

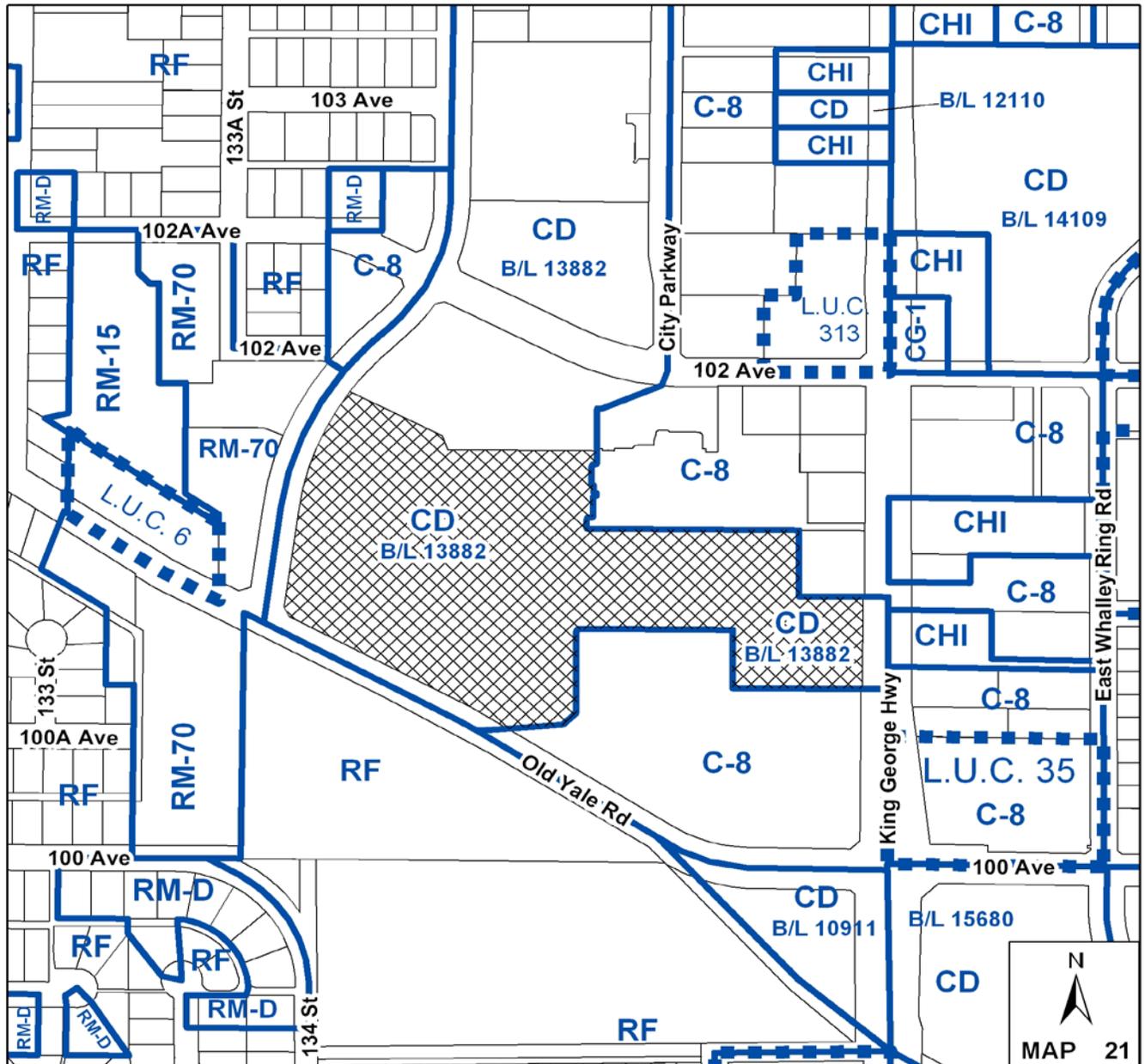
**Proposal:** Development Permit to permit fascia signs and an identification sign at Central City Mall. Development Variance Permit to vary sections of the Sign By-law.

**Recommendation:** Approval to Proceed

**Location:** 10153 King George Hwy **Zoning:** CD By-law No. 13882

**OCP Designation:** City Centre

**Owner:** Surrey City Centre Mall Ltd.



## PROJECT TIMELINE

Original Application Date:	October 6, 2006
Completed Application Submission Date:	February 1, 2007
Planning Report Date:	February 26, 2007

## 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:
  - permitting an identification sign on the lot;
  - increasing the number of fascia signs on a premise for The Brick from one (1) to five (5);
  - increasing the area of fascia signage along a premise frontage for the Brick from 104 sq. m. (358 sq.ft.) to 135 sq.m. (442 sq. ft.);
  - increasing the number of fascia signs for Boston Pizza from one (1) to three (3); and
  - increasing the maximum projection from a building face for the fascia signage for Boston Pizza from 0.5 metre (1.6 ft.) to 2.2 metres (7 ft.)

in order to permit the installation of fascia signage, and a project identification sign at Central City Mall.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7906-0430-00 in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7906-0430-00, (Appendix IV) varying the following sections of Surrey Sign By-law, 1999, No. 13656 to proceed to Public Notification:
  - (a) Section 25 (4) is waived to permit identification signs on the lot;
  - (b) Section 27 (2) (a) is varied to increase the number of fascia signs on a premise frontage for The Brick from one (1) to five (5);
  - (c) Section 27 (2) (f) is varied to increase the area of fascia signage on a premise frontage for The Brick from 109 square metres (358 sq. ft.) to 135 square metres (442 sq. ft.);
  - (d) Section 27 (2) (a) is varied to increase the number of fascia signs on a premise frontage for Boston Pizza from one (1) to three (3); and

- (e) Section 27 (2) (f) is varied to increase the maximum projection from a building face for the fascia signage for Boston Pizza from 0.5 metre (1.6 ft.) to 2.2 metres (7 ft.).
3. Council instruct staff to resolve the following issue prior to final approval:
- (a) approval of Development Variance Permit No. 7906-0430-00.

### SITE CHARACTERISTICS

- **Existing Land Use** The central 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, southern portion of Central City Mall and Best Buy, zoned C-8, designated City Centre.
- **West:** Three-storey apartment buildings, zoned RM-70, designated Multiple Residential.
- **North:** Central City Mall, zoned CD (By-law No. 13882), designated City Centre. Zellers and parking lots, zoned C-8, 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 Comprehensive Development Zone (CD By-law No. 13882).
- The applicant has applied to install an identification sign, a set of fascia signs for the new Brick store and a new free-standing sign for Boston Pizza.

#### Identification Sign

- A pedestrian entry to Central City Mall, consisting of four doors, is located near the southwest corner of the mall.
- However, this door is located at the end of a narrow (7.5 metre/25 ft. wide) internal driveway, flanked by the new Brick outlet on the south and the five-level Central City parkade on the north, 60 metres (200 ft.) from the sidewalk on West Whalley Ring Road.

- In order to make this door more visible, the applicant is proposing to construct a 12-metre (40-ft.) high inverted wooden "V" next to the door.
- The inverted "V" will be constructed of wood poles that mimic the wood poles found in the main lobby of Central City Mall on 102 Avenue.
- This inverted "V" will be attached to the building and will form the frame on which the signage identifying Central City will be affixed.
- The signage will consist of the words "Central City", spelled out in 600 mm. (2 ft.) high illuminated channel letters, that frame a 1.5 metre x 1.5 metre (5 ft. x 5 ft.) illuminated Central City logo.

### The Brick Fascia Signs

- 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, Future Shop and Shopper's Drug Mart have already moved into this southern portion of the mall at the southeast corner of the building, facing King George Highway. At least three other large format retail outlets are anticipated to locate in the southern end of the mall.
- One of these large format retailers is The Brick which is proposing to relocate from its existing facility on 104 Avenue and City Parkway into the extreme southwest corner of the mall into the space previously occupied by a grocery store.
- As part of the renovation of this space, the applicant is proposing to add metal cladding to portions of the exterior of the building and to install 6 fascia signs.
- The applicant is proposing to paint the concrete exterior on the west side of the building a light brown colour and is proposing to paint the existing masonry wall a dark brown.
- The applicant is also proposing to clad the top northwest corner of the building with silver-grey coloured alucabond metal panels (to match the metal panels recently installed on the east side of the Central City Mall facing King George Highway) and red alucabond metal panels to match the corporate red of The Brick.
- The applicant is proposing to install one fascia sign on the west side of the building that will consist of the word "The" comprised of 1.0 metre (3.5 ft.) high illuminated individual channelized letters and the word "Brick", which will consist of 1.8-metre (6 ft.) high illuminated individual channelized letters.
- The applicant proposes to create a new storefront on the north side of the building by increasing the amount of glazing and to clad the existing colonnade with the same silver-grey and red-coloured alucabond panels as the northwest corner of the building.

- A "The Brick" sign, of the same dimensions and style as the sign on the west side of the building, will be attached to the face of the colonnade on the north side of the building, centered over the door to the store, which faces toward the interior of the site and into the south wall of the Central City parkade.
- This "The Brick" sign will be flanked by one fascia sign to the east and three fascia signs to the west that advertise the type of products sold in the store.
- These additional fascia signs will consist of 0.83 metre (33 inch) high illuminated individual channelized letters.

### Boston Pizza Signage

- The entry to the Boston Pizza restaurant is located on the east side of the Central City Mall facing King George Highway.
- The entry to the restaurant is already enhanced by a metal entry "portal" located in front of the door to the restaurant, but the applicant wishes to replace this structure with a larger, more elaborate structure.
- The new entry portal will consist of two, 2.3-metre (7.5 ft.) high masonry pilasters on which rests a 3.2-metre (10.5 ft.) high and 5.3-metre (17.5 ft.) wide silver and tan-coloured metal mesh element, which forms the top of the arch above the masonry pilasters.
- The words "Boston Pizza", in 600 mm (2 ft.) high and 2.7-metre (9 ft.) wide illuminated channel letters, and the Boston Pizza logo will be mounted on the metal mesh frame to help identify and further enhance the entry to the restaurant.

### ADVISORY DESIGN PANEL

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

### BY-LAW VARIANCES AND JUSTIFICATION

In order to accommodate the proposed identification sign, the fascia signage for The Brick and the fascia signage for Boston Pizza, the applicant is requesting that several sections of the Surrey Sign By-law, 1993, No. 13656 be relaxed or waived:

(a) Requested Variance:

- Section 25(4) is waived to permit identification signs on the lot.

Applicant's Reasons:

- The mall entry on the west side of the building is difficult to see from the street.

## Staff Comments:

- Under the Sign By-law, project identification signs are signs that contain the name or address of the building but do not contain any advertising. Project identification signs are not permitted in commercial areas.
- The proposed sign carries words and logos that identify the Central City project only and, therefore, is considered an identification sign.
- The proposed sign is attractive and is architecturally integrated into the building.
- The identification sign clearly demarcates the entry to the mall but, as it is set back 60 metres (200 ft.) from the street, has no impact on the adjoining residential properties.
- As a result, the Planning & Development Department can support the requested variance.

## (b) Requested Variance:

- Section 27.2 (a) is varied to increase the number of fascia signs for The Brick on the north side of the building from one (1) to five (5).

## Applicant's Reasons:

- The proposed fascia signage is standard for this particular tenant and, as the signage faces inward, it does not affect the neighbourhood.

## Staff Comments:

- Under the Sign By-law the subject tenant is permitted one fascia sign on the north side of the building.
- However, the applicant wishes to have four additional signs on the north side of the building, to advertise the range of products sold in the store. The proposal raises the number of fascia signs on the building to five.
- The proposed fascia signs face the interior of the site and the wall of the multi-level Central City parkade and are not, therefore, visible from the street.
- As the signs are not visible from the street, they will not impact the adjoining multiple-residential developments.
- As a result, the Planning & Development Department can support the requested variance.

## (c) Requested Variance:

- Section 27.2 (b) is varied to increase the area of fascia signage for The Brick on the north side of the building from 109 square metres (358 sq. ft.) to 135 square metres (442 sq. ft.).

Applicant's Reasons:

- The proposed fascia signage is standard for this particular tenant and, as the signage faces inward, it does not affect the neighbourhood.

Staff Comments:

- Given the frontage of The Brick outlet, the Sign By-law permits 109 square metres (358 sq. ft.) of fascia signage along the northern side of the building.
- The fascia signage proposed by the applicant, however, covers a total of 135 square metres (442 sq. ft.) which is 26 square metres (280 sq. ft.) more than is permitted.
- However, the proposed fascia signs face the interior of the site and the wall of the multi-level Central City parkade and are not, therefore, visible from the street.
- As the signs are not visible from the street, they will not impact the adjoining multiple-residential developments.
- As a result, the Planning & Development Department can support the requested variance.

(d) Requested Variance:

- Section 27(2)(a) is varied to increase the number of fascia signs on a premise frontage for Boston Pizza from one to three.

Applicant's Reasons:

- Additional fascia signage is required to reinforce the entry to the restaurant.

Staff Comments:

- Boston Pizza already has a fascia sign that reads "Boston Pizza" over the windows of the restaurant, facing King George Highway.
- The additional fascia signage attached to the new entry feature helps to reinforce and draw attention to the entry of the restaurant.
- Under the Sign By-law, the Boston Pizza fascia sign and associated fascia logos are considered one fascia sign, while the words "Restaurant and Sports Bar" spelled out in neon letters lower down on the entry structure, immediately over the door, is classified as a separate fascia sign.
- The two additional proposed fascia signs attached to the entry feature are integrated architecturally with the entry feature and do not negatively impact the overall design and character of the east side of the building.
- As a result, the Planning & Development Department can support the requested variance.

## (e) Requested Variance:

- Section 27(2)(f) is varied to increase the maximum projection from a building face for the fascia signage from Boston Pizza from 0.5 metres (1.6 ft.) to 2.2 metres (7 ft.)

## Applicant's Reasons:

- The proposed structure is an entry feature that needs to extend past the face of the building to reinforce the entry to the restaurant.

## Staff Comments:

- The proposed new entry is an architectural feature that sits proud of the building face by approximate 2.2 metres (7 ft.) and that is designed to create a more visible and substantial entry into the restaurant.
- Any signage that is attached to this entry structure, therefore, is automatically brought forward from the face of the building.
- As the proposed fascia signage is integrated physically and architecturally with the proposed entry feature, having the fascia signage project past the face of the building does not negatively impact the architectural façade of the building or other fascia signage on the eastern side of the building.
- As a result, the Planning & Development Department can support the requested variance.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Contour Map
Appendix III.	Proposed Elevations and Signage Details
Appendix IV.	Development Variance Permit No. 7906-0430-00

How Yin Leung  
Acting General Manager  
Planning and Development

GAG/kms

Information for City Clerk

Legal Description and Owners of all lots that form part of the application:

1. (a) Agent:      Name:                      Barry Weih, Wensley Architecture  
                         Address:                      301 - 1444 Alberni Street  
    Vancouver, B.C.  
    V6G 2Z4  
                         Tel:                              604-685-3529
  
2.      Properties involved in the Application
  - (a)      Civic Address:              10153 King George Highway
  
  - (b)      Civic Address:              10153 King George Highway  
                 Owner:                      Surrey City Centre Mall Ltd.  
                 PID:                              025-867-075  
                 Lot B Section 27 and 34 Block 5 North Range 2 West New Westminster  
                 District BCP 9437
  
3.      Summary of Actions for City Clerks Office
  - (a)      Proceed with Public Notification for Development Variance Permit No. 7906-0430-00.

CONTOUR MAP FOR SUBJECT SITE

