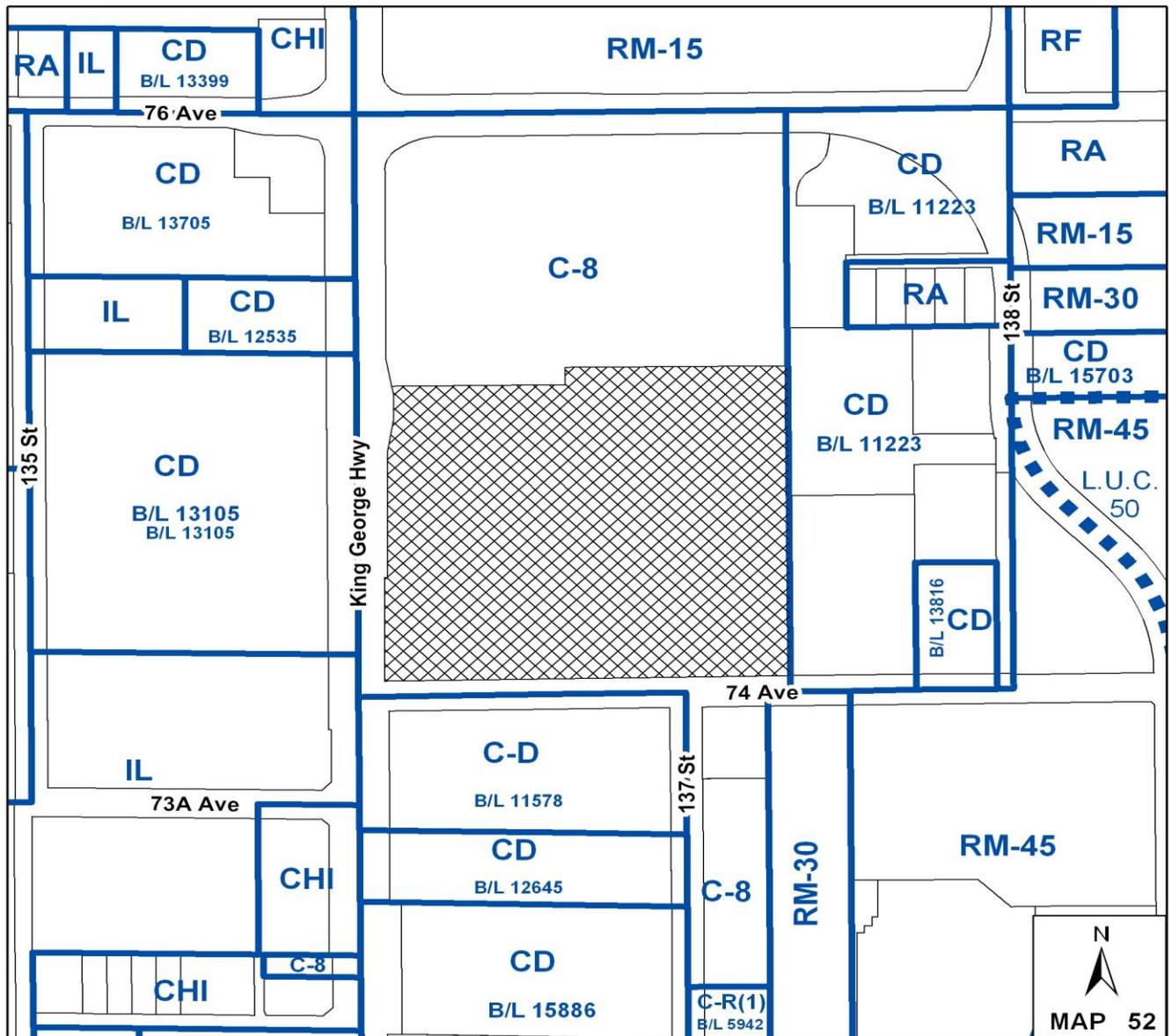


**Proposal:** DP to permit building modifications and to allow two replacement free-standing signs on a shopping centre site. DVP to allow a fascia sign to extend above the roofline on a parapet and to allow awning signage.

**Recommendation:** Approval to Proceed

<b>Location:</b>	7488 King George Hwy	<b>Zoning:</b>	C-8
<b>OCP Designation:</b>	Commercial	<b>Owner:</b>	King's Cross Shopping Centre Ltd.
<b>LAP Designation:</b>	Retail Commercial		



## PROJECT TIMELINE

Completed Application Submission Date: January 23, 2007  
Application Revision & Re-submission Date: March 13, 2007  
Planning Report Date: April 16, 2007

## PROPOSAL

The applicant is proposing:

- a Development Permit to allow building alterations and to allow two replacement free-standing signs; and
- a Development Variance Permit to vary the following by-law regulations:
  - allow a fascia sign located on a parapet to extend above the roofline of the building face;
  - allow one (1) additional awning sign; and
  - allow the two (2) awning signs to be located on awnings that project less than 1.2 metres (4.0 ft.) from the building face

in order to permit a Mark's Work Wearhouse store within the King's Cross Shopping Centre.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7907-0014-00 in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7907-0014-00 (Appendix V) varying the Sign By-law (No. 13656) as follows to proceed to Public Notification:
  - (a) Part 5 Section 27 Sub-section 2.(e) is varied to allow one (1) fascia sign on the west building elevation to extend above the roofline of the building face;
  - (b) Part 5 Section 27 Sub-section 3.(a) is varied to allow one (1) additional awning sign on the subject premise; and
  - (c) Part 5 Section 27 Sub-section 3.(g) is varied to allow the two (2) awning signs to be located on awnings that project less than 1.2 metres (4.0 ft.) from the building face.
3. Council instruct staff to resolve the following issue prior to approval:
  - (a) submission of a landscaping cost estimate to the specifications and satisfaction of the City Landscape Architect.

## REFERRALS

Engineering: The Engineering Department has no objection to the project (Appendix IV).

## SITE CHARACTERISTICS

- **Existing Land Use** Commercial shopping plaza (King's Cross Shopping Centre.
- **East:** A four-storey apartment building, zoned CD (By-law No. 11223), designated Multiple Residential in the OCP.
- **South:** Across 74 Avenue, retail/office commercial plaza, zoned CD (By-law No. 5942), designated Commercial in the OCP.
- **West:** Across King George Highway, a larger industrial/commercial building (Costco), zoned CD (By-law No. 13105), designated Industrial in the OCP.
- **North:** A large commercial building (Superstore), zoned C-8, designated Commercial in the OCP.

## PLAN AND POLICY COMPLIANCE

OCP Designation: Commercial. Complies.

LAP Designation: Retail commercial. Complies.

## DEVELOPMENT CONSIDERATIONS

### Background

- The subject site, a commercial shopping plaza (King's Cross Shopping Centre) is located at 7488 King George Highway, and is zoned C-8 and designated Commercial in the Official Community Plan (OCP).
- The shopping centre proposes to make modifications to Building E within the shopping complex to accommodate a new Mark's Work Warehouse store. The application also includes two (2) proposed freestanding signs for the shopping centre, as well as an additional awning sign for this business.
- A Development Permit is required for the building modifications and the two (2) proposed freestanding signs. A variance is required to allow an additional awning sign to be located on the premise frontage (west building elevation), and for both awnings signs to be located on awnings that project less than 1.2 metres (4.0 ft) from the building face. A variance is also required to allow one (1) fascia sign to extend above the roofline of the building (Appendix III).

### Building Design And Landscaping

- King's Cross Shopping Centre has undergone a number of building modifications and tenant changeovers in the past few years. The general concept / theme of the shopping centre remains intact. However, a strong demand exists for businesses to (re)locate in the shopping centre. Given this demand, the property owner is to design an overall concept for the shopping centre, which will help to coordinate future development. Forthcoming development applications will adhere to the concept. In the interim, the inclusion of Mark's Work Warehouse requires improvements to Building E.
- The applicant proposes a number of modifications to the exterior of Building E, including new signage, awnings and improvements to the facade. Existing storefront glazing with mirrored film will remain on two sections adjacent to the display windows on both the north and west elevations of Building E. New glazing with secure film will be placed on the remaining façade facing the plaza (Appendix III – Drawing B).
- The building is adjacent to a central plaza and pedestrian walkway (Appendix VII). Due to the unique location of the building, the applicant is required to maintain an open interface with the plaza and walkway. No additional walls or solid interior shelves, which may impede on the positive interface, will be permitted. This will also help to address CPTED (safety) concerns.
- Two lighting fixtures will be installed to increase the pedestrian visibility and address safety concerns along the pedestrian walkway adjacent to the north building elevation. One of the light fixtures is new and will be placed on the north building face of the Mark's Work Warehouse store. A matching second light fixture is to be installed on Building D, directly across the walkway from Mark's Work Warehouse building (Appendix III – Drawing A).
- The applicant proposes to install awnings along the building façade. The awnings will continue along the façade to the north building elevation adjacent to the walkway. The awnings are to be illuminated by fluorescent lamps, which will provide improved lighting along the front and side pedestrian walkways. The proposed awnings will also provide consistency within the shopping centre, as awnings are located on the storefront of all businesses in the complex (Appendix III – Drawing D).
- The existing four (4) landscape bays in front of the building (west elevation) will be enhanced with additional landscaping. All four bays will now include trees. The two larger landscape bays will contain two (2) trees, while the remaining two (smaller) bays will have at least one (1) tree planted (Appendix VI).
- The pedestrian walkway adjacent to the north elevation of the building is to be extended eastward to provide connectivity with the neighboring residences. The new walkway consists of stamped asphalt, and will be situated between two new landscape bays. The bays will contain two (2) new trees and additional foliage (Appendix VI).
- A new garbage enclosure is to be constructed adjacent to these two landscape bays to hold the garbage bins, which are currently dispersed randomly throughout the rear parking lot (Appendix VI). The extension of the walkway and additional landscaping at the rear (east elevation) of the building will be a significant improvement to the existing site conditions, and provide a better interface with the neighbouring residences.

- The Mark's Work Wearhouse building is in a prominent location within King's Cross Shopping Centre. The building is located adjacent to the plaza and pedestrian walkway. The additional landscaping and building modifications will help to improve the current conditions in the shopping centre, particularly in regards to safety, visibility and design.

### Proposed Free-Standing Signs

- The applicant proposes to install two (2) new double-faced, freestanding signs on the subject property to replace the two existing freestanding signs. They are to be installed in the same general locations. One will be located along King George Highway and one along 74<sup>th</sup> Avenue. Both signs will be at least 2.0 metres (6.5 ft) from all property lines, as required by the Sign By-law. The two (2) proposed signs are a significant improvement to the existing freestanding signs (Appendix III – Drawing A).
- The signs are identical at approximately 4.57 metres (15.0 ft) in height and 3.04 metres (10.0 ft) in width. According to the Surrey Sign By-law (No. 13656), the proposed freestanding signs are located within a special sign area. The proposed signs will comply with the by-law, which permits a maximum height of 4.5 metres (15 ft) at this location.
- The sign area containing the text is located on a 6.6 m<sup>2</sup> (71.0 ft<sup>2</sup>) illuminated plastic unit painted to match the colour of the existing shopping centre. The sign will display the names of the major tenants within the shopping complex (Appendix III – Drawing H).
- The proposed freestanding signs are to be mounted on a concrete base and supported by two-184 millimeter (0.6 ft) round metal poles, which are painted to match the colour of the existing shopping complex.
- The freestanding signs are of high-quality and will form an integral part of the architectural design and identification of the shopping centre. City Staff have reviewed the proposed design and have no objections to the freestanding signs.

### BY-LAW VARIANCES AND JUSTIFICATION

#### (a) Requested Variance

- To vary Part 5, Section 27, Subsection 2(e) of the Sign By-law (No. 13656) to allow one (1) fascia sign on the premise frontage (west building elevation) of Building E to extend above the roofline of the building.

#### Applicant's Reason

- The sign will provide a stronger presence to the building and provide adequate business identification.

### Staff Comments

- The premise frontage of the proposed Mark's Work Wearhouse building is 46.0 metres (150 ft) in length. Under the Surrey Sign By-law (No. 13656), this building is permitted to have one (1) fascia sign with a maximum allowable sign area of 45.0 m<sup>2</sup> (484.2 ft<sup>2</sup>).
- The proposed fascia sign is to be installed on the premise frontage (west building elevation). The sign will be on a parapet extending above the roofline of the building face, which under the Sign By-law is not permitted. The sign will project 0.12 metres (0.39 ft) outward from the face of the building, which will comply with the Sign By-law.
- The fascia sign consists of high-quality, individual raised channel letters. The sign is 2.10 metres (7.0 ft) in height and 6.3 metres (20.5 ft) in length, equating to a sign area of 13.2 m<sup>2</sup> (142.5 ft<sup>2</sup>). This, combined with the sign area for the two proposed awning signs at 5.32 m<sup>2</sup> (57.2 ft<sup>2</sup>), is 18.5 m<sup>2</sup> (200 ft<sup>2</sup>). This is well below the maximum allowable sign area of 45.0 m<sup>2</sup> (484.2 ft<sup>2</sup>) (Appendix III- Drawing G).
- The proposed signs are in keeping with the scale and design of the building, and use the traditional Mark's Work Wearhouse blue and orange colours. For these reasons of articulation and high quality, the proposed variance can be supported.

### (b) Requested Variances:

- To vary Part 5, Section 27, Subsection 3(a) of the Sign By-law (No. 13656) to allow one (1) additional awning sign on the premise frontage (west building elevation) of Building E; and
- To vary Part 5, Section 27, Subsection 3(g) of the Sign By-law (No. 13656) to allow the two (2) awning signs to be placed on awnings that project less than 1.2 metres (4.0 ft) from the building face.

### Applicant's Reason

- There will be a total of two (2) awnings signs, one on each side of the main entrance, to provide additional business identification on the premise frontage. The awnings are illuminated and are of appropriate sizes given the scope and size of the building façade.

### Staff Comments

- The Sign By-law allows only one (1) awning sign per business, and therefore the proposed awning sign requires a variance.
- The two graphic signs will be imprinted on the two (2) illuminated awnings located on the premise frontage (west elevation) of the building. The awning on the left side (north) of the main store entrance extends around the building to the adjacent walkway to provide continuity.

- The proposed awning signs are in keeping with the scale of the building. The signs are relatively small at 1.25 metres (4.1 ft) height and 2.12 metres (6.9 ft) in length. This equates 5.32 m<sup>2</sup> (57.2 ft<sup>2</sup>).
- The two awning signs will display the company brand logos, "Denver Hayes" and "WindRiver". The copy area of the sign is to be white in colour and imprinted on the illuminated awnings. The new signs do not result in excess signage along any city streets, as the proposed awning signs are oriented internally within the retail complex.
- The Surrey Sign By-law states that no awning sign shall be permitted unless 80 percent of the length of the awning projects at least 1.2 metres (4.0 ft) from the building. The proposed awnings only project 0.61 metres (2.0 ft) from the building face.
- The proposed awnings are high-quality, illuminated fabric awnings and are 1.38 metres (4.5 ft) in height. The illuminated awnings will provide protection from the weather, as well as additional lighting along the façade and walkway, which is currently inadequate.
- The awnings also offer a significant architectural benefit to the large uninterrupted façade. In this regard, the proposed awnings and signage is an opportunity to offer increased visual interest and create a less-imposing storefront.

### 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.	Site Plan and Development Permit Drawings
Appendix IV.	Engineering Summary
Appendix V.	Development Variance Permit No. 7907-0014-00
Appendix VI.	Landscape Plan
Appendix VII.	Site Photo

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Planning and Development

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CONTOUR MAP FOR SUBJECT SITE

