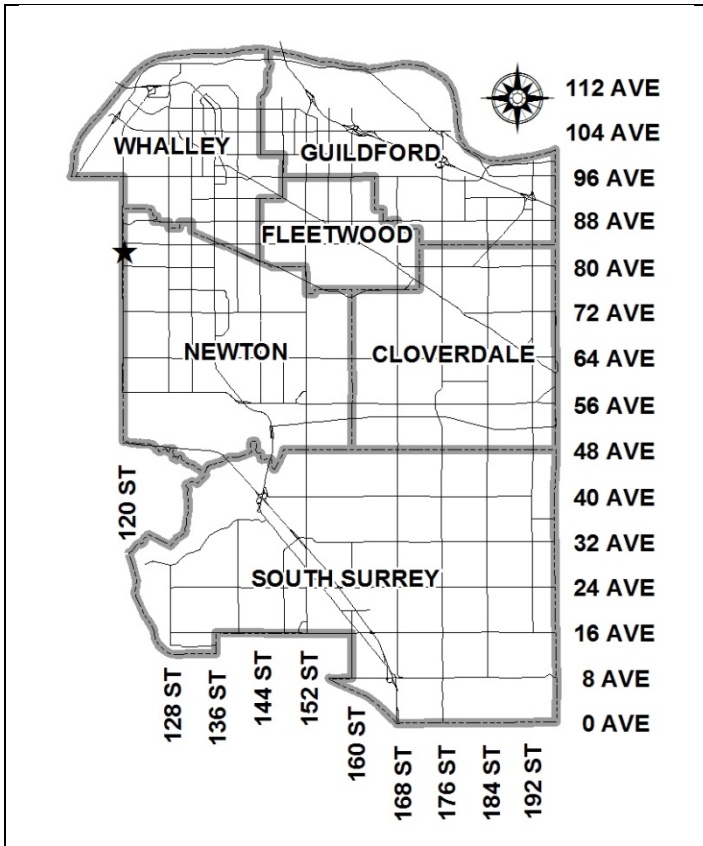


City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7914-0264-00

Planning Report Date: October 20, 2014

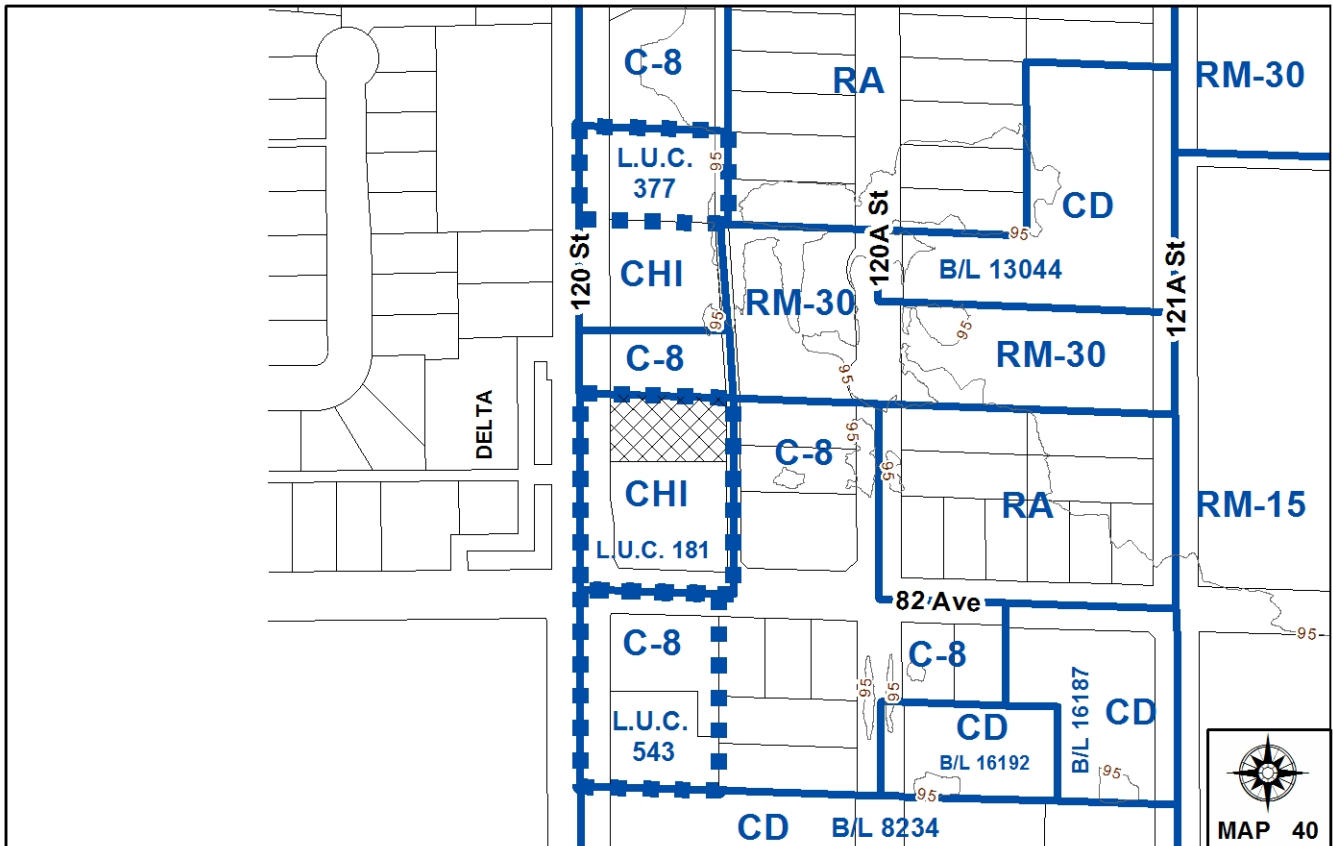


**PROPOSAL:**

- Development Permit
- Development Variance Permit

in order to permit installation of new fascia signage containing third party advertising.

**LOCATION:** 8232 - 120 Street  
**OWNER:** Macsem Holdings Ltd.  
**ZONING:** Land Use Contract 181  
**OCP DESIGNATION:** Commercial  
**LAP DESIGNATION:** n/a



### RECOMMENDATION SUMMARY

- Approval to vary Land Use Contract 181.
- Approval to vary the Sign By-law through a comprehensive sign design package.
- Approval to draft Development Permit.

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- A variance is required to Land Use Contract 181, effectively removing the references to signage requirements in Surrey Zoning By-law, 1964, No.2265.
- A variance is required to permit third party advertising on the building frontage.

### RATIONALE OF RECOMMENDATION

- The building on the subject site has a layout where most of the premises do not have any street frontage. The proposed third-party-advertising is for those tenants of the building whose premises do not have frontage on 120 Street.
- The existing building is located close to the front property line, thus providing little opportunity for a free standing sign.
- The proposed number of fascia signs on the building complies with the Sign By-law.
- No additional off-site third party advertising is proposed.
- The property owner has agreed to remove all non-conforming signage on the building.
- The proposed signage is well situated, modest in scale, and improves the overall aesthetic of the building.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7914-0264-00 (Appendix IV) to vary Land Use Contract 181 by eliminating references to signage requirements in repealed "Surrey Zoning By-law, 1964, No. 2265", to proceed to Public Notification.
2. Council approve the applicant's request to vary the Sign By-law No. 13756 to permit an increase in third party advertising as described in Appendix II.
3. Council authorize staff to draft Development Permit No. 7914-0264-00 including a comprehensive sign design package generally in accordance with the attached drawings (Appendix III).

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Multi-tenant 2-storey commercial building with underground parking.

Adjacent Area:

| Direction                 | Existing Use  | OCP Designation            | Existing Zone              |
|---------------------------|---|----------------------------|----------------------------|
| North:                    | Multi-tenant 2-storey commercial building.          | Commercial                 | C-8                        |
| East:                     | Single family/Multi-family residential (townhouses) | Commercial/Multi-Family    | RM-30, C-8                 |
| South:                    | Single-tenant 1-storey commercial building.         | Commercial                 | LUC 181 (CHI)              |
| West (Across 120 Street): | Multi-tenant commercial buildings.                  | n/a (Corporation of Delta) | n/a (Corporation of Delta) |

DEVELOPMENT CONSIDERATIONSBackground Information:

- The subject property located at 8232 – 120 Street is designated "Commercial" in the Official Community Plan (OCP). The site is governed by Land Use Contract No. 181. The underlying zoning is CHI (Highway Commercial).
- The subject site contains a 2-storey commercial building with both underground and surface parking. It immediately abuts the adjacent commercial building to the south, with which the underground parking is shared.

- The existing commercial building, under freehold ownership, contains several premises (tenants). All premises are accessed internally, from within the building. Only two of these tenants have premises frontage onto 120 Street.
- Under the Sign By-law (No. 13656), signage for premises which do not have building frontage (in this case onto 120<sup>th</sup> Street) is considered third party advertising. 30% of the total fascia signage is permitted to be third party.
- This application proposes to allow fascia signage for those units which do not have premise frontage.

#### Current Proposal:

- The applicant proposes to replace the copy insert for the existing fascia sign on the building frontage and add 1 additional box fascia sign.
- The proposal will increase third party advertising on all fascia signs, allowing tenants who occupy the building but do not have premise frontage to advertise on the west face of the building.
- No third party advertising, for businesses not contained on the subject site, is proposed.
- The total number of building premises that can be accommodated with the current proposed fascia signs is 6.
- This proposal will both vary the Sign By-law and ensure a consistent and comprehensively designed installation of signage on the structure by way of a Development Permit. All future proposed signage will be required to comply with the provisions of the Development Permit.
- Under Part 1, Introductory Provisions, Section 9, "Variance" of Sign By-law No. 13656, Council may grant variances to the Sign By-law through the approval of a Development Permit. This is considered when a Development Permit application has been submitted to Council that includes a comprehensive sign design package containing a sign or signs that require variances of the applicable provisions of the Sign By-law.

#### Land Use Contract 181

- Land Use Contract 181 governs the use of the subject site. This LUC references an historical Zoning By-law, No. 2265, which at one time governed signage within the City of Surrey.
- Under the LUC, the provisions of Bylaw 2265 still regulate signage on the subject site. The signage provisions thus contained within the LUC, while still prohibiting 3<sup>rd</sup> party advertising similarly to the current Sign By-law, are obsolete and inconsistent with the City's current Sign By-law (No. 13656).
- In conjunction with the Development Permit, the Development Variance Permit will remove reference to signage provisions in the repealed Surrey Zoning By-law, 1964, No 2265, from the Land Use Contract, resulting in the current Sign By-law, No 13656, regulating the installation of signage on the property.

### DESIGN PROPOSAL AND REVIEW

- The proposed signage consists of aluminum boxes with backlit acrylic face inserts. The two existing sign boxes measure 3.15 metres and 7.3 metres wide (10' and 24', respectively), 0.75 metres (2.5 ft.) tall. The third proposed sign box measures 4.9 metres (16') and 0.75 metres (2.5 ft.) tall.
- The acrylic backing of the fascia signs is proposed to coordinate with a consistent background colour. Individual tenants will be able to choose their copy font accordingly.
- The applicant is proposing a combined signage area of 12m<sup>2</sup> (approximately 118.5 sq. ft.), which is substantially less than the approximately 23m<sup>2</sup> permitted by the Sign By-law.
- The proposed signage is well-situated, modest in scale and is architecturally coordinated with the existing façade. As such, the proposed signage improves the overall appearance of the commercial building.
- The existing building is situated very close to Scott Road. Therefore, there is little opportunity to erect a free standing sign to accommodate businesses at the back of the building.
- Further, as part of the Development Permit, the applicant will voluntarily remove all unauthorized window signage currently installed on the existing building and confine new signage to the location identified in the attached drawings (Appendix III).
- Staff support the proposed variance and comprehensive sign package, as it proposes reduced clutter on the building, a coordinated sign package in terms of colour and design, and represents a substantial improvement to the aesthetic of the building.

### 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.  | Proposed Sign By-law Variances Tables              |
| Appendix III. | Proposed Signage                                   |
| Appendix IV.  | Development Variance Permit No. 7914-0264-00       |

*original signed by Nicholas Lai*

Jean Lamontagne  
General Manager  
Planning and Development

DS/da

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## PROPOSED SIGN BY-LAW VARIANCES

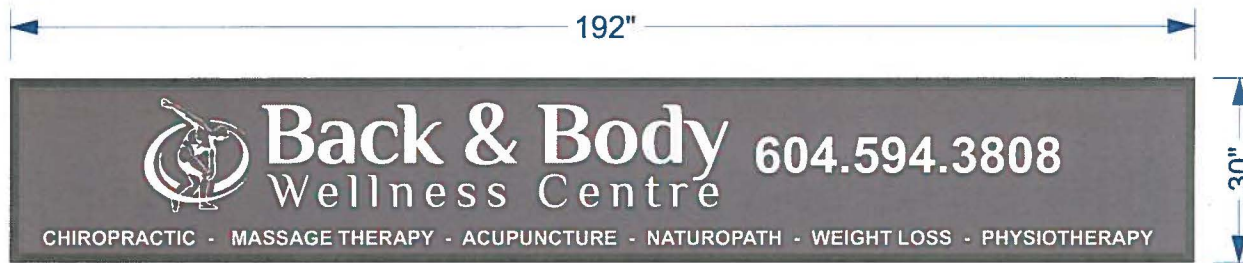
| # | Proposed Variances  | Sign By-law Requirement   | Rationale  |
|---|---|---|--|
| 1 | To allow third party advertising for tenants within the on-site building that do not have premise frontage onto 120 <sup>th</sup> Street. | That signage be located on the premises. When a building contains more than one premise, each premise is deemed to extend to the centerline of walls. (The premises of the subject site extend to the side and rear walls of the building.) | <p>The layout of the building disproportionately accommodates fascia signs for individual tenants, as only 2 premises have frontage onto a road (120 Street).</p> <p>There is no free standing sign for individual tenants to advertise their businesses.</p> <p>The proposed signage is coordinated and complements the building.</p> |

## PROPOSED SIGN BY-LAW VARIANCES

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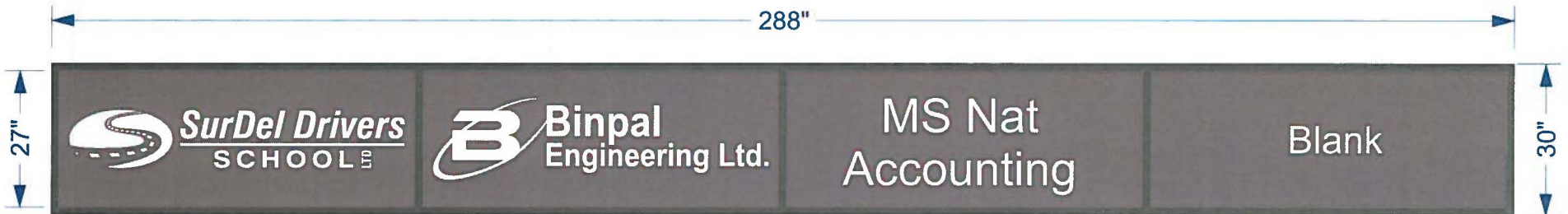


New Cabinet



Total Area : 40 sq.ft.

Logo Size : 18.25" x 93.75" = 11.88 sq.ft • Services : 2.5" x 180" = 3.125 sq. ft. • Phone # : 6" x 49.5" = 2.06 sq.ft  
Total 17.06 sq.ft = 43%



Total Area : 13.15 sq.ft.  
Logo Size : 11.5" x 66"  
Logo Area : 5.27 sq.ft  
% of Logo : 40%

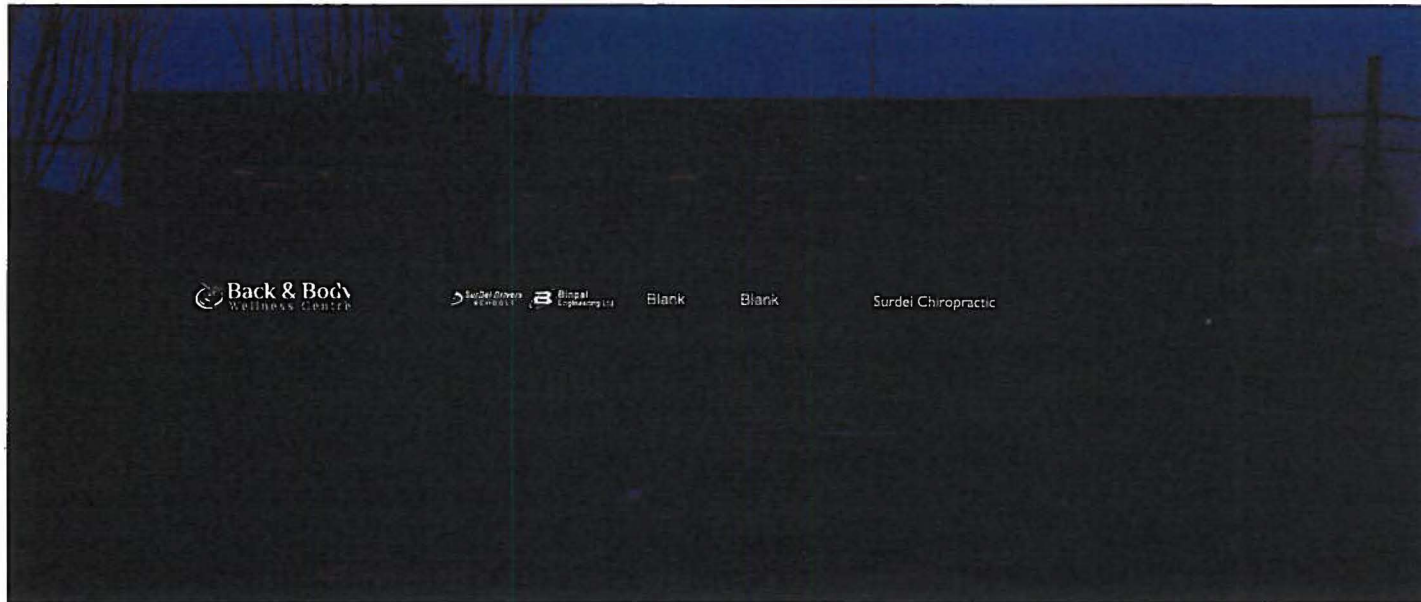
Total Area : 13.15 sq.ft.  
Logo Size : 13.25" x 66"  
Logo Area : 6.07 sq.ft  
% of Logo : 46%

70.125"

Refurbished Cabinets



Total Area : 25.83 sq.ft.  
Logo Size : 11.5" x 96" = 7.67 sq.ft = 30%





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