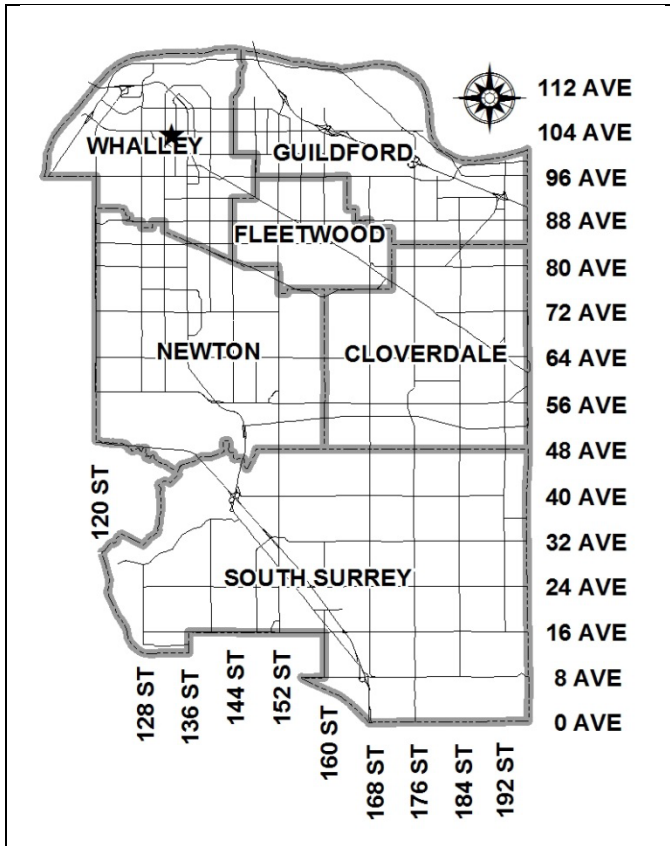


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7914-0343-00

Planning Report Date: December 15, 2014

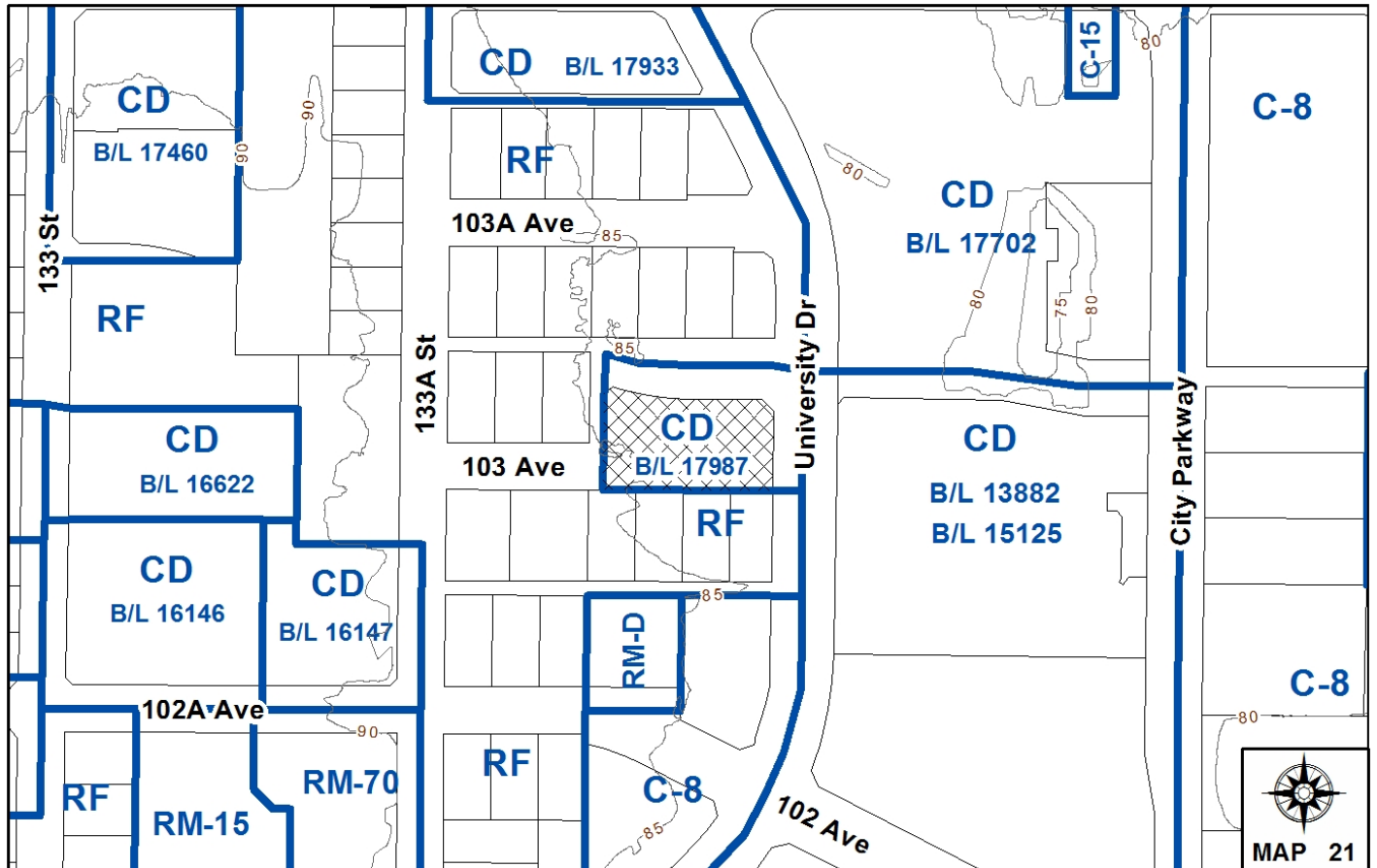


PROPOSAL:

- 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: 13438 - 103 Avenue
OWNER: 0741266 BC Ltd
ZONING: CD By-law No. 17987
OCP DESIGNATION: Central Business District



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking variances to the maximum area and minimum setback requirements under the Sign By-law for temporary on-site real estate development/construction signage ("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.
- The proposed signs are of a high quality design.
- 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 temporary on-site real estate development/construction signage, as described in Appendix II.
2. Council approve Development Permit No. 7914-0343-00 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: Vacant site, under Building Permit review for a high rise residential tower and ground floor commercial.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across future 103 Avenue road allowance):	Mostly vacant single family lots.	Central Business District	RF
East (Across University Drive):	North Surrey Recreation Centre	Central Business District	CD By-law No. 13882, as amended by By-law No. 15125
South:	4 vacant City-owned lots.	Central Business District	RF
West:	Vacant single family lots and single family dwellings.	Central Business District	RF

DEVELOPMENT CONSIDERATIONSBackground

- The 2,866-square metre (0.7-acre) subject site is located in City Centre, along the west side of University Drive, across from the North Surrey Recreation Centre and southwest from the City Centre Library.

- The subject site is designated Central Business District in the Official Community Plan (OCP) and is zoned "Comprehensive Development Zone (CD)" (By-law No. 17987).
- On September 29, 2014, Council approved Development Application No. 7912-0327-00 to allow for the development of a 37-storey high-rise residential tower, 4-storey podium with ground-oriented townhouse and commercial units.
- The Building Permit for the subject site is currently under review and the construction hoarding is being erected.

Current Proposal

- The developer of the site 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 University Drive.
- The construction hoarding upon which the signage is to be located is 0.6 metre (2 ft.) from the property line along University Drive. The minimum setback requirement for temporary on-site real estate development/construction signage 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 panels of varying height, width and area. The maximum sign height of the proposed marketing signage is 3.7 metres (12 ft.), while the total sign area of the overall marketing signage is 112 square metres (1,206 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 square 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 a blue and white background with blue, white and grey text, and also includes graphic images of the "Prime" 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. Construction hoarding is typically erected on or near the property line of the site to allow for excavation and construction.
- Typically, this type of temporary on-site real estate development/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 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. 7914-0343-00

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: Kelvin Poon
Magnum Projects Ltd.
Address: 128 - West Pender Street, Suite 401
Vancouver, BC V6B 1R8

Tel: 604-569-3900 - Primary
604-569-3900 - Fax
2. Properties involved in the Application
 - (a) Civic Address: 13438 - 103 Avenue
 - (b) Civic Address: 13438 - 103 Avenue
Owner: 0741266 BC Ltd
Director Information:
Robert Glass
Jon Stovell

Officer Information
Robert Glass
Robert Macdonald
Dennis Ng
PID: 029-294-819
Lot A Section 27 Block 5 North Range 2 West New Westminster District Plan BCP52190

PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To increase the allowable sign area for temporary on-site real estate development/construction signage from 14 square metres (150 sq. ft.) to 112 square metres (1,206 sq. ft.).	The sign area shall not exceed a maximum of 14 square metres (150 sq. ft.) (as per Part 1, Section 7(9.1)).	<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 reduce the minimum setback for temporary on-site real estate development/construction signage from 2.0 metres (6.5 ft.) from any highway to 0.6 metre (2 ft.).	The sign is located a minimum 2.0 metres (6.5 ft.) from each adjacent highway (as per Part 1, Section 7(9.1)).	The construction hoarding upon which the signage is located is close to the east property line in order to allow construction to take place on site.

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7914-0343-00

Issued To: 0741266 BC LTD

("the Owner")

Address of Owner: 938 - Howe Street, Suite 1100
Vancouver, BC V6Z 1N9

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: 029-294-819

Lot A Section 27 Block 5 North Range 2 West New Westminster District Plan BCP52190

13438 - 103 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 7914-0343-00(A) through to and including 7914-0343-00(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 drawings numbered 7914-0343-00(A) through to and including 7914-0343-00(C) (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 7914-0343-00(A) through to and including 7914-0343-00(C).
9. This development permit supplements Development Permit No. 7912-0327-00.
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 – 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)

Name: (Please Print)

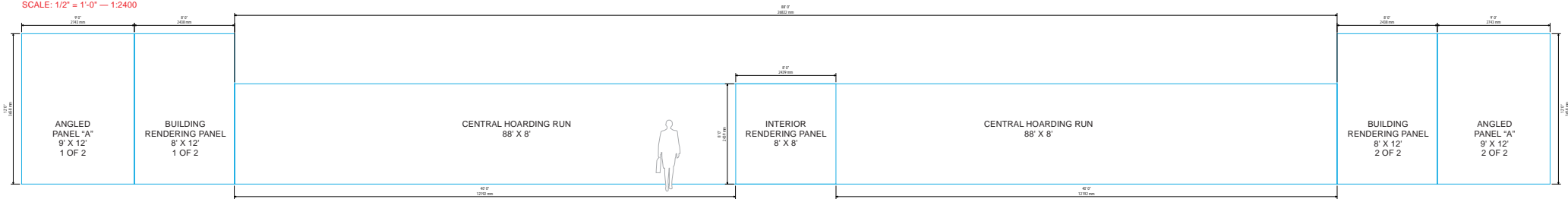
Sign By-law Variances

#	Variance	Sign By-law Requirement
1	To increase the allowable sign area for temporary on-site real estate development/construction signage from 14 square metres (150 sq. ft.) to 112 square metres (1,206 sq. ft.).	The sign area shall not exceed a maximum of 14 square metres (150 sq. ft.).
2	To reduce the minimum setback for temporary on-site real estate development/construction signage from 2.0 metres (6.5 ft.) from any highway to 0.6 metre (2 ft.).	The sign is located a minimum of 2.0 metres (6.5 ft.) from each adjacent highway.

Revised Nov 14, 2014_v2a
SCALE: 1/2" = 1'-0" = 1:2400



Revised Nov 14, 2014_v2a
SCALE: 1/2" = 1'-0" -- 1:2400





PROPOSED SIGNAGE LOCATION
 Note: Set back 2' from property Line

Panel A: 9', Panel B: 104', Panel C: 9'
 Total Frontage: 122' approx.
 Total Hoarding: 1,112 sq. ft.

	TITLE: PRIME // HOARDING	FINISHING NOTES:	SCALE: NTS
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7914-0343