

City of Surrey
PLANNING & DEVELOPMENT REPORT
Application No.: 7920-0034-00

Planning Report Date: April 6, 2020

PROPOSAL:

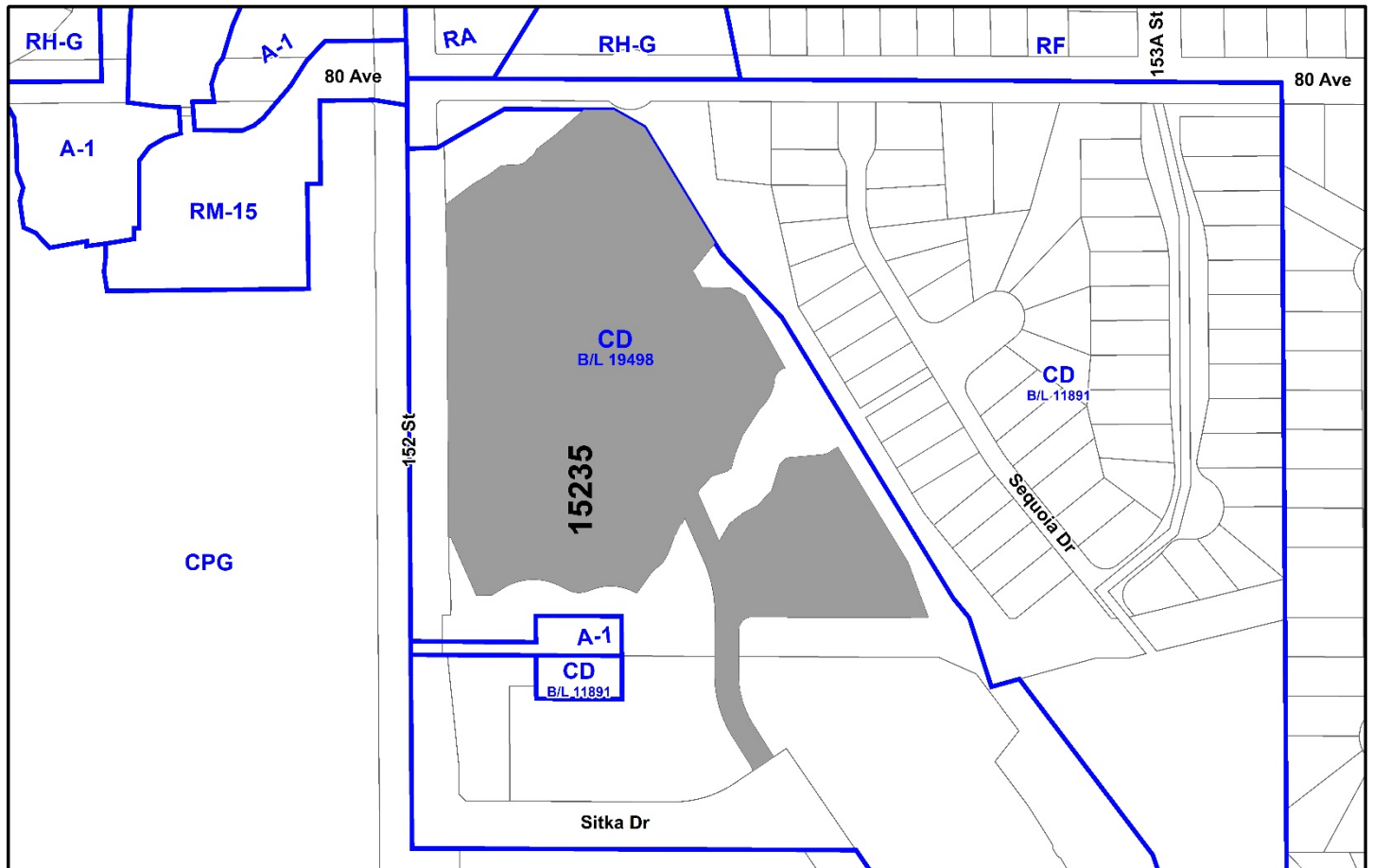
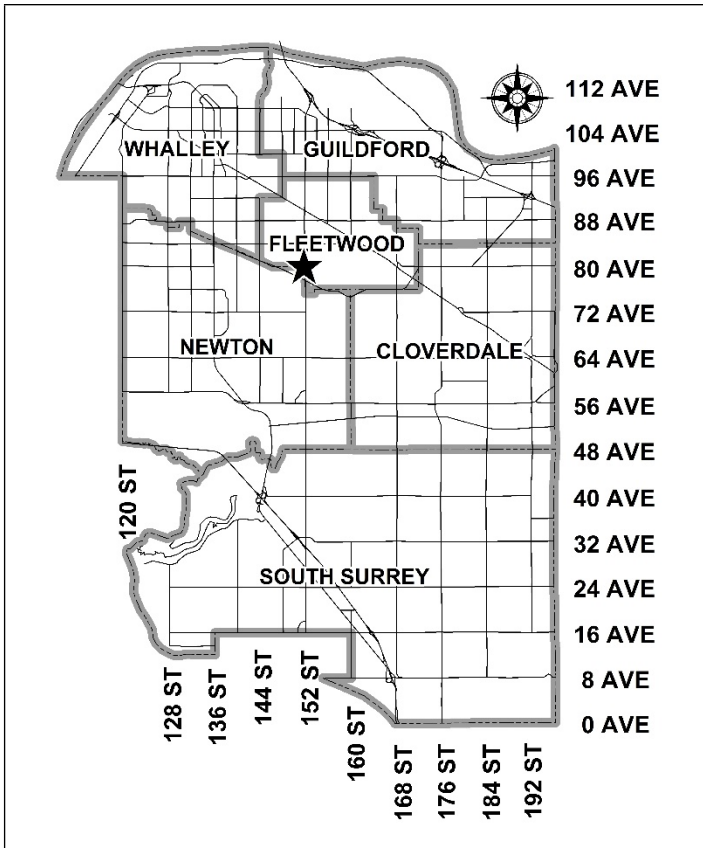
- **Development Permit**

to permit temporary on-site real estate development marketing signage for a mixed-use building and townhouse project under construction.

LOCATION: 15235 - Sitka Drive

ZONING: CD

OCP DESIGNATION: Multiple Residential



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking a variance to the maximum signage area under the Sign By-law for temporary on-site real estate development/construction signage ("marketing signage"), to allow for temporary marketing signage in the form of freestanding signage and signage to be installed on construction fencing around the site.

RATIONALE OF RECOMMENDATION

- The proposed signage is to market a mixed-use apartment building and townhouse development project currently under construction (Wood & Water) on the subject site.
- Marketing signage in the form of freestanding signage and on construction hoarding and/or fencing is standard practice in the development industry.
- The proposed signage is of high-quality design and meets the 2 metre (6.5 ft.) setback from property line requirement of the Sign By-law.
- 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 requirement of the Sign By-law.
- Installing the marketing and directional signage over construction fencing will improve the aesthetic appearance of the development site during the construction phase.

RECOMMENDATION

The Planning & Development Department recommends that:

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 I.
2. Council approve Development Permit No. 7920-0034-00 for a comprehensive sign design package and authorize the Mayor and Clerk to execute the Permit (see Appendix II).

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, including signage, Council may refer the Development Permit back to staff with direction regarding any of these matters.

SITE CONTEXT & BACKGROUND

Direction	Existing Use	OCP Designation	Existing Zone
Subject Site	Mixed-use apartment and townhouses under construction.	Multiple Residential	CD (By-law No. 19498)
North (Across 80 Avenue):	Acreage lot and City park (Sequoia Ridge Park)	Suburban	RA, RH-G and RF
East:	City park (Sequoia Ridge Park) and bareland strata lots and duplex units	Suburban	CD (By-law No. 11891)
South:	EagleQuest Golf Course, within the ALR	Agricultural	CPG
West (Across 152 Street):	58-unit townhouse development and Guildford Golf Course, in the ALR	Urban, Suburban, Agricultural	RM-15 and CPG

Context & Background

- The subject site is located at 15235 - Sitka Drive on the east side of 152 Street south of 80 Avenue. The subject property is approximately 3.1 hectares (7.7 acres) in area and is one of 8 (eight) lots created under Application No. 7917-0143-00.
- The subject property is currently zoned "Comprehensive Development (CD) Zone" (By-law No. 19498) and is designated Multiple Residential in the Official Community Plan (OCP).

POLICY & BY-LAW CONSIDERATIONS

Comprehensive Sign Design Package

- The proposed fence marketing and free-standing signage both front 152 Street. The maximum sign height of the proposed marketing fence signage is 1.8 metres (6 ft.) and 276 square metres (2,970 sq.ft.) in sign area. The free-standing signage is 2.7 metres (9 ft.) in height and 13 metre square metres (144 sq. ft.) in sign area. In total the applicant is proposed a total sign area of 289 square metres (3,114 sq. ft.). The Sign By-law permits a maximum allowable sign area of 14 sq. metres (150 sq.ft.). The maximum sign area is therefore proposed to be varied.

Signage Assessment

- The proposed marketing signage consists of a white and purple background, white and purple text, and also includes graphic images of the "Wood & Water" development project (see Appendix II).
- The proposed free-standing signage consists of a white and blue background, white and black text and, and also includes graphic images of the "Wood & Water" development project (see Appendix II).
- The proposed signage is of high-quality design and meets the 2 metre (6.5 ft.) setback from the property line requirement of the Sign By-law.
- The marketing and free-standing signage are important components of the marketing strategy for the site.
- Marketing signage in the form of freestanding signage and on construction hoarding and/or fencing 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 requirements of the Sign By-law.
- Marketing signage on construction hoarding or fencing 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 fencing 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 part of a comprehensive sign design package.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Proposed Sign By-law Variances Table
- Appendix II. Development Permit No. 7920-0034-00

approved by Ron Gill

Jean Lamontagne
General Manager
Planning and Development

ELM/cm

PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To increase the allowable sign area for temporary onsite real estate development/construction signage from 14 square metres (150 sq. ft.) to 289 square metres (3,114 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 in the form of freestanding signage and on construction fencing is standard practice in the development industry.</p> <p>Installing marketing signage over construction fencing generally, improves the aesthetic appearance of a development site during construction.</p>

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7920-0034-00

Issued To:

(the "Owner")

Address of Owner:

A. General Provisions

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: 030-591-406
Lot 2 Section 23 Township 2 New Westminster District Plan EPP85178

15235 - Sitka Drive

(the "Land")

B. Form and Character

1. The character of the development including landscaping, siting, form, exterior design and finish of buildings and structures, free standing signs, sign design packages and comprehensive sign packages on the Land shall be in accordance with the drawings numbered 7920-0034-00(1) through to and including 7920-0034-00(6).
2. Signage shall be installed in conformance with the Drawings 7920-0034-00(1) through to and including 7920-0034-00(6).

3. Minor changes to the Drawings that do not affect the general form and character of the landscaping, siting, form, exterior design and finish of buildings and structures, free standing signs, sign design packages and comprehensive sign details on the Land, may be permitted subject to the approval of the City.

C. Variances

The issuance of a development permit limits activity on the Land to that of strict compliance with all City bylaws, unless specific variances have been authorized by the development permit. No implied variances from bylaw provisions shall be granted by virtue of drawing notations or within reports which are inconsistent with City bylaw provisions and which have not been identified as variances below:

1. 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 labelled 7920-0034-00(1) through to and including 7920-0034-00(6).

D. Administration

1. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development permit.
2. 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. The terms and conditions of this development permit, and any amendment to it, are binding on any and all persons who acquire an interest in the Land.
3. This development permit is only valid for the development that is described in this development permit. If a change to development is considered, a new development permit or an amendment to this permit is required before any work is started.
4. All reports, documents and drawings referenced in this development permit shall be attached to and form part of this development permit.
5. This development permit is issued subject to compliance by the Owner and the Owner's employees, contractors and agents with all applicable City bylaws, including the Tree Protection Bylaw, Erosion and Sediment Control Bylaw and the Soil Removal and Deposition Bylaw, all as may be amended or replaced from time to time.

6. This development permit is NOT A BUILDING PERMIT.

AUTHORIZING RESOLUTION PASSED BY THE COUNCIL/DELEGATED OFFICIAL, THE
DAY OF _____, 20__ .

ISSUED THIS _____ DAY OF _____, 20__ .

Mayor

City Clerk

IN CONSIDERATION OF COUNCIL APPROVAL OF THIS DEVELOPMENT PERMIT AND
OTHER GOOD AND VALUABLE CONSIDERATION, I/WE THE UNDERSIGNED AGREE TO
THE TERMS AND CONDITIONS OF THIS DEVELOPMENT PERMIT AND ACKNOWLEDGE
THAT WE HAVE READ AND UNDERSTOOD IT.

Authorized Agent: (Signature)

Name: (Please Print)

Sign By-law Variances

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To increase the allowable sign area for temporary onsite real estate development/construction signage from 14 square metres (150 sq. ft.) to 289 square metres (3,114 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 fencing and free-standing structures is standard practice in the development industry.</p> <p>Installing marketing signage over construction fencing generally, improves the aesthetic appearance of a development site during construction.</p>

letterbox

Wood + Water

Site Signage

Letterbox Design
6 February 2020


Guildford Golf & Country Club

152nd Street

Wood & Water

Updated Signage Locations

1 PROPOSED FENCE SIGNAGE

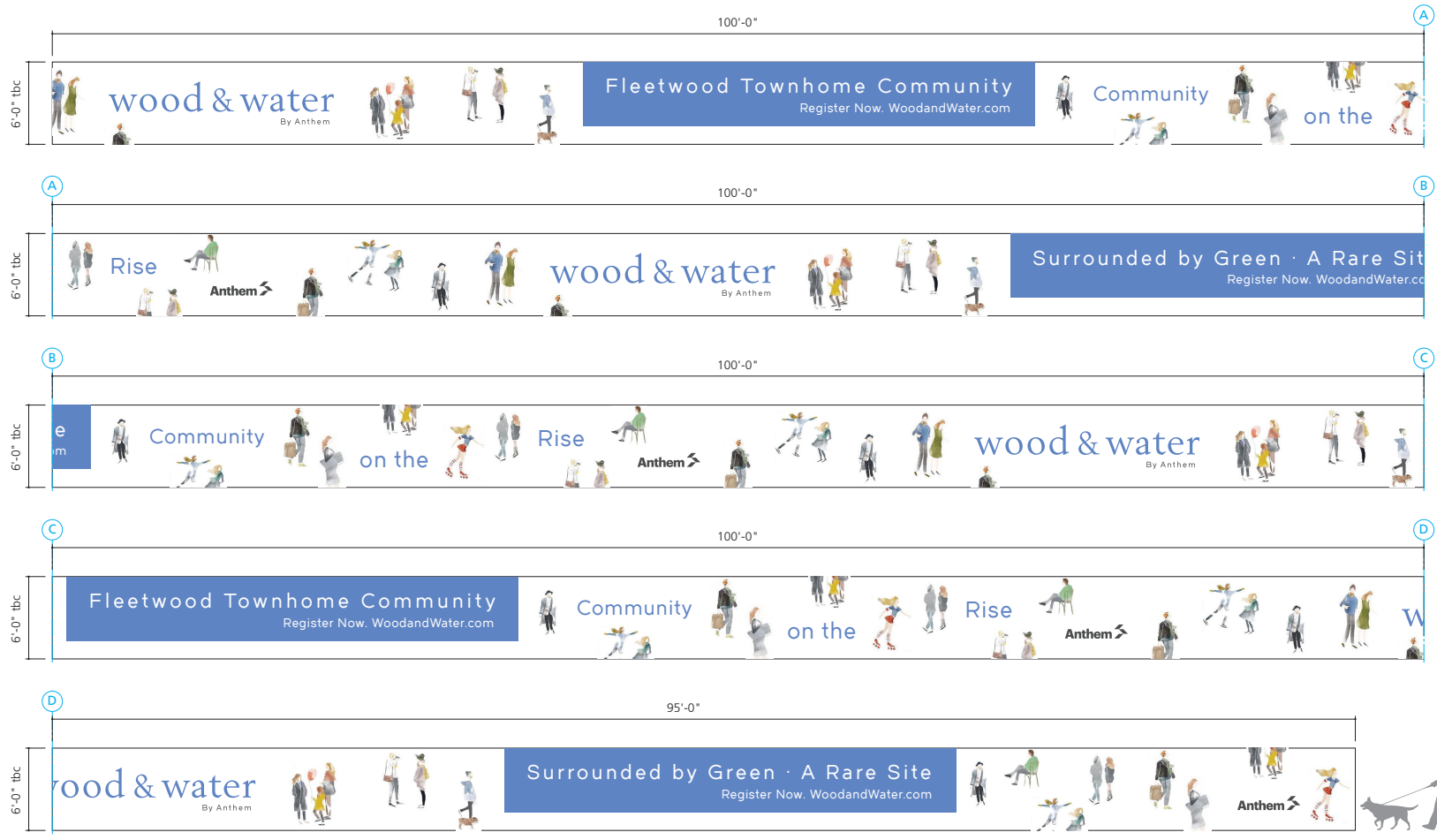
 BY-LAW COMPLIANT MARKETING SIGNAGE



Development Permit No. 7920-0034-00 (2) "The Drawings"

Note: Measurements are approximate. For accurate depiction, please refer to Survey Plan.

MEASUREMENTS ARE APPROXIMATE,
ON-SITE MEASUREMENTS TO BE
TAKEN BY SIGN CONTRACTOR

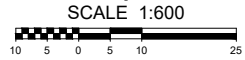


Sign A – Fence Signage Total Fence Length: 495 ft
SCALE 1/8"=1'-0"

NOTES	PROJECT	DATE	DD-MM-YY	REVISED	PROJECT NO.	DRAWING NO.	
1. ALL FINAL WORKING DRAWINGS AND SHOP DRAWINGS TO BE PROVIDED BY THE SIGNAGE CONTRACTOR FOR APPROVAL BY LETTERBOX DESIGN GROUP, PRIOR TO FABRICATION, TOGETHER WITH PRINT AND MATERIAL SAMPLES. 2. ALL CONSTRUCTION AND MUNICIPAL PERMITS TO BE OBTAINED BY SIGNAGE CONTRACTOR. 3. ALL SIGNAGE MUST MEET LOCAL AND GENERAL ELECTRICAL AND MECHANICAL REQUIREMENTS AND SAFETY CODES. 4. ENGINEERING DRAWINGS AND APPROVALS ARE THE RESPONSIBILITY OF THE SIGNAGE CONTRACTOR. 5. ALL SIGNAGE MUST MEET STRUCTURAL AND LONGEVITY REQUIREMENTS. 6. NO ALTERATIONS OR AMENDMENTS TO THE DESIGN SHALL BE MADE WITHOUT THE WRITTEN APPROVAL OF LETTERBOX DESIGN GROUP. 7. CONTRACTUAL COMMITMENTS WILL BE MADE BETWEEN THE OWNERS OR OWNER'S CONTRACTOR. 8. LETTERBOX DESIGN GROUP ACTS AS DESIGN CONSULTANTS ON BEHALF OF THE OWNERS OR OWNER'S REPRESENTATIVES AND ITS LIABILITIES THEREFORE ARE RESTRICTED TO CONCEPTUAL ASPECTS ONLY. 9. NO MEASUREMENTS ARE TO BE TAKEN DIRECTLY FROM THIS DRAWING. THE CONTRACTOR MUST VERIFY ALL DIMENSIONS ON SITE.	Wood and Water Signage	07.01.20		06.02.20	ANT 9819	GE1.0	letterbox 325 Railway Street Vancouver BC V6A 1A4 604 734 0791 tel 604 734 8613 fax letterboxdesign.com
	DRAWING Development Permit No. 7920-0034-00 (3) "The Drawings"						
	Sign A – Fence Signage						

SKETCH OF PROPOSED FENCE LOCATION ON LOT 2 SECTION 23 Tp 2 NWD PLAN EPP85178

CITY OF SURREY
 INTEGRATED SURVEY AREA No. 1
 CIVIC ADDRESS: 15235 SITKA DRIVE
 PID: 030-591-406



SCALE 1:600
 ALL DISTANCES ARE IN METRES AND DECIMALS THEREOF.

PROPERTY:

PROPERTY DIMENSIONS SHOWN ARE DERIVED FROM PLAN EPP85178.
 OFFSETS TO PROPERTY LINES ARE NOT TO BE USED TO DEFINE BOUNDARIES.

REFER TO CURRENT CERTIFICATE(S) OF TITLE FOR ADDITIONAL, EXISTING OR PENDING CHARGES.

GENERAL:

THIS PLAN SHOWS THE LOCATION OF VISIBLE FEATURES ONLY, AND DOES NOT INDICATE BURIED SERVICES THAT MAY EXIST ON OR AROUND THE SUBJECT SITE.

FEATURES SHOWN WITHOUT DIMENSIONS SHOULD BE CONFIRMED WITH BENNETT LAND SURVEYING LTD.

NOTE:

PROPOSED SIGN LOCATION AND DIMENSIONS BASED ON EMAILS RECEIVED FROM A. WRIGHT JANUARY 28TH - 29TH, 2020.



bennett®
 LAND SURVEYING LTD.

BC LAND SURVEYORS

#201 - 275 FELL AVENUE NORTH VANCOUVER, BC V7P 3R5
 TEL 604-980-4868 www.bennettsurveys.com

DATE:	BY:
JAN-30-2020	HK
FEB-03-2020 (SIGN REVISED TO 2m OFFSET)	HK
FEB-20-2020 (ADDITIONAL SIGN)	HK

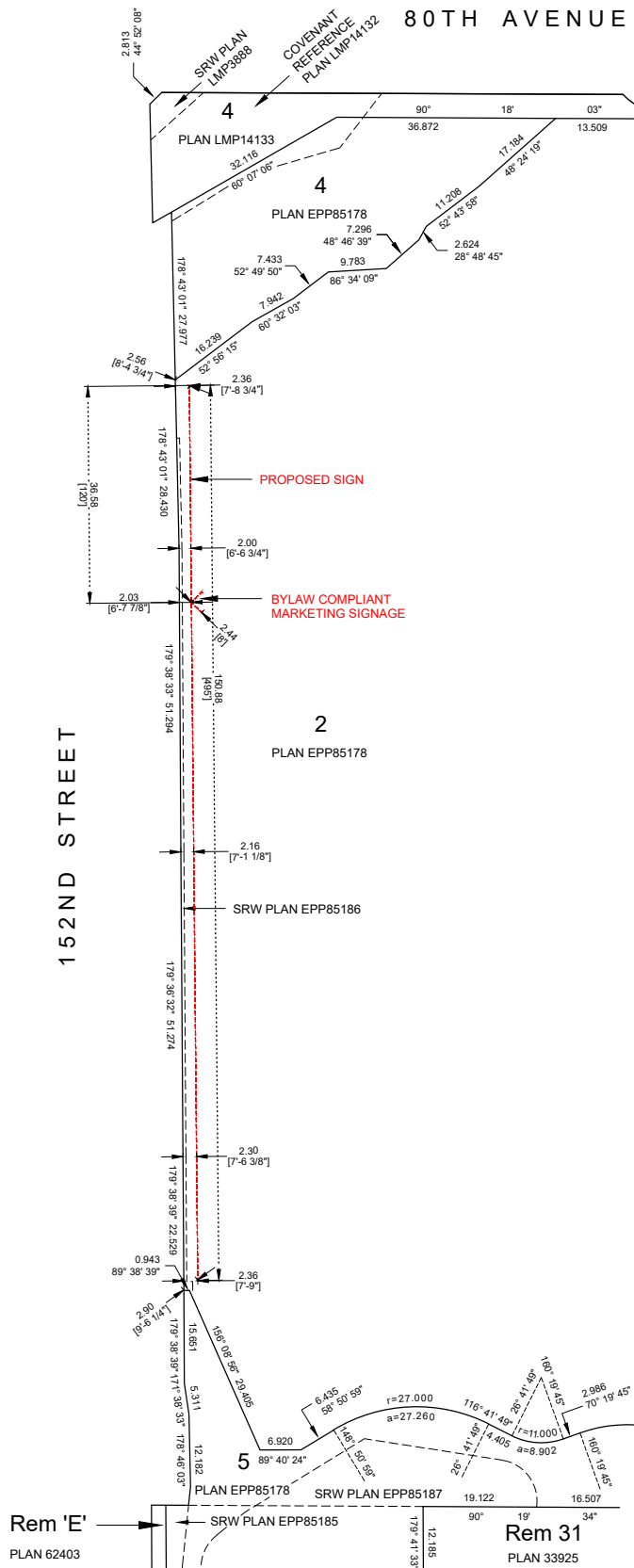
REVISION:	
	△

THIS PLAN HAS BEEN PREPARED FOR CONSTRUCTION PURPOSES ONLY AND IS FOR THE EXCLUSIVE USE OF OUR CLIENT.

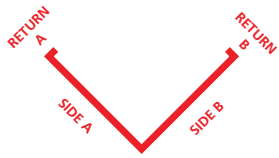
ALL RIGHTS RESERVED. NO PERSON MAY COPY, REPRODUCE, TRANSMIT OR ALTER THIS DOCUMENT IN WHOLE OR IN PART WITHOUT THE CONSENT OF BENNETT LAND SURVEYING LTD.

BENNETT LAND SURVEYING LTD. ACCEPTS NO RESPONSIBILITY OR LIABILITY FOR ANY DAMAGES THAT MAY BE SUFFERED BY A THIRD PARTY AS A RESULT OF ANY DECISIONS MADE, OR ACTIONS TAKEN BASED ON THIS DOCUMENT.

THIS DOCUMENT IS NOT VALID UNLESS ORIGINALLY SIGNED AND SEALED.



Development Permit No. 7920-0034-00 (4) "The Drawings"



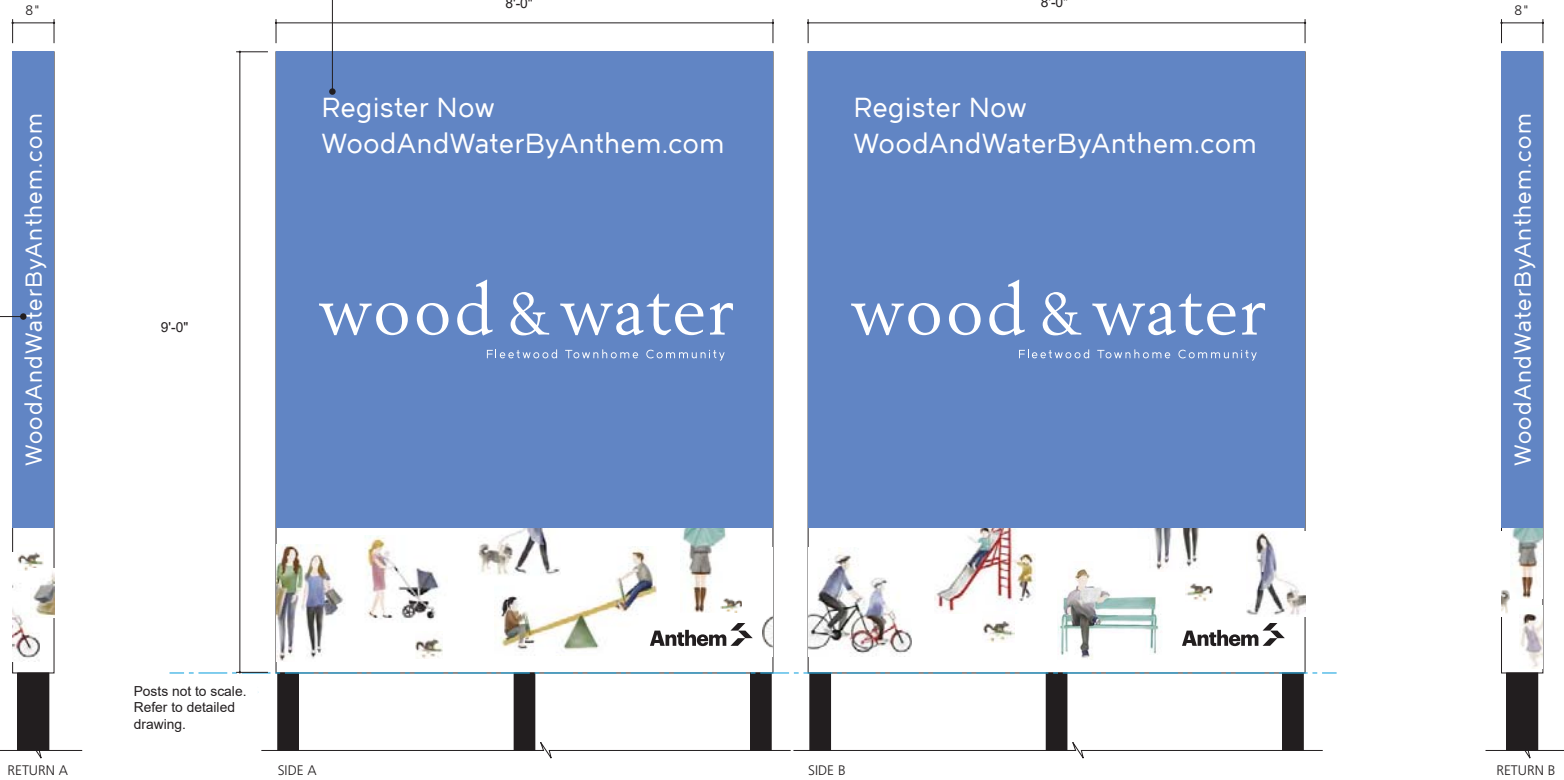
MEASUREMENTS ARE APPROXIMATE,
ON-SITE MEASUREMENTS TO BE
TAKEN BY SIGN CONTRACTOR

APPROVED

KEY

Text and
Wood & Water logo
white reflective
cut vinyl letters
Qty: 2

Url on sides
white reflective
cut vinyl letters
Qty: 2



V-Shaped Freestanding Sign
SCALE 1/2" = 1'-0"

- NOTES
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PROJECT	DATE	DD-MM-YY	REVISED	PROJECT NO.	DRAWING NO.
Wood and Water Signage	10.02.20		13.02.20	ANT 9819	GE4.0
DRAWING	Freestanding Sign – Phase 1 Anthem Brand				

letterbox
325 Railway Street
Vancouver BC V6A 1A4
604 734 0791 tel
604 734 8613 fax
letterboxdesign.com

CLIENT: ANTHEM
ATTENTION: MIMI CHEN
PH: -
PO# ??
DELIVER TO: ??

Job# -
Date: 18-Feb-20
Sales Rep: TAZ
Project: CITY DRAWING
FOR WOOD AND WATER



96.00 in

