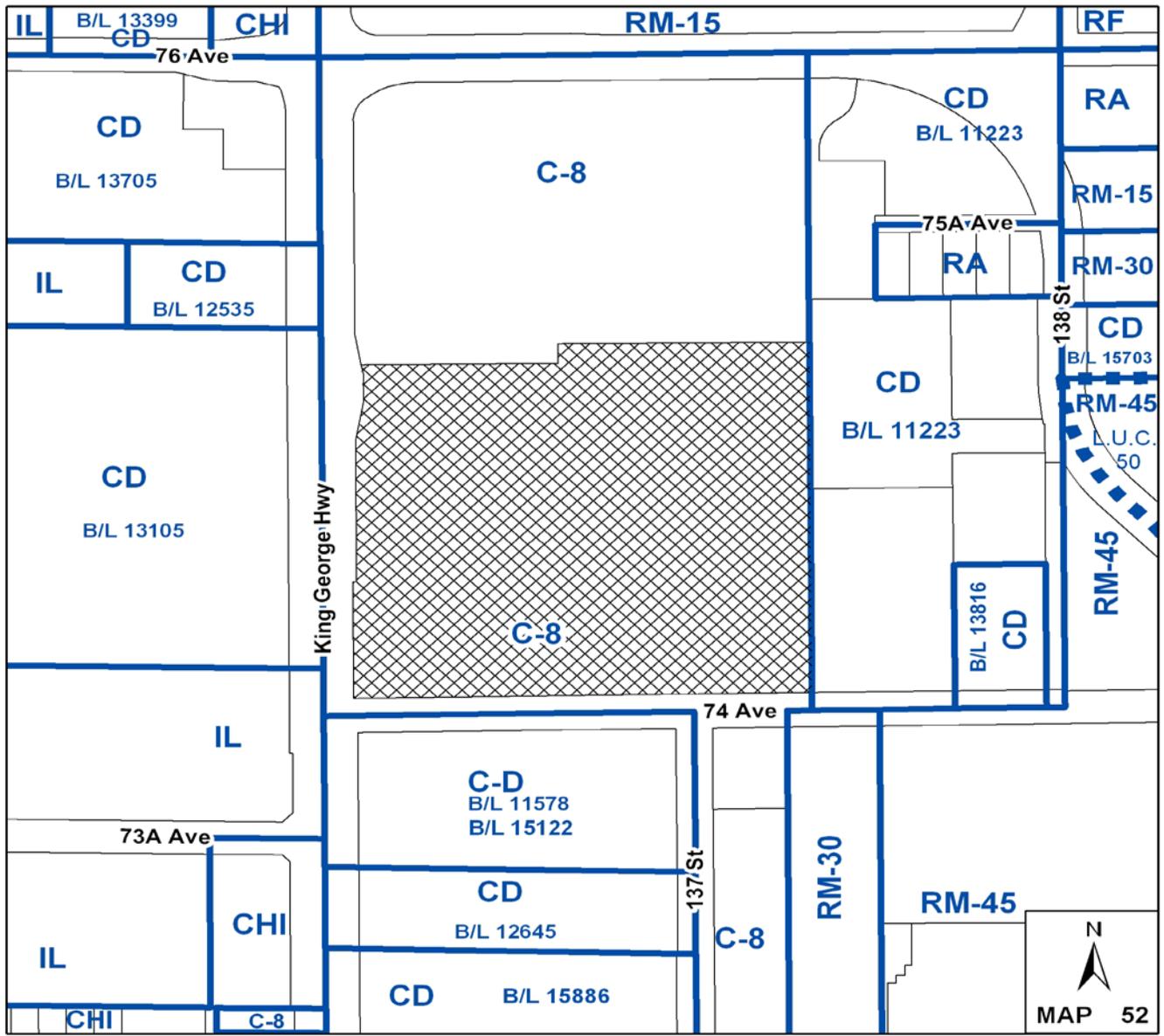


Proposal: Development Permit and Development Variance Permit to permit building modifications to an existing shopping centre.

Recommendation: Approval to Proceed

Location: 7488 King George Hwy **Zoning:** C-8
OCP Designation: Commercial
LAP Designation: Retail Comm **Owner:** King's Cross Shopping Centre Ltd.



PROJECT TIMELINE

Completed Application Submission Date: May 8, 2007
Planning Report Date: July 23, 2007

PROPOSAL

The applicant is proposing:

- a Development Permit; and
- a Development Variance Permit to vary the following Sign By-law regulations:
 - to allow one (1) additional fascia sign on Building D for the proposed Reitman's store; and
 - to allow one (1) fascia sign to extend above the roofline on the parapets for Building D

in order to permit renovations to accommodate a BC Government Liquor Store and fascia signage for a Reitman's store within the King's Cross Shopping Centre.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7907-0125-00 in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7907-0125-00, (Appendix VI) varying the Sign By-law (No. 13656) as follows to proceed to Public Notification:
 - (a) is varied to allow one (1) additional fascia sign on the premise frontage of the proposed Reitman's store (Building D); and
 - (b) is varied to allow one (1) fascia sign to extend above the roofline on the parapet for Building D.

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. 15122), 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.

Newton Town Centre Plan Designation: Retail Commercial. Complies.

DEVELOPMENT CONSIDERATIONS

Background & Proposal

- 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 owner has applied for a Development Permit to facilitate proposed building modifications to accommodate a new BC Government Liquor Store in Building G (Appendix II).
- A Development Variance Permit (DVP) is also required to allow one (1) additional fascia sign on the building for the proposed Reitman's store and to allow one (1) fascia sign on Building D to extend above the roofline on the parapet (Appendix V).

Proposed BC Government Liquor Store

- Staff have been working with the representatives of the Kings Cross Shopping Centre to bring forward a comprehensive set of design guidelines to coordinate future tenant improvements and signage for the centre. This work is nearing completion and will be brought forward for Council consideration in the Fall 2007.

- In the meantime, the applicant proposes to modify Building G to accommodate a new BC Government Liquor Store. Since the proposed liquor store will be Provincially owned and operated, the Zoning By-law will permit the store to operate as a singular use on the premise, not in conjunction with a liquor primary licensed establishment. Two of the three existing parapets on the north elevation of this building will be demolished and replaced with a single parapet that will be centered above the Liquor Store entrance. The shape and color of the new parapet will match the existing building.
- The existing glazing with security bars will be removed on the north and west elevations of Building G and replaced with double glazed glass with secure film (Appendix III). This will improve the appearance of the building and increase opportunities for natural surveillance around the building.
- A loading dock and hydraulic lift will be constructed on the west side of the proposed Liquor Store. The loading dock will lie below the grade of the road access at 74 Avenue, and will be further screened with landscaping. The hydraulic lift will be fully enclosed in walls painted to match the building, and landscaping will be planted on the street sides of the walls. Consequently, the visual impact of the loading area will be minimized. The applicant also proposes three wall-mounted exterior lights on the west elevation of the Liquor Store to ensure adequate lighting in the loading area at night.
- To accommodate the loading area and truck maneuvering the existing two-way entrance/exit off 74 Avenue will be reduced to a one-way, entrance only, with new traffic signs and pavement markings to direct traffic (Appendix III). The Transportation Division supports the proposed changes to traffic movements around the proposed Liquor Store. Full movement access will remain at the existing intersection of 74 Avenue and the Mall Access.
- The applicant also proposes to add black vinyl-coated fencing to the front of the existing garbage enclosure to better screen this use.

Landscaping

- Staff has worked with the applicant to identify two key areas for landscaping improvements within the shopping centre, near the proposed Liquor Store (Building G) and near the pedestrian walkway on the east side of the shopping centre (Appendix III)
- The applicant proposes to provide concrete unit pavers and landscaping, with trees and shrubs, at the entrance to the proposed Liquor Store. In addition, five planters (four existing) will be located along the frontage of Building G to provide additional landscaping and adequate separation between the parking area and pedestrian walkway.
- Six (6) trees will be planted on the south elevation of Building G to augment the existing landscaping along 74 Avenue. These trees will provide better screening of the blank wall areas on this south elevation (Appendix II).
- Five (5) trees and additional shrubs will be provided to screen the loading area on the west elevation of Building G.

- The applicant has also agreed to remove the concrete island across the drive aisle from the proposed Liquor Store entrance, and to replace this island with one tree and landscaping.
- Another tree, that was previously removed, will be replaced in an existing landscaped island in front the Office Depot.
- The applicant also proposes to improve the walkway connection to the shopping centre on the east side of the complex by extending the existing concrete pavers to the edge of the lane, and replacing the dead tree on the north side of this walkway.

Proposed Reitman's Signs

- The applicant proposes to replace the existing fascia sign and awning on the business frontage for the new Reitman's store (Building D). Two (2) new fascia signs will be located on the existing parapet, one with raised, illuminated, individual channel letters in white plexi face with brushed stainless steel sides. This sign will be a maximum 1.2m (4 ft.) high and 5.5m (18 ft.) long (Appendix III). A second fascia sign (maximum 0.3 m/1 ft, high and 5.5 m/18.1 ft long) will be located below the principal Reitman's sign. This secondary sign will be an illuminated signage box with back-lit cut-out letters in white acrylic.
- The background under these two fascia signs will be painted "Empire Blue" to compliment the new awning, which will be painted "Captain Navy" (Appendix III). The flashing along the top of the parapet will be painted green to match the existing flashing on the building.
- The proposed scale and design of the signage and awning for the Reitman's store will be consistent with the recently approved Mark's Work Warehouse sign (Building E) (Development Permit No. 7907-0014-00), and the new colors will updated the appearance of the premise frontage while maintaining compatibility with the existing colors of the shopping centre.
- The existing storefront glazing will remain unchanged on the west elevation.
- A new garbage and recycling enclosure is to be constructed in the parking lot at the rear (east) side of Reitman's. This enclosure will open to the building, not to the lane, and will be fully landscaped on the lane side to screen the garbage/recycling area from the existing residential uses across the lane (Appendix III).

ADVISORY DESIGN PANEL

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

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- Part 5 Section 27 Sub-section 2 (a) of the Sign By-law (No. 13656) is varied to allow one (1) additional fascia sign on the subject premise of the proposed Reitman's store in Building D.

Applicant's Reasons:

- To accommodate Reitman's corporate branding on its premise frontage in Building D.

Staff Comments:

- The additional fascia sign on the Reitman's premise frontage would be secondary in size and form an integral part of the overall signage design and corporate logo.
- The additional fascia sign is designed to be integrated with the main permitted sign.

(b) Requested Variance:

- Part 5 Section 27 Sub-section 2 (e) of the Sign By-law (No. 13656) is varied to allow one (1) fascia sign to extend above the roofline on the parapet on Building D.

Applicant's Reasons:

- The sign will provide adequate business identification in keeping with the scale of the building face.

Staff Comments:

- A DVP was recently approved in the shopping centre to allow a fascia sign for Mark's Work Warehouse (Building E) to extend approximately 0.9m/3 ft. above the roofline on a parapet (DP No. 7907-0014-00). The proposed Reitman's sign will extend approximately 1.2m/4 ft. above the roofline on a parapet, and incorporate Reitman's corporate colors (blue and navy). Therefore, the sign will be consistent with the scale and design of the premise frontage and new building improvements in the shopping centre.

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 Site and Landscaping Plans
Appendix IV.	Engineering Summary
Appendix V.	Development Variance Permit No. 7907-0125-00

INFORMATION AVAILABLE ON FILE

- Detailed Engineering Comments dated July 9, 2007.
- Soil Contamination Review Questionnaire prepared by Edmund Lee dated May 4, 2007.

How Yin Leung
Acting General Manager
Planning and Development

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CONTOUR MAP FOR SUBJECT SITE

