

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7907-0240-00

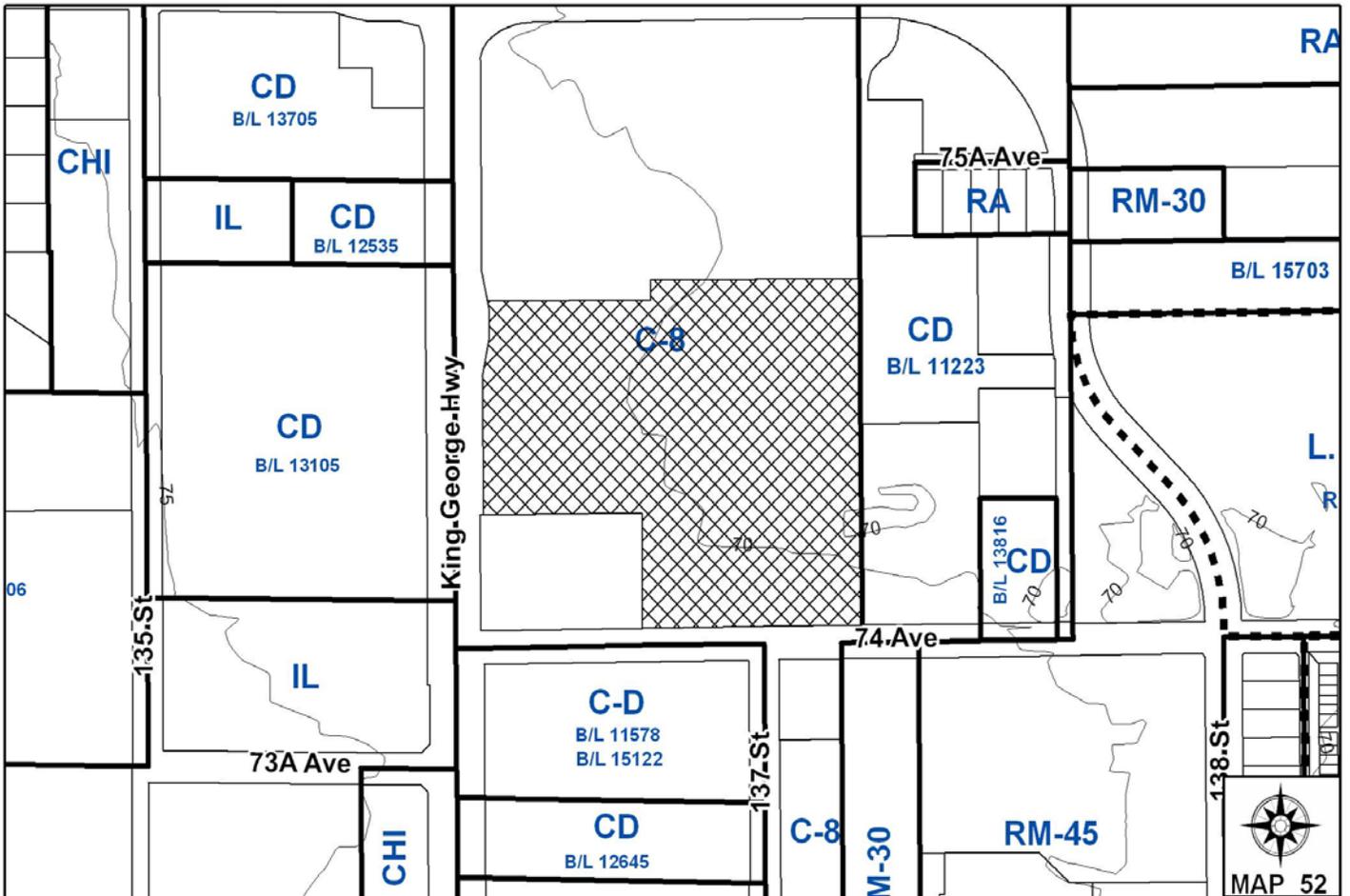
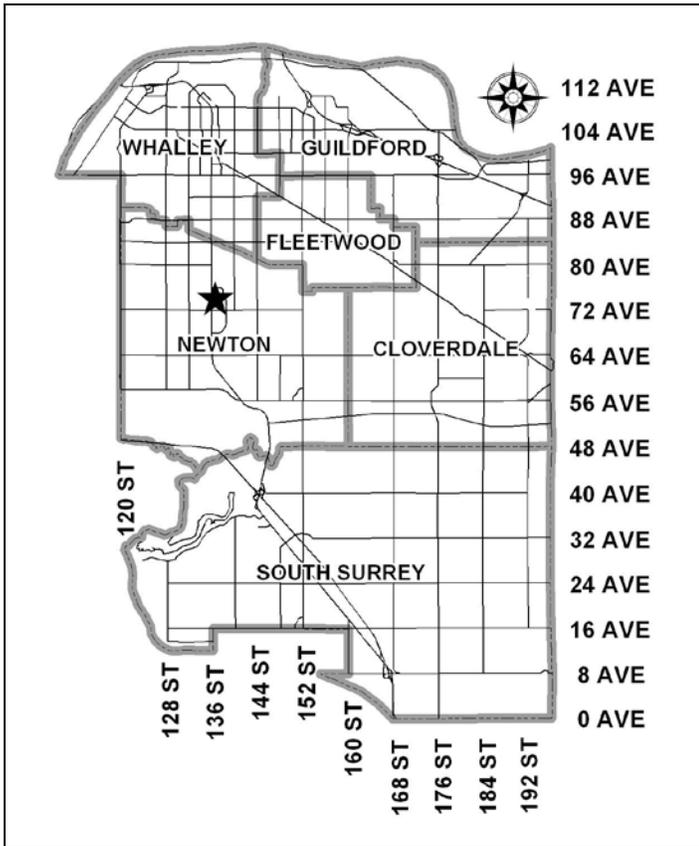
Planning Report Date: September 10, 2007

**PROPOSAL:**

- Development Permit
- Development Variance Permit

in order to permit signage improvements for a new tenant and to coordinate future fascia signs for the King's Cross Shopping Centre.

**LOCATION:** 7488 King George Highway  
**OWNER:** King's Cross Shopping Centre  
**ZONING:** C-8  
**OCP DESIGNATION:** Commercial  
**LAP DESIGNATION:** Retail Commercial



### RECOMMENDATION SUMMARY

- Approval to draft Development Permit.
- Approval for Development Variance Permit to proceed to Public Notification.

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant proposes a Development Variance Permit to allow two (2) additional fascia signs for a future tenant in the corner unit of existing Building B and to allow seventeen (17) fascia signs to extend above the roofline on parapets throughout the King's Cross Shopping Plaza.

### RATIONALE OF RECOMMENDATION

- The proposed signage package will create a coordinated design and updated appearance to all the structures in the shopping centre.
- The proposed variances are compatible with the architectural design of the building.
- These variances are consistent with recently approved signage improvements in the plaza for Mark's Work Warehouse and Reitman's and in keeping with the scale and design of the overall shopping centre.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7907-0240-00 in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7907-0240-00, (Appendix III) varying the Sign By-law (No. 13656) as follows to proceed to Public Notification:
  - (a) to permit two (2) additional fascia signs on Building B for a future tenant in the corner unit; and
  - (b) to permit up to seventeen (17) fascia signs to extend above the roofline on parapets in various locations of Buildings B, C, D, F<sub>1</sub>, F<sub>2</sub> and G.

REFERRALS

Engineering: The Engineering Department has no objection to the project.

SITE CHARACTERISTICS

Existing Land Use: Commercial shopping plaza (King's Cross Shopping Centre).

Adjacent Area:

| Direction                          | Existing Use                                      | OCP Designation      | Existing Zone         |
|------------------------------------|---------------------------------------------------|----------------------|-----------------------|
| North:                             | A large commercial building (Superstore).         | Commercial           | C-8                   |
| East:                              | A four-storey apartment building.                 | Multiple-Residential | CD (By-law No. 11223) |
| South (Across 74 Avenue):          | Retail/office commercial plaza.                   | Commercial           | CD (By-law No. 15122) |
| West (Across King George Highway): | A larger industrial commercial building (Costco). | Industrial           | CD (By-law No. 13105) |

DEVELOPMENT CONSIDERATIONSBackground & Proposal

- The subject site, a commercial shopping plaza (King's Cross Shopping Centre) is located at 7488 King George Highway. The owner has applied for a Development Permit to facilitate signage

improvements for a new BC Liquor Store within Building G and future tenant signage throughout the shopping complex.

- A Development Variance Permit (DVP) is also required to amend the signage for the proposed BC Liquor Store and future tenants within the shopping centre as per the following:
  - to permit two (2) additional fascia signs on Building B for a future tenant within the corner unit (Appendix III); and
  - to permit seventeen (17) fascia signs to extend above the roofline on parapets in various locations on Buildings B, C, D, F<sub>1</sub>, F<sub>2</sub> and G as shown on the attached plans.
- A Development Variance Permit (No. 7907-0125-00) was recently approved by Council, in July 2007, for signage alterations on Building D in the shopping center (Reitman's). As part of the application process, staff worked with the representatives of King's Cross Shopping Centre to draft a comprehensive set of design guidelines to coordinate future tenant improvements and signage for the centre. Accordingly, the proposed Development Permit includes these design guidelines, as well as the proposed signage for a new BC Liquor store.

### Signage Proposal

- Drawings A1.1 to A1.6 illustrate the existing business frontages for Buildings B through G and the proposed signage locations and dimensions for future tenants within these buildings.
- The applicant proposes fascia signs for future tenants as the principal signage. The fascia signs will consist of illuminated channel letters with a maximum height of 0.6m/2ft or 0.9m/3ft (Appendix II). The height of these signs will be determined based on a design that is well integrated with the scale and form of the building face.
- A secondary illuminated signage box, maximum 0.2m/1ft high, is permitted for the larger tenants only, as recently approved for the Reitman's store through Development Permit No. 7907-0125-00 and as shown on the attached drawings (Appendix II). These signage boxes are optional and intended to compliment the design of the principal channel letter fascia signs on the front of the larger tenant facades. Signage boxes are not permitted to function as the principal signage for future tenants within this shopping centre.
- Future tenant improvements will also include the replacement of existing awnings. Two sizes of illuminated fabric awnings are proposed with a maximum height of 0.9m/3ft or 1.4m/4.5 ft, depending on the scale of building face on which the awning will be located. The awnings will be consistent in shape and are not permitted to have any awning signs (painted logos or graphics), except as already approved for Mark's Work Warehouse (Development Permit No. 7907-0014-00).
- Therefore, the proposed guidelines for future tenant fascia signs and awnings will create a coordinated design and updated appearance to the shopping centre that will compliment the existing buildings.
- The proposed Development Permit includes specifications for a BC Liquor Store fascia signage on the premise frontage of Building G (Appendix II). The proposal is consistent with the proposed sign package. The proposed variances for these signs are discussed below.

- The proposed fascia sign consists of raised, illuminated, individual channel letters in red with black trim-cap edging, and is a maximum 0.9m (3ft) high and 11.7m (38.3ft) long. The proposed design will ensure a high quality of signage that is well-suited to the scale of the building and ensures visibility for the new BC Liquor Store at the edge of the parking lot.

#### ADVISORY DESIGN PANEL

- This application was not referred to the ADP but 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 two (2) additional fascia signs on Building B for a future tenant within the corner unit (Appendix III).

Applicant's Reasons:

- To permit a future tenant within Building B to legally retain the same number of fascia signs on the corner tower as the existing tenant (Bank of Montreal).

Staff Comments:

- The two fascia signs currently exist on the west and south elevations of the corner tower. They are coordinated in scale and design and are well integrated into the form of the tower. Consequently, they provide adequate signage exposure and enhance the general signage.

(b) Requested Variance:

- Part 5 Section 27 Sub-section 2 (e) of the Sign By-law (No. 13656) is varied to allow seventeen (17) fascia signs to extend above the roofline on parapets in various locations on Buildings B, C, D, F<sub>1</sub>, F<sub>2</sub> and G as shown on the attached plans (Appendix III).

Applicant's Reasons:

- The signs will be coordinated in style, form and location and provide a stronger unifying presence to the buildings and provide adequate business identification.

Staff Comments:

- Development Variance Permits (Nos. 7907-0014-00 and 7907-0125-00) were recently approved by Council in April and July 2007 to permit two fascia signs in the shopping centre (Mark's Work Warehouse and Reitman's) to extend approximately 0.9m/3ft and 1.2m/4ft above the roofline on parapets. The proposed fascia signs for future tenants and the BC Liquor Store will extend a similar height above the roofline on parapets.

- A variance to allow these fascia signs to extend above the roofline can be supported for the following reasons:
  - the new fascia signs will be consistent in scale, design and location as other new improvements in the shopping centre;
  - the fascia signs will incorporate a high quality of design; and
  - extending these signs slightly above the roofline on parapets will enhance the articulation of the buildings and facilitate a more coordinated design throughout 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.  | Proposed Site Plan and Building Elevations         |
| Appendix III. | Development Variance Permit No. 7907-0240-00       |

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