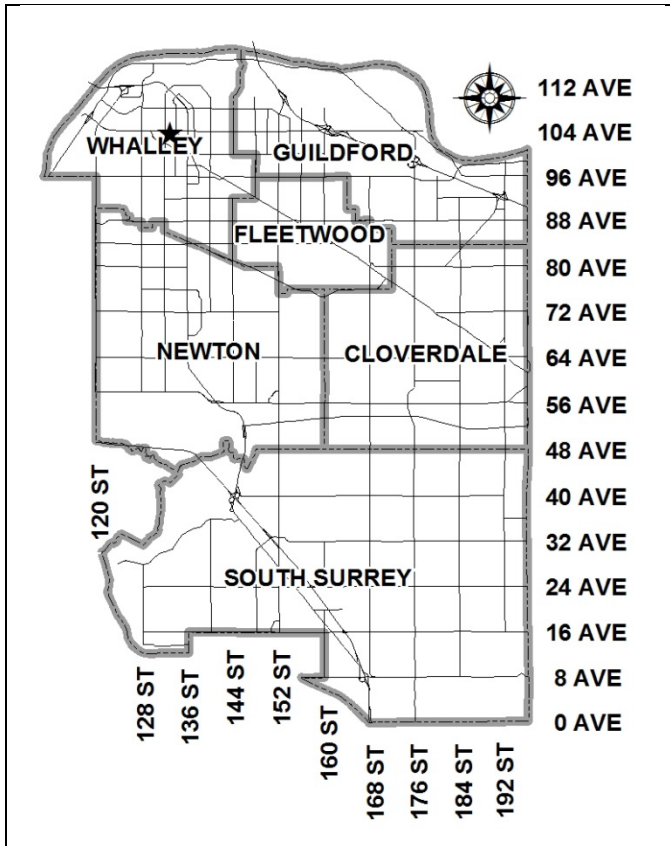


City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7914-0335-00

Planning Report Date: December 15, 2014

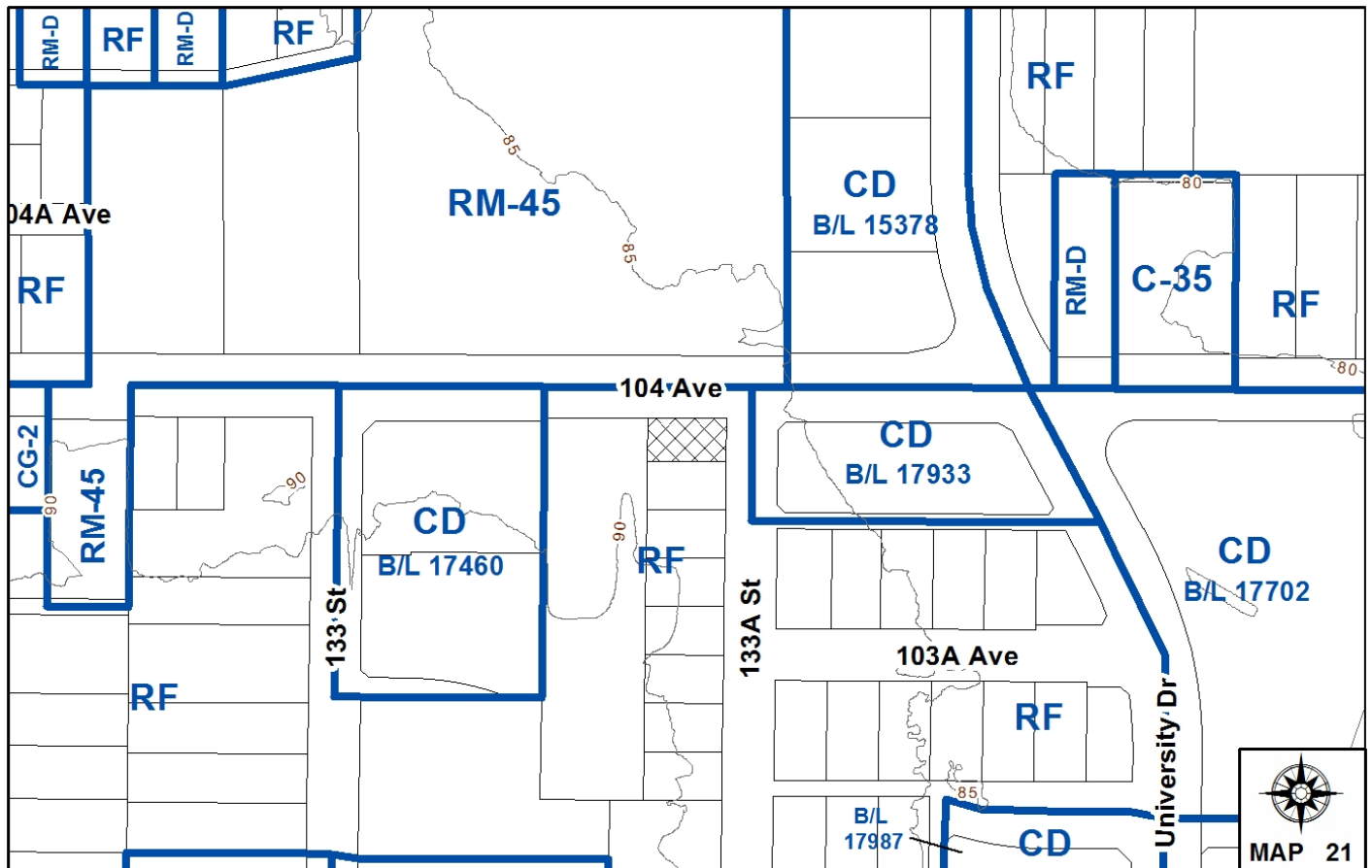


**PROPOSAL:**

- Development Permit
- Development Variance Permit

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

**LOCATION:** 13358 - 104 Avenue  
**OWNER:** Weststone Properties 104 Ltd  
**ZONING:** RF  
**OCP DESIGNATION:** Central Business District



### RECOMMENDATION SUMMARY

- Approval to vary, through a comprehensive sign design package, the maximum total area and height, and the minimum setback requirements for temporary off-site real estate development signs 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 height, and the minimum setback requirements under the Sign By-law for temporary off-site real estate development/construction signs ("marketing signage"), to allow for temporary marketing signage to be installed adjacent to an existing sales/presentation centre and parking area.

### RATIONALE OF RECOMMENDATION

- Marketing signage is a standard practice in the development industry.
- The proposed signs are of a high quality design.
- The proposed signage must be located as proposed, along the south and east property lines, to avoid conflict with the existing parking area on the subject site.

RECOMMENDATION

1. Council approve the applicant's request to vary the Sign By-law for temporary off-site real estate development/construction signage, as described in Appendix II.
2. Council approve Development Permit No. 7914-0335-00 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: Surface parking for an existing adjacent sales/presentation centre approved by Temporary Use Permit No. 7913-0237-00.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across 104 Avenue):	3-storey apartment building.	Central Business District	RM-45
East (Across 133A Street):	High-rise residential tower and commercial podium, under construction.	Central Business District	CD By-law No. 17933
South:	Single family residential lots, with and without dwellings.	Central Business District	RF
West:	Temporary real estate sales centre (Development Application No. 7913-0237-00).	Central Business District	RF

## DEVELOPMENT CONSIDERATIONS

### Background

- The 507-square metre (5,457-sq. ft.) subject site is located at the southwest corner of the intersection of 104 Avenue and 133A Street in City Centre.
- The subject site is designated Central Business District in the Official Community Plan (OCP) and is zoned "Single Family Residential Zone (RF)".
- There is a land development application (File No. 7912-0325-00) on the neighbouring properties at 13328 – 104 Avenue and 10322 – 133 Street, which was granted Third Reading by Council on May 26, 2014, to permit Phase 4 of the Urban Village project consisting of a 35-storey residential tower and a 3-storey retail building, which the developer, WestStone Properties, has named "Evolve".
- On February 3, 2014, Council issued Temporary Commercial Use Permit (TUP) No. 7913-0237-00 to permit the development of a temporary sales centre and associated parking on the subject lot for the "Evolve" development proposed to the west.

### Current Proposal

- The developer, WestStone Properties, is seeking a variance to the Sign By-law to allow the installation of temporary free-standing marketing signage for the "Evolve" project. The signage has been installed at the northeast corner of the subject site and along the south property line.
- The proposed signage extends to the east property line, abutting 133A Street. In accordance with the Sign By-law, the minimum setback requirement for temporary off-site real estate development/construction signage is 2.0 metres (6.5 ft.) from any adjacent road.
- 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 7.2 metres (24 ft.), while the total sign area of the overall marketing signage is 217 square metres (2,337 sq. ft.). As per the Sign By-law, the maximum height allowed for a temporary off-site real estate development/construction sign is 4.5 metres (15 ft.), while the maximum allowable sign area is 3 square metres (32 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 a 4-sided free-standing monument sign at the corner of 104 Avenue and 133A Street, and a hoarding-style sign which extends along the entire length of south property line and facing 104 Avenue.

- The monument sign consists 4 aluminum composite panels on a post structure with a black, white and orange two-dimensional barcode graphic, which is repeated on all four sides (see Appendix III).
- The free-standing hoarding-style sign along the south property line consists of an orange and grey background with grey, white and orange text, and also includes images of people and a two-dimensional barcode, installed on an in-ground post structure. The back side of the sign, which faces the house on the neighbouring property to the south, reveals the post structure and is painted in grey (see Appendix III).
- The lot to the south, previously owned by the Phoenix Society, is owned by the applicant, WestStone, and is intended for a future phase of their West Village development. The West Village Master Plan block concept was endorsed by Council on May 12, 2014, when considering Phase 4 of the development (Application No. 7912-0325-00).
- The marketing signage is an important component of the marketing strategy for the "Evolve" development, and is a standard practice in the development industry.
- The marketing signage must be located along the south and east property lines to avoid conflict with the existing surface parking area on the site.
- The proposed signage design has been reviewed by staff and found to be generally acceptable.
- 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, Action Summary
Appendix II.	Proposed Sign By-law Variances Table
Appendix III.	Development Permit No. 7914-0335-00

*original signed by Judith Robertson*

Jean Lamontagne  
General Manager  
Planning and Development

LM/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:            Bob Dominick  
                    Westone Group  
                    Address:       10090 - 152 Street, Unit 300  
                                      Surrey, BC V3R 8X8  
  
                    Tel:            604-488-4886 - Work  
                                      604-488-4886 - Fax
  
2.     Properties involved in the Application
  - (a)     Civic Address:        13358 - 104 Avenue
  
  - (b)     Civic Address:        13358 - 104 Avenue  
          Owner:               Weststone Properties 104 Ltd  
          PID:                 011-366-923  
          Lot 1 Except: Part Road on Plan LMP16653, Section 27 Block 5 North Range 2 West New  
          Westminster District Plan 8960

## PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To increase the allowable sign area for temporary off-site real estate development/construction signage from 3 square metres (32 sq. ft.) to 217 square metres (2,337 sq. ft.).	The sign area shall not exceed a maximum of 3 square metres (32 sq. ft.).	The marketing signage is an important component of the marketing strategy for the development.
2	To increase the allowable height for temporary off-site real estate development/construction signage from 4.5 metres (15 ft.) to 7.2 metres (24 ft.).	The sign height shall not exceed a maximum of 4.5 metres (15 ft.).	The marketing signage is an important component of the marketing strategy for the development.
3	To eliminate the required minimum 2.0-metre (6.5-ft.) setback from any highway for temporary off-site real estate development/construction signage.	The sign is located a minimum of 2.0 metres (6.5 ft.) from each adjacent highway.	The marketing signage is located along the south and east property lines to avoid conflict with the existing approved parking area on site.

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7914-0335-00

Issued To: WESTSTONE PROPERTIES 104 LTD  
("the Owner")

Address of Owner: 300, 10090 - 152 Street  
Surrey, BC V3R 8X8

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: 011-366-923  
Lot 1 Except: Part Road on Plan LMP16653, Section 27 Block 5 North Range 2 West New  
Westminster District Plan 8960

13358 - 104 Avenue

(the "Land")

3. This development permit applies to 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 7914-0335-00(A) through to and including 7914-0335-00(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 7914-0335-00(A) through to and including 7914-0335-00(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 7914-0335-00(A) through to and including 7914-0335-00(D).
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 – Linda Hepner

\_\_\_\_\_  
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)

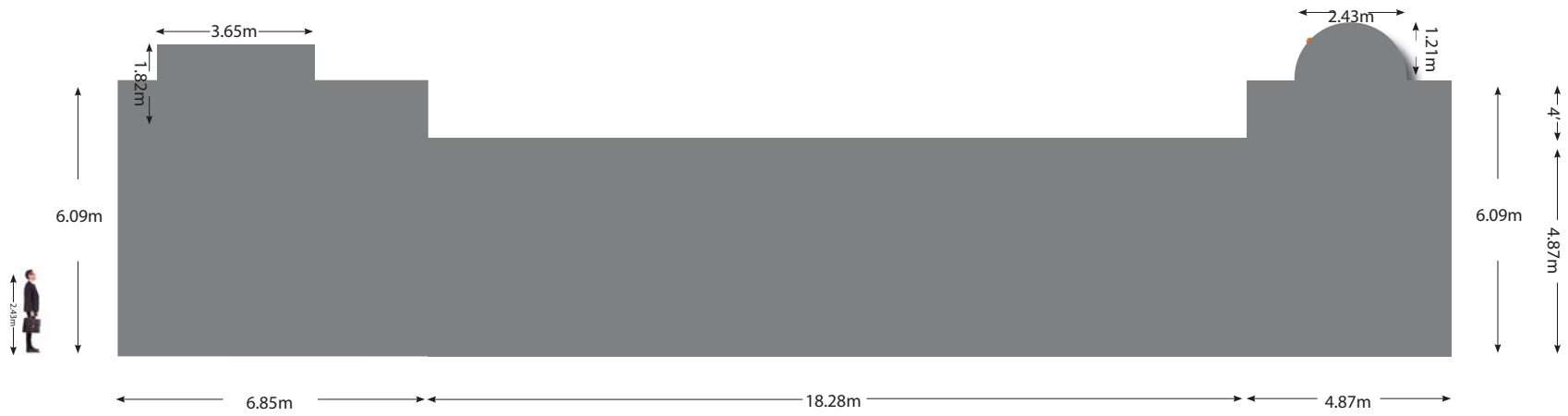
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Name: (Please Print)

## Sign By-law Variances

#	Variance	Sign By-law Requirement
1	To increase the allowable sign area for temporary off-site real estate development/construction signage from 3 square metres (32 sq. ft.) to 217 square metres (2,337 sq. ft.).	The sign area shall not exceed a maximum of 3 square metres (32 sq. ft.).
2	To increase the allowable height for temporary off-site real estate development/construction signage from 4.5 metres (15 ft.) to 7.2 metres (24 ft.).	The sign height shall not exceed a maximum of 4.5 metres (15 ft.).
3	To eliminate the required minimum 2.0-metre (6.5-ft.) setback from any highway for temporary off-site real estate development/construction signage.	The sign is located a minimum of 2.0 metres (6.5 ft.) from each adjacent highway.



VIEW #2 - 104 AVENUE / PARKING AREA



VIEW #2 - 104 AVENUE / PARKING AREA BACK

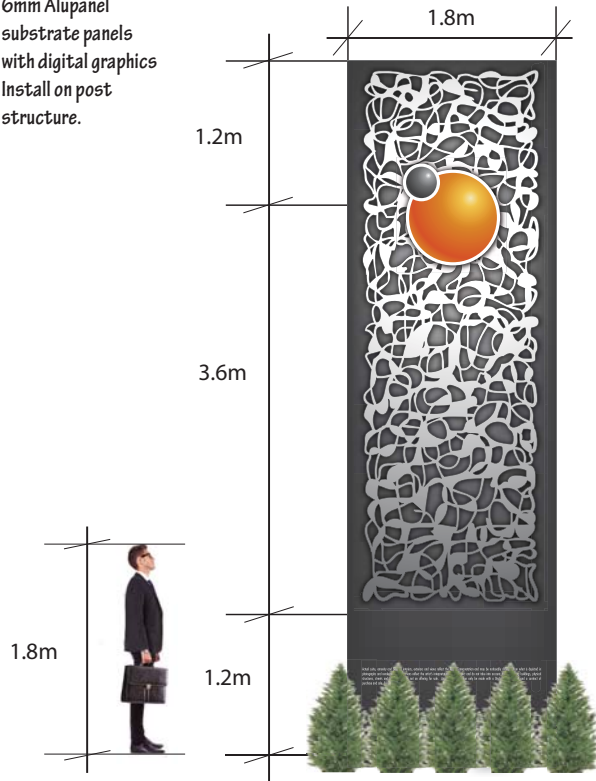
# MONUMENT SIGN ON CORNER OF 104 AVE | 133A STREET

FOUR SIDED

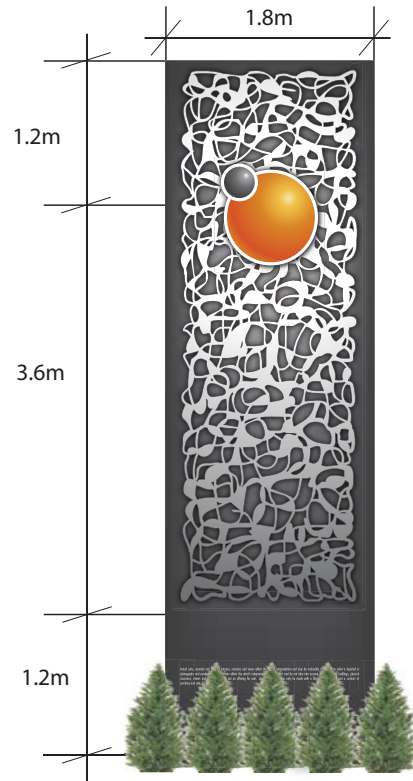
Metric (m)

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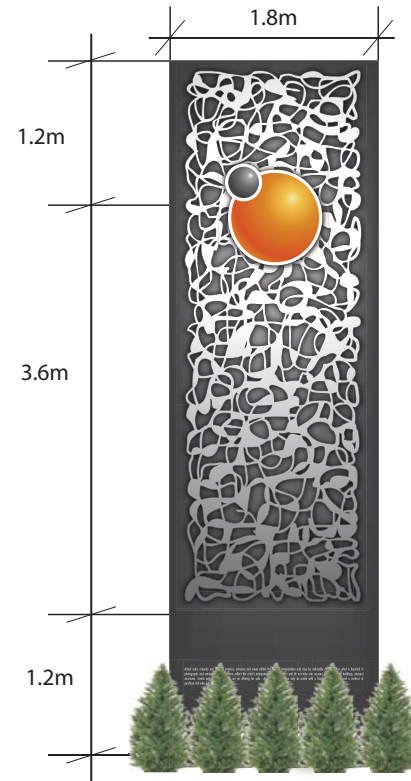
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with digital graphics  
Install on post  
structure.



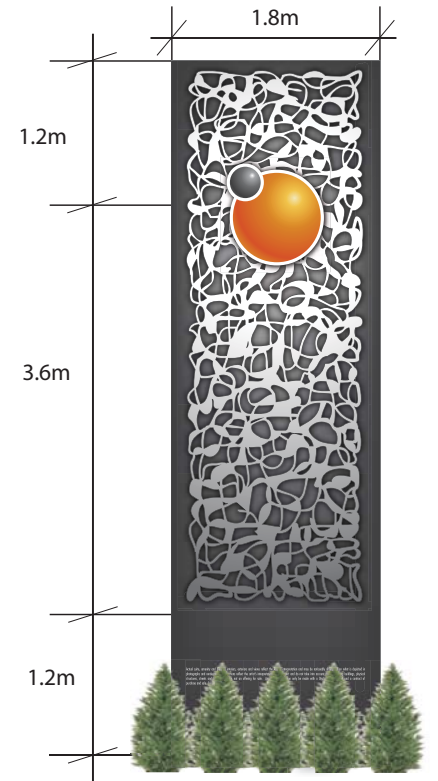
East Elevation



South Elevation



West Elevation



North Elevation

EVOLVE - INGROUND SIGN LOCATIONS

