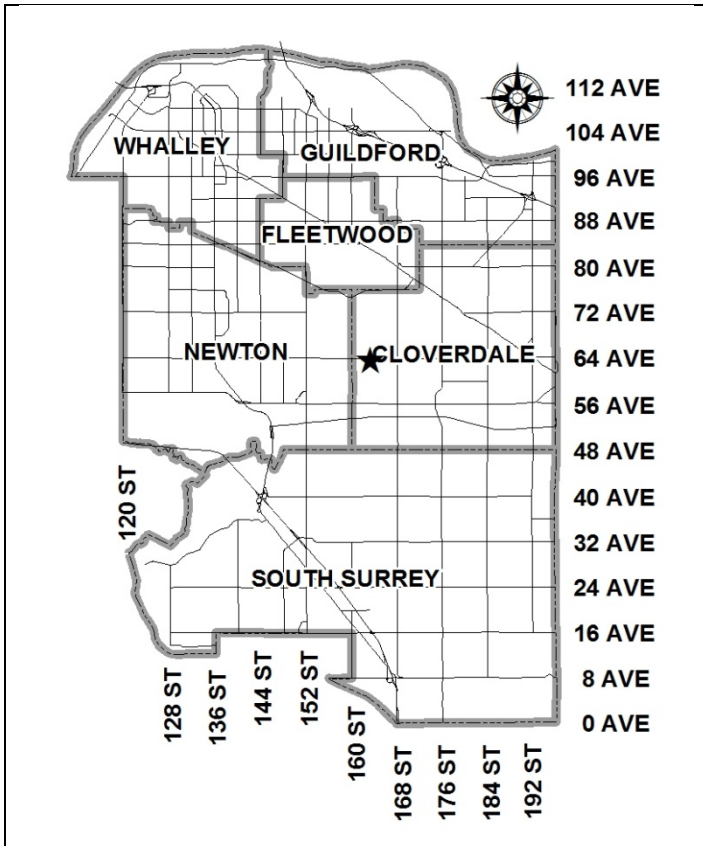


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7914-0013-00

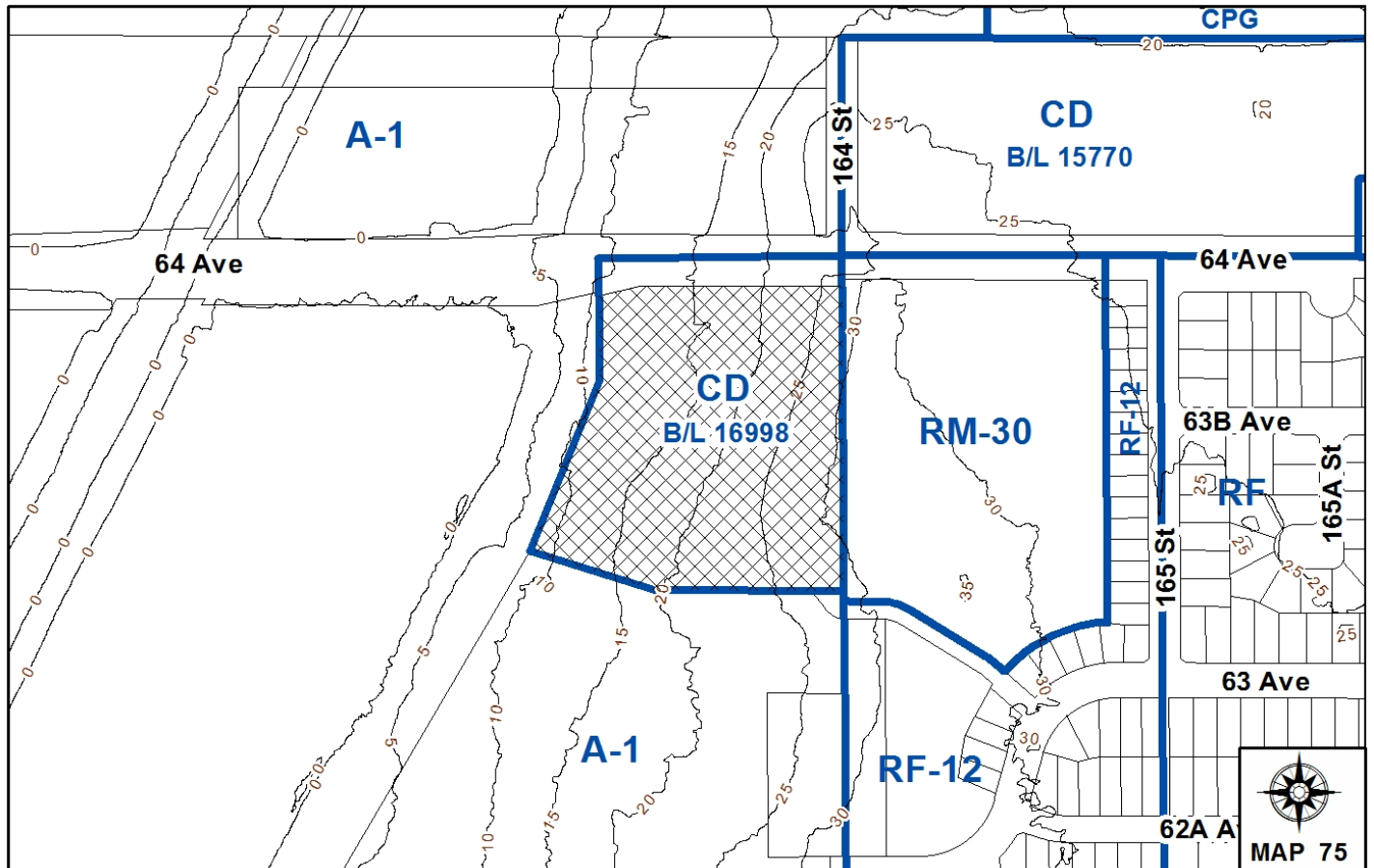
Planning Report Date: March 31, 2014



PROPOSAL:

- **Development Variance Permit**
 in order to permit a large, temporary on-site real estate development sign and two large on-site directional signs.

LOCATION: 16390 - 64 Avenue
OWNER: RDG Ridge Development Ltd.
ZONING: CD (By-law No. 16998)
OCP DESIGNATION: Multiple Residential
NCP DESIGNATION: Townhouses/Apartments 35 u.p.a.



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 and maximum sign height of a temporary on-site real estate development sign.
- Seeking a reduced setback from the north property line for a temporary on-site real estate development sign.
- Seeking to increase the maximum sign area and sign height for on-site directional signs.

RATIONALE OF RECOMMENDATION

- The scale of the proposed temporary on-site real estate development sign is supportable given the context of the area, which borders Agricultural designated land, and is below the top of a steep slope.
- The proposed temporary on-site real estate development sign has already been installed but does not block sightlines from nearby homes or passing vehicles.
- The size of the proposed on-site directional signage has been installed and is not disproportionate for the context of the site and does not impact nearby properties.

RECOMMENDATION

The Planning & Development Department recommends that Council approve Development Variance Permit No. 7914-0013-00 (Appendix II) varying the following provisions of the Sign By-law, to proceed to Public Notification:

- (a) to increase the maximum area of a temporary on-site real estate development sign, from 14 square metres (150 sq. ft.) to 120 square metres (1,300 sq. ft.);
- (b) to increase the maximum height of a temporary on-site real estate development sign, from 4.5 metres (15 ft.) to 6.1 metres (20 ft.);
- (c) to reduce the minimum setback of a temporary on-site real estate development sign from the street, from 2 metres (6.5 ft.) to 0.7 metre (2.3 ft.);
- (d) to increase the maximum height of an on-site directional sign, from 1.2 metres (4 ft.) to 2.7 metres (9 ft.);
- (e) to increase the maximum area of a single faced on-site directional sign, from 0.4 square metre (4 sq. ft.) to 3 square metres (32 sq. ft.); and
- (f) to increase the maximum area of a single faced on-site directional sign, from 0.4 square metre (4 sq. ft.) to 1.4 square metres (15 sq. ft.).

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Multi-family site currently under construction, to develop 253 dwelling units in 4, 4-storey apartment buildings and associated amenity buildings.

Adjacent Area:

Direction	Existing Use	OCP/NCP Designation	Existing Zone
North (Across 64 Avenue):	House on an 8.7-acre property within the ALR.	OCP: Agricultural	A-1
East:	Approved townhouse site (detailed DP Application No. 7914-0033-00 is Pre-Council).	OCP: Urban NCP: Townhouse 15-30 u.p.a.	RM-30
South:	Park (Bose Heritage Forest).	OCP: Suburban NCP: Suburban Residential Cluster 2 u.p.a.	A-1
West:	Agricultural land within the ALR.	OCP: Agricultural	A-1

DEVELOPMENT CONSIDERATIONS

Background

- The 3.2-hectare (8 ac.) subject property is located at 16390 – 64 Avenue, in the West Cloverdale North Neighbourhood Concept Plan (NCP) area, on the western portion of the former Henry Bose Farm site.
- The subject property was created under Development Application No. 7907-0115-00, which was approved by Council on March 11, 2013, permitting a maximum of 253 residential units within four, 4-storey apartment buildings.
- On July 22, 2013, Council approved Development Permit No. 7913-0105-00, which amended Development Permit No. 7907-0115-00, to allow for minor changes to the site plan and building elevations.
- The site will be developed in four phases. Phase one of the development, which consists of one of the four apartment buildings is currently under construction at the northeast portion of the site. The developer anticipates occupancy for Phase one to occur in Spring of 2015, and anticipates Phase four, which is the final phase, to be fully constructed in 2017 depending on sales activity for the units.

Proposal

- In order to market the development (The Ridge at Bose Farms), the applicant is seeking approval for one temporary on-site real estate development sign and two directional signs. These signs exceed the size requirements of the Sign By-law. Additionally, the temporary on-site real estate development sign does not comply with the setback requirements for a sign. Therefore, the applicant is proposing a Development Variance Permit (DVP) to vary the size, height and setback requirements of the Sign By-law (see By-law Variance section).
- The three (3) subject signs have been installed without permits.
- The temporary on-site real estate development sign is a double-sided free-standing sign constructed from plywood. The dimension of the sign face is 12 metres (40 ft.) wide by 4.8 metres (16 ft.) tall. The maximum height of the sign from grade is 6.1 metres (20 ft.).
- The sign consists of simple graphics that include a marketing logo and the name and contact information for the development.
- The message area of the sign is made from vinyl that is applied to the plywood. The vinyl is interchangeable which will allow the content of the sign to be updated as the development of the site progresses.
- The two on-site directional signs will guide visitors to the presentation centre, which is located on the northern portion of the site, to the east of the visitor parking lot.
- Both directional signs require a variance for sign area, and one directional sign requires a variance for sign height.

- One directional sign is 2.7 metres (9 ft.) tall and 3 square metres (32 sq. ft.) in area.
- The second directional sign is 1.2 metres (4 ft.) tall and 1.4 square metres (15 sq. ft.) in area.
- The primary colours displayed on all three of the proposed signs consist of blue, grey, white and shades of brown.
- None of the on-site signs will be illuminated.

PRE-NOTIFICATION

Pre-notification letters were not required to be mailed, however staff received one response to the proposal, which is summarized below (staff comments are in *italics*):

- The temporary on-site real estate development sign is too large. It currently exists without an approved sign permit and this could set a precedent for other developers to install signs without a permit.

(Although the signs have been installed, the review process for a sign application is the same. If the applicable variances and permits are not supported for an existing unpermitted sign, the sign will not be in compliance with the Sign By-law, and the sign would need to be removed at the property owner's expense.)

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variances:

- To vary the Sign By-law to increase the maximum area of a temporary on-site real estate development sign from 14 square metres (150 sq. ft.) to 120 square metres (1,300 sq. ft.);
- To vary the Sign By-law to increase the maximum height of a temporary on-site real estate development sign from 4.5 metres (15 ft.) to 6.1 metres (20 ft.); and
- To vary the Sign By-law to reduce the minimum setback of a temporary on-site real estate development sign from 2 metres (6.5 ft.) to 0.7 metre (2.3 ft.).

Applicant's Reasons:

- A larger sign is required to be visible to passing vehicles. Traffic speeds in this area are approximately 70 km/h. The distance and travel speed are used to determine the letter size for visibility while still being safe to read at the posted speed limit.
- A smaller sign could be dangerous, as traffic may need to slow down in order to read the sign.
- The sign does not reduce driving visibility.

Staff Comments:

- The scale of the proposed temporary on-site real estate development sign is supportable for the context of this location. The proposed sign is located along the western property line, adjacent to agricultural land.
- The sign is partially concealed to westbound vehicles due to the elevation change of the site. The subject site slopes along 64 Avenue and has an elevation change of approximately 15 metres (50 ft.), sloping upwards from the western edge of the site to the eastern edge of the site. The proposed sign is located along the western edge of the site, beneath the top of the slope.
- The proposed sign does not impact anyone's view. There is a single family dwelling located to the north, across 64 Avenue, and is partially concealed by trees. There is a three-storey multi-family building to the northeast of the site, also across 64 Avenue. The near corner of multi-family building is located approximately 180 metres (600 ft.) away from the real estate development sign.
- Contingent upon market conditions, the applicant estimates the development to be fully sold by 2017, which is the estimated time that the sign would be removed. The Sign By-law requires a temporary real estate development sign to be removed within 14 days after the completion of the sale of the real estate.
- The sign is set back approximately 15 metres (50 ft.) from the pavement of 64 Avenue, and the reduced setback does not impact vehicles traveling along 64 Avenue.
- The posted speed limit along 64 Avenue, to the west of the subject site, is 70 km/h. The posted speed limit is reduced along the site frontage and to the east of the site, to 60 km/h.
- Staff support the requested variances.

(b) Requested Variances:

- To vary the Sign By-law to increase the maximum height of one on-site directional sign from 1.2 metres (4 ft.) to 2.7 metres (9 ft.);
- To vary the Sign By-law to increase the maximum area of a single-faced on-site directional sign from 0.4 square metre (4 sq. ft.) to 3 square metres (32 sq. ft.); and
- To vary the Sign By-law to increase the maximum area of a single-faced on-site directional sign from 0.4 square metre (4 sq. ft.) to 1.4 square metres (15 sq. ft.).

Applicant's Reasons:

- The presentation centre is accessed via a pathway that may not be immediately apparent to visitors if there is not sufficient directional signage.
- The larger directional signs will help direct visitors to the presentation centre and minimize the risk of visitors accidentally entering the active construction zone.

Staff Comments:

- The scale of the directional signage is supportable given the context of the site.
- The directional signage does not impact neighbouring properties.
- One of the two proposed directional signs complies with the 1.2-metre (4 ft.) maximum height requirement of the Sign By-law.
- Staff support the requested variances.

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. 7914-0013-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

JD/da

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DRV 3/27/14 9:10 AM

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7914-0013-00

Issued To: RDG RIDGE DEVELOPMENT LTD.

("the Owner")

Address of Owner: 614, 938 - Howe Street
Vancouver, BC V6Z 1N9

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: 029-041-341
Lot 1 Section 12 Township 2 New Westminster District Plan EPP27945

16390 - 64 Avenue

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) Sub-section 7(9.1) of Part 1 Introductory Provisions is varied to increase the maximum area of a temporary on-site real estate development sign from 14 square metres (150 sq. ft.) to 120 square metres (1,300 sq. ft.);
 - (b) Sub-section 7(9.1) of Part 1 Introductory Provisions is varied to increase the maximum height of a temporary on-site real estate development sign from 4.5 metres (15 ft.) to 6.1 metres (20 sq. ft.);
 - (c) Sub-section 7(9.1) of Part 1 Introductory Provisions is varied to reduce the minimum setback of a temporary on-site real estate development sign from 2 metres (6.5 ft.) to 0.7 metre (2.3 ft.);
 - (d) Sub-section 7(16) of Part 1 Introductory Provisions is varied to increase the maximum height of an on-site directional sign from 1.2 metres (4 ft.) to 2.7 metres (9 ft.);

- (e) Sub-section 7(16) of Part 1 Introductory Provisions is varied to increase the maximum area of a single faced on-site directional sign from 0.4 metre (4 sq. ft.) to 3 square metres (32 sq. ft.); and
 - (f) Sub-section 7(16) of Part 1 Introductory Provisions is varied to increase the maximum area of a single faced on-site directional sign from 0.4 metre (4 sq. ft.) to 1.4 square metres (15 sq. ft.).
- 4. This development variance permit applies to only the temporary on-site real estate development sign and directional signs 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 – Dianne L. Watts

City Clerk – Jane Sullivan

SIGN A (DOUBLE-SIDED) – 40'W X 16'H BILLBOARD MAIN SIGN

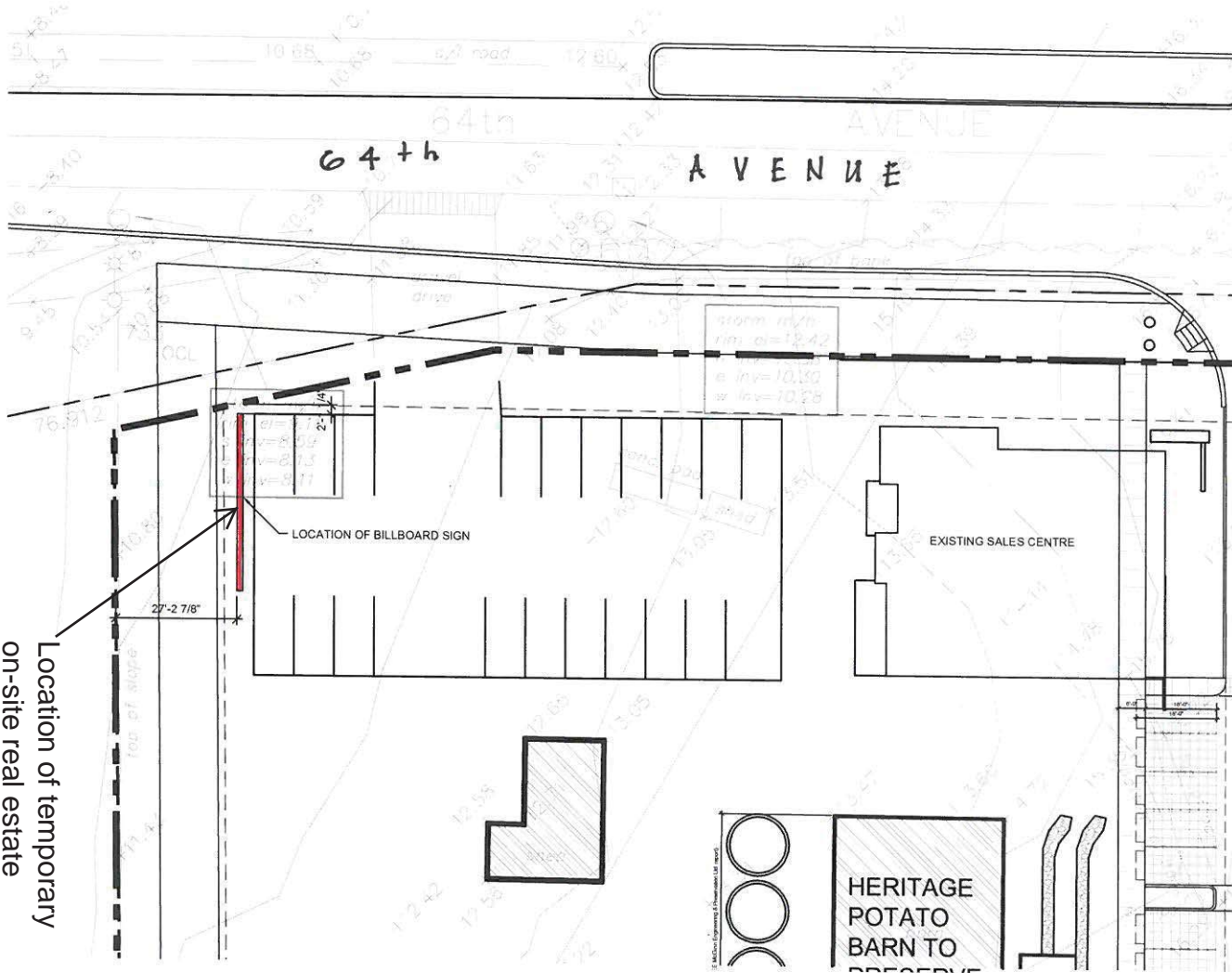
Temporary on-site real estate development sign.



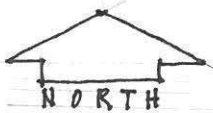
SCHEDULE A

MOCK-UP (NOT IN SCALE)





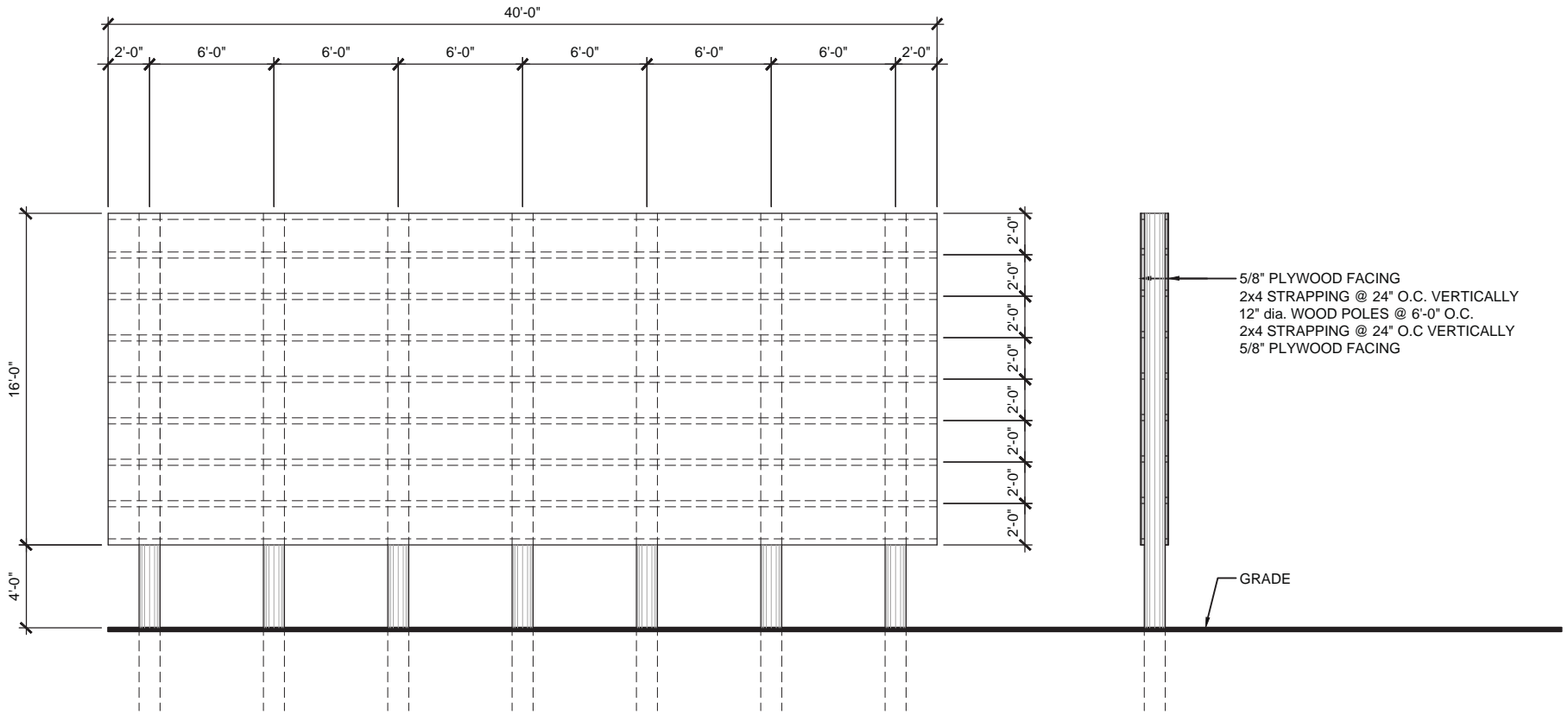
Location of temporary
on-site real estate
development sign.



PARTIAL SITE PLAN
1" = 40' 0"

THE RIDGE at BOSE FARM
0705K 2014-01-08

Temporary on-site real estate development sign.

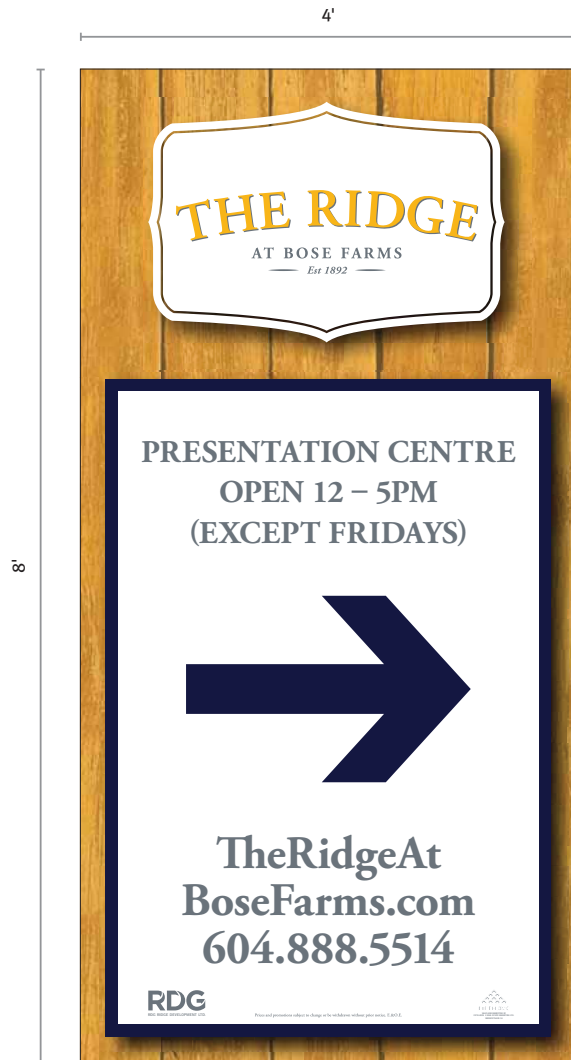


BILLBOARD SIGN

1/4" = 1'-0"

THE RIDGE at BOSE FARM
0705A 2014-01-08

SIGN A – 4'W X 8'H DIRECTIONAL & PC INFO SIGN



APPROXIMATELY 1' OFF FROM GROUND

MOCK-UP (NOT IN SCALE)



SIGN C – 5'W X 3'H DIRECTIONAL SIGN



MOCK-UP (NOT IN SCALE)

