

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7908-0007-00

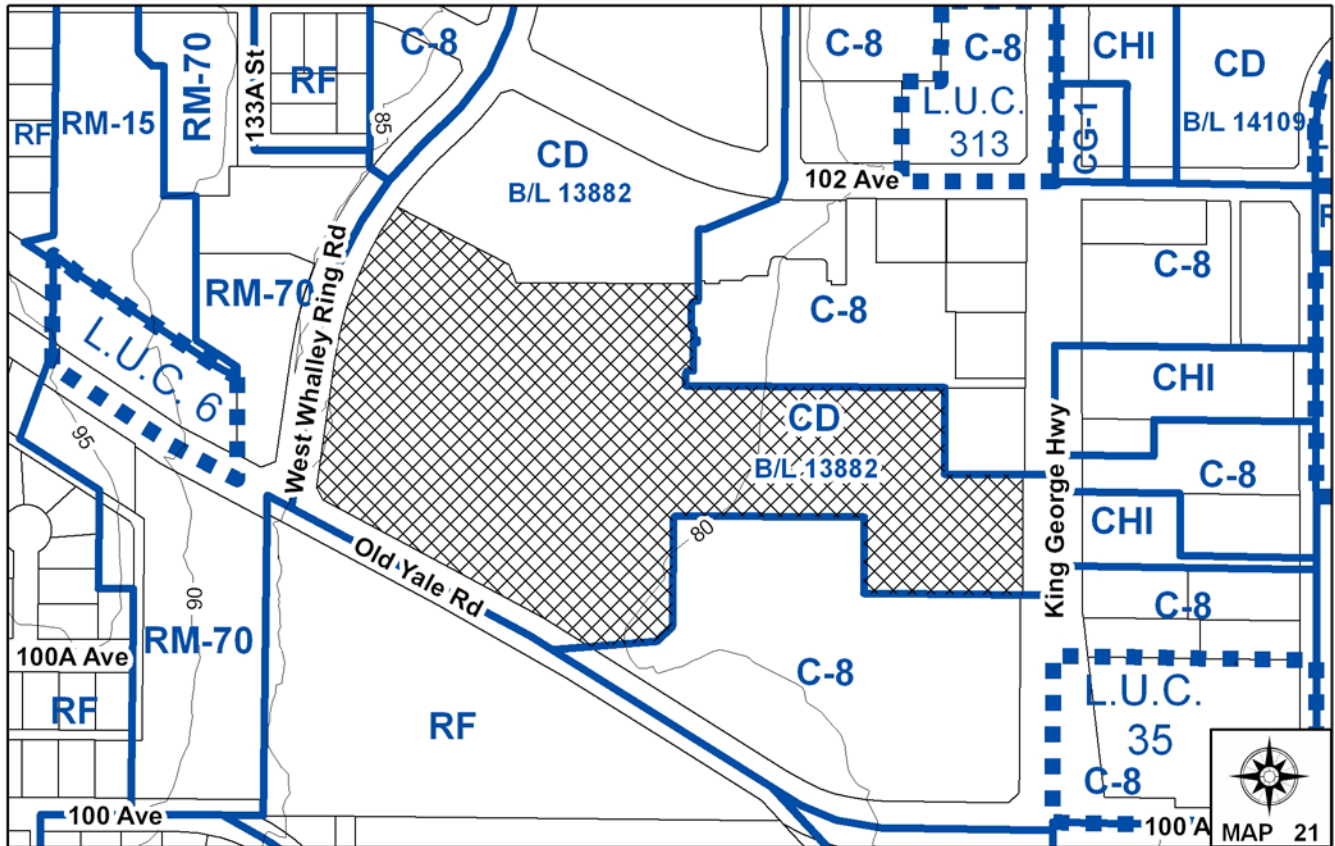
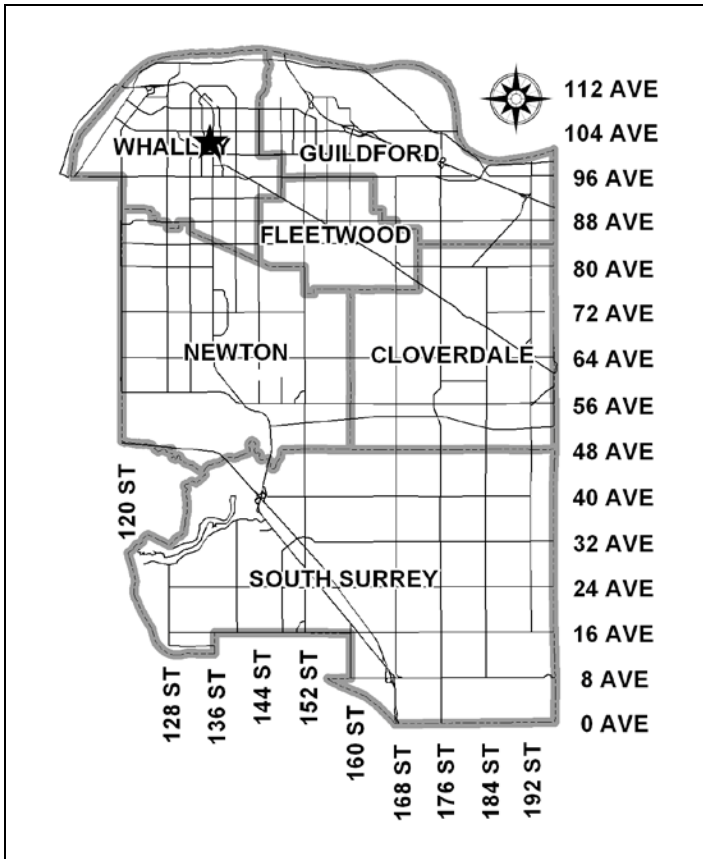
Planning Report Date: March 10, 2008

PROPOSAL:

- **Development Permit**

in order to allow one (1) fascia sign for a tenant at Central City Mall.

LOCATION: 10153 King George Highway
OWNER: CC Retail Holdings Ltd.
ZONING: CD (By-law No. 13882)
OCP DESIGNATION: City Centre



RECOMMENDATION SUMMARY

- Approval and issuance of Development Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- None.

RATIONALE OF RECOMMENDATION

- The proposal will only increase the number of exterior fascia signs by one (1) and is consistent in form and character with the previously approved fascia signage on Central City Mall.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve the attached Development Permit No. 7908-0007-00 (Appendix III), authorize the Mayor and Clerk to sign the Development Permit, and authorize the transfer of the Permit to the heirs, administrators, executors, successors and assigns of the title of the land within the terms of the Permit.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: A portion of Central City Mall.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	Central City Mall including Zellers and Central City tower.	City Centre	CD (By-law No. 13882) and C-8
East (Across King George Highway):	Commercial businesses.	Commercial	C-8 and CHI
South:	Southern portion of Central City Mall and a large electronics store (Best Buy).	City Centre	C-8
South (Across Old Yale Road):	Holland Park	Multiple Residential	RF
West (Across West Whalley Ring Road):	Three-storey apartment buildings.	City Centre	RM-70

DEVELOPMENT CONSIDERATIONSBackground

- The subject property is located at 10153 King George Highway, and is zoned CD (By-law No. 13882) and designated City Centre in the Official Community Plan (OCP). A large portion of Central City Mall is located on the property.

- Central City Mall, formerly known as Surrey Place Mall, was redeveloped under the Development Application (No. 7900-0114-00). Redevelopment of the shopping centre consisted of additional commercial space, parking and Central City Tower, which include both office and educational space.
- Council approved Development Application Nos. 7903-0121-00 and 7906-0430-00 on April 28, 2003 and March 12, 2007 respectively, for additional signage to Central City Mall on the subject property. These approvals for signage were granted only for major tenants within Central City Mall or those businesses with exterior entryways.

Current Application

- The applicant has submitted a development application to supplement Development Permit Nos. 7903-0121-00 and 7906-0430-00. The proposal is to install one (1) fascia sign adjacent to the southwest entrance of Central City Mall near The Brick furniture store. The proposed fascia sign is for a new Tim Hortons restaurant, which is located within the shopping centre, but has its own exterior entryway. The proposed fascia sign is to be installed above the exterior entrance.
- Planning staff have worked closely with the owners of Central City Mall to ensure the number and type of fascia signs is of a high quality. A new Development Permit to supplement the previously approved Development Permits will ensure this high quality is maintained.

DESIGN PROPOSAL AND REVIEW

- The proposed fascia sign is approximately 0.76 metre (2.5 ft) high and 3.7 metres (12.2 ft) long, equating to a sign area of 2.8 m² (30.5 ft²). The Surrey Sign By-law, 1999 (No. 13656) permits a maximum sign area of 30 m² (100 ft²). The proposed fascia sign will comply with the by-law, as it is significantly below the maximum permitted. The proposed fascia sign will project 0.13 metre (0.4 ft) from the building façade, which will also comply with the Sign By-law.
- The proposed fascia sign consists of one (1) set of illuminated channel letters installed on the exterior building façade. The junction power supply box will be installed directly behind the proposed fascia sign on the interior wall face. The colour scheme for the proposed fascia sign will include the traditional 'red' used by Tim Hortons, as well as a gold trim.
- The proposed fascia sign will be located at the end of an exterior vehicle corridor between the existing Brick furniture store and the parkade. As a result, the proposed fascia sign will not result in any directly visible signage along city streets, as the Tim Hortons restaurant is in a relatively sheltered location.
- The proposed fascia sign is to be located beside the existing 'Central City' mall sign. The applicant has reduced the size of the proposed 'Tim Hortons' sign to ensure that the Central City sign remains the focus for this entrance to the shopping centre. The proposed fascia sign is of high quality, and City staff have reviewed the design and have no objections to the proposed sign.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners and Action Summary
- Appendix II. Proposed Sign Location
- Appendix III. Development Permit No. 7908-0007-00

Jean Lamontagne
General Manager
Planning and Development

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Information for City Clerk

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

1. (a) Agent: Name: Trevor Sholdice, TDL Gray Ltd.
 Address: 7460 - 51 Street S.E.
 Calgary, Alberta
 Tel: 403-203-7445

2. Properties involved in the Application
 - (a) Civic Address: 10153 King George Highway

 - (b) Civic Address: 10153 King George Highway
 Owner: CC Retail Holdings Ltd., Inc. No. 0797127
 PID: 025-867-075
 Lot B Except: Part Subdivided by Air Space Plan BCP9441; Section 27 Block 5
 North Range 2 West New Westminster District Plan BCP9437

3. Summary of Actions for City Clerk's Office