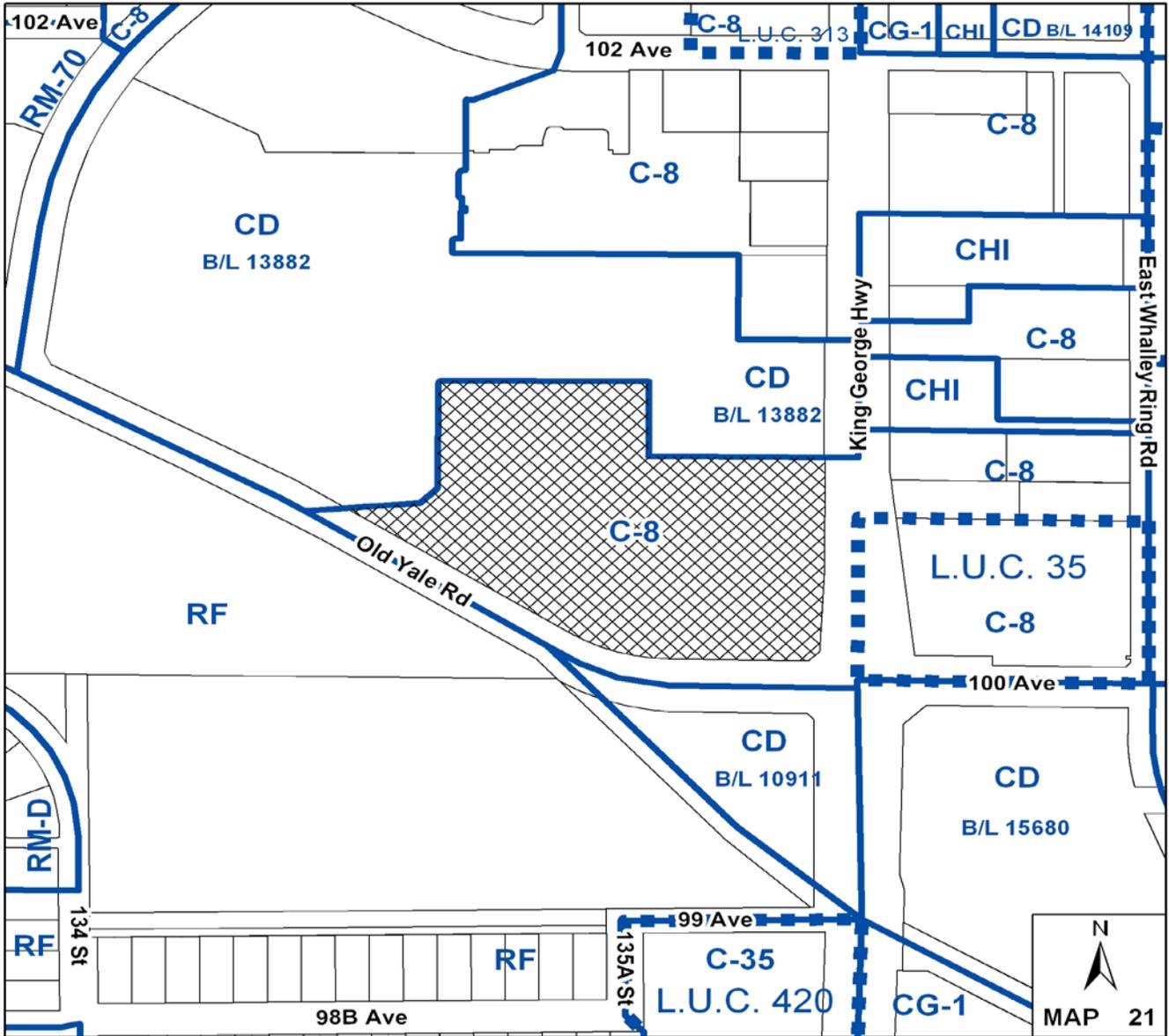


Proposal: Development Permit to permit recladding of exterior of the former Sears store. Development Variance Permit to waive sections of the Sign By-law.

Recommendation: Approval to Proceed

Location: 10035 King George Hwy **Zoning:** C-8
OCP Designation: City Centre **Owner:** Surrey City Centre Mall Ltd.



PROJECT TIMELINE

Completed Application Submission Date: March 20, 2006
Planning Report Date: May 29, 2006

PROPOSAL

The applicant is proposing:

- a Development Permit; and
- a Development Variance Permit to vary the following regulations of Surrey Sign By-law, 1999, No. 13656:
 - waiving the restriction on third party advertising;
 - increasing the size of directional signs from 0.4 square metres (4 sq.ft.) to 2.6 square metres (28 sq.ft.);
 - eliminating the restriction on the number of fascia signs;
 - permitting up to 250 square metres (2,700 sq.ft.) of fascia signage on the lot;
 - increasing the distance fascia signs can project from the face of the building from 0.5 metre (1.6 ft.) to 1.0 metre (3 ft.); and
 - increasing the vertical dimension of a canopy sign from 1.0 metres (3.3 ft.) to 1.8 metres (6 ft.)

in order to permit the recladding of the former Sears store and to permit the installation of fascia signage.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7906-0113-00 in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7906-0113-00, (Appendix IV) varying the following sections of Surrey Sign By-law, 1999, No. 13656 to proceed to Public Notification:
 - (a) Section 6(11) is waived to permit third party advertising without restrictions;
 - (b) Section 7 (16) is waived to increase the maximum size of directional signs from 0.4 square metre (4 sq.ft.) to 2.6 square metres (28 sq.ft.);
 - (c) Section 27.2 (a) is waived to eliminate any restriction on the number of fascia signs;
 - (d) Section 27.2 (b) is waived to permit up to 250 square metres (2,700 sq.ft.) of fascia signage on the lot;

- (e) Section 27.2 (f) is waived to increase the distance fascia signs can project from the face of the building from 0.5 metre (1.6 ft.) to 1.0 metre (3 ft.); and
- (f) Section 27.10 (i.) is waived to increase the vertical dimension of a canopy sign from 1.0 metres (3.3 ft.) to 1.8 metres (6 ft.).

SITE CHARACTERISTICS

- **Existing Land Use** The southern portion of Central City Mall.
- **East:** Across King George Highway, small commercial buildings, zoned C-8 and Land Use Contract No. 35, designated Commercial.
- **South:** Across Old Yale Road, Holland Park, zoned RF and CD (By-law No. 10911), designated City Centre and Multiple Residential.
- **West:** Central City Mall, zoned CD (By-law No. 13882), designated City Centre.
- **North:** Central City Mall, zoned CD (By-law No. 13882), designated City Centre.

PLAN AND POLICY COMPLIANCE

OCP Designation: Complies.

DEVELOPMENT CONSIDERATIONS

- The subject site, which forms part of the Central City Mall in Surrey City Centre, is designated City Centre under the Official Community Plan and is currently zoned C-8.
- The applicant is proposing to undertake extensive interior renovations to the southern end of Central City Mall in order to create a number of "large format" retail outlets that will be located within the interior of the mall itself, rather than in separate free-standing buildings on the perimeter of the mall site as was the case with the recently constructed Best Buy outlet.
- T & T Supermarket has already moved into the southern portion of the mall. Future Shop and Shoppers Drug Mart are confirmed tenants and at least three other large format retail outlets are anticipated.
- As part of these renovations, the applicant is proposing to re clad the eastern exterior of the former Sears store and to undertake minor changes to the southern façade of the Sears store facing the multi-level car park.
- As part of the exterior recladding, the applicant is also proposing to add a significant amount of fascia signage.

DESIGN PROPOSAL AND REVIEW

Exterior Recladding

- As part of the exterior renovations, the applicant is proposing to create three new pedestrian entries on the eastern (King George Highway) façade.
- Two of these entries will allow access to individual commercial units, while the third entry (Future Shop) will allow direct entry to both the retail unit and to the mall.
- The applicant is proposing to reclad the eastern façade of the former Sears store in a combination of glass and stucco.
- To tie the proposed façade changes to the rest of the Central City complex, the glass panels will be tinted green to match the tinted glass panels on the Central City tower. Similarly, the mullions between the glass panels will create a horizontal rectangular pattern to mimic similar elements on the tower.
- A portion of the façade, particularly at the base, will be clad in stucco. The stucco, depending on its location, will either be scored to create a grid pattern to complement (not match) the pattern of the glass cladding, or will be smooth surfaced.
- The stucco will be painted a medium grey, again to reflect a colour found on the Central City tower.
- Along the southern façade, the applicant is proposing to add two overhead loading doors on the southeast corner of the building and to improve the existing pedestrian entry that led to the former Sears store by increasing the amount of glazing and changing the glazing to green-tinted panels to match the proposed eastern façade.
- Upgrading of the exterior of other portions of Central City Mall will follow in the future under a separate Development Permit application.

Fascia Signage

- The most striking feature of the new eastern façade is the proposed fascia signage.
- Traditionally, enclosed malls have been permitted free-standing monument signs that display the name of the mall and, perhaps, one or two of the anchor tenants. Free-standing signs and fascia signs on the exterior walls of the mall that display the name of individual retail units within the mall have not usually been permitted.
- As part of the recladding of the façade, however, the applicant is requesting that each of the "big box" retail uses in the southern portion of the mall be permitted to have individual fascia signage on the eastern façade.
- To maintain the high quality and look of the reclad façade, rather than proposing standard fascia signage, the applicant is proposing fascia signage which is intended to be more interesting by incorporating innovative architectural details that enhance the façade.

- Some of the proposed signage, such as the Future Shop sign, will be internally lit channelized metal letters.
- Other signage, such as the "Towels & Stuff", that sits on a thin metal rail proud of the building façade, will consist of hollowed-out metal letters, the interior of which will be filled with neon lighting.
- Other signage, such as the "Reno Centre" will be located in a bumped-out glass window and will be illuminated from light sources within the window.
- Signage for Shoppers Drug Mart will take the form of a rigid metal canopy over the entry to the store that will contain the name of the store but which will not be illuminated.
- The applicant also proposes to add an additional "Future Shop" sign and another sign ("Wingers") on the southern façade of the building.
- Green neon script signage will be added to the eastern and southern walls of the multi-level car park at the southern end of the mall adjacent to the former Sears store, to improve signage for the T & T supermarket.

ADVISORY DESIGN PANEL

- This application was not referred to the ADP but was reviewed by staff and found satisfactory.

BY-LAW VARIANCE AND JUSTIFICATION

- In order to accommodate the proposed fascia and canopy signage, the applicant is requesting that several sections of the Surrey Sign By-law, 1993, No. 13656 be relaxed:

Section 6 (11) is waived to permit third party advertising without restriction;

Section 7 (16) is waived to increase the size of directional signs from 0.4 square metres (4 sq. ft.) to 2.6 square metres (28 sq. ft.);

Section 27. 2 (a) is waived to eliminate any restriction on the number of fascia signs;

Section 27. 2 (b) is waived to permit up to 250 square metres (2,700 sq. ft.) of fascia signage on the lot;

Section 27. 2 (f) is waived to increase the distance fascia signs can project from the face of the building from 0.5 metres (1.6 ft.) to 1.0 metres (3 ft.); and

Section 27. 10 (i) is waived to increase the vertical dimension of a canopy sign from 1.0 metres (3.3 ft.) to 1.8 metres (6 ft.) .

- It is the practice of the Planning & Development Department not to support fascia signage on the exterior of enclosed malls, except in rare circumstances.

- In some instances exterior fascia signage, stating the name and logo of a tenant within the building, has been permitted, but for anchor or major tenants only. In other instances, fascia signage has also been permitted for those tenants that have direct access from the exterior of the mall.
- To permit each tenant within an enclosed mall to have fascia signage on the exterior of the building would result in an unsightly proliferation of signage.
- In the case of the subject proposal, the applicant is proposing to undertake extensive and expensive renovations to the façade of the building by removing the unattractive concrete panels on the east side of the building that are reflective of 1970s architecture and replacing them with high-quality materials that begin to tie the mall itself into the Central City office tower.
- The applicant's architect is proposing to create fascia signage that becomes architectural elements that blend into, and become part of, the renovated façade and that are not just back-lit box signs stuck on the side of the building.
- The proposed signage also constitutes a comprehensive sign package that reflects an overall design concept addressing signage for several tenants and the mall itself and is not an isolated application for one tenant only.
- As a result, the Planning & Development Department can support the proposed signage plans and the proposed variances to the Surrey Sign By-law that are required to permit the fascia signage.
- Should different or additional signage be proposed in the future, the applicant would be required to submit a new Development Permit application and a new Development Variance Permit application which may, or may not, be supported by the Planning & Development Department depending on if the proposed signage is consistent with the overall design theme and signage package.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners, Action Summary and Project Data Sheets
Appendix II.	Contour Map
Appendix III.	Proposed Elevations and Signage Details
Appendix IV.	Development Variance Permit No. 7906-0113-00

How Yin Leung
Acting General Manager
Planning and Development

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CONTOUR MAP FOR SUBJECT SITE

