

City of Surrey
PLANNING & DEVELOPMENT REPORT

Application No.: 7920-0212-00

Planning Report Date: October 19, 2020

PROPOSAL:

- **Development Variance Permit**

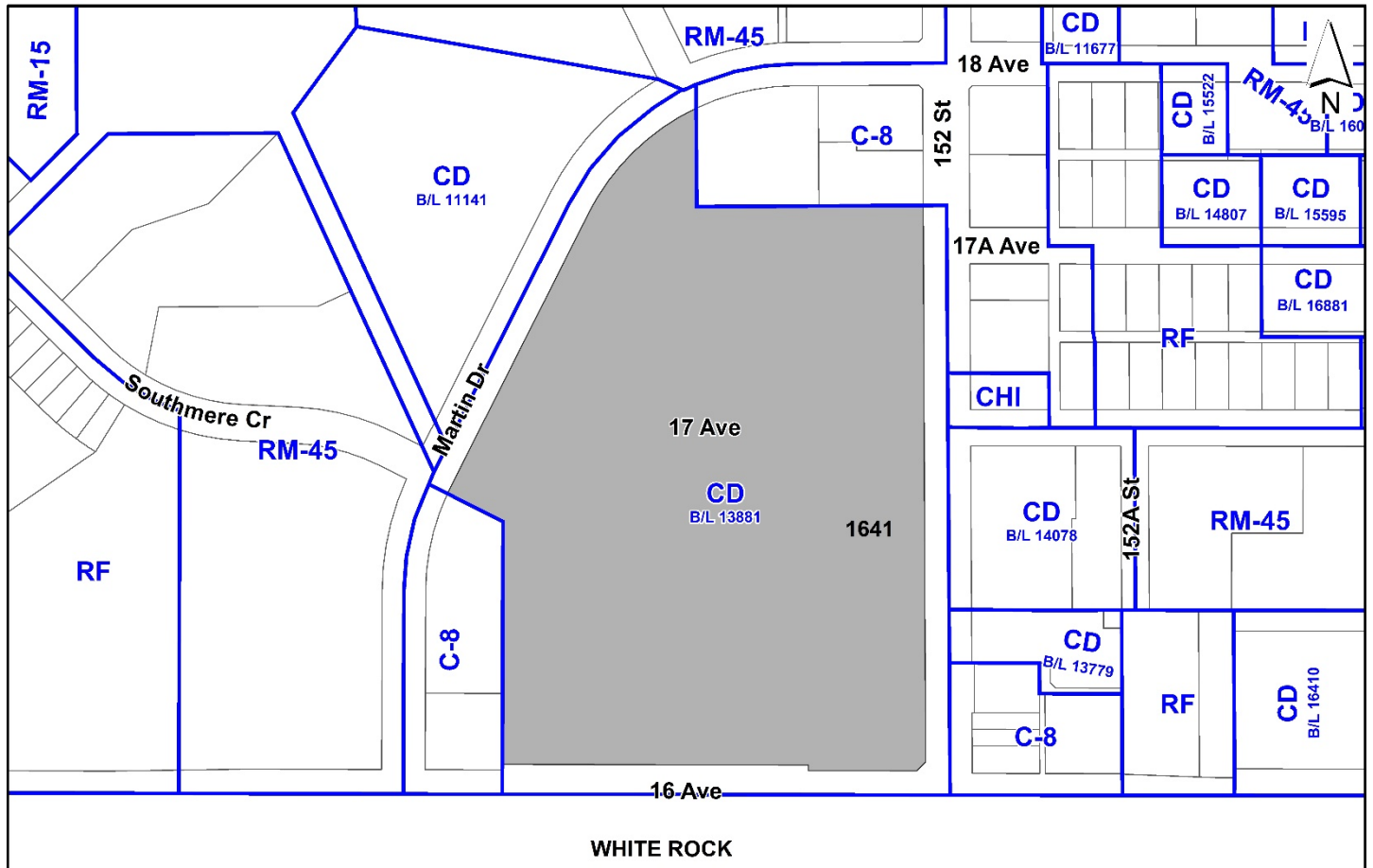
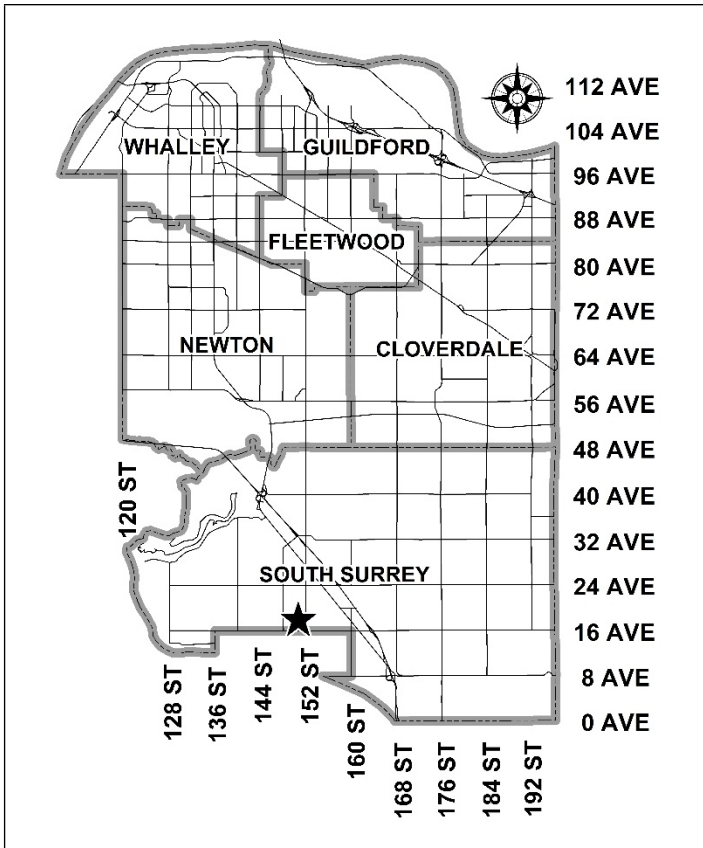
to allow the installation of an additional fascia sign on the premises

LOCATION: 1711 – 152 Street

ZONING: CD (By-law No. 13881)

OCP DESIGNATION: Town Centre

TCP DESIGNATION: High-Rise Mixed Use (up to 24 Storeys)



RECOMMENDATION SUMMARY

- Approval for Development Variance Permit to proceed to Public Notification.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Proposing to vary sign area regulations in the Sign By-law.

RATIONALE OF RECOMMENDATION

- There are currently three signs on the premises, which occupy 101.73 square metres of area, exceeding the 55.47 square metres of sign area allowed by the Sign By-law. These three signs were approved through a comprehensive sign design package under Development Permit No. 7904-0260-00.
- The proposal is to allow one additional sign for a coffee shop that operates inside the large format grocery retailer.
- The sign is 0.66 square metres in area, which is a minor increase to the existing sign area on the premises.
- The additional sign does not result in visual clutter, as a balance between the premise's signage and the building's façade is maintained.
- The proposed sign is for and is the coffee shop's only signage on the exterior of the premises.
- The proposed signage is consistent with similar business arrangements in Surrey.

RECOMMENDATION

The Planning & Development Department recommends that Council approve Development Variance Permit No. 7920-0212-00 (Appendix III), to allow one additional 0.66 square metres sign that will increase the total allowable sign area of the premises to 102.39 square metres, to proceed to Public Notification:

SITE CONTEXT & BACKGROUND

Direction	Existing Use	TCP Designation	Existing Zone
Subject Site	Multi-tenant indoor shopping mall, multi-tenant commercial buildings, gas station	High-Rise Mixed Use (up to 24 Storeys)	CD (By-law No. 13881)
North (Across Martin Drive):	Multi-residential buildings, Semiahmoo Library, Firehall #13	Civic, Low-Rise Residential (4-6 Storeys)	L.U.C. 371 (underlying RM-45 Zone)
East (Across 152 Street):	Commercial retail and service use, office uses, and restaurants.	High-Rise Mixed Use (up to 24 Storeys)	C-8, CHI, CD (By-law No. 14078), CD (By-law No. 13779)
South (Across 16 Avenue):	Commercial buildings and multi-residential buildings (White Rock)	N/A	N/A
West (Across Martin Drive):	Multi-residential buildings	Low-Rise Residential (4-6 Storeys)	L.U.C. 271 (underlying CD (By-law No. 11141) and RM-45 Zones)

Context & Background

- The subject site is designated "Town Centre" in the Official Community Plan (OCP), High-Rise Mixed Use (up to 24 Storeys) in the Semiahmoo Town Centre Plan, and is zoned "Comprehensive Development Zone (CD)" (By-law No. 13881), which permits commercial uses.
- The Semiahmoo Shopping Centre and multiple ground-oriented commercial buildings are located on the site.
- The subject application is limited to the Save On Foods grocery store, which is located at the southwestern section of the Semiahmoo Mall.

- A Starbucks coffee shop is located in the Save On Foods tenant space. There is currently no signage on the exterior of the Save On Foods building to advertise the Starbucks.
- The applicant is proposing to relocate a 0.66 square metres circular sign that is currently located inside the premises to the exterior of the building on the western façade to advertise the Starbucks.

DEVELOPMENT PROPOSAL

Planning Considerations

- The applicant is proposing a development variance permit to increase the allowable sign area for the Save On Foods premises.

Referrals

Engineering: The Engineering Department has no objection to the project.

POLICY & BY-LAW CONSIDERATIONS

Sign By-law Variances

- The applicant is proposing one additional 0.66 square metre sign on the premises, which will result in the premises exceeding the maximum sign area allowed by the Sign By-law.
- The applicant is requesting a variance to increase the maximum allowable sign area to 102.39 square metres.
- The tenant space within the Semiahmoo Mall is primarily occupied by Save On Foods, while a Starbucks coffee shop occupies a small section of the tenant space.
- There are currently three signs on the premises, which were approved under Development Permit No. 7904-0260-00. There are a "Save On Foods" and "Pharmacy" sign on the west elevation and a "Save On Foods" sign on the south elevation.
- There is 101.73 square metres of existing signage, which exceeds the 55.47 square metres maximum sign area allowed by the Sign By-law. These signs were approved through a comprehensive sign design package under Development Permit No. 7904-0260-00.
- The premises is approximately 5,015 square metres in area and is allotted five signs under the Sign By-law, which may all be located on the same façade.
- The proposed sign is meant to advertise the Starbucks coffee shop, which currently does not have any signage on the exterior of the building.

- The proposed sign is a 0.66 square metres, internally illuminated, circular sign, located on the western façade.
- The proposal will only result in a minor increase to the existing sign area. The proposal will maintain a balance between signage and the architectural features of the building and will not result in visual clutter.
- This type of signage arrangement is consistent with other large-format grocery stores that contain coffee shops.
- Staff support the requested variances to proceed for consideration.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Site Plan
Appendix II.	Sign By-law Variance Table
Appendix III.	Development Variance Permit No. 7920-0193-00

approved by Shawn Low

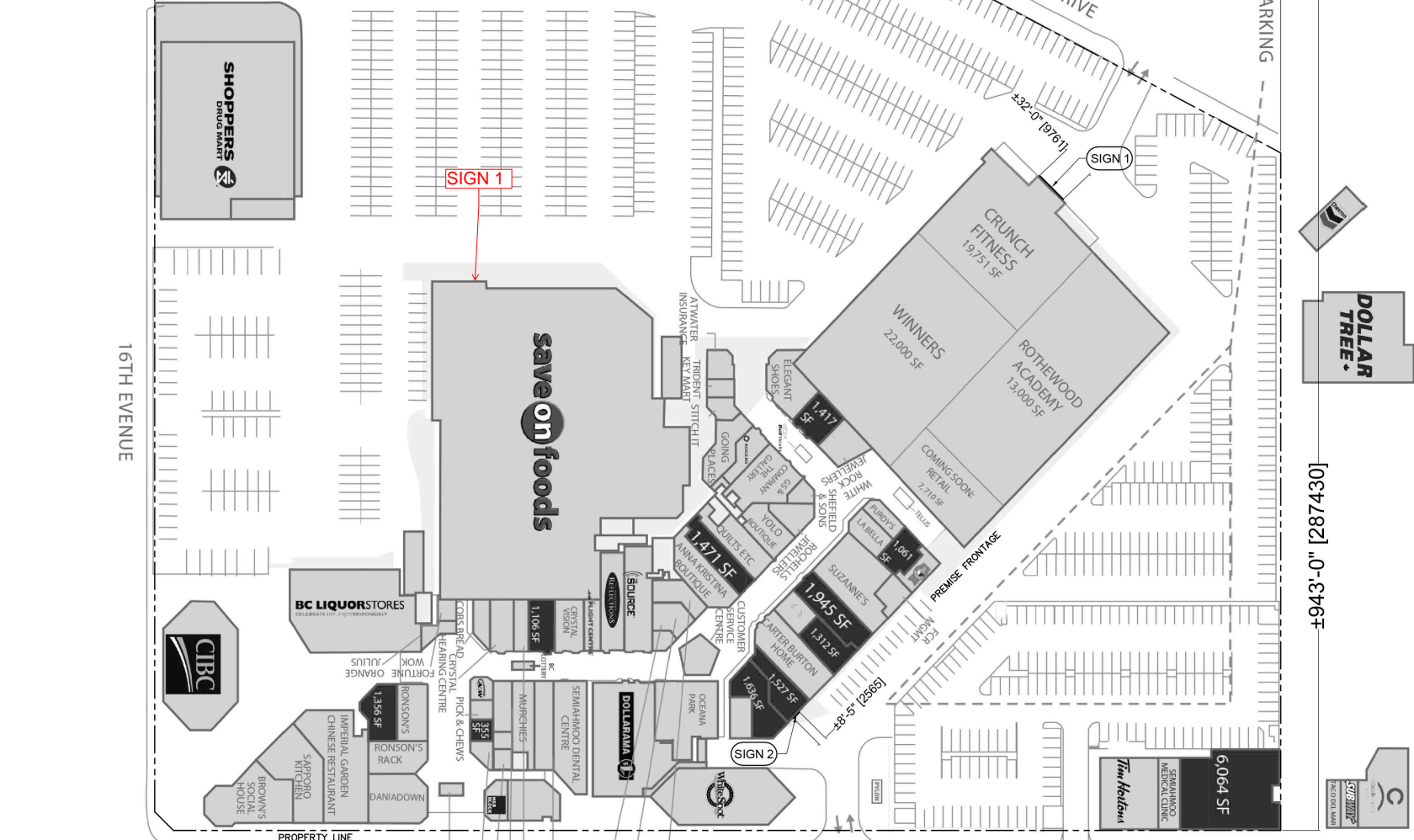
Jean Lamontagne
General Manager
Planning and Development

BD/cm

NORTH

±1076'-0" [327957]

LOWER LEVEL PARKING



SIGN 1

SIGN 1

SIGN 2

DOLLAR TREE

+943'-0" [287430]

1 SITE PLAN SCALE: 1:1200

APPENDIX I



331 Parkdale Ave. N.
Hamilton, ON L8H 5Y1
Tel: (289)389-8951
info@prioritypermits.com
www.prioritypermits.com

REV	DESCRIPTION
A	-
-	SAVE ON FOODS
-	1641 152nd ST, SURREY BC
-	-
-	-
-	-
DATE:	DECEMBER 14 2019
SCALE:	-
JOB No.:	-
DRAWN BY:	AT
CHECKED BY:	-
L1	REV A

NOTE: THESE DRAWINGS ARE INTENDED FOR PERMIT PROCESSING ONLY. ALL DIMENSIONS, SIGNAGE PLACEMENT AND DESIGN TO BE VERIFIED BY SIGNAGE CLIENT AND/OR FABRICATOR PRIOR TO CONSTRUCTION OR INSTALLATION.

PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	Variance to increase the maximum allowable sign area from 55.47 square metres to 102.39 square metres	The combined sign area of all signs on a lot, excluding free-standing signs, shall not exceed 1 sq. m. per linear metres of premises frontage. (Part 5, Section 27(2)(b))	The proposed fascia sign will only result in 0.66 square metres of extra sign area and will provide the Starbucks coffee shop with exterior tenant signage.

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7920-0212-00

Issued To:

(the "Owner")

Address of Owner:

1. This development variance 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 variance permit.
2. This development variance 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: 002-321-483

Lot 2 Section 15 Township 1 New Westminster District Plan 56401 Except Plans LMP45557 and BCP44800

1711 - 152 Street

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) to vary Part 5 Section 27(2)(b) to allow a maximum of 102.39 square metres of combined sign area for all signs, excluding free standing signs on the premises.
4. This development variance permit applies to only that portion of the buildings and structures on the Land shown on Schedule A which is attached hereto and forms part of this development variance permit.
5. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.
6. This development variance permit shall lapse if the Owner does not substantially start any construction with respect to which this development variance permit is issued, within two (2) years after the date this development variance permit is issued.

7. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.

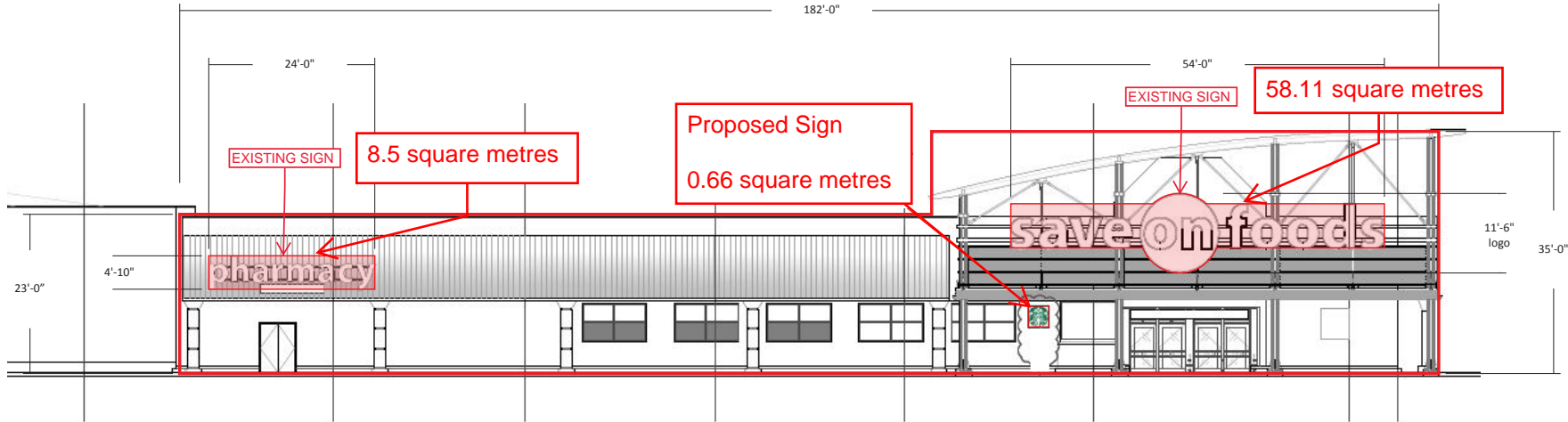
8. This development variance permit is not a building permit.

AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , 20 .
ISSUED THIS DAY OF , 20 .

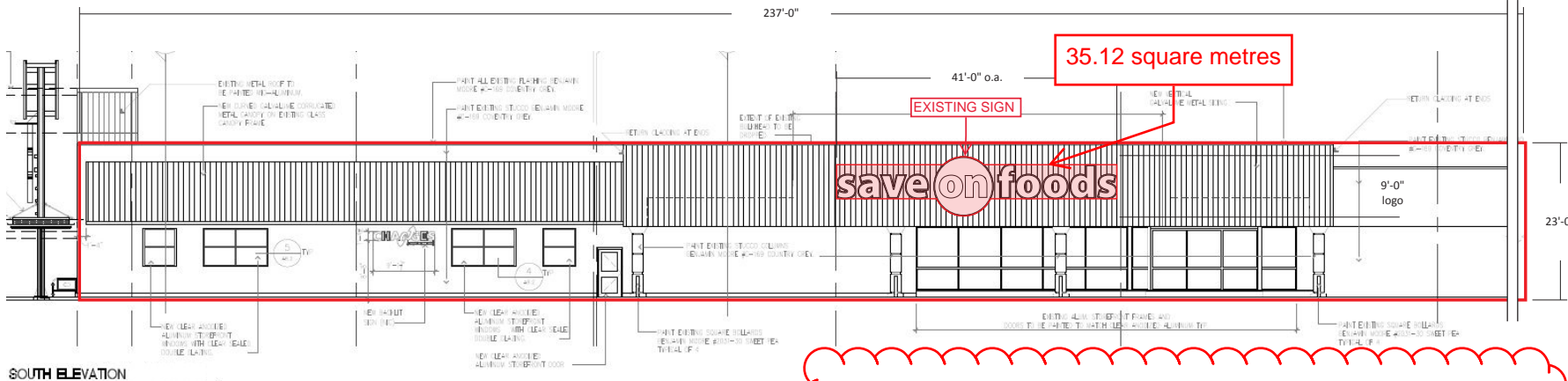
Mayor – Doug McCallum

City Clerk – Jennifer Ficocelli

SCHEDULE A



Existing Sign Area: 101.73 Square Metres
 Proposed Sign Area: 0.66 square metres
 Total Sign Area: 102.39 square metres



Variance to allow a maximum of 102.39 square metres in combined sign area, excluding free-standing signs, on the premises.

Date: 05-27-2020
 Scale: 1/16"=1'-0"
 Sales: Tory Webb
 Designer: DF1

Rev. #:
 Date:

Revision Note: R1: added this page.

Conceptual

Information Required:

Master

Electrical

120V 347V

Other _____

Customer Approval

Signature _____

MM/DD/YYYY

It is the Customer's responsibility to ensure that the structure of the building is designed and constructed to accept the installation of the signs being ordered. Please ask PSG to provide further details if required.

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Save On Foods 2235
 1641-152 St.
 White Rock, BC

Sign Item

SG1 Elevations

0.66 square metres



Front View

~5"

Side View

SIGN 1



Pic of existing sign located in Save-On kiosk

Specifications

Install Existing Illuminated Channel Shape (Exterior)

- Existing sign is LED Illuminated

Before



After



Project ID

RS4-55746 R1

Date: 05-27-2020

Scale: 1/2"=1'-0"

Sales: Tory Webb

Designer: DF1

Rev. #: R1

Date: 05-27-2020

Revision Note: R1: no changes.

Conceptual

Information Required:
SURVEY-REQUIRED

Master

Electrical

120V 347V

Other _____

Customer Approval

Signature _____

MM/DD/YYYY

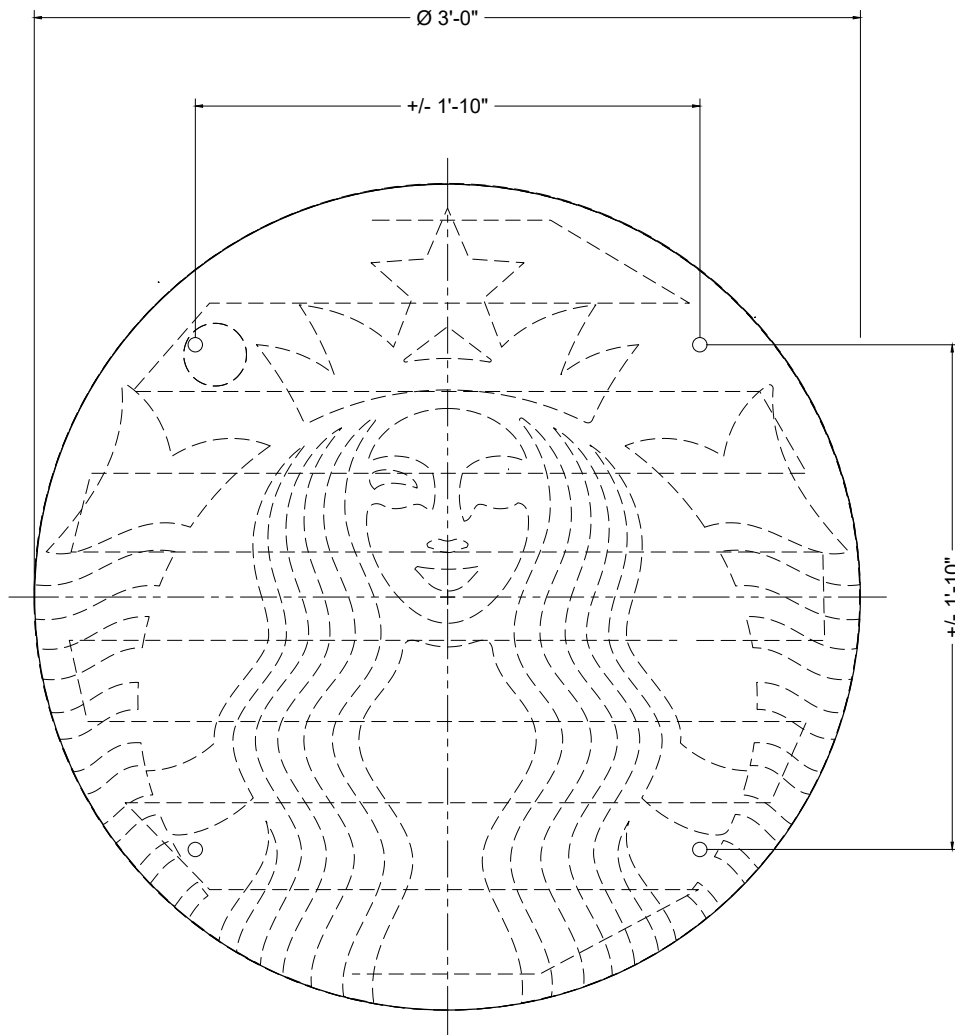
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Save On Foods 2235
1641-152 St.
White Rock, BC

Sign Item

SG1



FRONT VIEW
MOUNTING FRAME

EXISTING SIGN

Re-use existing holes -might need to drill a bigger hole to fit liberty anchors
1/2"Ø hole required, sealed with silicon.

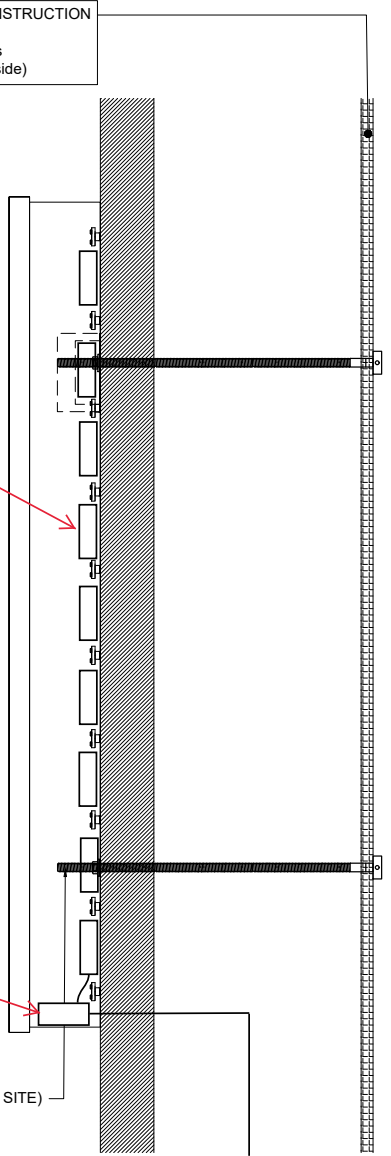
WALL CONSTRUCTION
Stucco
Metal Studs
Drywall (Inside)

LED MODULES

LED POWER
PACK WITH
1-15A/120V
CIRCUIT

3/8"Ø LIBERTY ANCHOR & NUT (CUT TO FIT ON SITE)

SECTION



APPROX WEIGHT OF SIGN 12 LBS

PERMIT DRAWING

ATTACHMENT DETAIL

VOLTS	--	AMPS	---	CIRC.:	---
-------	----	------	-----	--------	-----

DESIGN LOADS

BCBC BUILDING CODE 2018 White Rock, BC		
Ss = 2.0 kPa	Sr = 0.2 kPa	q 1/50 = 0.44 kPa

ITEMS TO BE SHIPPED

DESCRIPTION	TOTAL QTY:
3/8"Ø LIBERTY ANCHOR w/ SS THREADED ROD & NUT	4

NOTES

1/2"Ø (LD)ALUMINUM PIPE SPACER MIGHT BE REQUIRED DURING INSTALLATION.

WALL CONSTRUCTION DEPICTED IS AS REPORTED BY CLIENT. SHOULD FIELD CONDITIONS VARY FROM WHAT IS SHOWN, INSTALLER SHALL CONTACT PATTISON SIGN GROUP FOR DIRECTION.

Wall Sign Attachments

Sign attachment design is normally calculated based on detailed wall section drawings. Failure to provide accurate wall section and other building design details may cause additional installation cost. Pattison Sign Group will not take any responsibility for inaccurate information provided.

CUSTOMER:	SAVE ON FOODS
	1641 - 152 St
	White Rock, BC
SITE:	
DRAWN BY:	D. Quintero
CHECK BY:	
PAGE:	1/1
SCALE:	As Noted
REFERENCE:	RS4-55746

<p>This Sign is intended to be installed in accordance with the requirements of the British Columbia Building Code (BCBC) or other applicable laws and regulations. The City of White Rock is not responsible for the design or installation of this sign. The City of White Rock is not responsible for the design or installation of this sign.</p>	<p>Pattison Sign Group warrants that the sign product is free from defects in material and workmanship. Pattison Sign Group warrants that the sign product is free from defects in material and workmanship. Pattison Sign Group warrants that the sign product is free from defects in material and workmanship.</p>
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IF THIS AGREEMENT INCLUDES THE MANUFACTURING AND INSTALLATION OF A BASES BY PATTISON SIGN GROUP FOR THE SIGN ORDERED HEREIN, SUCH BASES SHALL BE BUILT AND INSTALLED IN ACCORDANCE WITH APPLICABLE LAWS AND REGULATIONS. IF A BASES IS TO BE BUILT OR PROVIDED BY THE CUSTOMER (OR AGENT), AND NOT BY PATTISON SIGN GROUP, THE CUSTOMER SHALL ENSURE THAT THE BASES ARE BUILT AND INSTALLED IN ACCORDANCE WITH APPLICABLE LAWS AND REGULATIONS AND SHALL HOLD PATTISON SIGN GROUP AND ITS EMPLOYER, REPRESENTATIVE, AGENTS AND OFFICERS, HARMLESS AND INDEMNIFY IT AGAINST ANY AND ALL CLAIMS, DAMAGES, LOSSES, ACTUAL OR CONSEQUENTIAL, FINES, AND ANY LEGAL FEES INCURRED BY PATTISON SIGN GROUP ARISING FROM THIS AGREEMENT. PATTISON SIGN GROUP AND ITS AGENT/AGENTS OBLIGATION SHALL END UPON THE SIGNER'S SIGNATURE. PATTISON SIGN GROUP: ALL RIGHTS RESERVED. NO PART OF THIS DRAWING MAY BE REPRODUCED IN ANY FORM WITHOUT WRITTEN PERMISSION FROM ENGENEERS PATTISON SIGN GROUP.



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