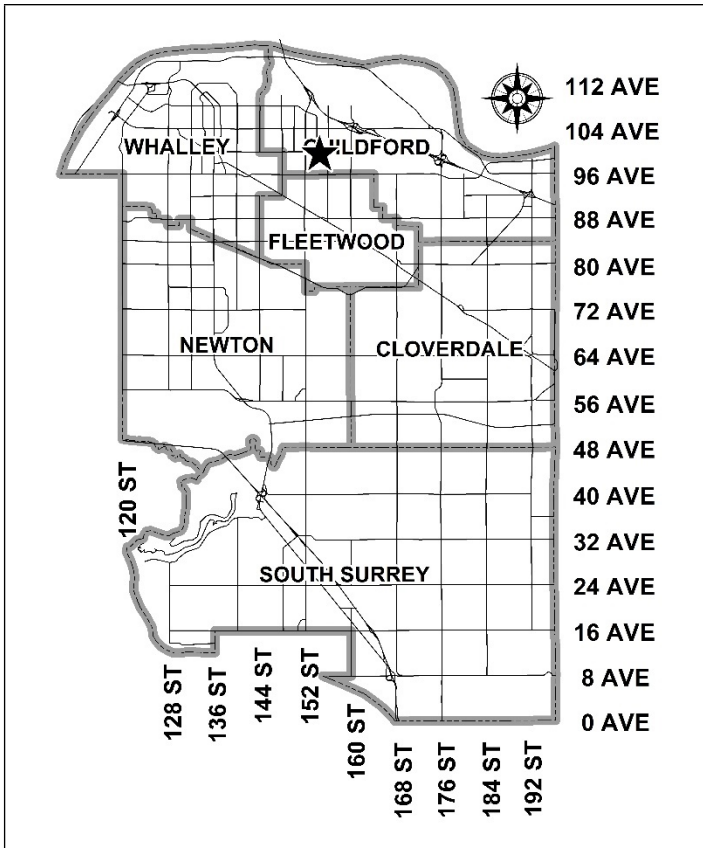


City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

Application No.: 7920-0282-00

Planning Report Date: January 25, 2021



**PROPOSAL:**

- **Development Permit**

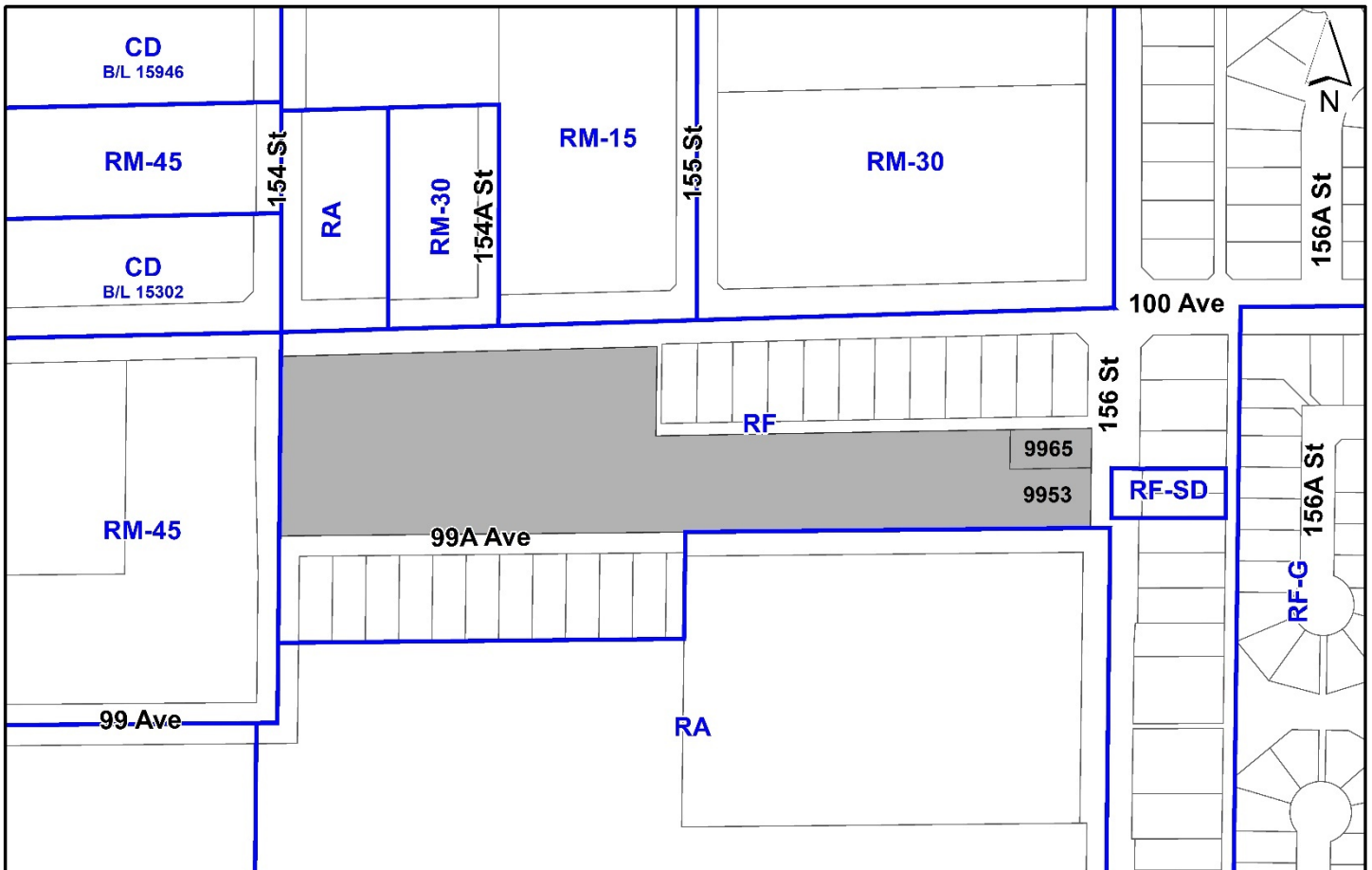
to permit temporary on-site real estate development marketing signage for a conditionally approved townhouse development.

**LOCATION:** 9965 - 156 Street

9953 - 156 Street

**ZONING:** RF

**OCP DESIGNATION:** Urban



**RECOMMENDATION SUMMARY**

- Approval to vary the Sign By-law, through a comprehensive sign design package, the maximum total sign area, sign height and setbacks 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 sign area, sign height and setback requirements under the Sign By-law for temporary on-site real estate development/construction signage ("marketing signage"), in order to allow for the installation of temporary marketing signage installed on construction fencing on the west portion of the site fronting 100 Avenue and 154 Street and the east portion of the site fronting 156 Street and 99A Avenue.

**RATIONALE OF RECOMMENDATION**

- The proposed signage markets a 131- unit townhouse development on the subject site ("The Great One"), that was granted conditional approval by Council on July 27, 2020.
- Marketing signage on construction hoarding and/or fencing is standard practice in the development industry.
- The proposed signage is 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, sign height and setback requirements of the Sign By-law.
- Installing the marketing signage over construction hoarding and/or fencing improves the aesthetic appearance of the development site while it is under construction and enhances wayfinding to the project.

## 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. 7920-0282-00 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 proposed signage, including siting, form, exterior design and finish, and landscaping, 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	Vacant 2.5 hectare lot under Application No. 7919-0274-00 to allow 131 townhouse units (Third Reading)	Urban	RF
North (Across 100 Avenue and across lane):	Vacant, 0.4 hectare lot and two-storey townhouse developments, and single family dwellings	Multiple Residential and Urban	RA, RM-30, RM-15 and RF

Direction	Existing Use	OCP Designation	Existing Zone
East (Across 156 Street):	Single family dwellings and a semi-detached single family dwelling	Urban	RF and RF-SD
South (Across 99A Avenue):	Single family dwellings and William F. Davidson Elementary School	Urban	RF and RA
West (Across 154 Street):	Existing 3-storey townhouse units currently under Development Application No. 7919-0132-00 proposing 4- storey rental apartment buildings at Third Reading.	Multiple Residential	RM-45

### Context & Background

- The subject site includes two properties (9953 and 9965 – 156 Street) in Guildford and is approximately 2.1 hectares in total size.
- The subject site is designated "Urban" in the Official Community Plan (OCP) and is zoned "Single Family Residential Zone (RF)". The site is located just outside of the Guildford Town Centre – 104 Avenue Corridor Stage 1 Plan.
- Development Application No. 7919-0274-00 received conditional approval (Third Reading) from Council on July 27, 2020 and includes an Official Community Plan (OCP) Amendment from Urban to Multiple Residential, a rezoning from RF to RM-30, a Form and Character Development Permit, a Development Variance Permit (DVP) for building setbacks, and a subdivision (lot consolidation), in order to allow for the development of 131 townhouse units on the subject site.
- The subject property will be separated into a west and east portion, as a result of the requested dedication to accommodate a north/south walkway and the extension of the existing lane to 99A Avenue. However, the site will be "hooked" and remain as a single lot as the applicant intends for the proposed townhouse development to operate as one site under a single strata.
- The site is located north of Lionel Courchene Park and William F. Davidson Elementary School, while Johnston Heights Secondary School is located a block to the southwest.

## DEVELOPMENT PROPOSAL

### Planning Considerations

- The developer of the site is seeking a variance to the Sign By-law to allow for the installation of temporary marketing signage installed on construction fencing on the west portion of the site fronting 100 Avenue and 154 Street and the east portion of the site fronting 156 Street and 99A Avenue.
- 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.

### Referrals

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

## POLICY & BY-LAW CONSIDERATIONS

### Comprehensive Sign Design Package

- The proposed fence marketing signage is split between a west portion which fronts 100 Avenue and 154 Street and an east portion which fronts 156 Street and 99A Avenue. The maximum sign height of the proposed marketing fence signage is 6 metres with a total sign area of 722 square metres and a setback no less than 0.7 metres. The Sign By-law permits a maximum allowable sign area of 14 sq. metres, a maximum sign height of 4.5 metres, and a minimum setback of 2 metres from each adjacent highway for onsite development marketing signage.
- The maximum sign area, sign height and setback are therefore proposed to be varied.

### Signage Assessment

- The proposed marketing signage consists of a blue background, white and orange text, and also includes graphic images of the "The Great One" development project (see Appendix II).
- The proposed signage is of a high-quality design.
- The marketing and free-standing signage are important components of the marketing strategy for the site.
- Marketing signage in the form of 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, sign height and setback requirements of the Sign By-law.

- Marketing signage on construction hoarding and/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, while it is under construction.
- 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. 7920-0282-00

*approved by Ron Gill*

Jean Lamontagne  
General Manager  
Planning and Development

ELM

## 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 to 722 square metres.	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 is a standard practice in the development industry.</p> <p>Installing marketing signage over construction fencing generally, improves the aesthetic appearance of a development site.</p>
2	To vary the required minimum 2.0-metre setback from any highway for temporary on-site real estate development/construction sign to 0.7 metres.	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 location of the marketing signage is clear to vehicular and pedestrian traffic along adjacent roads and does not negatively impact visibility for vehicular traffic.
3	To increase the maximum sign height for temporary onsite real estate development/construction signage from 4.5 metres to 6.0 metres.	The sign height shall not exceed a maximum of 4.5 metres (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 is a standard practice in the development industry.</p> <p>Installing marketing signage over construction fencing generally, improves the aesthetic appearance of a development site.</p>

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7920-0282-00

Issued To:

Address of Owner:

Issued To:

Address of Owner:

(collectively referred to as the "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: 011-363-151

Parcel "One" (Explanatory Plan 14861) of Parcel "A" (Explanatory Plan 11333) Lot 12 Section 33 Block 5 North Range 1 West New Westminster District Plan 1187

9965 - 156 Street

Parcel Identifier: 004-051-572

Parcel "A" (Explanatory Plan 11333) Lot 12 Except: Firstly: Parcel "One" (Explanatory Plan 14861) Secondly: Parcel "2" (Bylaw Plan 64768), Section 33 Block 5 North Range 1 West New Westminster District Plan 1187

9953 - 156 Street

(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 7920-0282-00(1) through to and including 7920-0282-00(6) (the "Drawings").
2. Signage shall be installed in conformance with the Drawings 7920-0282-00(1) through to and including 7920-0282-00(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, 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. 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 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 7920-0282-00(1) through to and including 7920-0282-00(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)

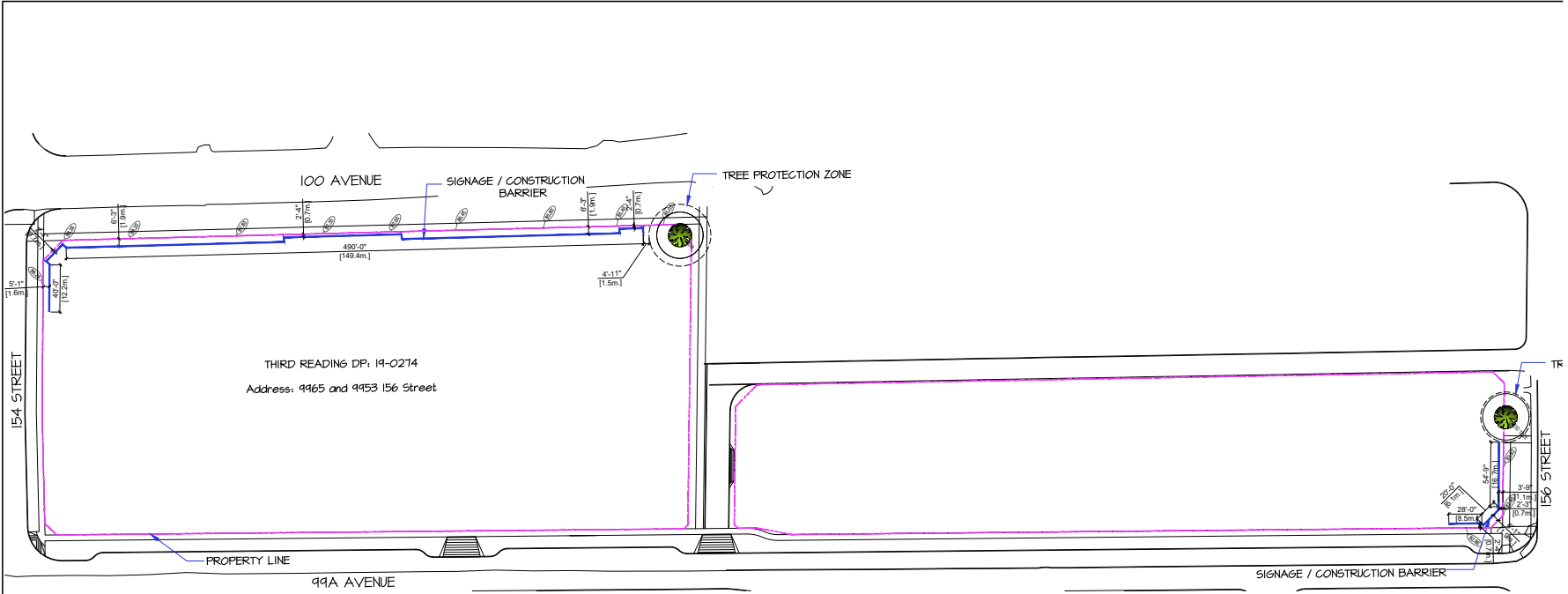
\_\_\_\_\_  
Name: (Please Print)

## Sign By-law Variances

#	Variance	Sign By-law Requirement
1	To increase the allowable sign area for temporary onsite real estate development/construction signage from 14 square metres to 722 square metres.	The sign area shall not exceed a maximum of 14 square metres (150 sq. ft.) (as per Part 1, Section 7(9.1)).
2	To vary the required minimum 2.0-metre setback from any highway for temporary on-site real estate development/construction sign to 0.7 metres.	The sign is located a minimum 2.0 metres (6.5 ft.) from each adjacent highway (as per Part 1, Section 7(9.1)).
3	To increase the maximum sign height for temporary onsite real estate development/construction signage from 4.5 metres to 6.0 metres.	The sign height shall not exceed a maximum of 4.5 metres (as per Part 1, Section 7(9.1)).

DISCLAIMER: ALL DRAWINGS AND THE INFORMATION CONTAINED THEREIN ARE THE SOLE PROPERTY OF BARNETT DEMBEK ARCHITECTS INC. AND MAY NOT BE USED, REPRODUCED OR IN ANY MANNER FOR ANY OTHER PROJECT WITHOUT THE WRITTEN PERMISSION OF BARNETT DEMBEK ARCHITECTS INC. ANY REPRODUCTION OR TRANSMISSION OF THIS INFORMATION WITHOUT THE WRITTEN PERMISSION OF BARNETT DEMBEK ARCHITECTS INC. IS PROHIBITED.

REV#	DATE	BY	DATE	ISSUE



Development Permit No. 7920-0282-00 (1) "The Drawings"

REVISION	DATE	BY	DATE	ISSUE

CLIENT: DANECON & SAWYER  
PROJECT: SOUTH GUILDFORD WEST  
15-497 99A AVENUE, SURREY  
DRAWING NO: 14024  
KEY PLAN

**barnett dembek**  
ARCHITECTS  
UNIT 135,  
7338 130 STREET,  
SURREY, B.C.  
V3W 1H8  
PHONE: (604) 597-7100  
FAX: (604) 597-2099  
EMAIL: mol@darkitex.com

CLIENT NO. 691	SHEET NO. 1.0
PROJECT NO. 14024	REV. NO.

# Copy & Elevation Drawing Details

## 154 St. & 100 Ave. Frontage

**FAST SIGNS**  
More than fast. More than signs.  
**SURREY**  
101 - 6844 King George Blvd., Surrey, BC V3W 4Z9  
604-599-6677 • 654@fastsigns.com

**The Great One**  
9953 & 9965 - 156 St, Surrey BC

**Client:** Abbot Kinney  
**Project:** The Great One  
**Copy Area:** 18.4%  
**Scale:** 1:500 (Key Plan)

**Rev 20-11-11-1A**

- Bright Orange Cut Vinyl
- White Cut Vinyl
- Aquamarine Blue Alupanel
- 88.20 Elevation (Shown in Metres above Sea Level)

**Nov 11, 2020**  
Layout by Conrad

Sign Area: 100'w x 20'h = 2,000 sq.ft  
Copy Area: 420.9 sq.ft

Return

DAWSON + SAWYER  
**THE GREAT ONE**  
dawsonsawyer.ca  
Copy Area = 21.0%

Sign Area: 4' x 20' = 80 sq.ft  
Copy Area: 10.3 sq.ft  
Copy Area = 12.9%

Sign Area: 20'w x 20'h = 400 sq.ft  
Copy Area: 146.1 sq.ft

DAWSON + SAWYER  
**THE GREAT ONE**  
3 + 4 Bedroom Townhomes  
Coming Soon  
dawsonsawyer.ca  
Copy Area = 36.5%

Sign Area: 40'w x 8'h = 320 sq.ft  
Copy Area: 87.3 sq.ft

"You miss 100% of the shots you don't take."  
Don't miss your shot at these Awesome Townhomes!

Copy Area = 27.3%

Sign Area: 41'w x 8'h = 328 sq.ft  
Copy Area: 44 sq.ft

3 + 4 Bedroom Townhomes Coming Soon

Copy Area = 13.4%

Sign Area: 40'w x 8'h = 320 sq.ft  
Copy Area: 40.8 sq.ft

Top Shelf Townhomes on 99a Avenue

Copy Area = 12.8%

Sign Area 32'w x 8'h = 256 sq.ft



Sign Area: 40'w x 8'h = 320 sq.ft  
Copy Area: 61.9 sq.ft

DAWSON + SAWYER

Copy Area = 19.3%

Sign Area: 40'w x 8'h = 320 sq.ft  
Copy Area: 59.4 sq.ft

PRESENTATION CENTRE  
15268 28th Avenue, South Surrey  
604.560.6290

Copy Area = 18.6%

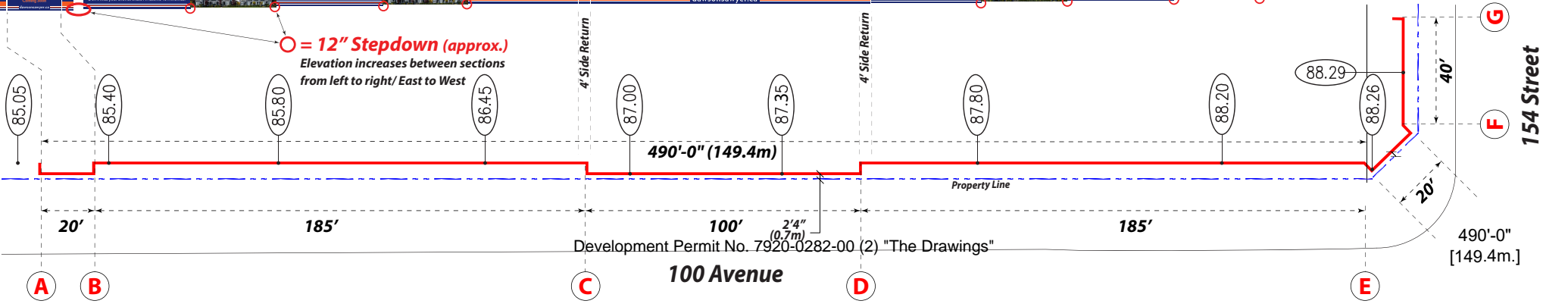
DAWSON + SAWYER  
**THE GREAT ONE**  
dawsonsawyer.ca

Copy Area = 19.3%

Copy Area = 13.4%

Copy Area = 36.5%

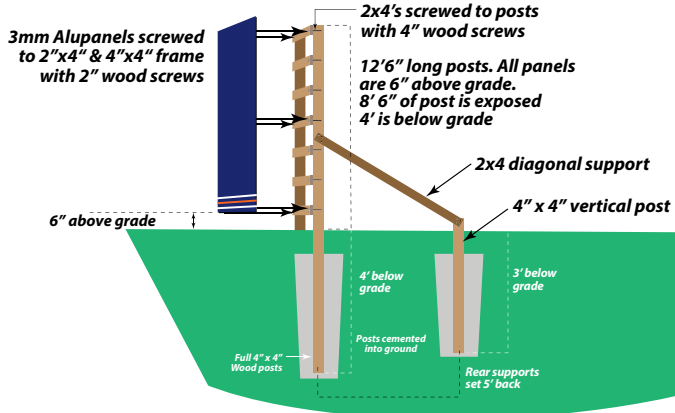
○ = 12" Stepdown (approx.)  
Elevation increases between sections from left to right/ East to West



# Cross-Section Detail - 154 St. & 100 Ave.

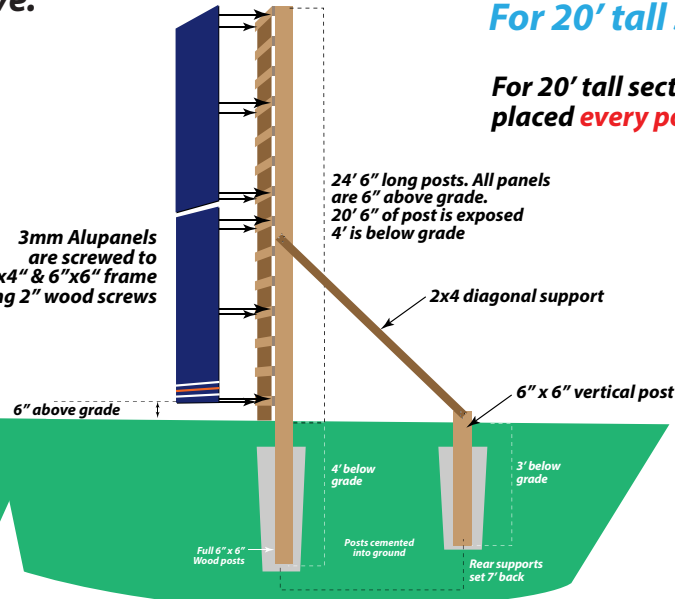
For 8' tall sections only

For 8' tall sections, supports placed every second post



For 20' tall sections only

For 20' tall sections, supports placed every post



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604-599-6677 • 654@fastsigns.com

The Great One

9953 & 9965 - 156 St, Surrey BC

Client: Abbot Kinney  
Project: The Great One  
Scale: 1:500 (Key Plan)

Rev 20-11-11-1A

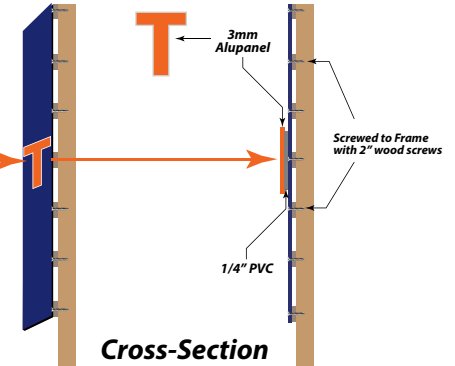
- Bright Orange Cut Vinyl
- White Cut Vinyl
- Aquamarine Blue Alupanel
- 88.20 Elevation (Shown in Metres above Sea Level)

Nov 11, 2020  
Layout by Comrad

## Panel Construction/ Materials

All 3mm Alupanel, with: 1) Full colour prints on vinyl with gloss laminate and 2) Routed Alupanel graphics & vinyl on Main Section and 3) White & Bright Orange vinyl graphics on Alupanel. With screwcap covers. Mounted to wood posts & frame & installed as detailed above. Installed 6" above grade with heights stepped in 12" increments as shown below.

3mm Aquamarine Blue Panels w/ white & Bright Orange vinyl over Routed Alupanel Letters (Letters stood-off face with 1/4" PVC) All taped and glued to Alupanel



### Side Return



○ = 12" Stepdown (approx.)  
Elevation increases between sections from left to right/ East to West

Development Permit No. 7920-0282-00 (3) "The Drawings" Full colour print on 3mm white Alupanel with Bright Orange & White vinyl

# Copy & Elevation Drawing Details

156 St. & 99a Ave. Frontage

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**SURREY**  
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604-599-6677 • 654@fastsigns.com

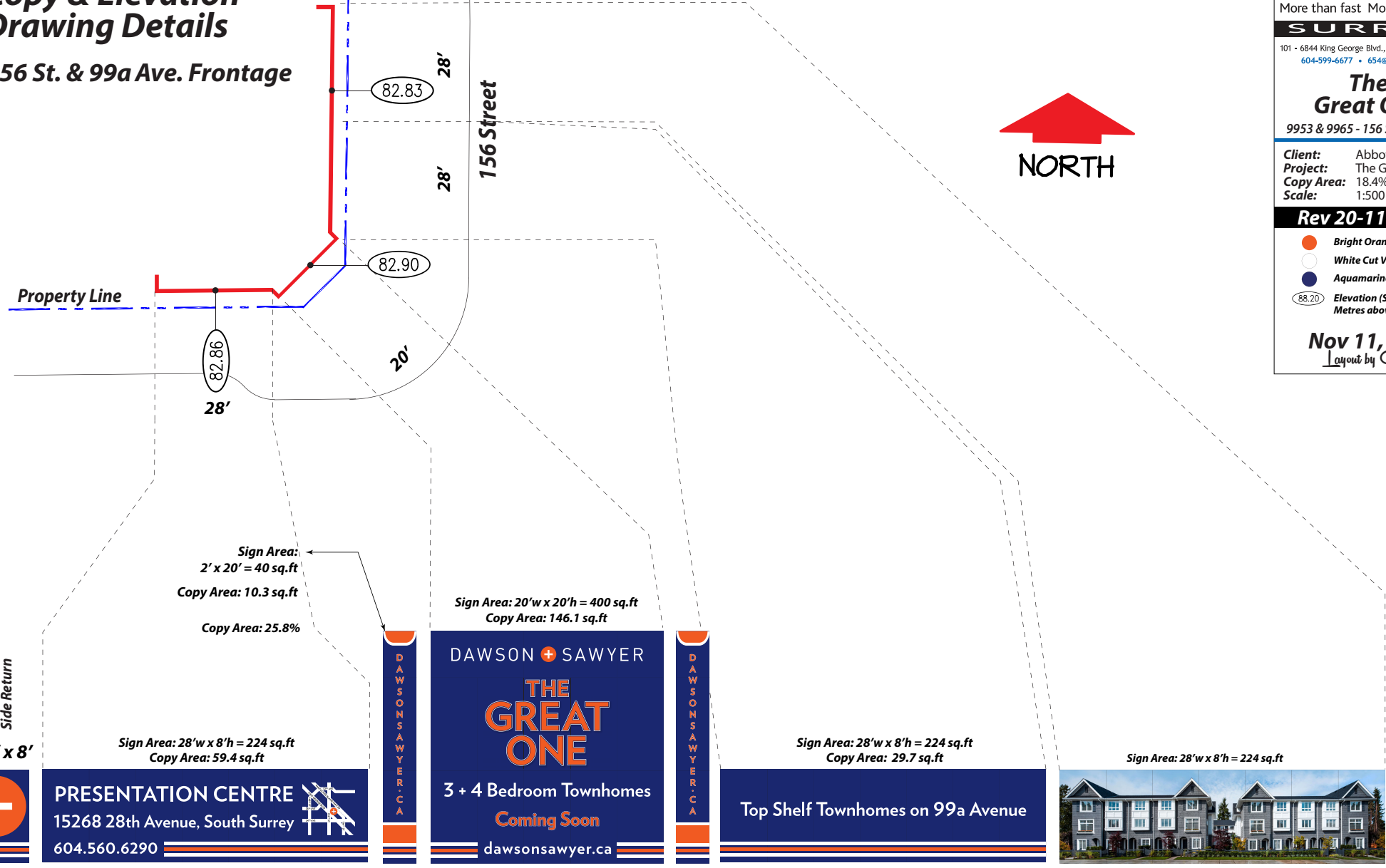
**The Great One**  
9953 & 9965 - 156 St, Surrey BC

**Client:** Abbot Kinney  
**Project:** The Great One  
**Copy Area:** 18.4%  
**Scale:** 1:500 (Key Plan)

**Rev 20-11-12-1B**

- Bright Orange Cut Vinyl
- White Cut Vinyl
- Aquamarine Blue Alupanel
- 88.20 Elevation (Shown in Metres above Sea Level)

**Nov 11, 2020**  
Layout by Conrad



**PRESENTATION CENTRE**  
15268 28th Avenue, South Surrey  
604.560.6290

DAWSON + SAWYER

**THE GREAT ONE**

3 + 4 Bedroom Townhomes

**Coming Soon**

dawsonswayer.ca

DAWSON + SAWYER

**Top Shelf Townhomes on 99a Avenue**



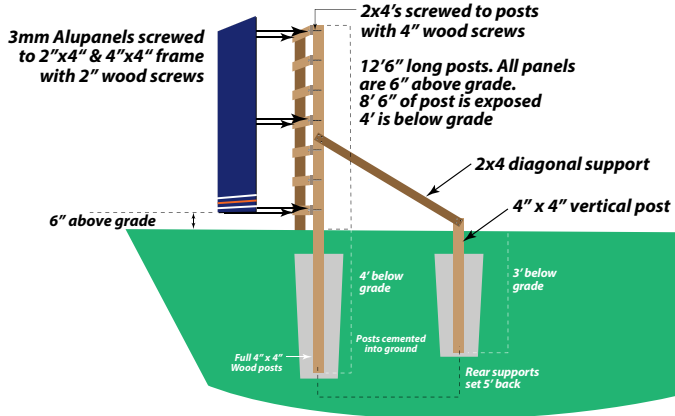
Copy Area = 26.5%

Development Permit No. 7920-0282-00 (4) "The Great One" Drawings 13.3%

# Cross-Section Detail - 156 St. & 99a Ave.

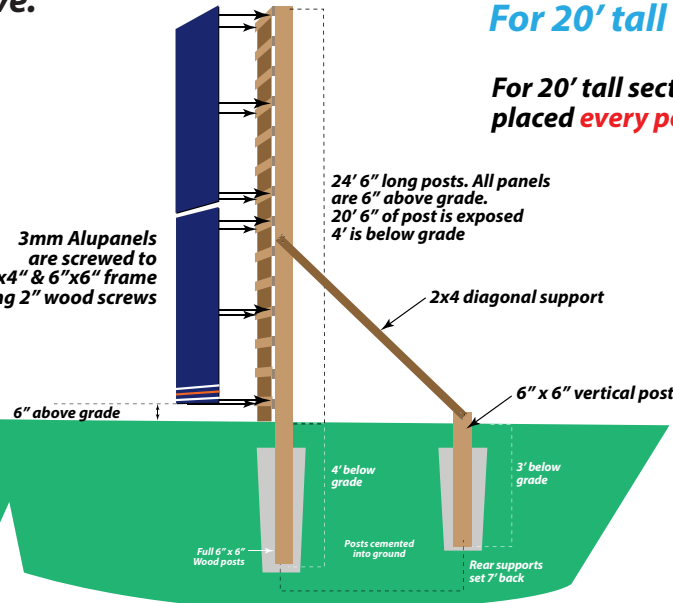
**For 8' tall sections only**

**For 8' tall sections, supports placed every second post**



**For 20' tall sections only**

**For 20' tall sections, supports placed every post**



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**SURREY**

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604-599-6677 • 654@fastsigns.com

**The Great One**

9953 & 9965 - 156 St, Surrey BC

**Client:** Abbot Kinney  
**Project:** The Great One  
**Scale:** 1:500 (Key Plan)

**Rev 20-11-11-1A**

- Bright Orange Cut Vinyl
- White Cut Vinyl
- Aquamarine Blue Alupanel

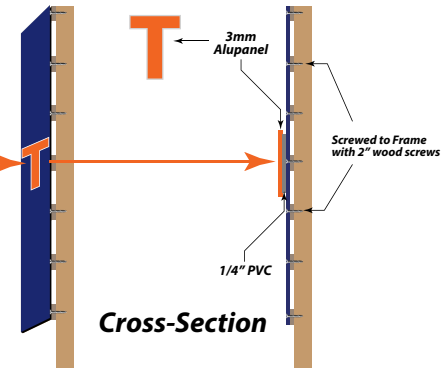
88.20 Elevation (Shown in Metres above Sea Level)

**Nov 11, 2020**  
Layout by Conrad

## Panel Construction/ Materials

All 3mm Alupanel, with: **1)** Full colour prints on vinyl with gloss laminate and **2)** Routed Alupanel graphics & vinyl on Main Section and **3)** White & Bright Orange vinyl graphics on Alupanel. With screwcap covers. Mounted to wood posts & frame & installed as detailed above.

**3mm Aquamarine Blue Panels w/ white & Bright Orange vinyl over Routed Alupanel Letters (Letters stood-off face with 1/4" PVC) All taped and glued to Alupanel**



3mm Aquamarine Blue Alupanel with Bright Orange & White vinyl And Full Colour-Printed map

Development Permit No. 2020-0282-00 (5) "The Drawings"

& Bright Orange vinyl on 3mm Aquamarine Blue Alupanel

Full colour print on 3mm white Alupanel



# Sign & Copy Area Totals

## 154 St. & 100 Ave. Frontage

### Sign Area Totals

Main Centre Section (Qty 1)	2,000 sq.ft
20' x 20' Sections (Qty 2)	800 sq.ft
4' x 20' Returns (Qty 6)	480 sq.ft
8' Blue Alupanel Sections (Qty 7)	2,224 sq.ft
Graphic Sections (Qty 4)	1,024 sq.ft
4' x 8' Return (Qty 1)	32 sq.ft
<b>Total</b>	<b>6,560 sq.ft</b>

### Copy Area Totals

Main Centre Section (1 Section)	420.9 sq.ft
20' x 20' Sections (2 Sections)	292.2 sq.ft
4' x 20' Returns (6 Sections)	61.8 sq.ft
8' Blue Alupanel Sections (7 Sections)	399.3 sq.ft
Graphic Sections (4 Sections)	(n/a)
4' x 8' Return (1 Section)	(n/a)
<b>Total</b>	<b>1,174.2 sq.ft</b>

**Copy Area Total 17.9%**

## 156 St. & 99a Ave. Frontage

### Sign Area Totals

Main 20' x 20' Section (Qty 1)	400 sq.ft
2' x 20' Returns (Qty 2)	80 sq.ft
8' Blue Alupanel Sections (Qty 2)	448 sq.ft
Graphic Section (Qty 1)	224 sq.ft
4' x 8' Returns (Qty 2)	64 sq.ft
<b>Total</b>	<b>1,216 sq.ft</b>

### Copy Area Totals

Main 20' x 20' Section (1 section)	146.1 sq.ft
2' x 20' Returns (2 Sections)	20.6 sq.ft
Blue Alupanel Sections (2 Sections)	89.1 sq.ft
Graphic Section (1 Section)	n/a
4' x 8' Returns (2 Sections)	n/a
<b>Total</b>	<b>255.8 sq.ft</b>

**Copy Area Total 21%**

