

City of Surrey
PLANNING & DEVELOPMENT REPORT

Application No.: 7920-0274-00

Planning Report Date: December 6, 2021

PROPOSAL:

- **Development Permit**

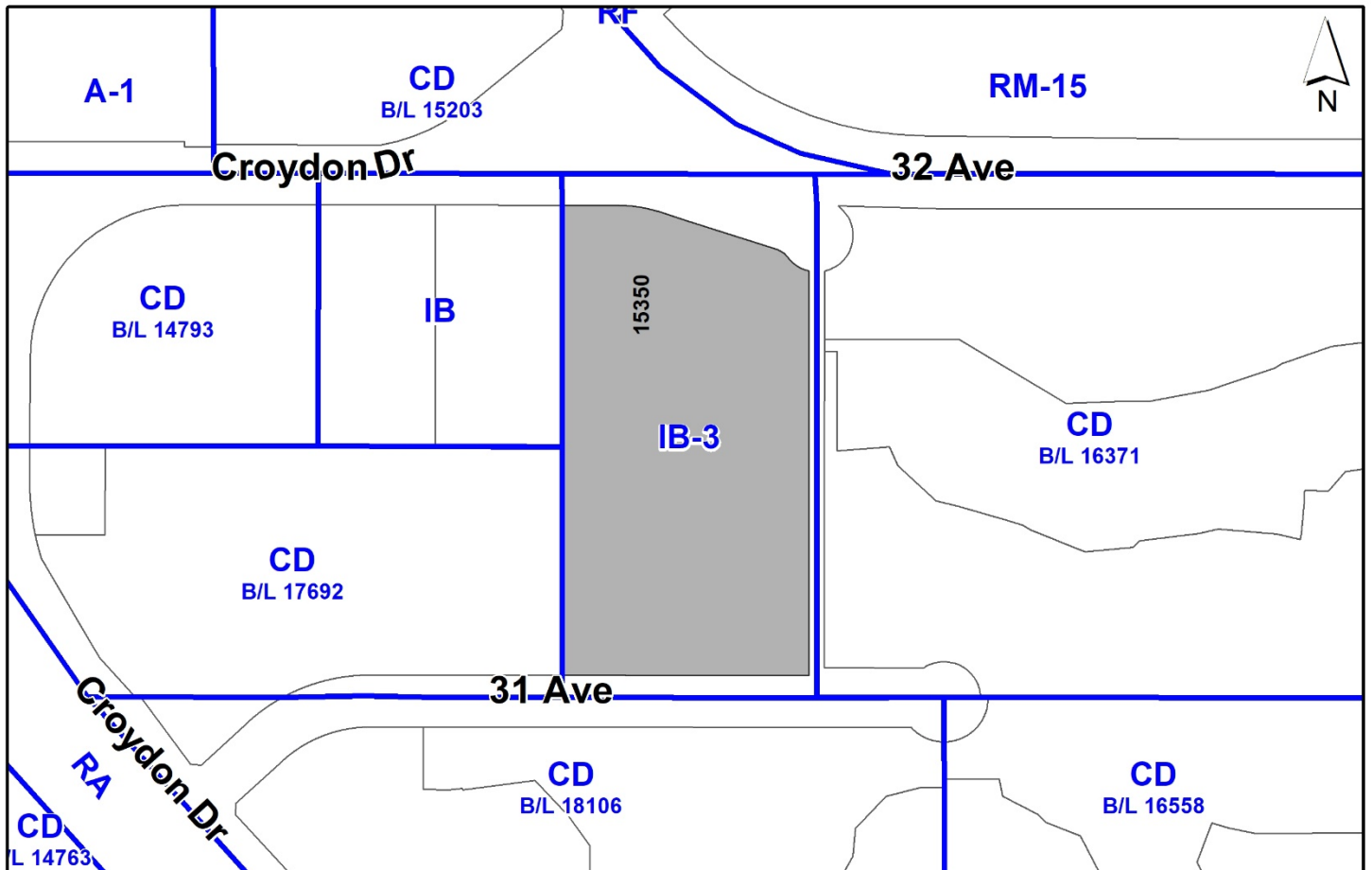
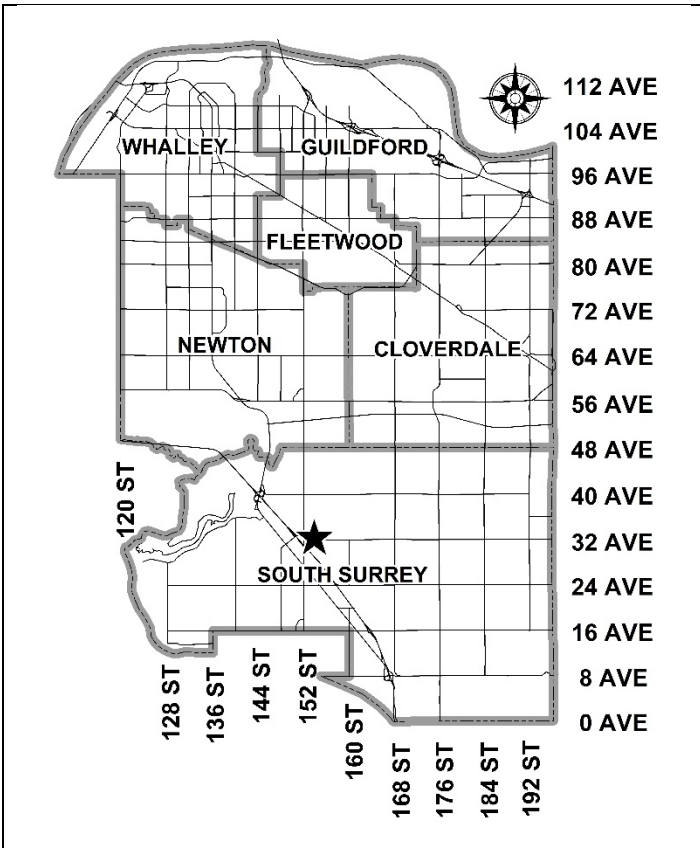
to permit a comprehensive sign design package for an office park development.

LOCATION: 15350 - Croydon Drive

ZONING: IB-3

OCP DESIGNATION: Mixed Employment

NCP DESIGNATION: Business Park



RECOMMENDATION SUMMARY

- Approval to vary the Sign By-law through a comprehensive sign design package.
- Approval to draft Development Permit for Form and Character.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

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

RATIONALE OF RECOMMENDATION

- The proposal complies with the Development Permit requirements in the OCP for Form and Character.
- The proposed sign has been comprehensively designed to be integrated with the design of the building and provides a coordinated look for the development.
- The proposed sign is high quality and is of an appropriate size and scale for the development.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve the applicant's request to vary the Sign By-law as described in Appendix II.
2. Council authorize staff to draft Development Permit No. 7920-0274-00 (Appendix III) for a comprehensive sign design package.
3. Council instruct staff to resolve the following issues prior to final approval:
 - (a) resolution of all urban design issues to the satisfaction of the Planning and Development Department; and
 - (b) submission of a finalized landscaping plan and landscaping cost estimate to the specifications and satisfaction of the Planning and Development Department.

SITE CONTEXT & BACKGROUND

Direction	Existing Use	NCP Designation	Existing Zone
Subject Site	Business Park (under construction Development Permit No. 7912-0217-00 & 7919-0029-00)	Business Park	IB-3
North (Across Croydon Drive and 32 Avenue):	Multi-family residential	Townhouses	RM-15
East:	Multi-family residential	Live & Work or Business Park Area/Creek Preservation	CD (By-law No. 16371)
South (Across 31 Ave):	Business Park	Business Park	CD (By-law No. 18106)
West:	Business Park	Business Park	IB and CD (By-law No. 17692)

Context & Background

- The subject site is a 1.65 hectare through lot with frontage onto Croydon Drive on the north and 31 Avenue on the south.
- The property is designated Mixed Employment in the Official Community Plan, Business Park in the Rosemary Heights Neighbourhood Concept Plan (NCP), and zoned "Business Park 3 Zone (IB-3)".

- There are two office buildings being constructed on the site, which were approved under Development Permit Nos. 7912-0217-00 and 7919-0029-00. The first building, located on the western half of the site is already constructed and the second phase, a mirrored building to the first phase located on the eastern half of the lot, is under construction.
- The applicant is proposing a comprehensive sign design package to ensure coordinated and well-designed signage will be available for the future tenants of the business park.

DEVELOPMENT PROPOSAL

Planning Considerations

- The applicant is proposing a comprehensive sign design package to allow the following signage on the site:
 - four free-standing signs;
 - under canopy signs for future ground floor tenants; and
 - two fascia signs on the top storey of each building for the tenant that occupies the most floor area above the ground floor.
- The total number of under-canopy signs is not known at this time and is ultimately dependent on how the ground floor of each building is demised into individual commercial retail units.
- The applicant is proposing to vary the under-canopy sign regulations in the Sign Bylaw through the comprehensive sign design package.
- Sign permits for all signs on the site will be required in addition to the Development Permit.

Referrals

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

POLICY & BY-LAW CONSIDERATIONS

DEVELOPMENT PERMITS

Comprehensive Sign Design Package

- The proposed comprehensive sign design package is subject to a Development Permit for Form and Character.
- The proposed signage generally complies with the Form and Character Development Permit guidelines in the OCP and the design guidelines in the Rosemary Heights Business Park Plan.
- The applicant is proposing three signage types as part of the application: free-standing signs; fascia signs; and under-canopy signs.

- The free-standing signs and fascia signs will comply with the requirements of the Sign Bylaw, whereas variances to the Sign Bylaw are proposed for the under-canopy signs.

Free-Standing Signs

- Four free-standing signs are proposed under the Comprehensive Sign Design Package (CSDP). Two of the free-standing signs are proposed along the site's Croydon Drive frontage and the other two free-standing signs are proposed on the 31 Street frontage.
- All free-standing signs are proposed to be 2.4 metres in height except Sign D, which is located along Croydon Drive on the eastern edge of the property. Sign D is proposed to be 1.2 metres in height to reduce visual impacts on the neighbouring townhouse lot.
- The free-standing signs comply with the sign area and setback requirements of the Sign Bylaw.
- The design is consistent between the free-standing signs. The pronounced border and angular design of the free-standing signs are reflective of the architectural character of the office buildings that will occupy the site.
- The tenant panels are proposed as routed aluminum panels placed on illuminated lexan faces. This configuration results in high-quality sign design featuring dimensioned letters and illumination on the copy area only.
- Illumination will be achieved through energy efficient LED lighting.
- The signs will be tied into the landscaping that was approved as part of the original Development Permits. Refinement of the landscaping plan is required to ensure that there are no conflicts between the signs and the landscaping. Planning staff have recommended that finalization of the landscape plan is required prior Council granting final approval of the CSDP.

Fascia Signs

- The CSDP proposes one fascia sign on the north elevation of Building A and Building B respectively. These signs are to be provided for the tenant that occupies the largest amount of floor area above the ground floor in each building.
- Only one fascia sign per building will be allowed through the CSDP even though the Sign Bylaw would allow two signs per building. The signage is to be limited beyond the Sign Bylaw to maintain the integrity of the buildings' architecture.
- The signage will have a maximum permitted height of 1 metre (40 inches) and will comply with the maximum area requirements of the Sign Bylaw.
- The signage will be comprised of aluminum channel letters, internally illuminated with energy efficient LED lighting.

Under-Canopy Signs

- Tenant signage for units on the main floor will be provided in the form of under-canopy signage.
- This form of signage will only be provided for businesses that have direct exterior access. Units that are accessed through an internal lobby are not permitted this form of signage.
- The ultimate number of under-canopy signs will depend on how the ground floor of Building A and Building B are demised into units.
- Free-standing canopy structures located around the main floor of the two office buildings were accepted through Development Permit Nos. 7912-0217-00 and 7919-0029-00.
- As a result of these free-standing canopies and the design of the building, there is no opportunity for fascia signage, as permitted by the Sign Bylaw, for the ground floor tenants. The applicant is proposing to affix the signage to the underside of the free-standing canopies.
- The regulations in the Sign Bylaw only allows small under-canopy signs that are perpendicular to store fronts. This signage is meant to be secondary signage geared towards the public realm that supplements fascia signage.
- The proposed under-canopy signage is intended to act as fascia signage, and as a result, does not conform with the under-canopy sign regulations in the Sign Bylaw. Several variances to the Sign Bylaw are required to facilitate this signage type.
- The following variances are proposed to the under-canopy sign requirements of the Sign Bylaw:
 - to increase the number of allowable under-canopy signs on a multi-tenant building from one sign to two signs, provided that the signs are on separate building elevations;
 - to waive the vertical and horizontal dimensions of the sign and restrict the maximum combined sign area for all signs on a premises to 1 square metre of sign area per linear metre (3 square feet per linear foot) of premises frontage;
 - to allow the sign to be located parallel to the building façade;
 - to allow the sign to be affixed to a free-standing canopy structure that projects a maximum of 3 metres (10 ft.) from the building; and
 - to increase the maximum clearance between the top side of the sign and the underside of the canopy to which the sign is affixed to 25.4 centimetres (10 inches).
- The first three variances listed above align the signage regulations more closely with those of the fascia signs.

- The two final variances address design and function considerations and allows the sign to be affixed to the free-standing canopy as the Bylaw only references canopies that are attached to a building.
- The signage will be comprised of individual channel letters that are internally illuminated with energy efficient LED lighting and mounted to the canopy by an aluminum backer.
- The maximum height of the sign shall not exceed 0.76 metres (30 inches).

Signage Assessment

- The proposed signage has been designed with a consistent form, size, design character and durable materials, to give the building a consistent and coordinated signage aesthetic, that supports the business park design aesthetic that is compatible with the Rosemary Heights Business Park area.
- The variances proposed to the Sign Bylaw will support the installation of appropriately scaled tenant signage for the ground floor tenants.
- Staff supports the requested variances as part of a Comprehensive Sign Design Package.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Site Plan
Appendix II.	Sign Variance Table
Appendix III.	Comprehensive Sign Design Package

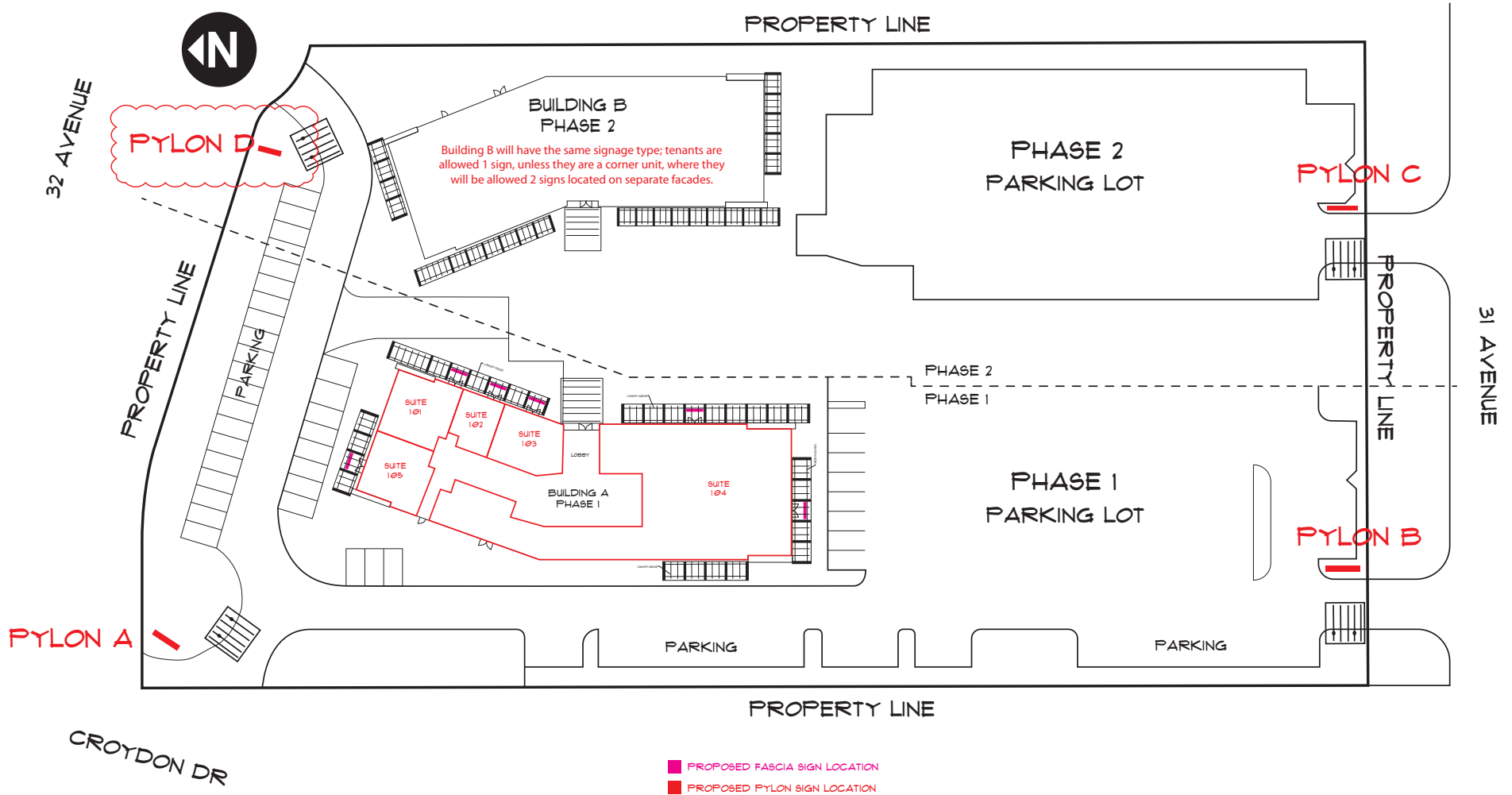
approved by Shawn Low

Ron Gill
Acting General Manager
Planning and Development

BD/cm

PROJECT NAME : BEREZEN PROPERTIES

ADDRESS: 15350 Croydon Drive, Surrey, BC V3Z 0Z5

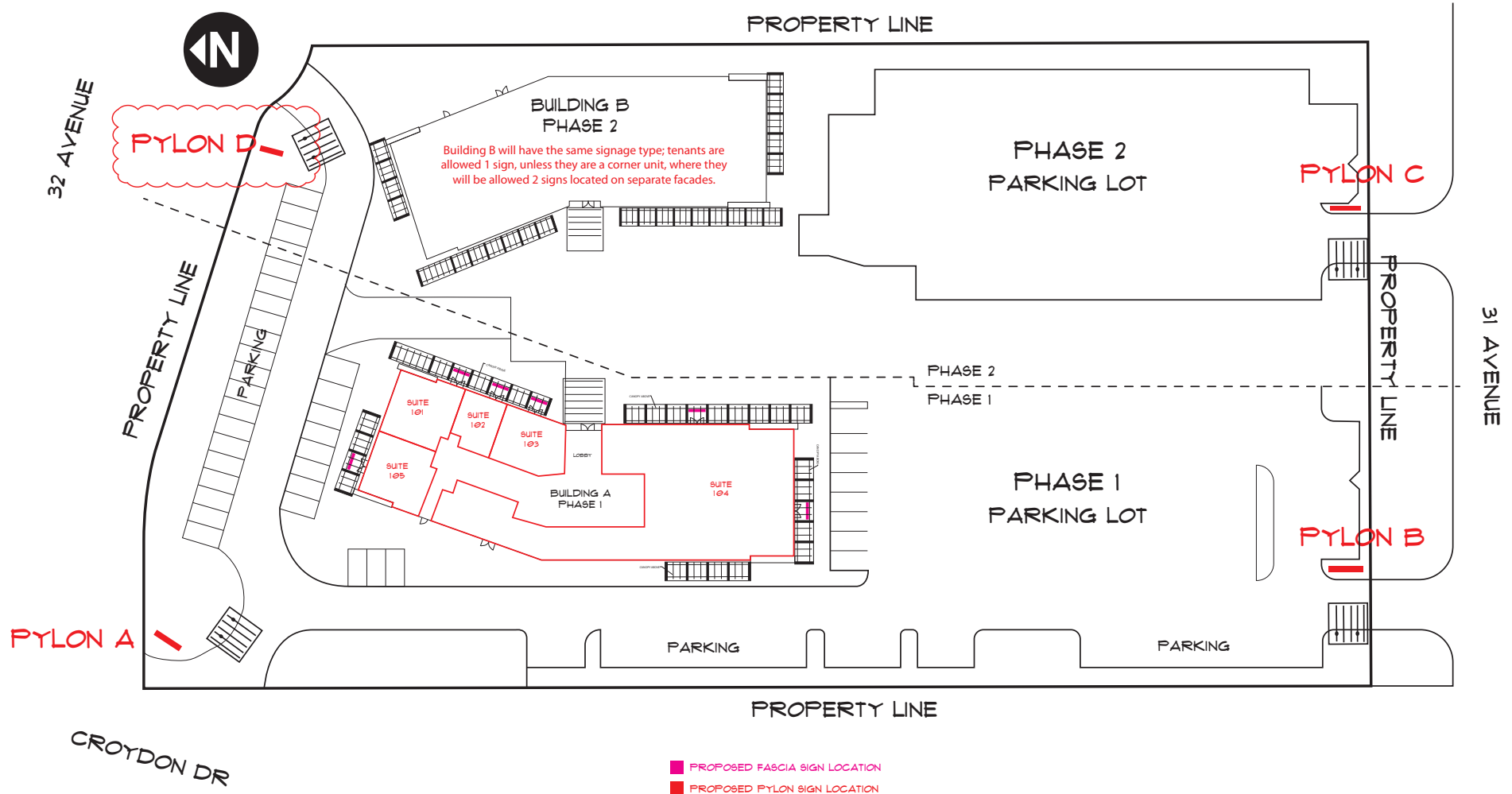


PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	to increase the number of allowable under-canopy signs on a multi-tenant building from one sign to two signs; provided that the signs are on separate building elevations;	in the case of multi-tenant buildings, one under-awning/canopy sign per projecting sign per premises is permitted (S.27(4)(a)).	To allow 2 under-canopy signs on corner units as is permitted for fascia signs.
2	to waive the vertical and horizontal dimensions of the sign and restrict the maximum combined sign area for all signs on a premises to 1 square metre of sign area per linear metre (3 square feet per linear foot) of premises frontage;	The vertical and horizontal dimensions of the sign shall not exceed 0.3 m [1 ft.] and 1.5 m [5 ft.] respectively (S.27(4)(a) i.(d)).	To allow total sign area to be proportionate to the size of the unit, as per the regulations for fascia signs.
3	to allow the sign to be located parallel to the building façade;	The sign shall be located perpendicular to the wall to which the awning/canopy is affixed (S.27(4)(a) i.(c)).	To allow the signs to be parallel to the building façade, similar to a fascia sign.
4	to allow the sign to be affixed to a free-standing canopy structure that projects a maximum of 3 metres (10 ft.) from the building;	the awning/canopy shall project from the face of the exterior wall by a minimum of 1.2 m [4 ft.] and maximum of 1.8 m [6 ft.] and its underside, including its support structure, shall have a clearance of a minimum of 2.4 m [8 ft.], subject to having regard for clause "i.b" of Section 27(4)(a), and maximum of 3 m [10 ft.] (S.27(4)(a) i. (a))	To allow the signs to be affixed to the free-standing canopy structures that were approved under Development Permit Nos. 7912-0217-00 and 7919-0029-00. This is the most logical location for tenant signage for ground floor units.
5	to increase the maximum clearance between the top side of the sign and the underside of the canopy to which the sign is affixed to 25.4 centimeters (10 inches).	the clearance between the top of the sign and the underside of the awning/canopy to which it is affixed shall not exceed 5 cm [2 in.] (S.27(4)(a) i. (e)).	The design of the canopy may require signs to have a larger separation between the top of the sign and the underside of the canopy. The underside of the signs will still need to ensure 2.4 m (8ft) of clearance to the ground.

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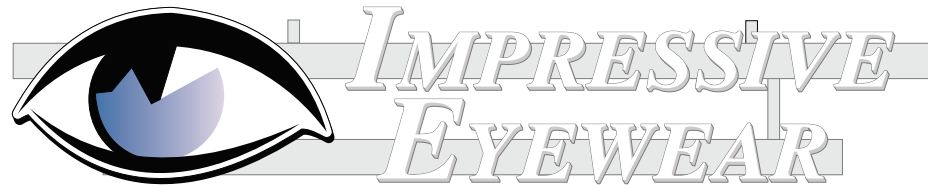
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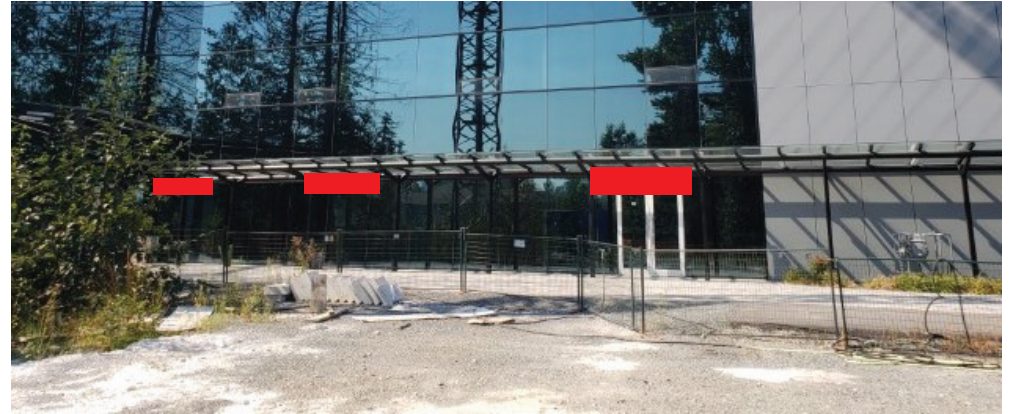
NORTH ELEVATION



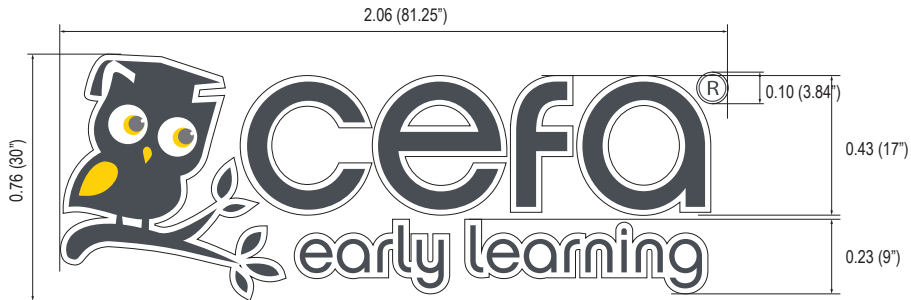
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EAST ELEVATION



UPCOMING TENANTS



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SOUTH ELEVATION

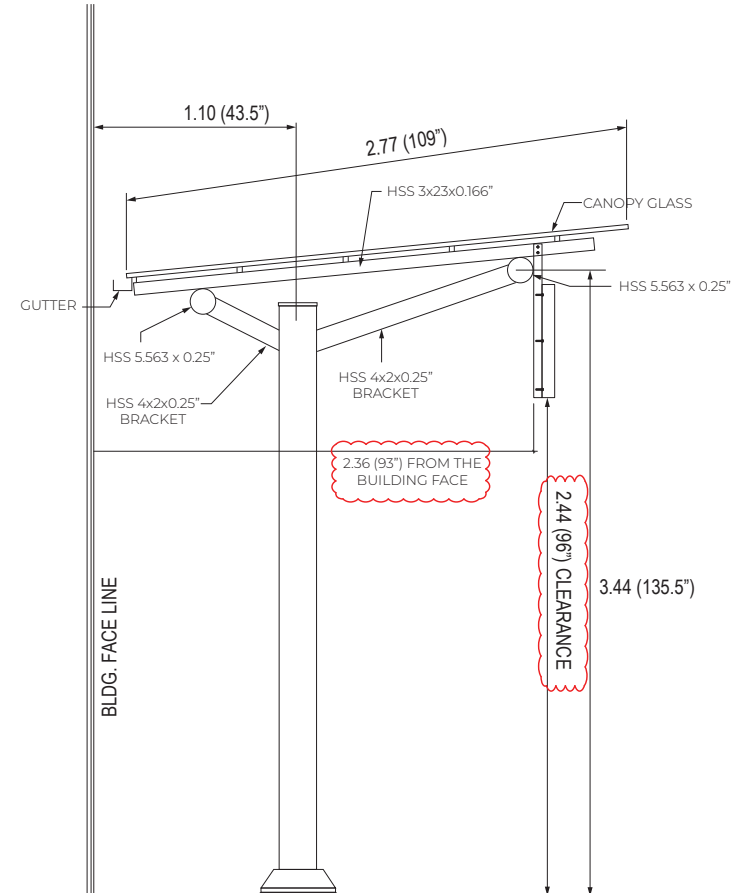
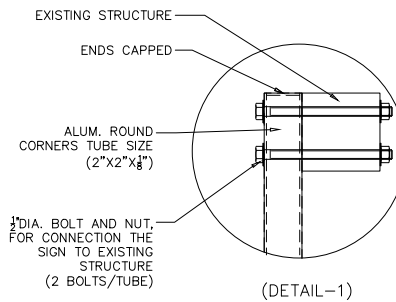
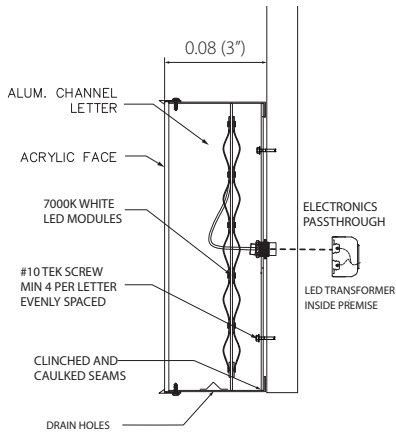
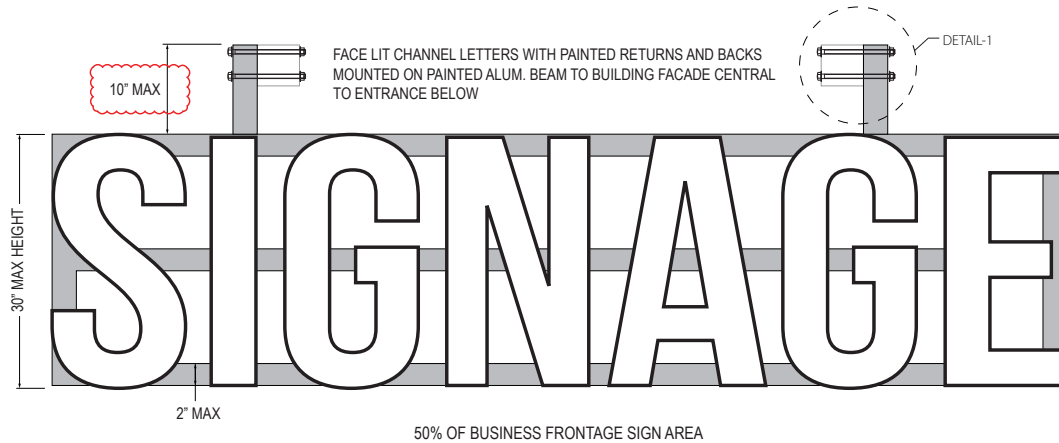


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FASCIA SIGN FOR BUILDING A & B

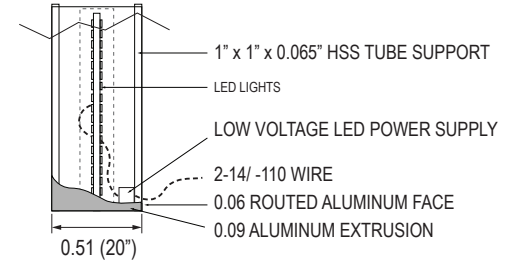
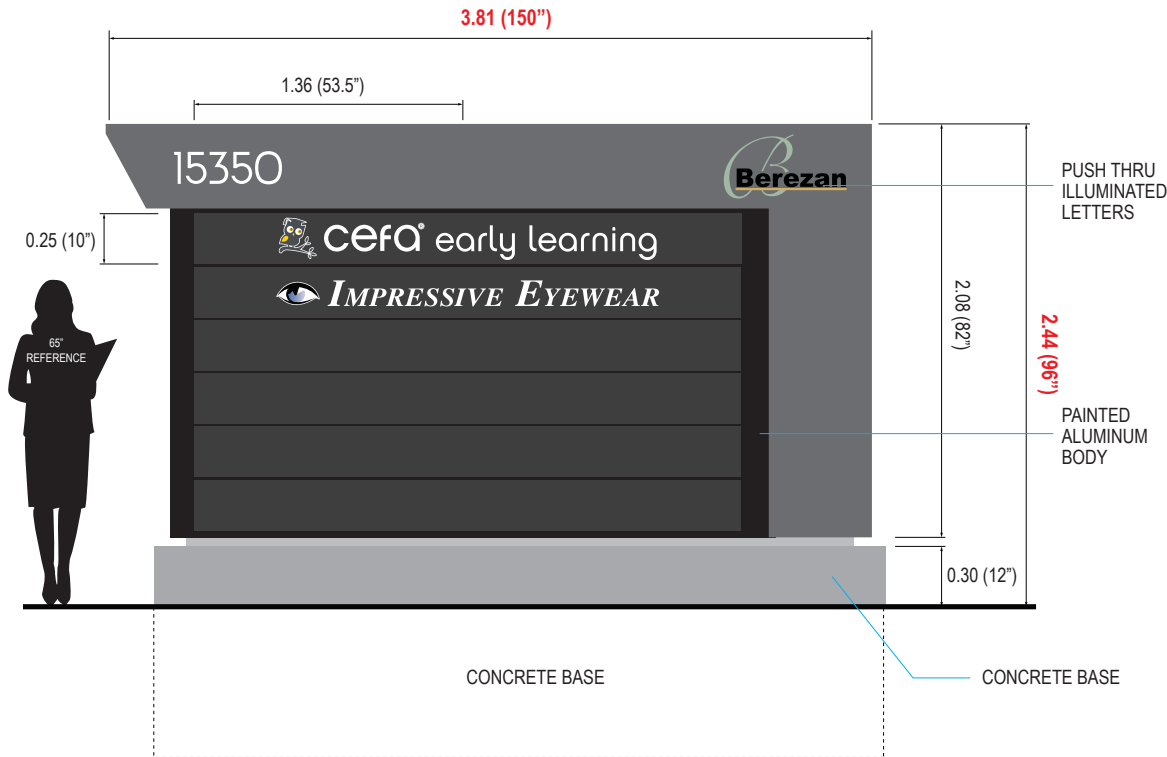
BUILDING B WILL HAVE THE SAME SIGNAGE TYPE; TENANTS ARE ALLOWED 1 SIGN, UNLESS THEY ARE A CORNER UNIT, WHERE THEY WILL BE ALLOWED 2 SIGNS LOCATED ON SEPARATE FACADES.



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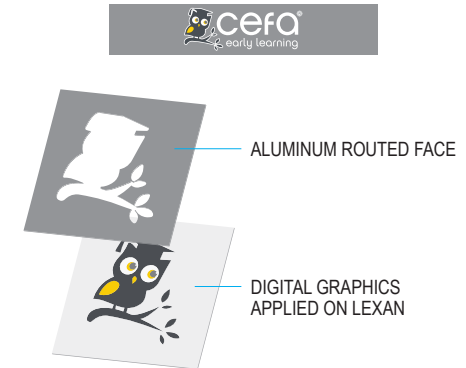
PYLON A, B, C 2 SIDED LED ILLUMINATED PYLON SIGN



ILLUMINATED
12mm PUSH THRU LETTERS

15350
Berezan

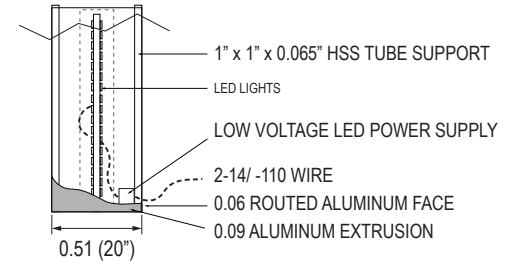
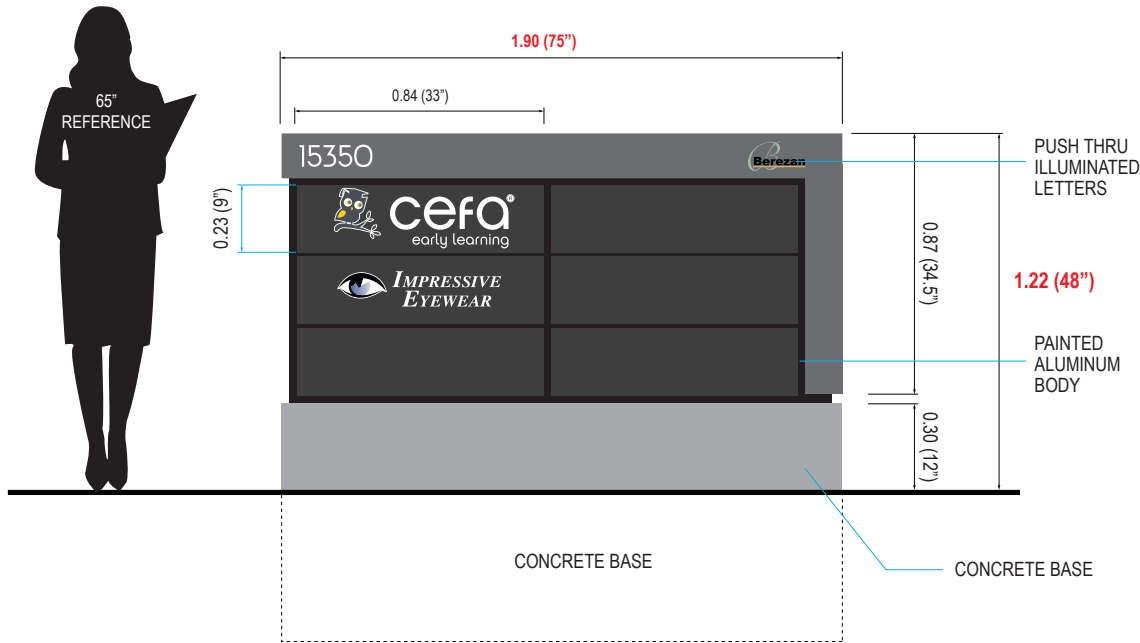
ILLUMINATED
ROUTED ALUMINUM FACE WITH LEXAN



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ADDRESS: 15350 Croydon Drive, Surrey, BC V3Z 0Z5

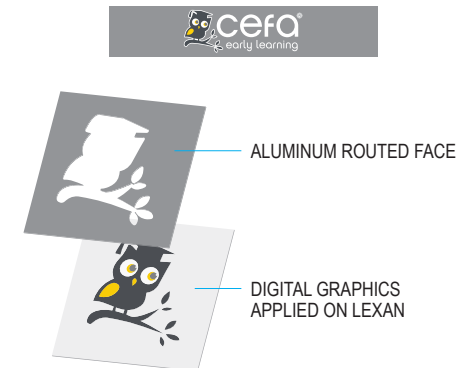
PYLON D 2 SIDED LED ILLUMINATED PYLON SIGN



ILLUMINATED
12mm PUSH THRU LETTERS

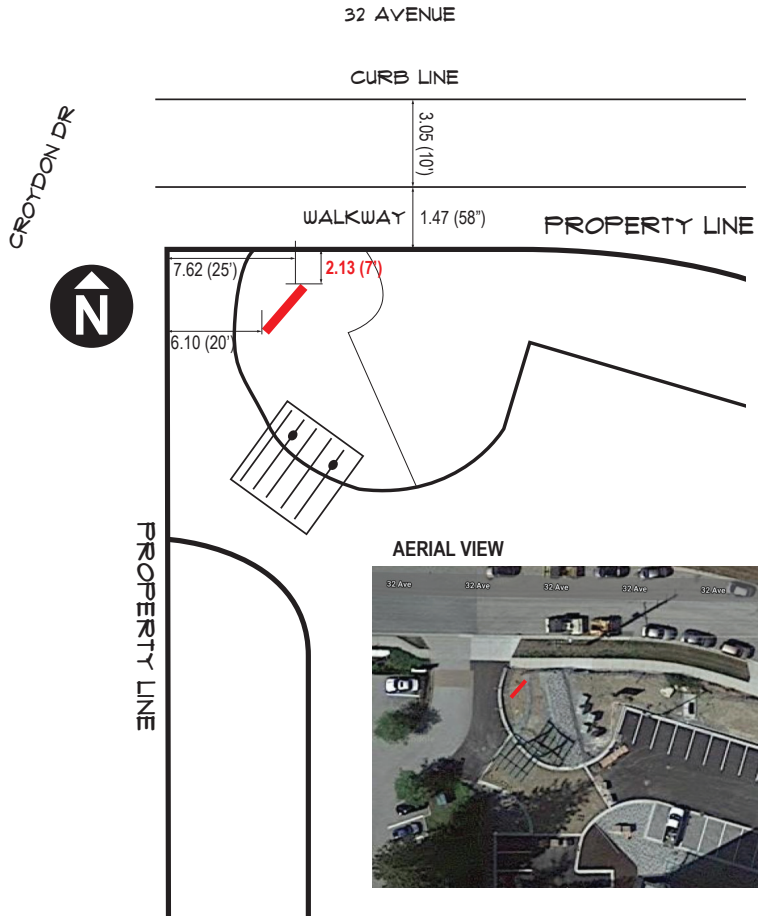
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ILLUMINATED
ROUTED ALUMINUM FACE WITH LEXAN



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PYLON A

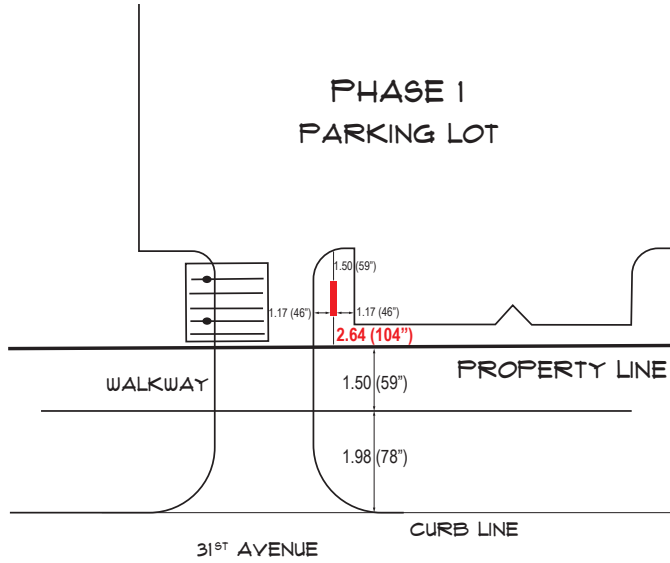


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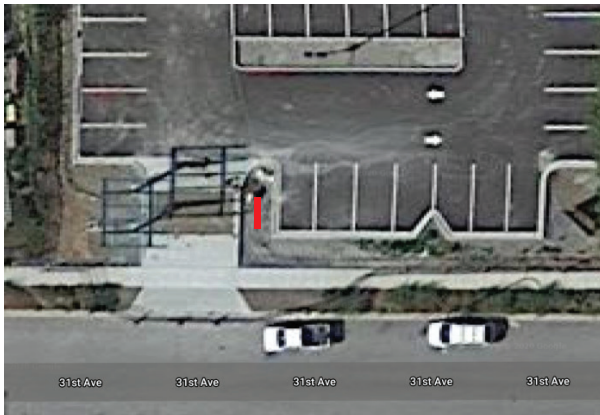
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PHASE 1
PARKING LOT

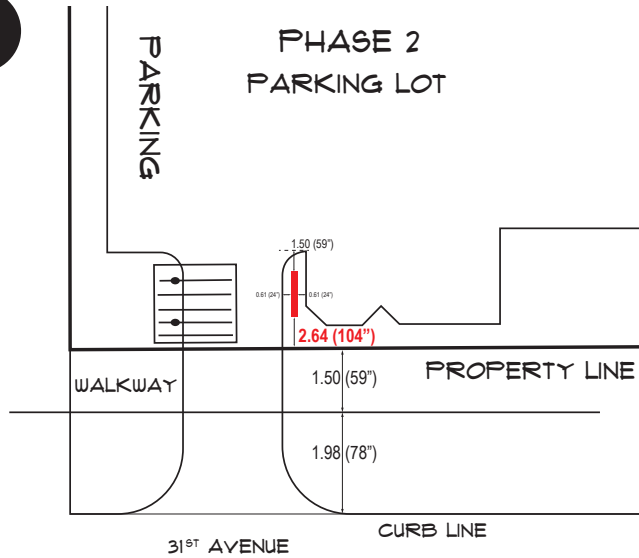


PYLON B



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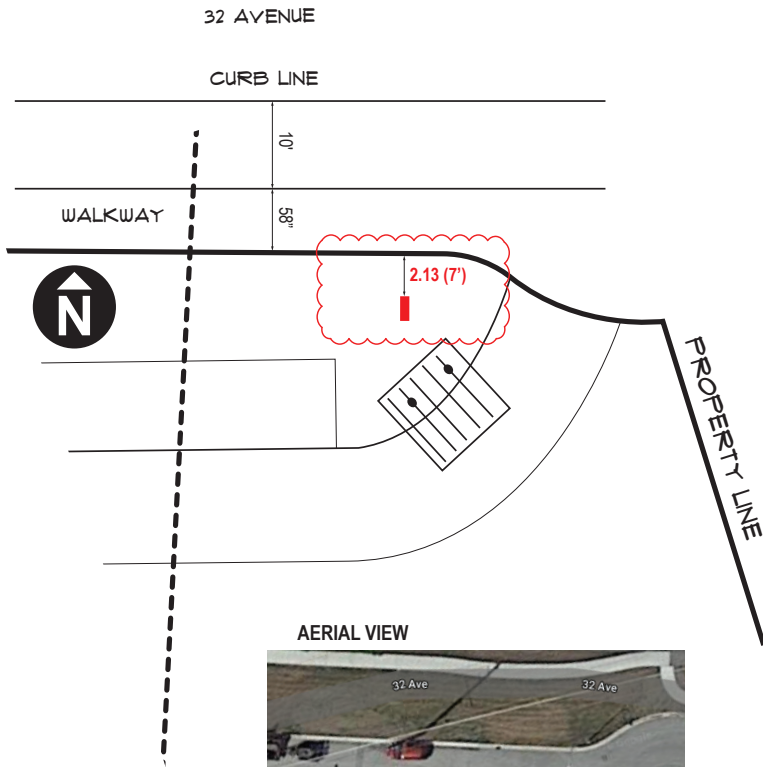


PYLON C - PHASE 2 (UNDER DEVELOPMENT)



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AERIAL VIEW



PYLON D



PROJECT NAME : BEREZEN PROPERTIES

ADDRESS: 15350 Croydon Drive, Surrey, BC V3Z 0Z5

TOP STOREY FASCIA SIGN FOR BUILDING A & B

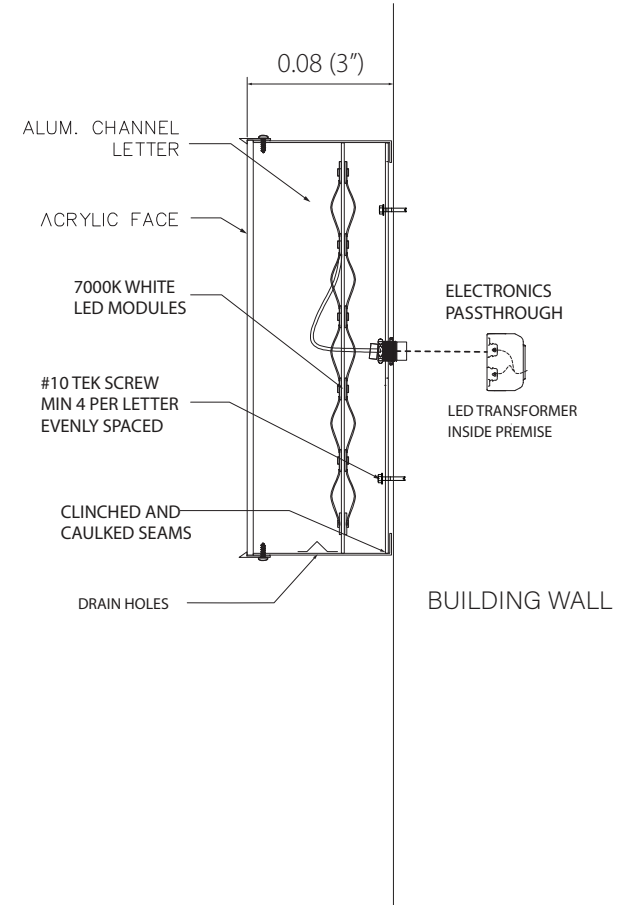
BUILDING B WILL HAVE THE SAME SIGNAGE TYPE; ONLY 1 TENANT SIGN IS ALLOWED ON THE TOP STOREY OF EACH BUILDING.

FACE LIT CHANNEL LETTERS WITH PAINTED RETURNS AND BACKS MOUNTED ON PAINTED ALUM. BEAM TO BUILDING FACADE CENTRAL TO ENTRANCE BELOW

1.02 (40") MAX HEIGHT

SIGNAGE

50% OF BUSINESS FRONTAGE SIGN AREA



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NORTH ELEVATION (FACING 32ND STREET)

