OF THIS DEVELOPMENT PERMIT AND ACKNOWLEDGE THAT WE HAVE READ AND UNDERSTOOD IT.

Authorized Agent: (Signature)

Name: (Please Print)

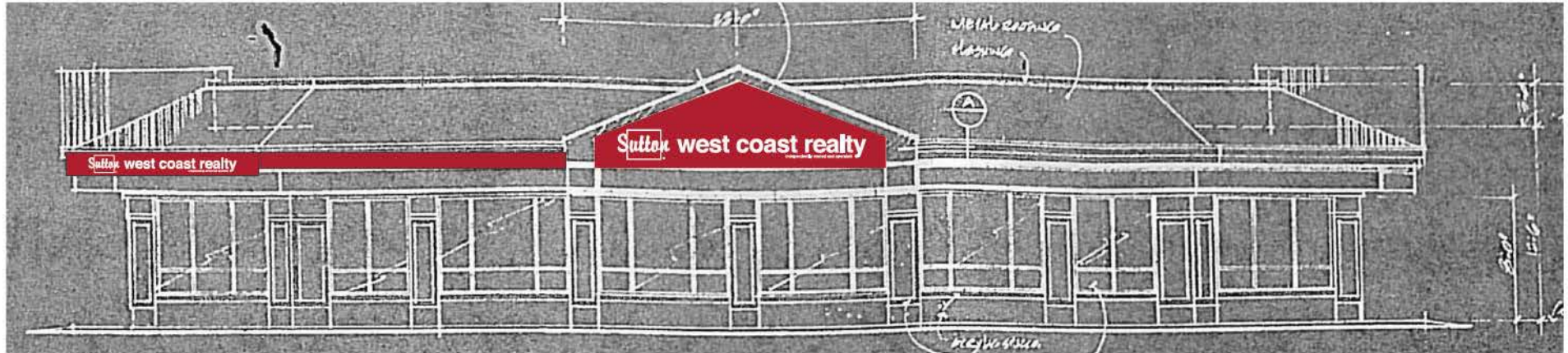
OR

Owner: (Signature)

Name: (Please Print)

Sign By-law Variances

#	Variance	Sign By-law Requirement
1	To allow two (2) fascia signs along the western building elevation.	A maximum of two (2) fascia signs are permitted for each premise provided that both fascia signs are not located on the same façade under the Surrey Sign By-law [Part 5, Section 27(2)(a).



<p>ATLAS SIGN & AWNING 26697 Gloucester Way, Langley, BC V4W 3S4 Ph: (604) 856-7983 Fax: (604) 856-7625 or call toll free (800) 882-1018</p>	
JOB #2800	SUTTON WEST COAST REALTY
LOCATION	White Rock Location
SALES	Charlie Seaman
DESIGNER	Jennifer Crouch
SCALE	1/8"
DATE	Sept 3, 2014
PAGE	1 OF 2
<small>THIS DESIGN IS THE PROPERTY OF ATLAS SIGN & AWNING COMPANY (A DIVISION OF TND HOLDINGS LTD.) AND ALL RIGHTS TO ITS USE OR REPRODUCTION ARE RESERVED.</small>	



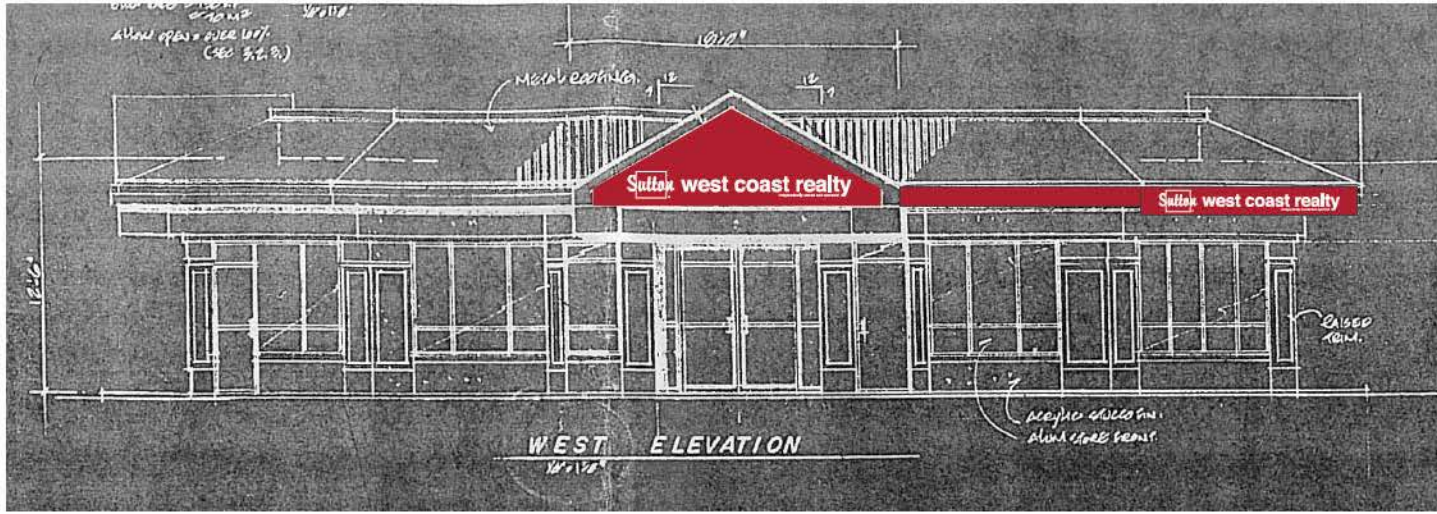
Customer Approval: _____ Date _____

To Production _____ Date _____

***SITE CHECK REQUIRED FOR SIZING & METHOD OF INSTALL**

SOUTH ELEVATION
2800 - WEST COAST REALTY - WHITE ROCK, BC\Design\white Rock\FASCIA SIGNS.cdr

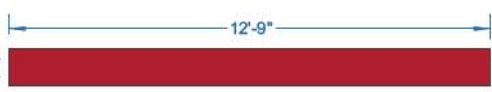
7913-0277-00(A)



<p>ATLAS SIGN & AWNING 26697 Gloucester Way, Langley, BC V4W 3S4 Ph: (604) 856-7983 Fax: (604) 856-7625 or call toll free (800) 882-1018</p>	
JOB #2800	SUTTON WEST COAST REALTY
LOCATION	White Rock Location
SALES	Charlie Seaman
DESIGNER	Jennifer Crouch
SCALE	1/8"
DATE	Sept 3, 2014
PAGE	2 OF 2
<small>THIS DESIGN IS THE PROPERTY OF ATLAS SIGN & AWNING COMPANY (A DIVISION OF TND HOLDINGS LTD.) AND ALL RIGHTS TO ITS USE OR REPRODUCTION ARE RESERVED.</small>	



5'-0" x 15'-3" S/F ILLUMINATED FASCIA SIGN BACKGROUND, CABINET & RETAINER TO MATCH PANTONE #187C RED, WHITE GRAPHICS



1'-0" x 12'-9" NON ILLUMINATED 2" THICK DECORATIVE PANEL PAINTED TO MATCH PANTONE #187C RED



1'-6" x 12'-9" S/F ILLUMINATED FASCIA SIGN BACKGROUND, CABINET & RETAINER TO MATCH PANTONE #187C RED, WHITE GRAPHICS

Customer Approval: _____ Date _____

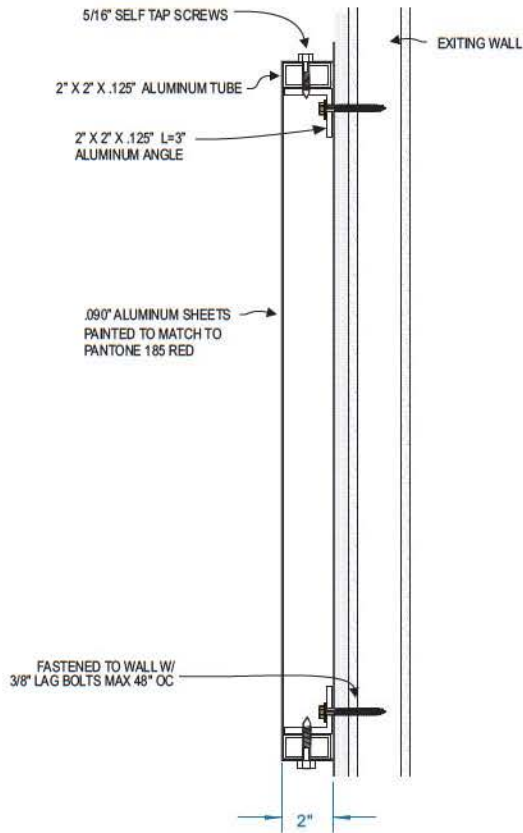
To Production _____ Date _____

***SITE CHECK REQUIRED FOR SIZING & METHOD OF INSTALL**

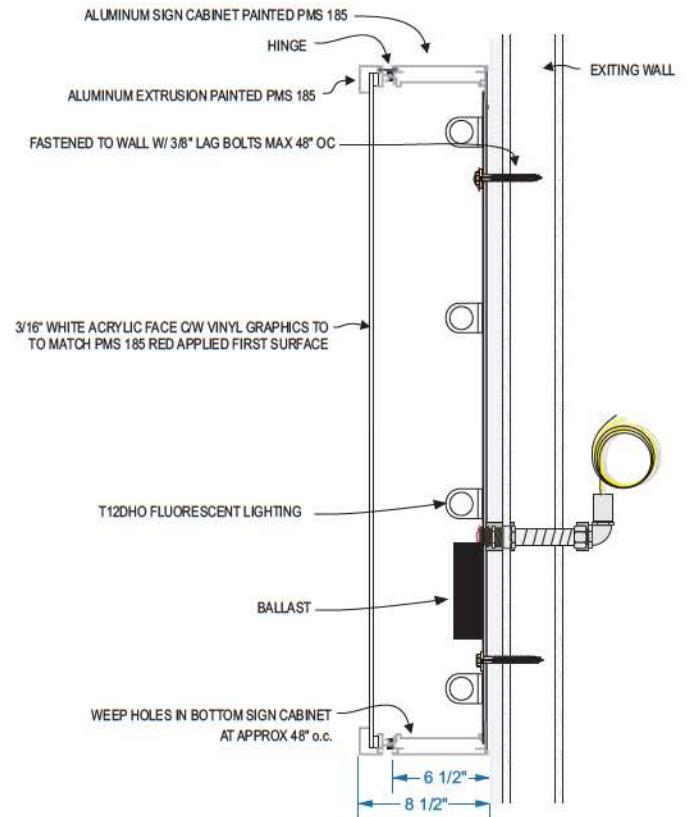
WEST ELEVATION
2800 - WEST COAST REALTY - WHITE ROCK, BC\Design\white Rock\FASCIA SIGNS.cdr

7913-0277-00(B)

decorative panel section (nts)



fascia sign section (nts)



<p>ATLAS SIGN & AWNING 26697 Gloucester Way, Langley, BC V4W 3S4 Ph: (604) 856-7983 Fax: (604) 856-7625 or call toll free (800) 882-1018</p>	
JOB #2800	SUTTON WEST COAST REALTY
LOCATION	White Rock Location
SALES	Charlie Seaman
DESIGNER	Jennifer Crouch
SCALE	1/8"
DATE	Sept 3, 2014
PAGE	2 OF 2
<p><small>THIS DESIGN IS THE PROPERTY OF ATLAS SIGN & AWNING COMPANY (A DIVISION OF TND HOLDINGS LTD.) AND ALL RIGHTS TO ITS USE OR REPRODUCTION ARE RESERVED.</small></p>	

Customer Approval: _____ Date _____

To Production _____ Date _____

***SITE CHECK REQUIRED FOR SIZING & METHOD OF INSTALL**

FASCIA SIGN SECTION (TYP)

2800 - WEST COAST REALTY - WHITE ROCK, BC\Design\white Rock\FASCIA SIGNS.cdr

7913-0277-00(C)