

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

Application No.: 7920-0073-00

Planning Report Date: June 29, 2020

**PROPOSAL:**

- **Development Permit**

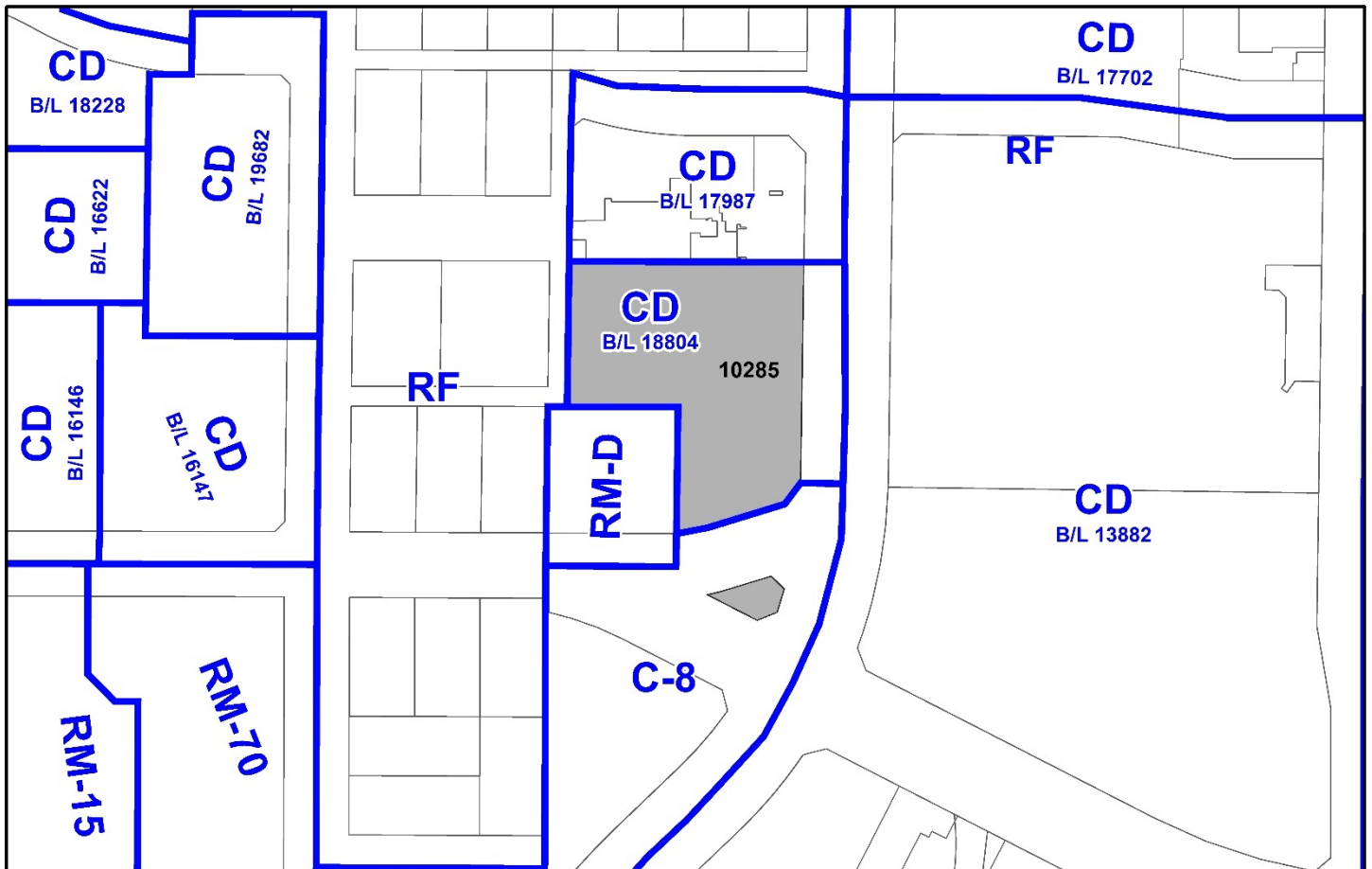
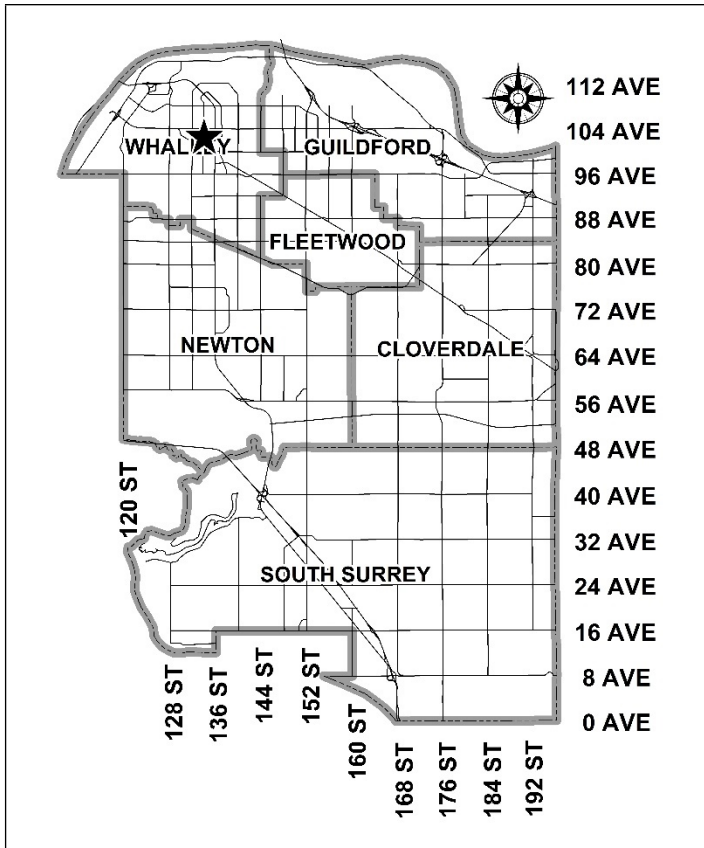
to permit an additional fascia sign and a free-standing sign for Simon Fraser University.

**LOCATION:** 10285 - University Drive

**ZONING:** CD

**OCP DESIGNATION:** Central Business District

**CCP DESIGNATION:** Mixed-Use 5.5 FAR



## RECOMMENDATION SUMMARY

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

## DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant is seeking to vary the Sign By-law through a comprehensive sign design package to:
  - increase the maximum allowable free-standing sign height in City Centre from 4.5 metres to 7.5 metres; and
  - increase the maximum allowable sign area for a double-faced free-standing sign from 28 square metres to 41.5 square metres.

## RATIONALE OF RECOMMENDATION

- The proposed free-standing sign and fascia sign both have a modern design aesthetic that is consistent with the character of the building, and consists of high quality, durable materials, and is appropriate in scale to the building.
- All proposed and existing signage is evenly spread out amongst the building and does not detract from the architectural integrity of the building.
- The proposed free-standing sign is designed as a monument and will be the main identifier for Simon Fraser University's (SFU) new Environmental Engineering building and will enhance SFU's visibility for those traveling from the Surrey Central Skytrain Station and the surrounding Transit Hub.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve the applicant's request to vary the Sign By-law as described in Appendix I.
2. Council approve Development Permit No. 7920-0073-00 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 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/City Centre Plan Designation  | Existing Zone                 |
|---------------------------------|---|---|-------------------------------|
| Subject Site                    | Sustainable Energy and Environmental Engineering building             | Central Business District/Mixed Use 5.5 FAR and Residential Mid High Rise 3.5 FAR | CD (By-law No. 18804) and C-8 |
| North:                          | Mixed-use high rise development                                       | Central Business District/Mixed Use 5.5 FAR                                       | CD (By-law No. 17987)         |
| East (Across University Drive): | North Surrey Recreation Centre, rinks and Central Surrey bus exchange | Central Business District/Mixed Use 7.5 FAR and Plaza                             | CD (By-law No. 13882)         |
| South (Across 102A Avenue):     | Existing public parking lot   | Central Business District/Residential Mid to High Rise 3.5 FAR                    | C-8                           |
| West:                           | Duplexes  | Central Business District/Residential High Rise 5.5 FAR                           | RM-D                          |

### Context & Background

- The subject site is located at 10285 - University Drive in the Central Business District of the City Centre Plan area. The subject site is designated "Mixed Use 5.5 FAR" and "Mid High Rise 3.5 FAR" in the City Centre Plan and is occupied by Simon Fraser University's Sustainable Energy and Environmental Engineering building.



- The proposed free-standing sign is approximately 7.5 metres in height and 2.7 metres wide with a total sign area of 41.5 square metres (20.7 square metres on each side). Variances to the Sign By-law are required in order to accommodate the free-standing sign through a comprehensive sign design package, as follows:
  - increase the maximum allowable height of a free-standing sign in City Centre from 4.5 metres to 7.5 metres; and
  - increase the maximum sign area of a double-sided free-standing sign from 28 square metres to 41.5 square metres.
- The proposed free-standing sign will feature a painted aluminum sign cabinet with a stepped graduating pattern inspired by the architectural exterior of the building with extruded "SFU" letters internally illuminated.
- A detailed assessment of both pedestrian and driver views were conducted in order to determine sightlines. It was determined that the three main approaches to the building would benefit from increased visibility along University Boulevard, and views from the adjacent Surrey Central Skytrain Station and nearby Transit hub.
- The proposed upper floor fascia sign, and other existing building signs, vary in size from 1.06 square metres to 31.4 square metres and comply fully with the Sign By-law.
- The proposed upper floor fascia sign consists of LED illuminated channel letters on a red flex face vinyl, while the building identification sign consists of LED halo illuminated channel letters and the building address sign consists of painted dimensional letters.

#### Signage Assessment

- The proposed Sign By-law variances have merit as the free-standing sign will provide a clear signage aesthetic for marketing and identification purposes and will consist of high-quality design and materials. The sign is designed to act as a monument, with a modern design aesthetic appropriate for an educational institution.
- The proposed free-standing sign will enhance the visibility of SFU for those traveling from the Surrey Central Skytrain Station and the surrounding Transit Hub.
- The proposed free-standing sign meets the minimum 2 metre setback requirement from property line prescribed in the Sign By-law.
- The applicant has undertaken a public realm analysis and has confirmed that pedestrians will be able to circulate safely and conveniently around the proposed free-standing sign. The siting of the sign has been carefully selected to ensure minimal disruption to the public realm.
- All existing and proposed building fascia signage includes channel letters that have been designed with consistent form, size and design character providing the building with a signage aesthetic that is compatible with the City Centre area.
- Staff supports the requested variances to accommodate the proposed signage as part a comprehensive sign design package.

## TREES

- The proposed free-standing sign structure will be kept clear of all planting beds. As such, no tree removal is proposed and minimal disturbance to trees is expected. Construction of tree barriers will be required prior to issuance of the Sign Permit.

## 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 7920-0073-00

*approved by Ron Gill*

Jean Lamontagne  
General Manager  
Planning and Development

ELM/cm

## PROPOSED SIGN BY-LAW VARIANCES

| # | Proposed Variance  | Sign By-law Requirement  | Rationale  |
|---|--|--|--|
| 1 | Increase the maximum allowable height of a free-standing sign in City Centre from 4.5 metres to 7.5 metres.      | The maximum height of a free-standing sign is permitted to be 4.5 metres.<br>Part 5 Section 27 (1)(k).   | The proposed free-standing sign will enhance the visibility of SFU for those traveling from the Surrey Central Skytrain Station and the surrounding Transit Hub. |
| 2 | Increase the maximum sign area of a double-sided free-standing sign from 28 square metres to 41.5 square metres. | The sign area shall not exceed 14 square metres for single faced signs and 28 square metres for double faced signs.<br>Part 5 Section 27 (1)(g). | The free-standing sign will provide a clear signage aesthetic for marketing and identification purposes and consists of high-quality design and materials.       |

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7920-0073-00

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: 030-034-035

Lot A Section 27 Block 5 North Range 2 West New Westminster District Plan EPP67553 Except  
Plan EPP68364

10285 - University 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, truck parking specifications, free standing signs, sign design packages and comprehensive sign packages on the Land shall be in accordance with the drawings numbered 7920-0073-00(1) through to and including 7920-0073-00(7) (the "Drawings").
2. Signage shall be installed in conformance with the Drawings 7920-0073-00(1) through to and including 7920-0073-00(7).



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, truck parking specifications, free standing signs, sign design packages and comprehensive sign details on the Land, may be permitted subject to the approval of the City.

### **C. Security and Inspections**

1. Security must be submitted to the City prior to the installation of any Landscaping.
2. For Form and Character development permits, security may be submitted after the issuance of a Development Permit.
3. For Hazard Land, Sensitive Ecosystem and Farm Protection development permits, security must be submitted prior to the issuance of any Development Permit, Building Permit or Tree-cutting Permit.
4. For development permits that include shared vehicles in exchange for reduced minimum parking requirements, shared vehicle security must be submitted prior to the issuance of a Building Permit.
5. The security for tree barriers is to be submitted as follows:
  - i. An Irrevocable Letter of Credit, in a form acceptable to the City, in the amount of \$3,000.00 (the "Security")

### **D. 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 7920-0073-00(1) through to and including 7920-0073-00(7).

### **E. 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)

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

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

## Sign By-law Variances

| # | Variance   | Sign By-law Requirement  |
|---|--|--|
| 1 | Increase the maximum allowable height of a free-standing sign in City Centre from 4.5 metres to 7.5 metres.      | The maximum height of a free-standing sign is permitted to be 4.5 metres.<br>Part 5 Section 27 (1)(k).   |
|   | Increase the maximum sign area of a double-sided free-standing sign from 28 square metres to 41.5 square metres. | The sign area shall not exceed 14 square metres for single faced signs and 28 square metres for double faced signs.<br>Part 5 Section 27 (1)(g). |



**SFU SIMON FRASER UNIVERSITY**  
**Surrey Campus SE3P Building**

**EXTERIOR FREESTANDING ID SIGN**  
**DEVELOPMENT PERMIT - SIGNAGE VARIANCE**

MAY 14, 2020



Produced by EDG Experience Design Group  
©2020 for Simon Fraser University.

# 0.1 INTRODUCTION

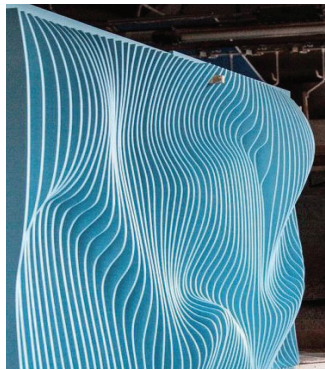
**CIVIC ADDRESS:**  
10285 UNIVERSITY DRIVE, SURREY

**LEGAL DESCRIPTION:**  
LOT A SEC 27 BLOCK 5 NORTH RANGE 2 WEST NEW WESTMINSTER DISTRICT EPP67553

**Overview**  
Following the opening of the new SE3P building at 10285 University Drive, Surrey, in mid-2019, Simon Fraser University (SFU) has identified the need for an additional exterior sign addressing a key opportunity to improve visibility and awareness of their new building. This recently constructed building serves as the centre of SFU's Surrey Campuses, and requires effective wayfinding devices for students and first-time visitors within the evolving Central City Surrey area and ever-growing SFU Campuses in Surrey.

**SFU SE3P Proposed New Exterior Sign: Freestanding ID Sign**

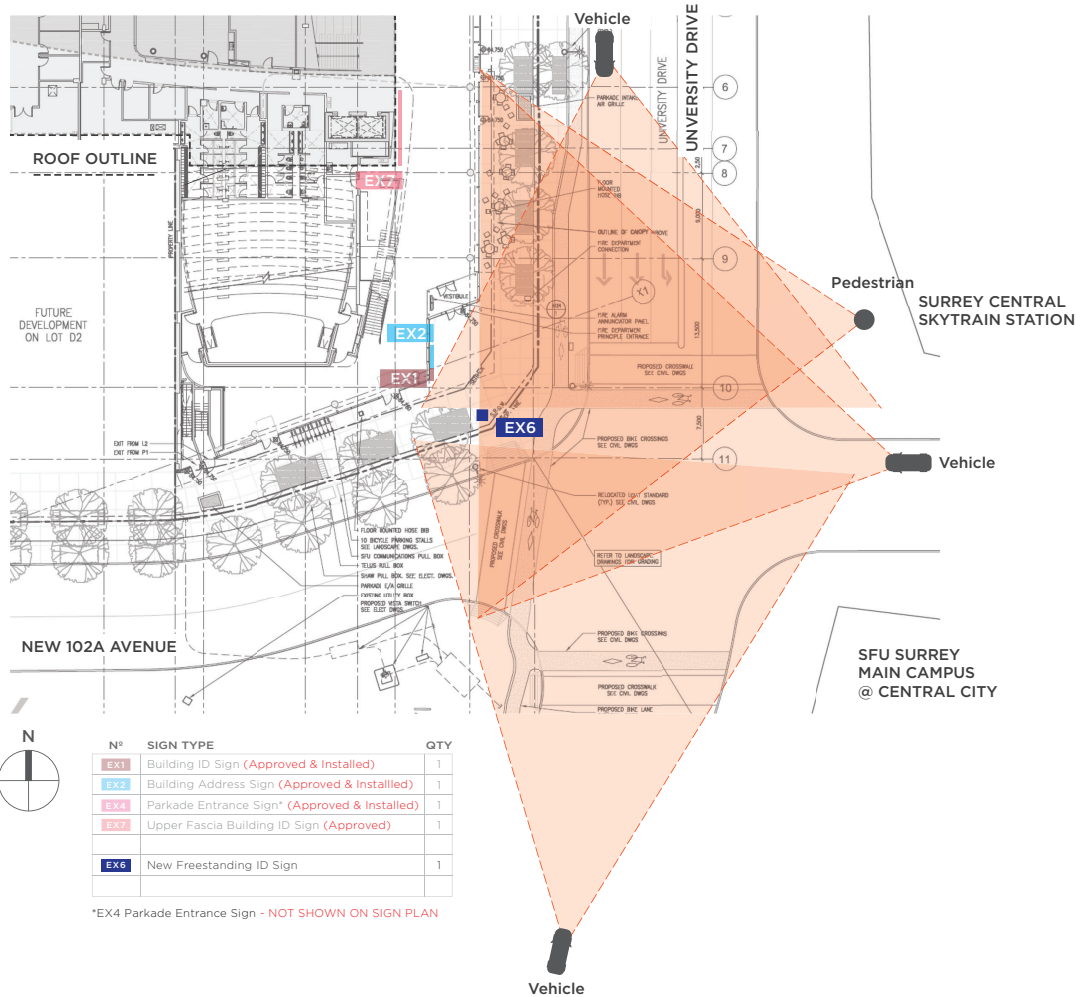
- Request a freestanding sign that serves as a central landmark for SFU Surrey Campuses—a sign that is visually significant and provides a public signal of the growing presence of an expanding campus.
- Request the freestanding sign to be bold in height, size, colour, and illuminated to maximize legibility when viewed from a distance.
- Highlight a distinctive, iconic visual form that is easily noticeable, which can also instill student and visitor a sense of pride.



*Inspiration Research of Iconic Freestanding Signage*

*View of the SFU SE3P Building from University Drive and 102A Avenue, Surrey BC*

## 0.2 PROPOSED SIGN PLAN



Signage location and orientation proposed for visibility by approaching vehicles in three major directions.

APPROACHING VIEWS TO NEW SE3P PLAZA & PROPOSED SIGN PLAN  
SCALE: 1:500

### Proposed new Exterior Freestanding Identification Sign for SFU SE3P Surrey Campus

SFU desires improved visitor recognition, identification, and legibility for its new SE3P building in Surrey. EDG, the wayfinding and signage consultant for SFU, recommends an iconic Freestanding Identification Sign at the corner of University Drive and 102A Avenue, supplementing the Upper Fascia Building ID Sign at mechanical level facing University Drive.

A detailed site assessment of both the pedestrian and driver views found that the three main approaches to the building would likely benefit from a sign facing both streets. This includes visibility from the north and south (along University Drive) and views from the west (from the adjacent Surrey Central SkyTrain Station and nearby Transit Hub).

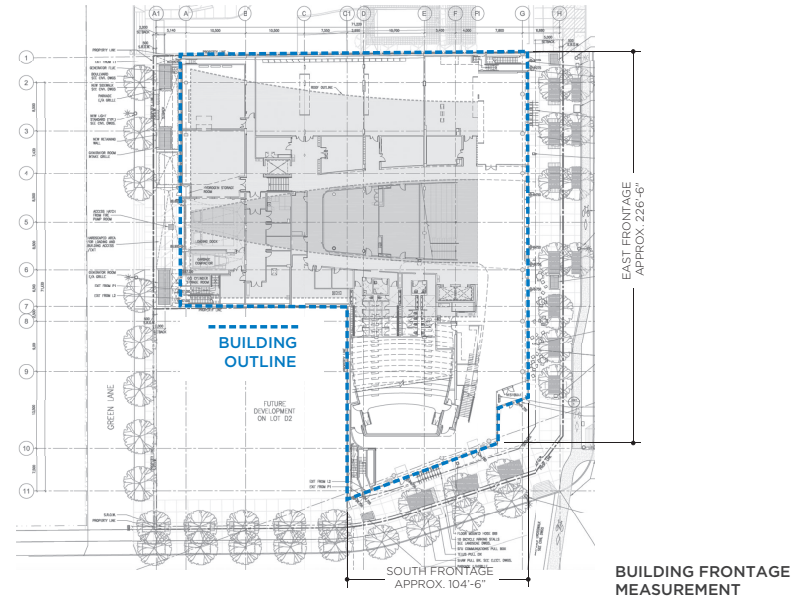
The best visibility and legibility is accomplished with a tall, freestanding sign, with internally illuminated "SFU" white letters against the iconic SFU Red sign cabinet. This sign will be a significant landmark, therefore providing a public signal of the growing presence of expanding SFU campuses in Surrey.

Visibility of this Freestanding Sign from the adjacent Surrey Central Station and surrounding Transit Hub is critical. To improve visibility of this iconic freestanding sign, the simple, solid color sign with significant size is critically required.

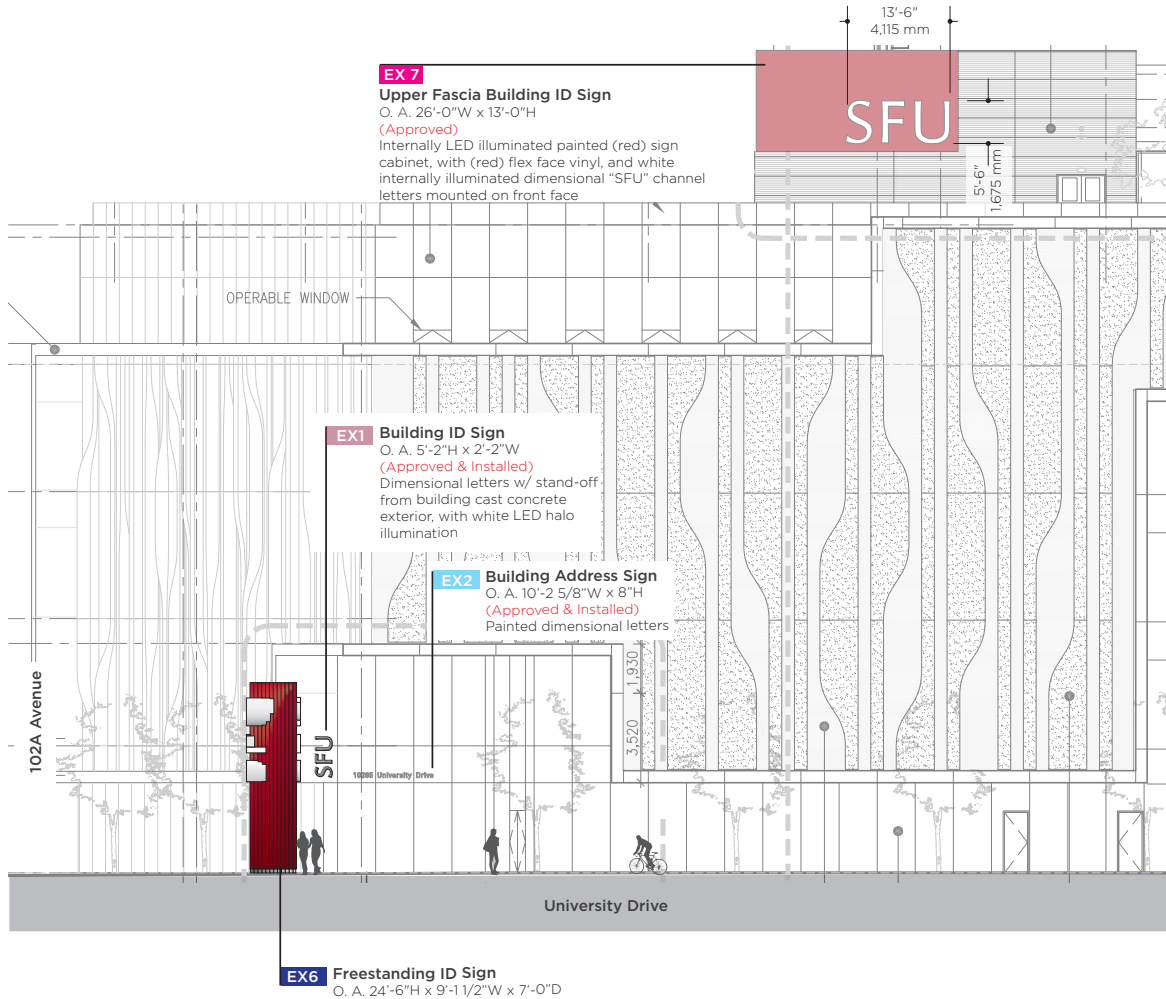
At present, a discreet "SFU" exterior sign was approved and installed at the building entrance, and is not anticipated to be in conflict with this new proposed sign.

The sign plan at the left illustrates the traffic study and intended sign location.

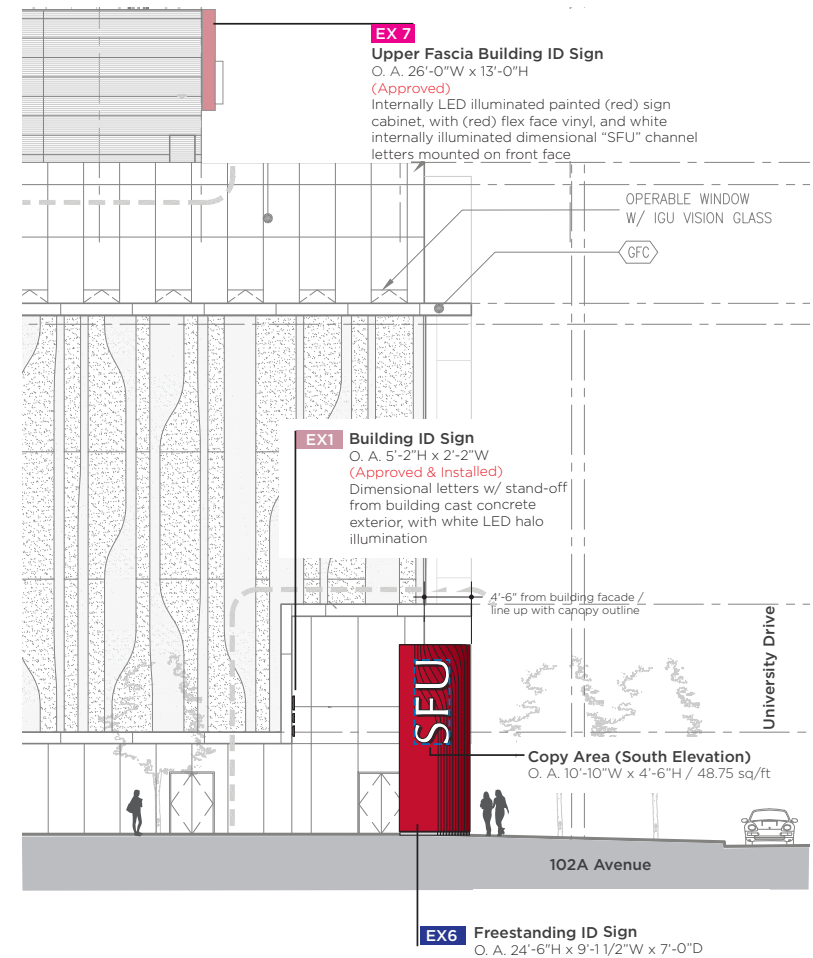
The pages that follow include detailed views of the proposed signs on building elevations, as well as renderings on the recent site photos for context, allowing key stakeholders at the City of Surrey to visually assess the proposed signage.



### 0.3 PROPOSED SIGN ELEVATIONS



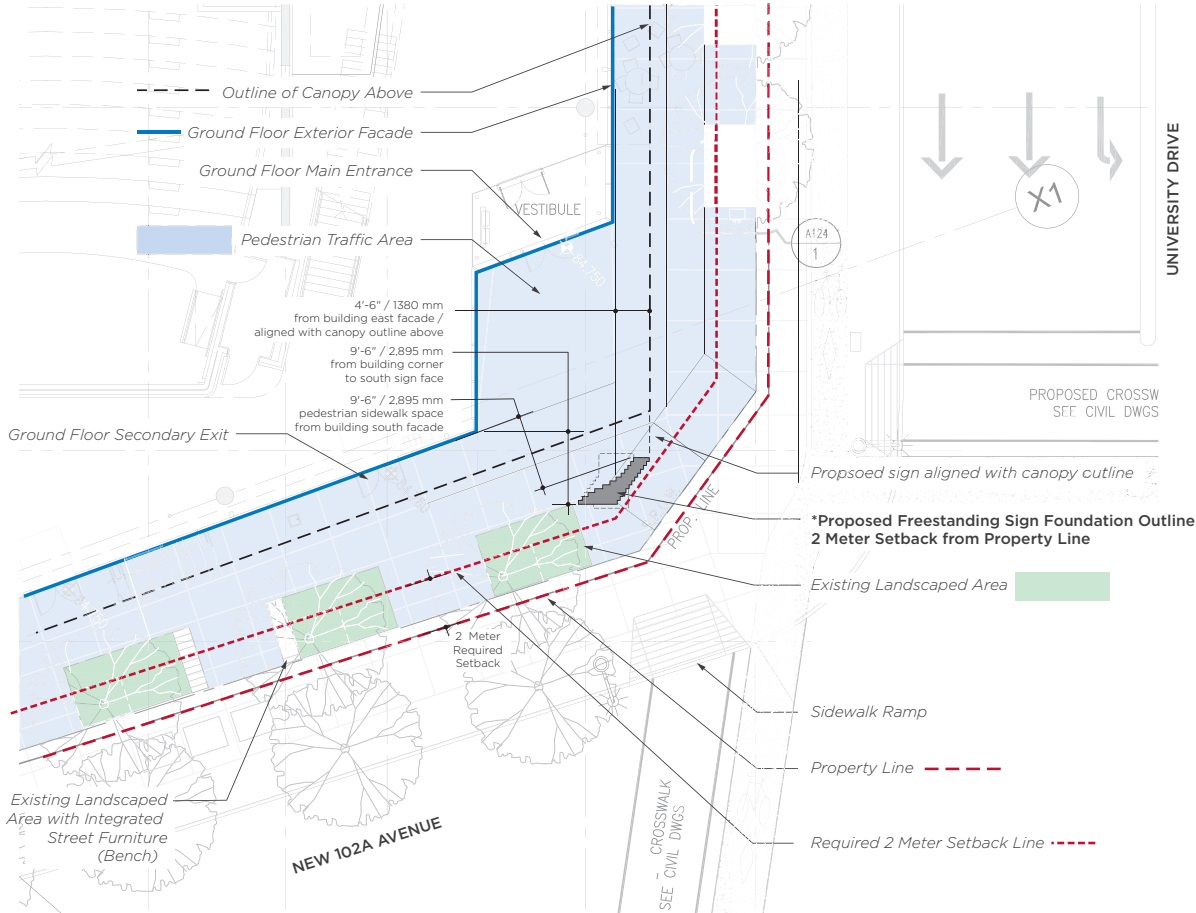
1 EAST ELEVATION  
 SCALE: 1/16" = 1'-0"



2 SOUTH ELEVATION  
 SCALE: 1/16" = 1'-0"



# 1.0 FREESTANDING ID SIGN - LOCATION PLAN



1 FREESTANDING ID SIGN LOCATION PLAN  
 1.0 SCALE: 1/16" = 1'-0"

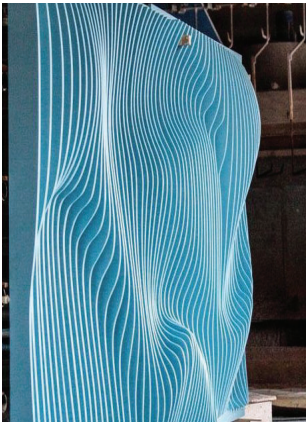


View of building entrance from corner of University Drive & 102A Avenue.

# 1.1 FREESTANDING ID SIGN - DESIGN

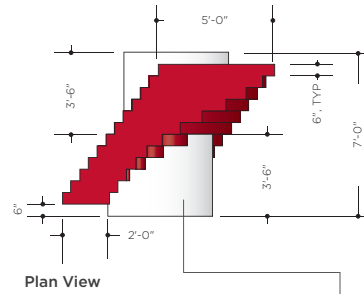
**EX6** Freestanding ID Sign  
 O. A. 24'-6"H x 9'-1 1/2"W x 7'-0"D

Double sided, painted aluminum sign cabinet with stepped graduating pattern inspired by Architectural exterior, with extruded "SFU" letters internally illuminated. Architectural concrete base integrated with sidewalk landscape feature with optional in-ground architectural uplights.

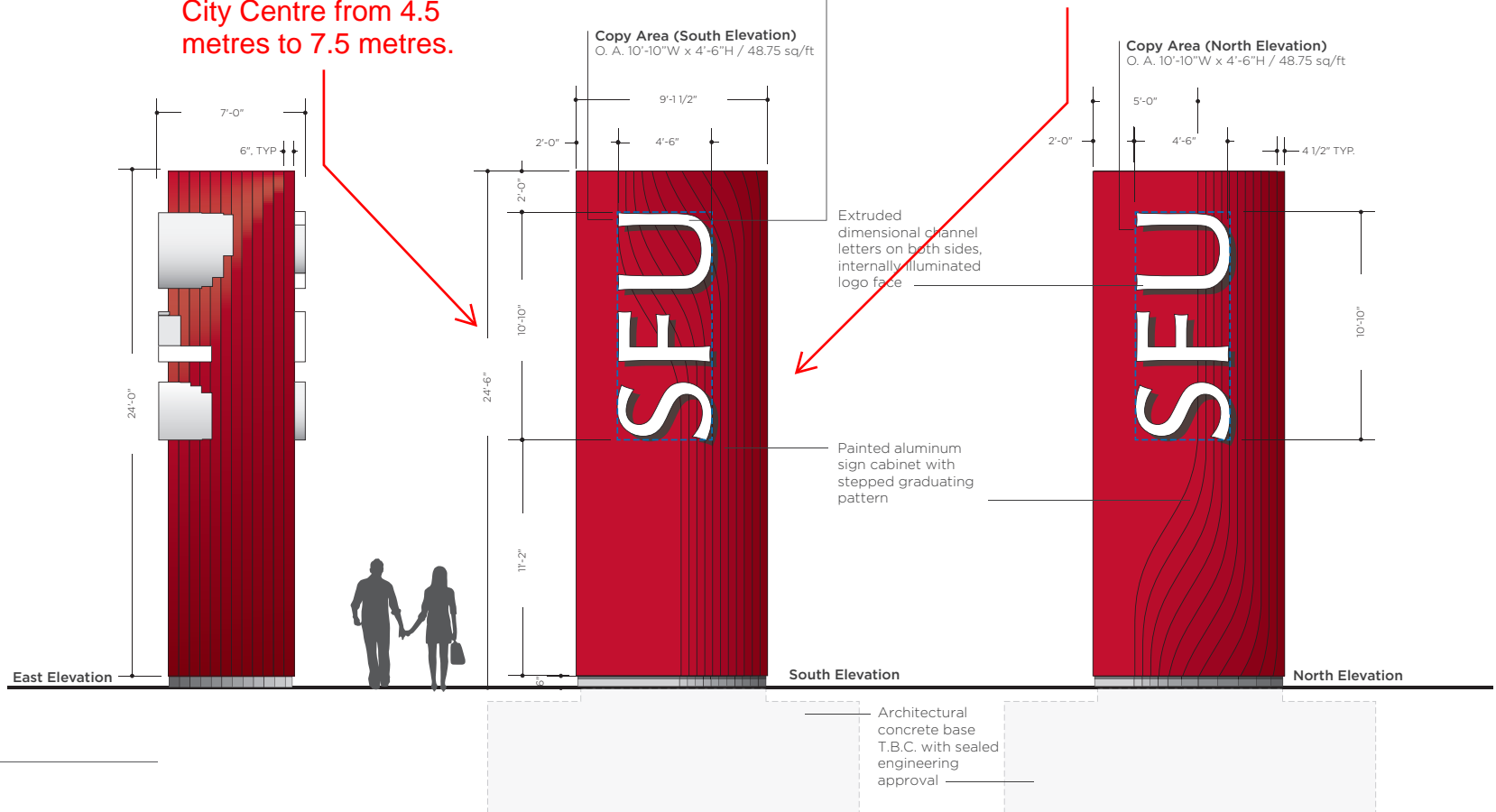


Design Inspiration

Variance to increase the maximum allowable height of a free-standing sign in City Centre from 4.5 metres to 7.5 metres.



Variance to increase the maximum sign area of a double-sided free-standing sign from 28 square metres to 41.5 square metres.



1 FREESTANDING ID SIGN  
 1.1 SCALE: 3/16" = 1'-0"



SIMON FRASER UNIVERSITY  
 SURREY CAMPUS SE3P FREESTANDING ID SIGN - DRAFT 4

CLIENT NAME: Simon Fraser University  
 FILE NAME: 19004 SE3P EXT ID 1.1 Design.ai

DATE: 2020-05-14  
 PROJECT: 19004

DRAWN BY: NC  
 REVIEW BY: BM

## 1.2 FREESTANDING ID SIGN - DETAILS



View of Freestanding ID sign approaching from southbound from University Drive



View of Freestanding ID sign approaching from Skytrain Station



Property Line Required 2M Setback Line



Required 2M Setback Line

Landscape Area Unchanged

Foundation footprint follows sidewalk path to maintain pedestrian clearance

**Proposed Freestanding ID Sign Foundation**

- 1 FREESTANDING ID SIGN LOCATION PLAN
- 1.2 SCALE: 1/16" = 1'-0"



SIMON FRASER UNIVERSITY  
SURREY CAMPUS SE3P FREESTANDING ID SIGN - DRAFT 4

CLIENT NAME: Simon Fraser University  
FILE NAME: 19004 SE3P EXT ID 1.2 Design Details.ai

DATE: 2020-05-14  
PROJECT: 19004

DRAWN BY: NC  
REVIEW BY: BM