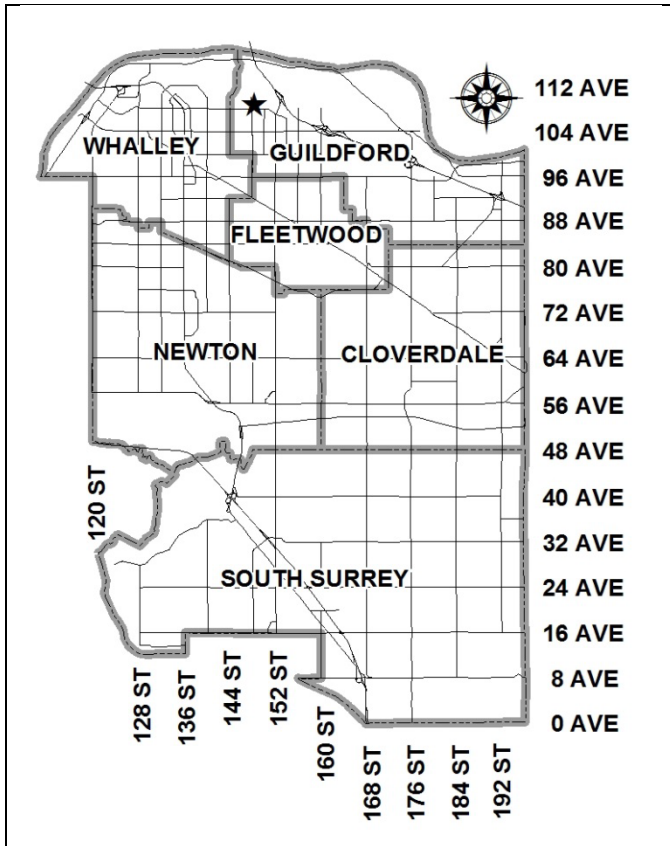


City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7914-0289-00

Planning Report Date: December 1, 2014

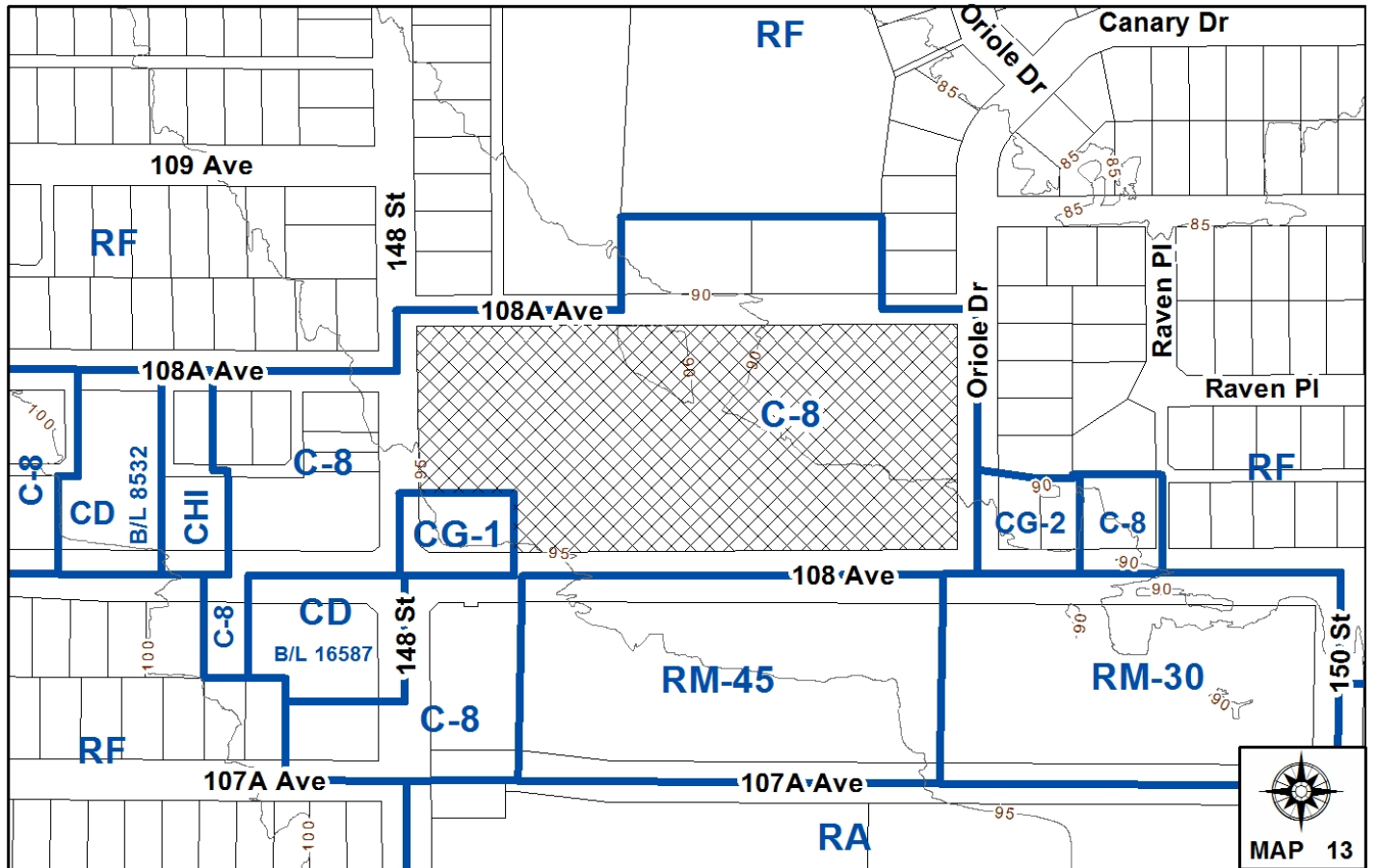


**PROPOSAL:**

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

to permit an additional 4 fascia signs on the same façade (south) of a grocery store at the Riverside Heights Shopping Plaza.

**LOCATION:** 14815 - 108 Avenue  
**OWNER:** RMA Properties (Riverside) Ltd  
**ZONING:** C-8  
**OCP DESIGNATION:** Commercial



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking to vary the Sign By-law to increase the number of fascia signs from one (1) to five (5) on the same (south) façade of the grocery store.

### RATIONALE OF RECOMMENDATION

- The proposed signage will be consistent throughout the subject site, and is appropriate for the size of the existing grocery store.
- The total combined sign area of all proposed fascia signage on the multi-tenant commercial building complies with the Sign By-law.
- The proposed fascia signage is constructed of high quality, durable materials.
- The building containing the grocery store is set back considerably from the street.
- The additional fascia signage is targeted to onsite customers and does not represent a proliferation of signage visible along the street.

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. 7914-0289-00 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 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 project.

SITE CHARACTERISTICS

Existing Land Use: Riverside Heights Shopping Plaza.

Adjacent Area:

<b>Direction</b>	<b>Existing Use</b>	<b>OCP Designation</b>	<b>Existing Zone</b>
North (Across 108A Avenue):	Riverdale Elementary School and Riverside Park.	Urban	RF and C-8
East (Across Oriole Drive):	Single family dwellings and gasoline station.	Urban and Commercial	RF and CG-2
South (Across 108 Avenue):	2-storey apartment buildings and multi-tenant commercial building.	Multiple Residential and Commercial	RM-45 and C-8
West (Across 148 Street):	Mix of commercial uses.	Commercial	C-8

DEVELOPMENT CONSIDERATIONS

- The subject property is located at 14815 – 108 Avenue and is designated Commercial in the Official Community Plan (OCP). The site is zoned "Neighbourhood Commercial Zone (C-8)".
- The site is currently occupied by the Riverside Heights Shopping Plaza which includes a mix of commercial uses including a Shoppers Drug Mart, Fabricland and Panago Pizza. The subject anchor grocery store tenant, has been converted from an IGA to a Buy-Low Foods and requires a rebranding of the signage.

- There is an existing free-standing sign located at the southeast corner of the site, which has a sign permit issued. The free-standing sign is not part of the subject development application.
- A relatively recent amendment to Sign By-law No. 13656, enables Council to grant variances to the Sign By-law through the approval of a Development Permit. This is considered when a Development Permit application is presented to Council that includes a comprehensive sign design package containing signs that require variances of the Sign By-law.
- The applicant is looking to replace and legalize all of the existing five (5) IGA fascia signs that were installed without permits in the front of the grocery store.
- Under the Sign By-law the applicant is allowed one free-standing sign for the site and two (2) fascia signs for each tenant provided that the fascia signs are not located on the same façade of the building. As the applicant is proposing 5 fascia signs on the same façade of the grocery store, a Development Variance Permit (DVP) and Development Permit (DP) for a comprehensive signage package are proposed.
- Signage for the other tenants is not proposed to be revised at this time.
- In total, the applicant is seeking five (5) fascia signs for the grocery store tenant, consisting of the following:
  - Sign 1 - Primary "Buy-Low Foods" sign – oval aluminum sign of 1.5 metres (5 ft.) tall by 5.7 metres (19 ft.) wide for a total area of approximately 7 square metres (75 square feet);
  - Sign 2 - "Produce" sign - square lexan sign on existing light box with dimensions of 1.2 metres (4 ft.) tall by 1.8 metres (6 ft.) wide for a total area of approximately 2.2 square metres (24 square feet);
  - Sign 3 - "Return shopping cart" sign - square aluminum sign with dimensions of 1 metre (3 ft.) tall by 1.2 metres (4 ft.) wide for a total area of approximately 1.2 square metres (13 square feet);
  - Sign 4 - Above door "welcome" sign - oval sign of 0.6 metre (2 ft.) tall by 2.2 metres (7 ft.) wide for a total area of approximately 1.1 square metres (12 square feet); and
  - Sign 5 - "Meat" sign - square lexan sign on existing light box with dimensions of 1.2 metres (4 ft.) tall by 1.8 metres (6 ft.) wide for a total area of approximately 2.2 square metres (24 square feet).
- The total area of the proposed fascia signage for the grocery store, complies with the total sign area permitted by the Sign By-law for this single tenant.
- The proposed signs are of modest size and comprise only a very small percentage of the overall façade. The style and colours of the signs complement and are compatible with the architecture of the building.
- The proposed fascia signs are appropriate in scale for this size of building and will provide adequate business identification. The signs will be constructed of high quality durable materials.

- The grocery store is set back considerably from the street. As such, the additional fascia signs are intended to assist in wayfinding and to advertise daily specials to customers already on site.

#### 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 Variance Table
Appendix III.	Development Permit No. 7914-0289-00

*original signed by Judith Robertson*

Jean Lamontagne  
General Manager  
Planning and Development

JKS/da

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## PROPOSED SIGN BY-LAW VARIANCE

#	Proposed Variance	Sign By-law Requirement	Rationale
1	To allow four (4) additional fascia signs on the same façade of the building for a total of five (5) for a grocery store.	A maximum of two (2) fascia signs are permitted for each premises (Part 5, Section 27(2)(a)) provided that the fascia signs are not on the same façade of the building/ premises.	The proposed fascia signs are of an appropriate size and scale in relation to the subject grocery store space.

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7914-0289-00

Issued To: RMA Properties (Riverside) Ltd  
("the Owner")

Address of Owner: C/O GWL Realty Advisors Inc.  
1600-650 West Georgia Street  
Vancouver BC V6B 4N7

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: 009-266-801  
Lot 33 Except: Part Subdivided by Plan 27710 Sections 17 and 18 Block 5  
North Range 1 West New Westminster District Plan 22668

14815 - 108 Avenue

(the "Land")

3. This development permit applies to only to signage 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, 2013, No. 18020, as amended.
5. The character of the development, specifically comprehensive sign design package drawings, shall be in accordance with the drawings numbered 7914-0289-00(A) through to and including 7914-0289-00(C) (the "Drawings") which are attached hereto and form part of this development permit.
6. 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.



7. The comprehensive signage design package shall conform to the Drawings.
8. 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 Drawings.
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   .

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Mayor – Dianne L. Watts

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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.

A large, stylized handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

\_\_\_\_\_  
Authorized Agent: (Signature)

PIERRE COTE  
Name: (Please Print)

OR

\_\_\_\_\_  
Owner: (Signature)

\_\_\_\_\_  
Name: (Please Print)

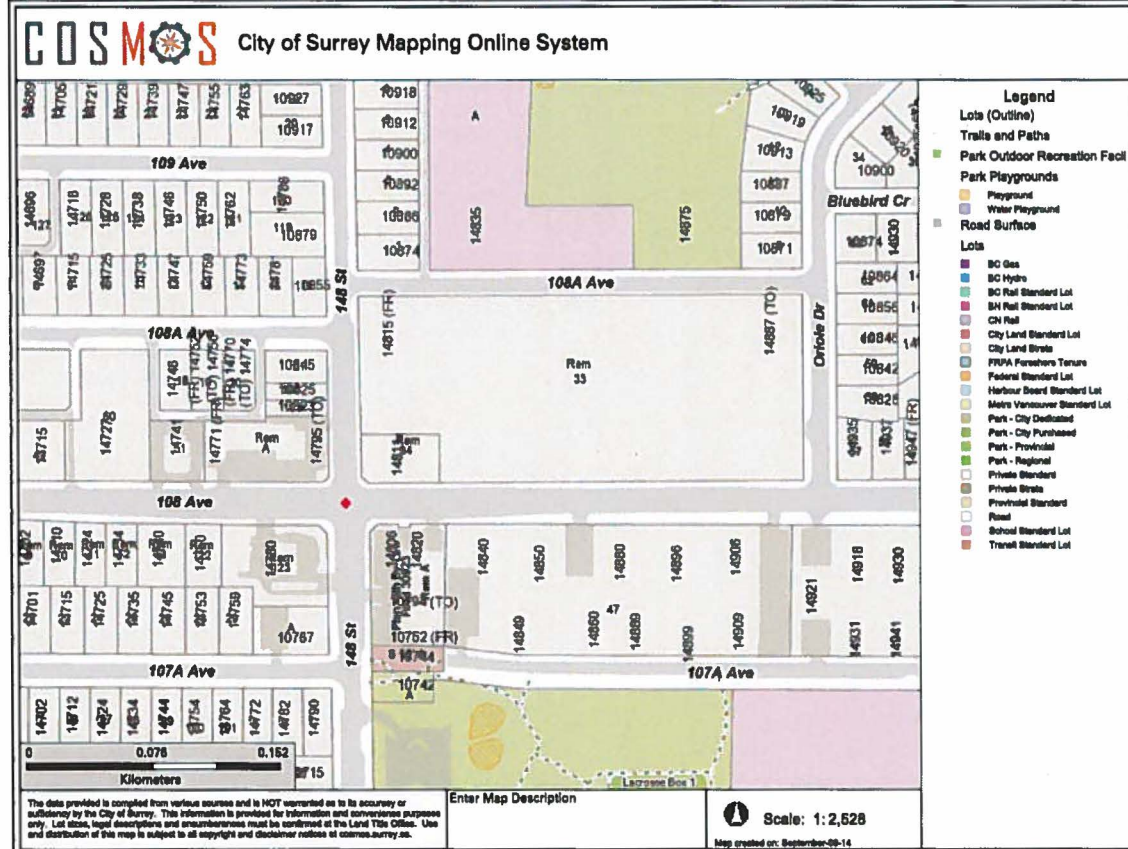
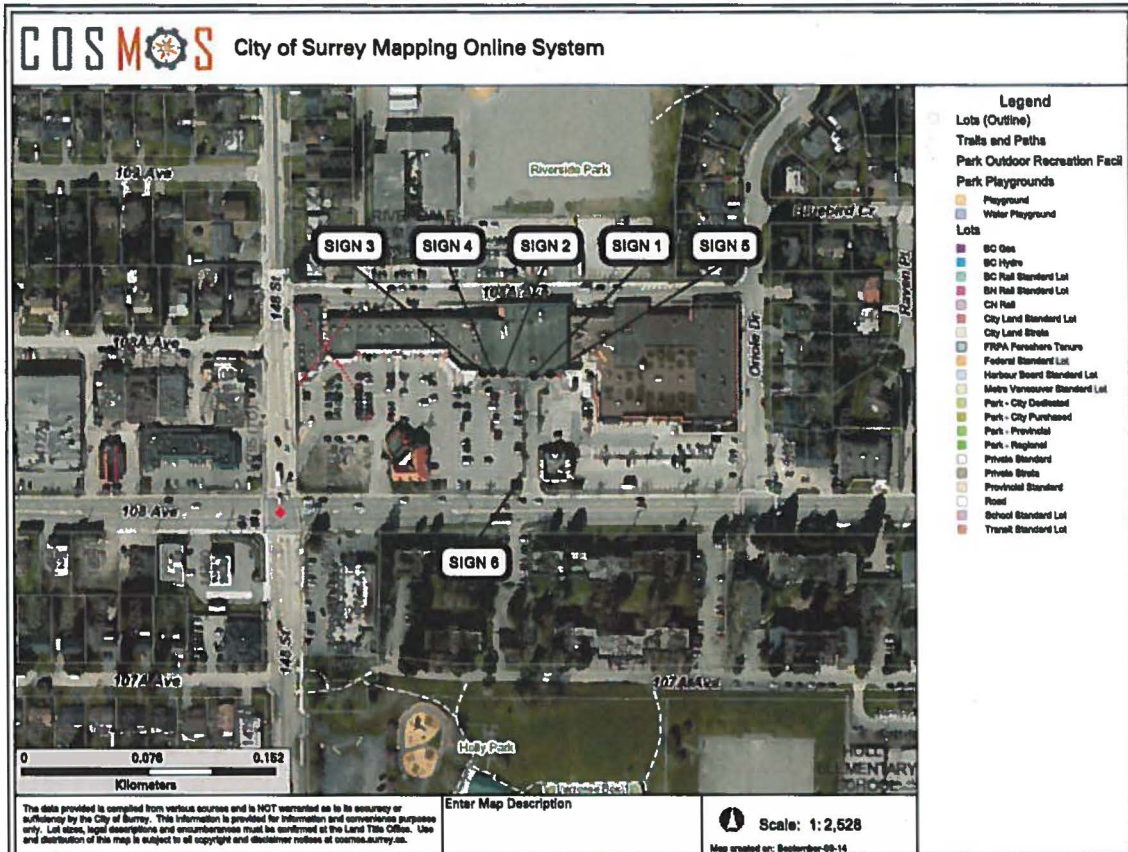
**Sign By-law Variances**

#	Variance	Sign By-law Requirement
1	To allow four (4) additional fascia signs on the same façade of the premise for a total of five (5) fascia signs for a grocery store.	A maximum of two (2) fascia signs are permitted for each premises provided that both fascia signs are not located on the same façade of the premises (Part 5, Section 27(2)(a)).

# SITE PLAN SIGNS 1-2-3-4-5-6

New Buy Low Foods graphics proposal for existing building signs  
 At old IGA / site address 14815 108th ave Surrey BC / Sept 11, 2014

7914-0289-00(A)



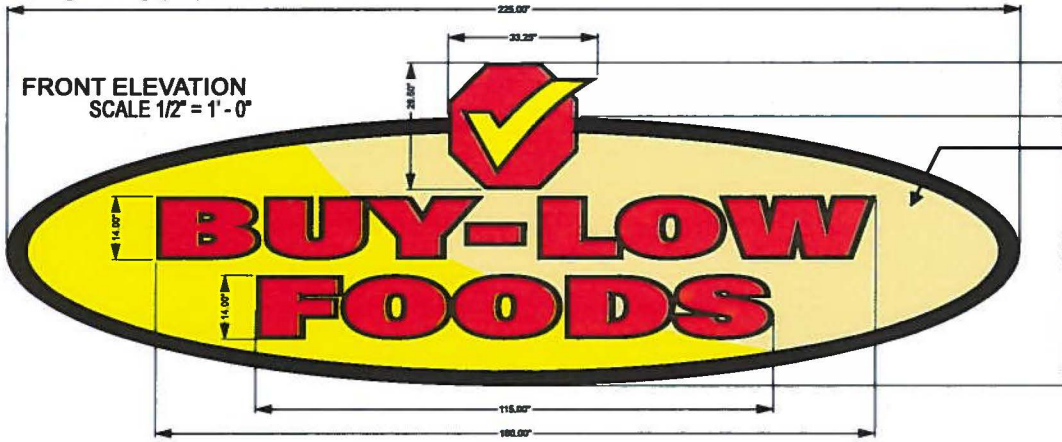


**PIERRE COTE & ASSOCIATES INC.**  
 236 A East Esplanade North Vancouver BC V7L 1A3  
 Tel: 604-985-5047 Fax: 604-985-5047

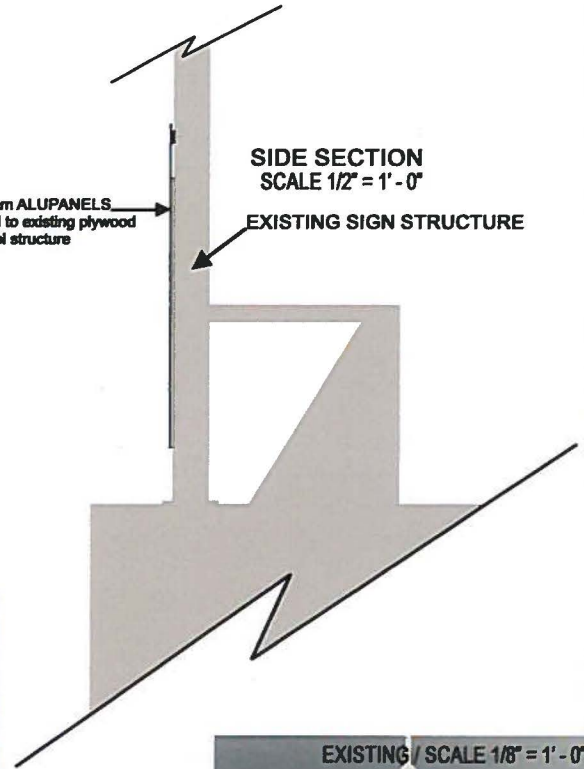
**SIGN 1**

**New Buy Low Foods graphics proposal for existing main building sign**  
 At old IGA / site address 14815 108th ave Surrey BC / Sept 11, 2014

Printed graphics applied to 3 New 3mm ALUPANELS  
 screwed to existing plywood and steel structure  
 total weight of new graphic panels estimated at 65lbs



New 3mm ALUPANELS  
 screwed to existing plywood  
 and steel structure





**SIGNS 1-2-3-4-5**

New Buy Low Foods graphics proposal for existing building signs  
 At old IGA / site address 14815 108th ave Surrey BC / Sept 11, 2014

**SIGN 4**

New graphics applied to existing sign  
 87" wide x 23" tall



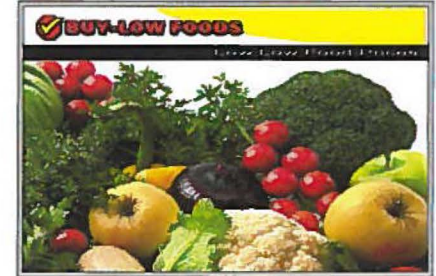
**SIGN 3**

New aluminum sign screwed over existing sign  
 48" wide x 32" tall



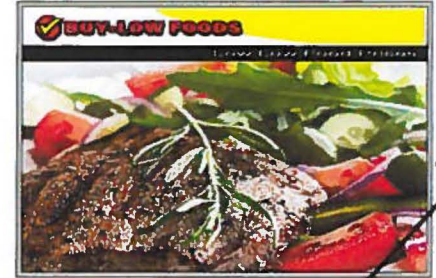
**SIGN 2**

New printed film applied to existing lexan panel 6' wide by 4' tall / existing light box sign



**SIGN 5**

New printed film applied to existing lexan panel 6' wide by 4' tall / existing light box sign



PROPOSED / SCALE 1/8" = 1' - 0"

