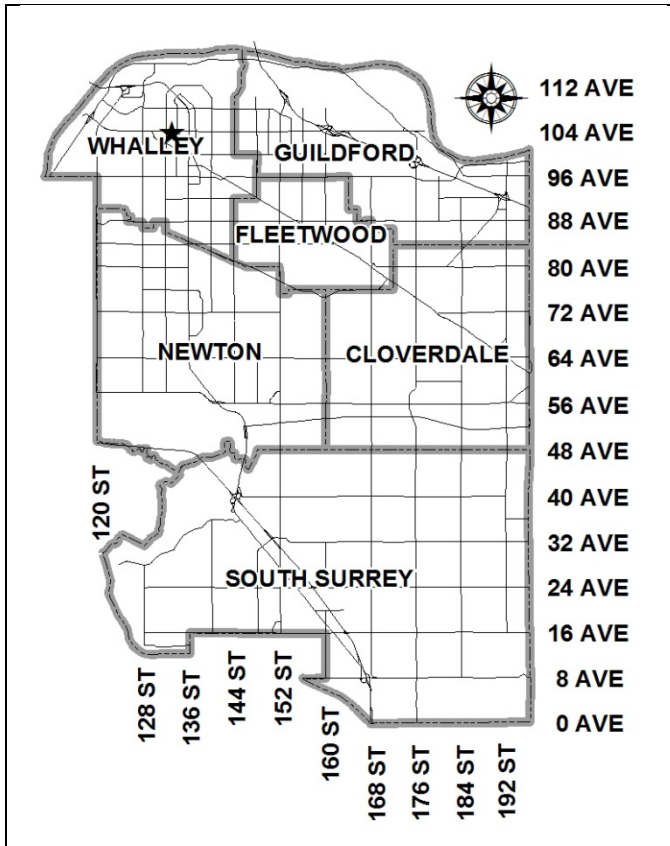


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7914-0309-00

Planning Report Date: December 1, 2014

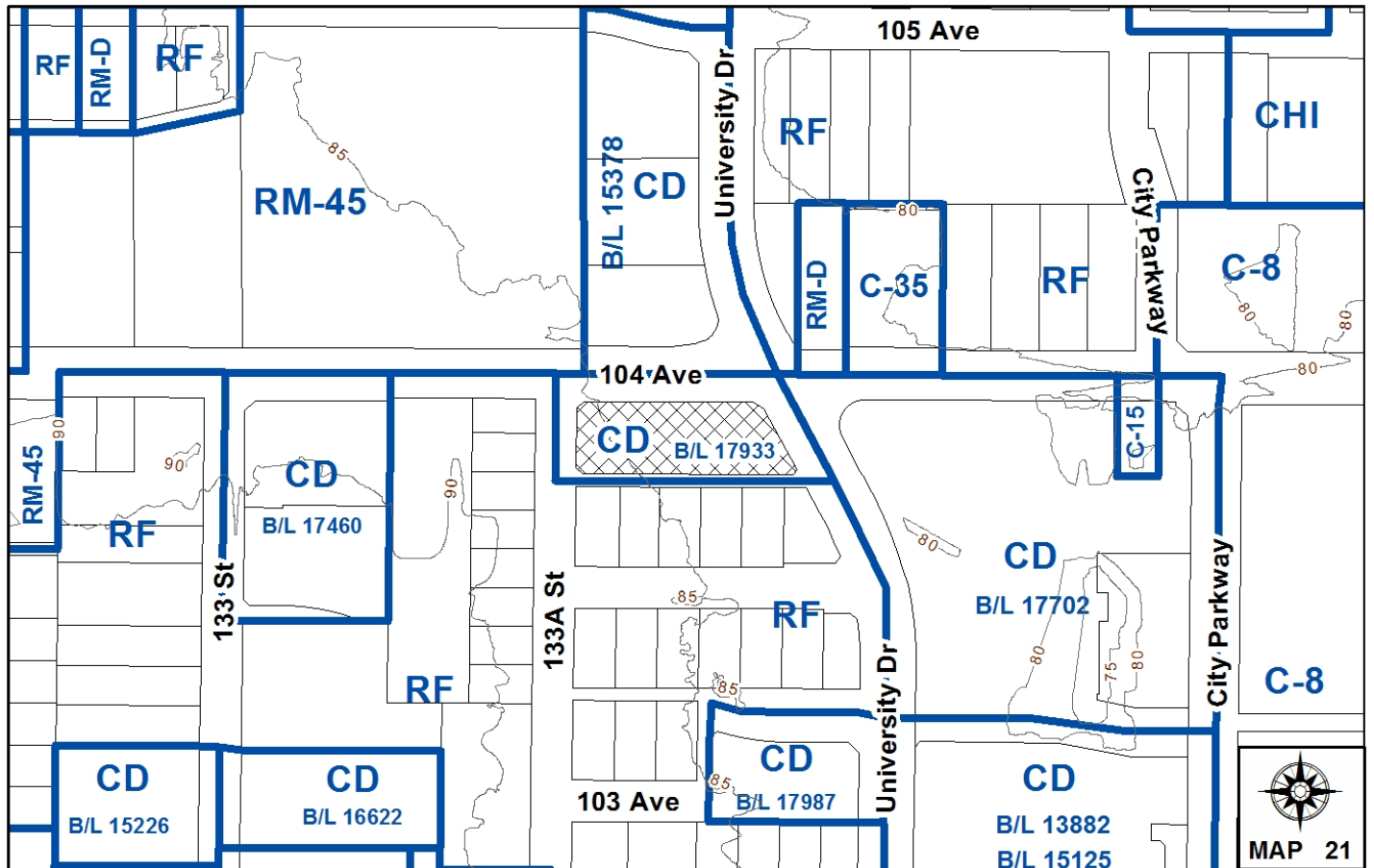


PROPOSAL:

- Development Permit
- Development Variance Permit

in order to vary the total area and setback requirements for temporary on-site real estate development marketing signage under the Sign By-law.

LOCATION: 13398 - 104 Avenue
OWNER: Bosa Properties (104) Inc.
ZONING: CD By-law No. 17933
OCP DESIGNATION: Central Business District



RECOMMENDATION SUMMARY

- Approval to vary through a comprehensive sign design package the maximum total area and minimum setback requirements for a temporary on-site real-estate development/construction sign under the Sign By-law.
- Approval and issuance of Development Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking a variance to the maximum area and minimum setback requirements under the Sign By-law for a temporary on-site real estate development/construction sign ("marketing signage"), to allow for temporary marketing signage to be installed on the existing construction hoarding on the site.

RATIONALE OF RECOMMENDATION

- Marketing signage on construction hoarding is a standard practice in the development industry.
- This type of temporary real-estate signage does not typically require a sign permit. However, the proposed signage requires a variance to the maximum sign area and minimum setback requirements of the Sign By-law.
- Installing marketing signage over construction hoarding generally improves the aesthetic appearance of a development site.

RECOMMENDATION

1. Council approve the applicant's request to vary the Sign By-law for a temporary on-site real estate development/construction sign, as described in Appendix II.
2. Council approve Development Permit No. 7914-0309-00 for a comprehensive sign design package and authorize the Mayor and Clerk to execute the Permit (see Appendix III).

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 and 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: High rise residential tower and commercial podium comprised of a mix of uses including a church, under construction.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across 104 Avenue):	High-rise residential building.	Central Business District	CD (By-law No. 15378)
East (Across University Drive):	City Hall.	Central Business District	CD (By-law No. 17702)
South (Across unopened lane):	Single family dwellings.	Central Business District	RF
West (Across 133A Street):	Single family dwellings and vacant lots.	Central Business District	RF

DEVELOPMENT CONSIDERATIONS

- The 3,580-square metre (0.88-acre) subject site is located at the southwest corner of the intersection of 104 Avenue and University Boulevard in City Centre, directly west of the new City Hall.
- The subject site is designated Central Business District under the Official Community Plan (OCP) and is zoned Comprehensive Development (CD) By-law No. 17933.

- On September 23, 2013, Council approved Development Application No. 7912-0349-00 to allow for the development of a high-rise residential tower, commercial podium with ground-oriented commercial units and a second floor office, and a church.
- The site is currently under construction.

Current Application

- The developer of the site, Bosa Properties Inc., is seeking a variance to the Sign By-law to allow for the installation of temporary marketing signage on the existing construction hoarding on the site, fronting 104 Avenue and University Boulevard.
- The construction hoarding upon which the signage is to be located is over top of the City road right-of-way (ROW) for both roads. A Highway License Agreement has been secured by the developer to allow for the aerial encroachment over the ROW. The minimum setback requirement for a temporary on-site real estate development/construction sign is 2.0 metres (6.5 ft.) from any adjacent highway under the Sign By-law.
- The proposed marketing signage consists of a number of signs of varying height, width and area. The maximum sign height of the proposed marketing signage is 4.2 metres (14 ft.), while the total sign area of the overall marketing signage is 407 sq. metres (4,383 sq.ft.). As per the Sign By-law, the maximum height allowed for a temporary on-site real estate development/construction sign is 4.5 metres (15 ft.), while the maximum allowable sign area is 14 sq. metres (150 sq.ft.).
- Council may grant approval to variances to the Sign By-law through the approval of a Development Permit that includes a comprehensive sign design package.

DESIGN PROPOSAL AND REVIEW

- The proposed marketing signage consists of blue text and borders on a white background, and also includes images of Bosa Properties' "University District" development project (see Appendix III).
- The marketing signage is an important component of the marketing strategy for the site.
- Marketing signage on construction hoarding is a standard practice in the development industry.
- Typically, this type of temporary on-site real estate/construction signage does not require a sign permit. However, the proposed signage does not comply with the sign area and setback requirements of the Sign By-law.
- Marketing signage on construction hoarding is a practice that is becoming increasingly common in Surrey. The submission of a comprehensive sign package application is considered an appropriate approach for the City to review and approve this type of signage.
- Installing marketing signage over construction hoarding generally improves the aesthetic appearance of a development site.

- The developer has secured a Highway License Agreement (HLA) to allow for the aerial encroachment over the road right-of-way, especially due to the trailers that are in place above the sidewalk behind the hoarding.
- The proposed signage design has been reviewed by staff. Planning staff have expressed some concerns to the applicant about the extent of white on the proposed signage. However, the applicant wishes to proceed with the signage as proposed, which is consistent with signage the applicant has used across the region. The applicant contends that the design is simple and tasteful, offering a contrast to most conventional marketing signage in the region.
- Staff support the proposed variances as a comprehensive design package.

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. 7914-0309-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

CA/da

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Information for City Clerk

Legal Description and Owners of all lots that form part of the application:

1. (a) Agent: Name: Rob Elliott
 Bosa Properties Inc.
 Address: 1201, 838 - West Hastings Street
 Vancouver, BC V6C 0A6

 Tel: 604-299-1363

2. Properties involved in the Application

(a) Civic Address: 13398 - 104 Avenue

(b) Civic Address: 13398 - 104 Avenue
 Owner: Bosa Properties (104) Inc.
 PID: 029-160-146
 Lot 1 Section 27 Block 5 North Range 2 West New Westminster District Plan EPP30184

PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To increase the allowable sign area for a temporary on-site real estate development/construction sign from 14 sq. metres (150 sq.ft.) to 407 sq. metres (4,383 sq.ft.).	The sign area shall not exceed a maximum of 14 sq. metres (150 sq.ft.).	<p>The marketing signage is an important component of the marketing strategy for the site.</p> <p>Marketing signage on construction hoarding is a standard practice in the development industry.</p> <p>Installing marketing signage over construction hoarding generally improves the aesthetic appearance of a development site.</p>
2	To eliminate the required minimum 2.0-metre (6.5 ft.) setback from any highway for a temporary on-site real estate development/construction sign.	The sign is located a minimum 2.0 metres (6.5 ft.) from each adjacent highway.	<p>The construction hoarding upon which the signage is to be located is over top of the sidewalk in the City road right-of-way (ROW).</p> <p>A Highway License Agreement (HLA) has been secured by the developer to allow for the aerial encroachment over the road ROW.</p>

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7914-0309-00

Issued To: BOSA PROPERTIES (104) INC.
("the Owner")

Address of Owner: 1201, 838 - Hastings Street West
Vancouver, BC V6C 0A6

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: 029-160-146
Lot 1 Section 27 Block 5 North Range 2 West New Westminster District Plan EPP30184
13398 - 104 Avenue

(the "Land")

3. This development permit applies to only the buildings and structures on the Land 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 signage, shall be in accordance with the drawings numbered 7914-0309-00(A) through to and including 7914-0309-00(D) (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 drawings numbered 7914-0309-00(A) through to and including 7914-0309-00(D) (the "Signage").
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 comprehensive sign design package Drawings numbered 7914-0309-00(A) through to and including 7914-0309-00(D) .
9. This development permit supplements Development Permit No. 7912-0349-00.
10. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development permit.
11. 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.
12. The terms of this development permit or any amendment to it, are binding on all persons who acquire an interest in the Land.

13. 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 increase the allowable sign area for a temporary on-site real estate development/construction sign from 14 sq. metres (150 sq.ft.) to 407 sq. metres (4,383 sq.ft.).	The sign area shall not exceed a maximum of 14 sq. metres (150 sq.ft.).
2	To eliminate the required minimum 2.0-metre (6.5 ft.) setback from any highway for a temporary on-site real estate development/construction sign.	The sign is located a minimum 2.0 metres (6.5 ft.) from each adjacent highway.

1

746" x 126"

CORNER

11 43" x 73"

12 225" x 73"

13 35.5" x 93.5"

14 179" x 60"

2

120" x 144"

3

498" x 144"

4

477" x 128"

5

432" x 112"

6

528" x 167"

7

482" x 144"

8

586" x 144"

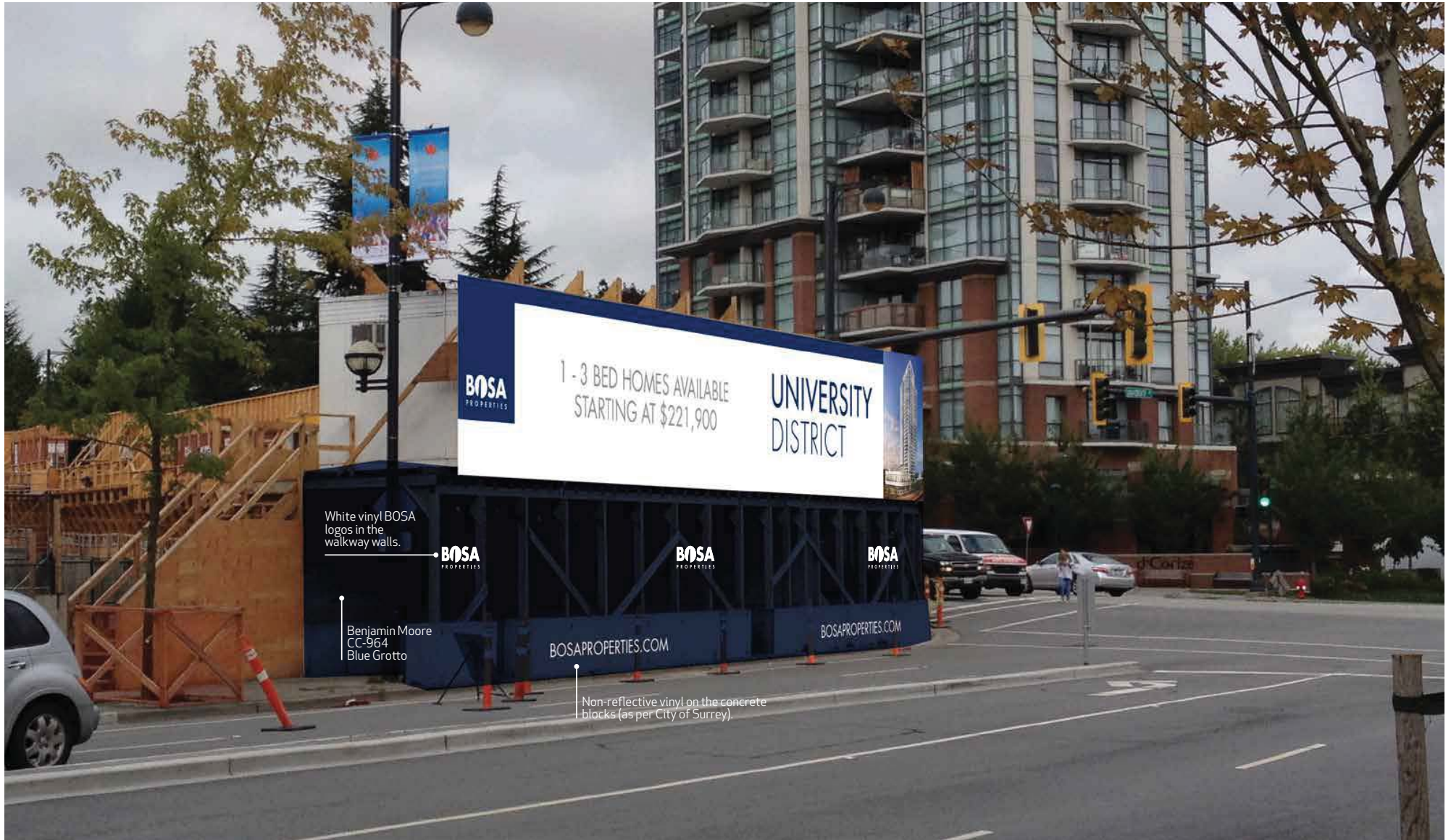
9

318" x 130"

10

168" x 130"





White vinyl BOSA logos in the walkway walls.

Benjamin Moore
CC-964
Blue Grotto

Non-reflective vinyl on the concrete blocks (as per City of Surrey).





AVAILABLE
1,900

UNIVERSITY
DISTRICT



BOSA
PROPERTIES

UNIVERSITY
DISTRICT

1-3 BED HOMES AVAILABLE
SALES CENTRE ACROSS THE STREET

BOSA
PROPERTIES

BOSA
PROPERTIES

Benjamin Moore
CC-964
Blue Grotto

BOSA
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Non-reflective vinyl on the concrete
blocks (as per City of Surrey).

Non-reflective vinyl on the concrete
blocks (as per City of Surrey).





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Non-reflective vinyl on the concrete blocks (as per City of Surrey).

