

City of Surrey
PLANNING & DEVELOPMENT REPORT

Application No.: 7921-0269-00

Planning Report Date: September 27, 2021

PROPOSAL:

- **Development Permit**

to permit temporary on-site real estate development marketing signage for a mixed-use phased development consisting of four high-rise buildings and two low-rise buildings.

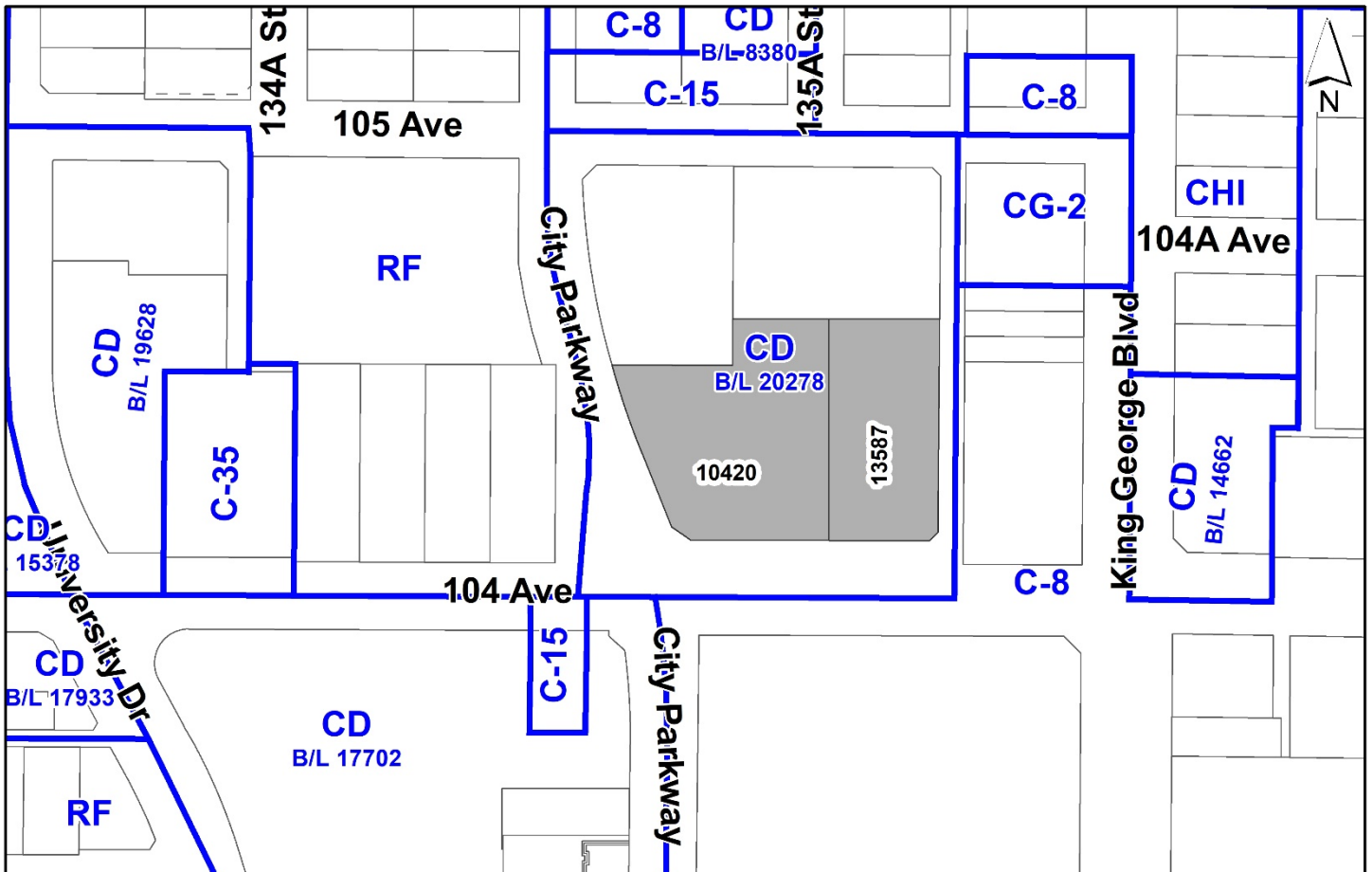
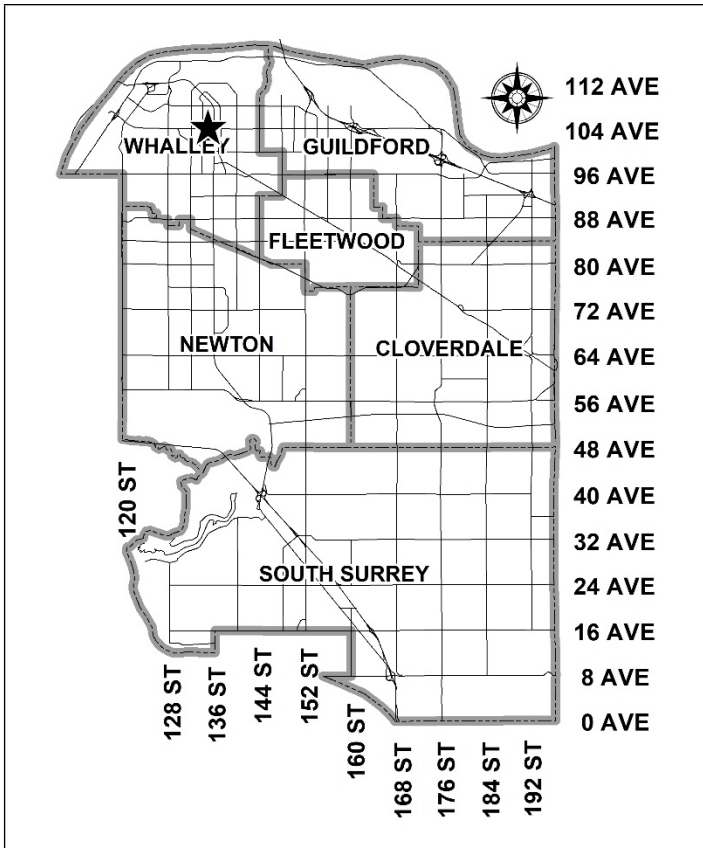
LOCATION: 10420 - City Parkway

13587 - 104 Avenue

ZONING: CD Bylaw No. 20278

OCP DESIGNATION: Central Business District

CCP DESIGNATION: Mixed Use 7.5 FAR



RECOMMENDATION SUMMARY

- Approval to vary the Sign By-law, through a comprehensive sign design package, the maximum total sign area 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 and minimum setbacks, under the Sign By-law for temporary on-site real estate development/construction signage ("marketing signage"), to allow for temporary marketing signage installed on construction fencing on the west (City Parkway) south (facing 104 Avenue) and east (facing a lane) portions of the subject sites.

RATIONALE OF RECOMMENDATION

- The proposed signage markets a mixed-use phased development consisting of four high-rise buildings and two low-rise buildings.
- Marketing signage on construction hoarding and/or fencing is standard practice in the development industry
- The existing signage is of a high-quality design.
- This type of temporary real-estate signage does not typically require a sign permit. However, the existing signage requires a variance to the maximum sign area 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 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. 7921-0269-00 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	CCP Designation	Existing Zone
Subject Site	Approved low-rise and high-rise buildings (approved under Application No. 7918-0350-00), initial phases about to be under construction	Mixed Use 7.5 FAR	CD (Bylaw No. 20278)
North:	Approved low-rise and high-rise buildings (approved under Application No. 7918-0350-00) subsequent phases	Mixed Use 7.5 FAR	CD (Bylaw No. 20278)
East:	Commercial businesses and vacant commercial land	Mixed Use 5.5 FAR and Mixed Use 3.5 FAR	C-8 and CG-2
South (Across 104 Avenue):	Commercial businesses and former Safeway	Mixed Use 7.5 FAR	C-8
West (Across City Parkway):	Vacant lands	Mixed Use 5.5 FAR	RF

Context & Background

- The subject site includes two properties (10420 City Parkway and 13587 – 104 Avenue) in Whalley and is approximately 0.78 hectares in total size.

- The subject site is zoned "Comprehensive Development Zone (CD)" (Bylaw No.20278) and is designated Central Business District in the Official Community Plan (OCP) and Mixed Use 7.5 FAR in the City Centre Plan (CCP).
- As part of Development Application No. 7918-0350-00, on February 8, 2021, Council approved the following in order to construct 1,824 residential units (373 units in Phase 1 as rental units) in four separate phases of one comprehensive development proposal:
 - OCP and City Centre Plan amendment;
 - Subdivision/Consolidation of the existing 4 lots into 4 lots (in a new configuration);
 - Rezoning from RF, CHI and C-8 to a CD Zone based on the RM-135 Zone and the C-8 Zone;
 - General Development Permit (Form and Character) to permit the development of a mixed use phased development consisting of four high-rise buildings and two low-rise buildings;
 - a Detailed Development Permit for a 38-storey residential tower with ground floor commercial to be constructed in Phase 1 (Lot 1);
 - a Development Variance Permit to vary the definition of "Bond" in the Surrey Subdivision and Development By-law, 1986, No. 8830, as amended, to include the use of a Surety Bond for Servicing Agreement No. 7818-0350-00; and
 - a Housing Agreement to secure the rental tenure of the units in Phase 1.
- The applicant has obtained a City Road and Right-of-Way Use Permit through the Engineering Department in order to construct blank hoarding signage within an existing road dedication area. Previous to this work, the applicant erected temporary real estate mesh signs attached to construction fencing along City Parkway, 104 Avenue and the east constructed lane, without necessary approvals and permits. As such, the existing mesh signage will be removed and replaced with hoarding signage, which will be captured as part of a proposed comprehensive sign design package.

DEVELOPMENT PROPOSAL

Planning Considerations

- The developer is seeking a variance to the Sign By-law to allow for the installation of temporary marketing signage on construction hoarding/fencing along the west (City Parkway), south (104 Avenue) and east (existing lane) portions of the sites.
- 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 City Parkway a south portion which fronts 104 Avenue and an east portion which fronts an existing constructed lane. The marketing signage will evolve over time and undergo periodic changes in design. Total proposed sign area and height are intended to remain unchanged.
- The maximum sign height of the proposed marketing fence signage is 3 metres with a total sign area of 372 square metres and setbacks ranging from 0.0 to 3.4 metres from adjacent roads/lane.
- 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 (road) for onsite development marketing signage.

Signage Assessment

- The proposed marketing signage consists of a light blue background, blue and orange text, depicting the name of the developer "Bluesky Properties" (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. 7921-0269-00

Rémi Dubé
Acting 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 to 372 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 a temporary on-site real estate development/ construction sign to 0.0 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 City Parkway.

(the "City")

DEVELOPMENT PERMIT

NO.: 7921-0269-00

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: 031-463-428

Lot 1 Section 22 Block 5 North Range 2 West New Westminster District Plan EPP105465

10420 – City Parkway

Parcel Identifier: 031-463-436

Lot 2 Section 22 Block 5 North Range 2 West New Westminster District Plan EPP105465

13587 – 104 Avenue

(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 7921-0269-00(1) through to and including 7921-0269-00(3) (the "Drawings").

2. Signage shall be installed in conformance with the Drawings 7921-0269-00(1) through to and including 7921-0269-00(3).
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 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 7921-0269-00(1) through to and including 7921-0269-00(3).

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 - Doug McCallum

City Clerk - Jennifer Ficocelli

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.

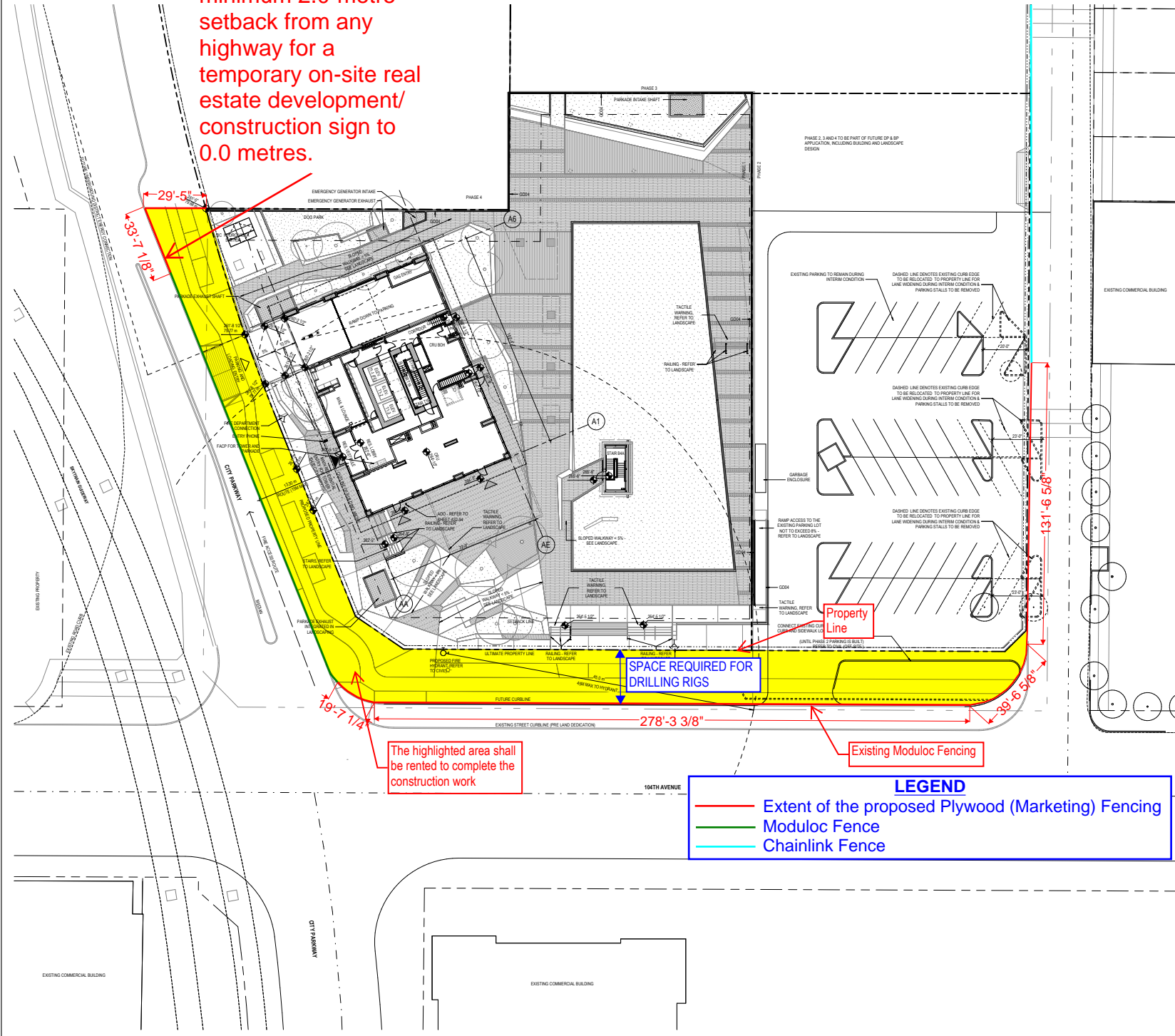
Authorized Agent: (Signature)

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 372 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 a temporary on-site real estate development/construction sign to 0.0 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)).

Vary the required minimum 2.0-metre setback from any highway for a temporary on-site real estate development/construction sign to 0.0 metres.



The highlighted area shall be rented to complete the construction work

SPACE REQUIRED FOR DRILLING RIGS

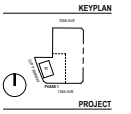
LEGEND

- Extent of the proposed Plywood (Marketing) Fencing
- Moduloc Fence
- Chainlink Fence

SITE PLAN SHEET NOTES:
FOR GENERAL NOTES, SYMBOLS AND ARCHITECTURAL ABBREVIATIONS REFER TO SHEET A-01
REFER TO LEGAL SURVEY PREPARED BY MPT SURVEYS ON 02/18/20
SIZE AND LOCATION OF UNDERGROUND UTILITIES ARE APPROXIMATE ONLY. CONTRACTOR IS TO VERIFY ALL SIZES AND LOCATION OF ALL UNDERGROUND UTILITIES BEFORE ANY SITE EVALUATION WORK IS TO BEGIN. ANY COMPLETELY OF LOCATION AND/OR SIZES OF UNDERGROUND UTILITIES ARE TO BE REPORTED TO THE CONSULTANTS.
ALLOW FOR GROUND PENETRATION RADAR (GPR) TEST SERVICES
REFER TO SHEET GRS-1 FOR GUARD SCHEDULE

SITE PLAN LEGEND

	EXISTING BUILDINGS
	PROPERTY LINE
	SETBACK LINE
	STATUTORY RIGHT-OF-WAY
	BUILDING OVERHEAD
	FIRE DEPARTMENT ACCESS ROUTE
	PROPOSED FIRE HYDRANT
	FIRE DEPARTMENT CONNECTION
	PRIMARY ENTRANCE
	SECONDARY ENTRANCE
	VEHICULAR ENTRANCE



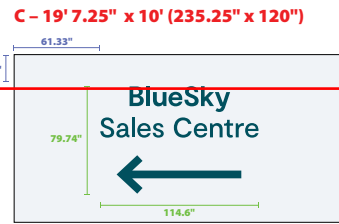
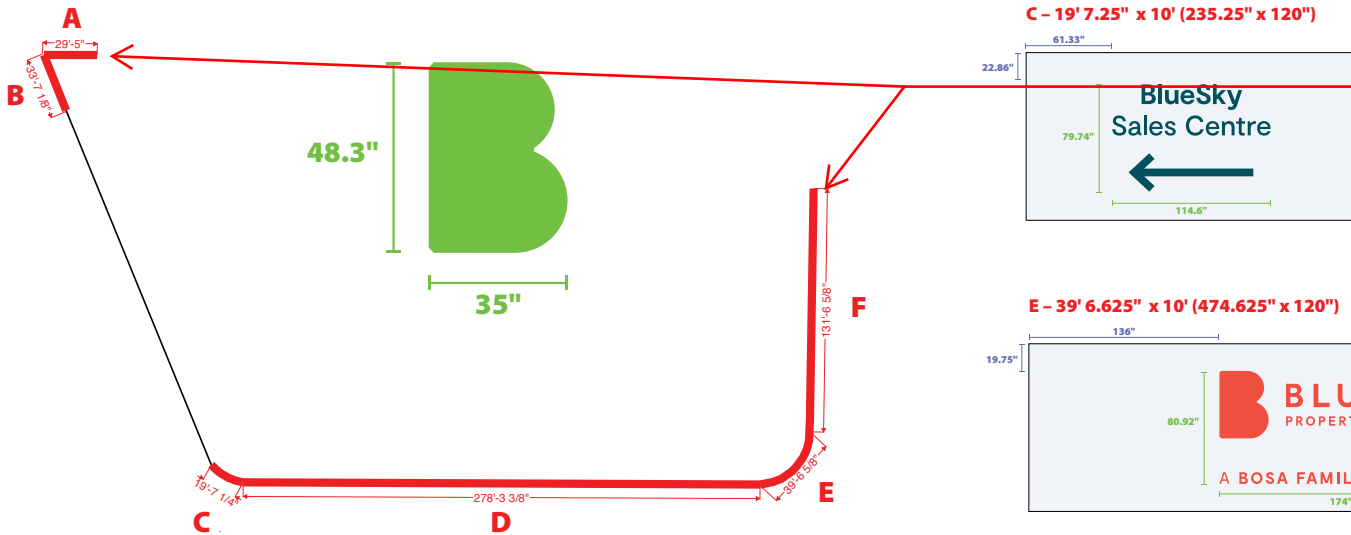
BRIGHTSIDE PHASE 1
10420 CITY PARKWAY, SURVEY

PROJECT NUMBER
471754

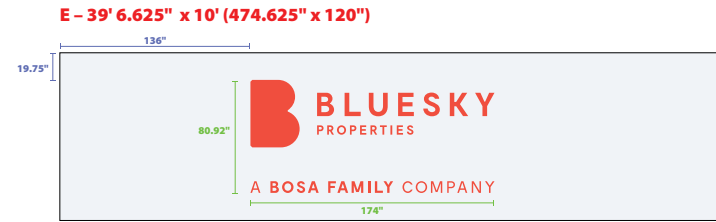
REVISIONS

TITLE
SITE PLAN

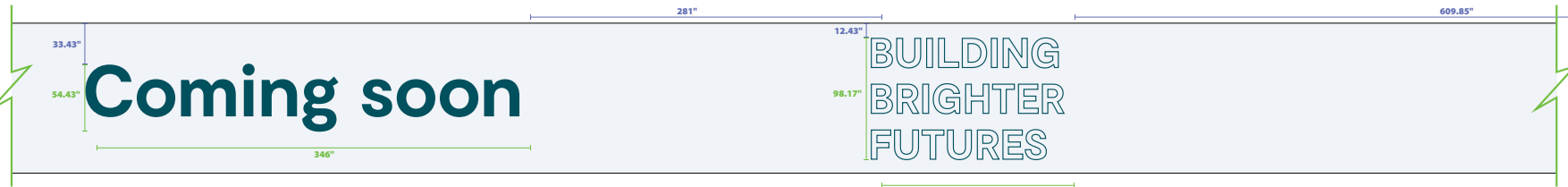
SHEET NUMBER
A04-01



Increase the allowable sign area for temporary onsite real estate development/construction signage from 14 square metres to 372 square metres.

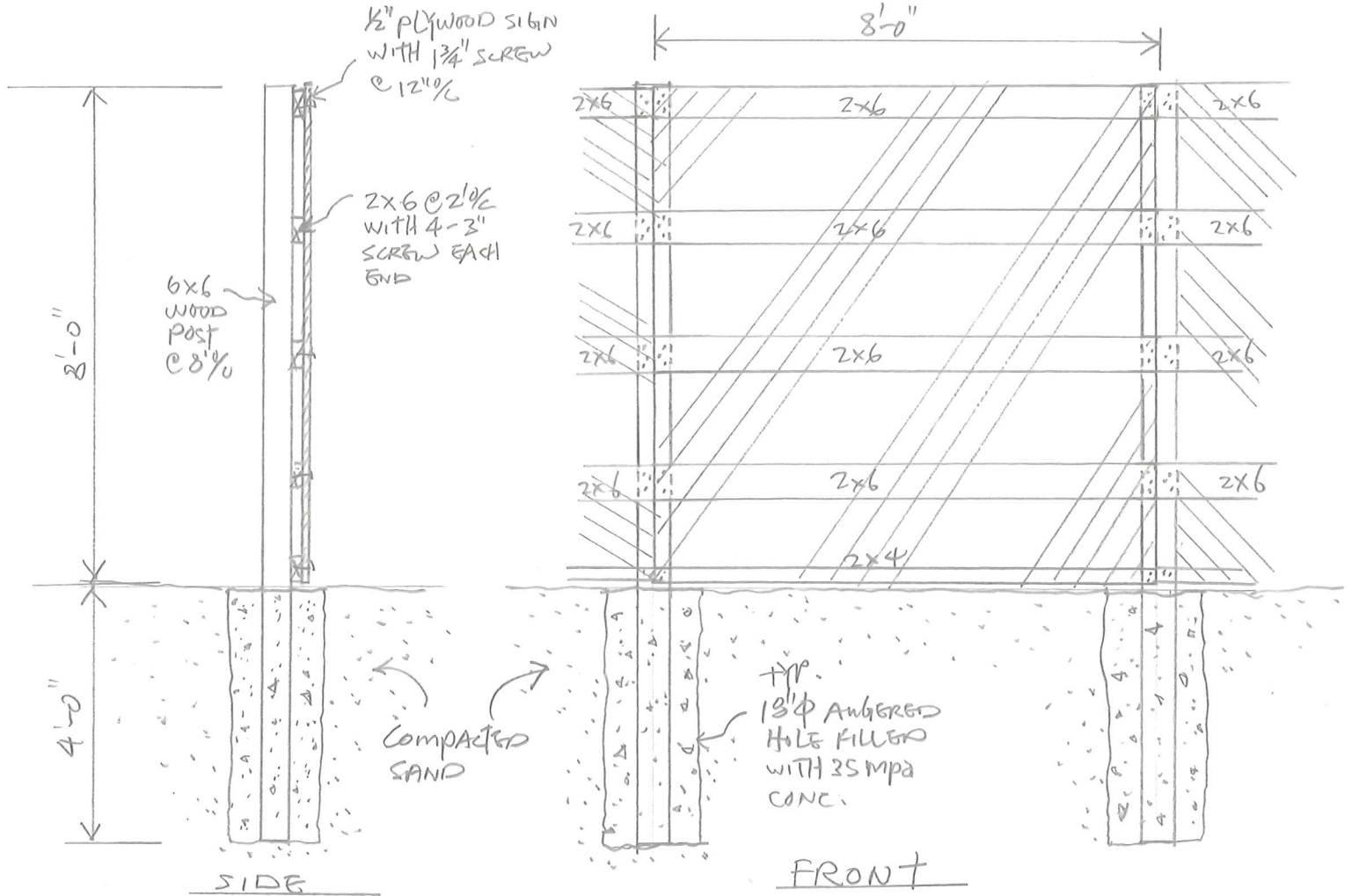


D - 278' 3.375" x 10' (3339.375" x 120")



FULL WIDTH
 © 2014 BOSA FAMILY COMPANY





SIGN HOARDING DETAIL 1

- NOTES:
1. ALL DIM. LUMBER TO BE D. FIR #2 OR BETTER
 2. ALL PLYWOOD TO BE EXTERIOR GRADE D. FIR PLYWOOD
 3. DESIGN WIND LOAD: $q = 1/10$
 4. CONC. FOR HOLES INFILL AND STRIP FOOTING TO BE WITH 35 MPa COMP. STRENGTH AT 28 DAYS.

