

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7907-0339-00

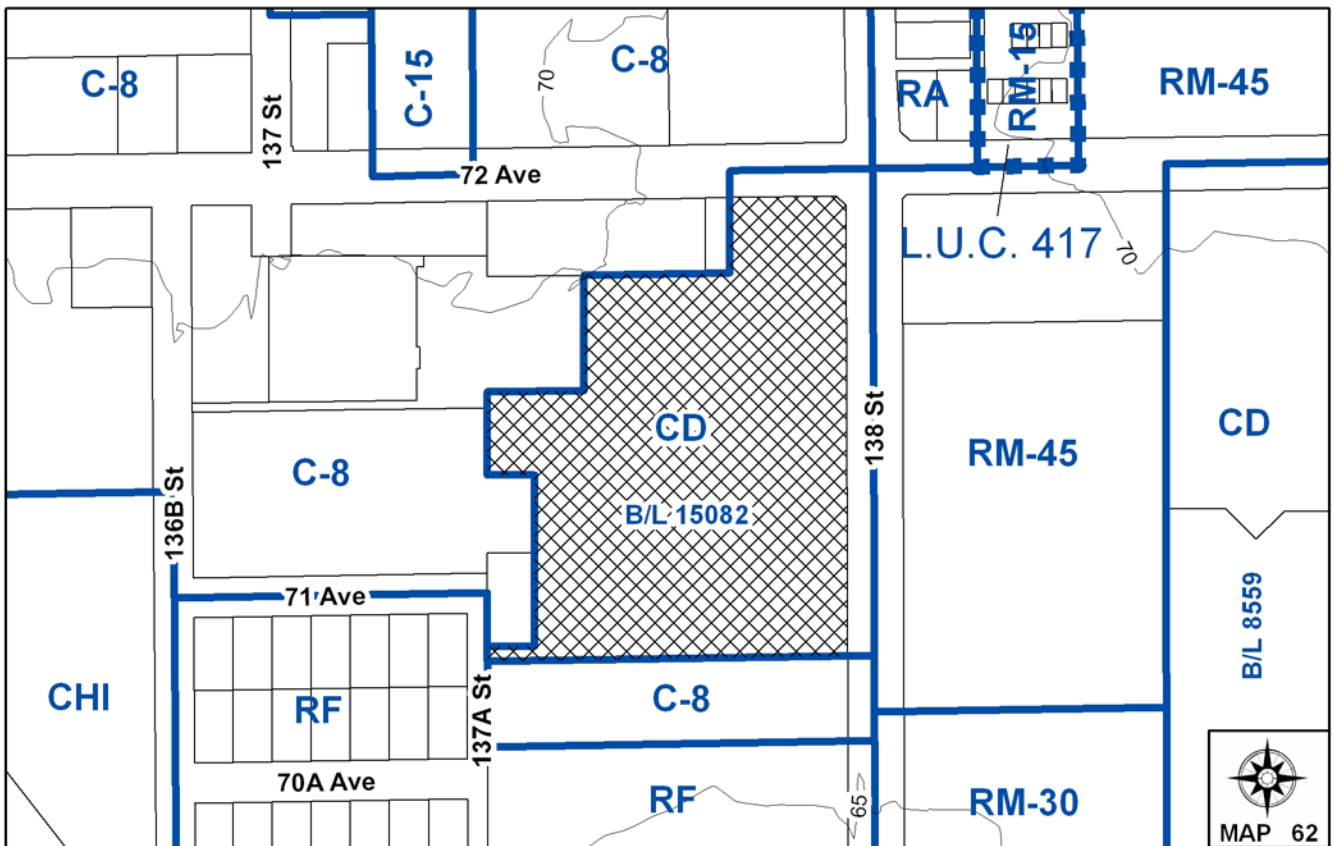
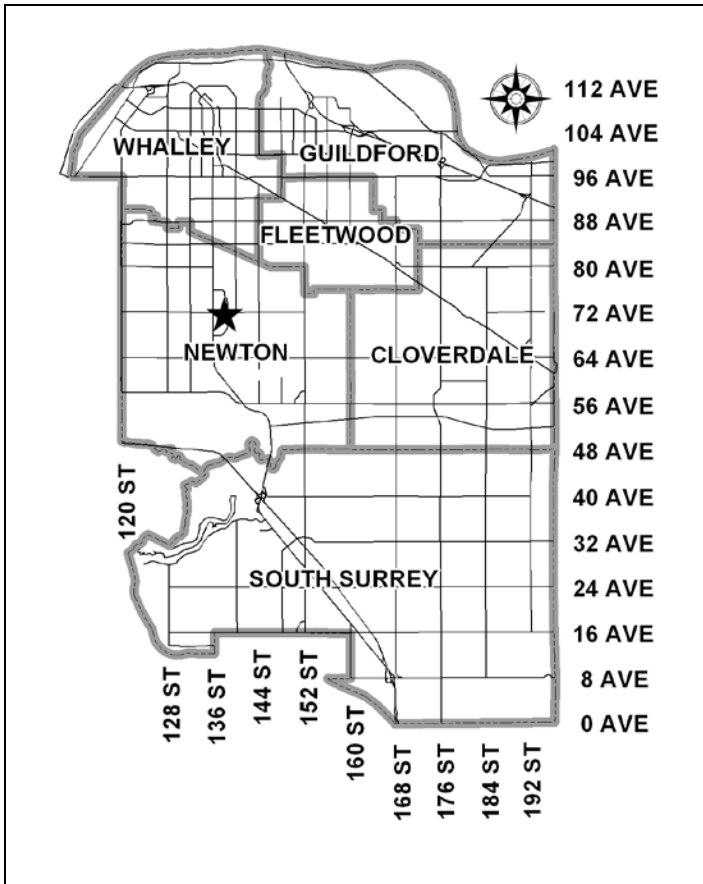
Planning Report Date: February 11, 2008

**PROPOSAL:**

- Development Permit
- Development Variance Permit

in order to permit upgrades to the exterior of two commercial buildings in a shopping centre and allow additional fascia signage.

**LOCATION:** 13790 - 72 Avenue  
**OWNERS:** Newton Shopping Plaza Inc. et al  
**ZONING:** CD (By-law No. 15082)  
**OCP DESIGNATION:** Commercial  
**LAP DESIGNATION:** Commercial



### RECOMMENDATION SUMMARY

- Approval for Development Variance Permit to allow additional fascia signs to proceed to Public Notification.
- Approval to draft Development Permit.

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The approved Development Permit allows 4 fascia signs on the Safeway building.
- A Development Variance Permit application has been submitted in order to allow additional fascia signage on the south building face of this commercial building (Safeway).
- A Development Permit is proposed to upgrade the exterior of the Safeway building and gas station at the Newton Town Centre shopping plaza.

### RATIONALE OF RECOMMENDATION

- The proposed renovations and change in signage will result in improvements to the building and shopping centre.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7907-0339-00 (Appendix II) generally in accordance with the attached drawings.
2. Council approve Development Variance Permit No. 7907-0339-00 (Appendix III) varying the following, to proceed to Public Notification:
  - (a) to vary Part 5 Section 27 Sub-section 2(a) the Sign By-law to allow for 4 additional fascia signs on the south premise frontage of the Safeway building.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Commercial shopping centre.

Adjacent Area:

<b>Direction</b>	<b>Existing Use</b>	<b>OCP Designation</b>	<b>Existing Zone</b>
North (Across 72 Avenue):	Neighbourhood commercial.	Town Centre	C-8
East (Across 138 Street):	Townhouse site.	Multiple Residential	RM-45
South:	Vacant (City-owned land).	Multiple Residential	C-8
West:	Newton Community Centre and Parkland.	Multiple Residential	C-8

RATIONALE OF RECOMMENDATION

- The proposed Development Permit complies with the Official Community Plan Guidelines and results in improvements to the exterior of the Safeway building and the existing gas station.
- The proposed increase in the number of fascia signs from 4 to 6 can be supported, as it results in an upgrade to the building and is generally consistent with the existing number of fascia signs.
- The total sign area proposed is consistent with the existing sign area but distributed over smaller signs.

- The placement of signage is integrated in the overall design of the building and identifies the components of the Safeway business, including the Pharmacy, Signature Café and Starbucks.
- The proposed signage will match the modernized building upgrades proposed.

## DEVELOPMENT CONSIDERATIONS

### Background

- The existing Safeway store building is located in a commercial shopping plaza (Newton Town Plaza) located in the Newton Town Centre.
- The existing Safeway building design was approved in June 2002 (Development Permit No. 7901-0271-00) and the on-site gas station was approved in September of 2003 (Development Permit No. 7902-0303-00).

### Proposed Renovations

- Safeway is proposing exterior renovations in order to upgrade the building façade to match current Safeway design standards along with features identifying new companion uses within Safeway. In addition, the existing gas station is proposed to be painted and the existing signs are to be replaced.
- A Development Permit is required to facilitate these renovations.
- The renovations include updating the exterior materials of the entry and feature columns from brick to natural ledgestone, painting all exterior materials with updated tones of taupe and grey and changing lighting features. New signage is proposed and consists of 6 fascia signs on two (2) faces of the building (south and east elevations).
- The site is bordered directly by City owned parkland to the west, which is well treed.
- This park site, along with the other City facilities in the Newton Town Centre, has been identified for a future area plan as part of the "place making" initiative for the Newton Town Centre. This planning process has not begun and, as such, the Safeway site could not be integrated into any master planning process at this time.
- To assist in improving the interface between the Safeway building and the park site, Safeway has incorporated additional lighting on the western wall of the building, adjacent to the park site. This will also help to increase security along this interface.
- In addition, the Starbucks outdoor patio will be situated at the southwest corner of the site. This will provide some additional activity at the entry corridor to the park.
- The gas station is proposed to be painted and the two (2) existing "Safeway" fascia signs are to be replaced with 2 updated "Safeway" fascia signs.

- The Safeway building has five (5) new fascia signs proposed on the south elevation and one (1) on the east elevation for a total of six (6).
- The Sign Bylaw permits only one (1) fascia sign per premise or lot frontage, therefore a Development Variance Permit is proposed to accommodate the additional four (4) fascia signs along the south elevation.
- The applicant proposes to replace the four (4) existing fascia signs on the south side and add an additional sign along this elevation, for a total of 5 fascia signs.
- The approved Development Permit (No. 7901- 0271-00) and the existing signage permits four (4) fascia signs on the south premise frontage.
- One fascia sign is proposed on the eastern elevation and does not require a variance.
- The fascia signs consist of four (4) high quality individual channel letter signs. The two remaining fascia signs are well designed sign boxes, which are consistent with current Safeway standards and logos.

#### BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- Part 5 Section 27 Sub-section 2 (a) of the Sign By-law (No. 13656) is varied to allow four (4) additional fascia sign on the south premises frontage of the Safeway building (Appendix III).

Applicant's Reasons:

- To be consistent with Safeway's corporate identification and standards and to balance the main façade.

Staff Comments:

- The proposed signage is well coordinated in style, form and location with the existing fascia signs on the south and east elevation of the store.
- The size of the proposed signs is similar to the existing channel lettering on the front of the building, and dimensions are consistent with the signage area that was approved in the original Development Permit No. 7901-0271-00. The proposed signs are suitable in scale and would reinforce the business' identification, and will not detract from the design of the building. The total sign area proposed is 47 m<sup>2</sup> (510 sq.ft.), which is consistent with the existing sign area.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners
- Appendix II. Proposed Development Permit Drawings
- Appendix IV. Development Variance Permit No. 7907-0339-00

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Planning and Development

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