

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7908-0221-00

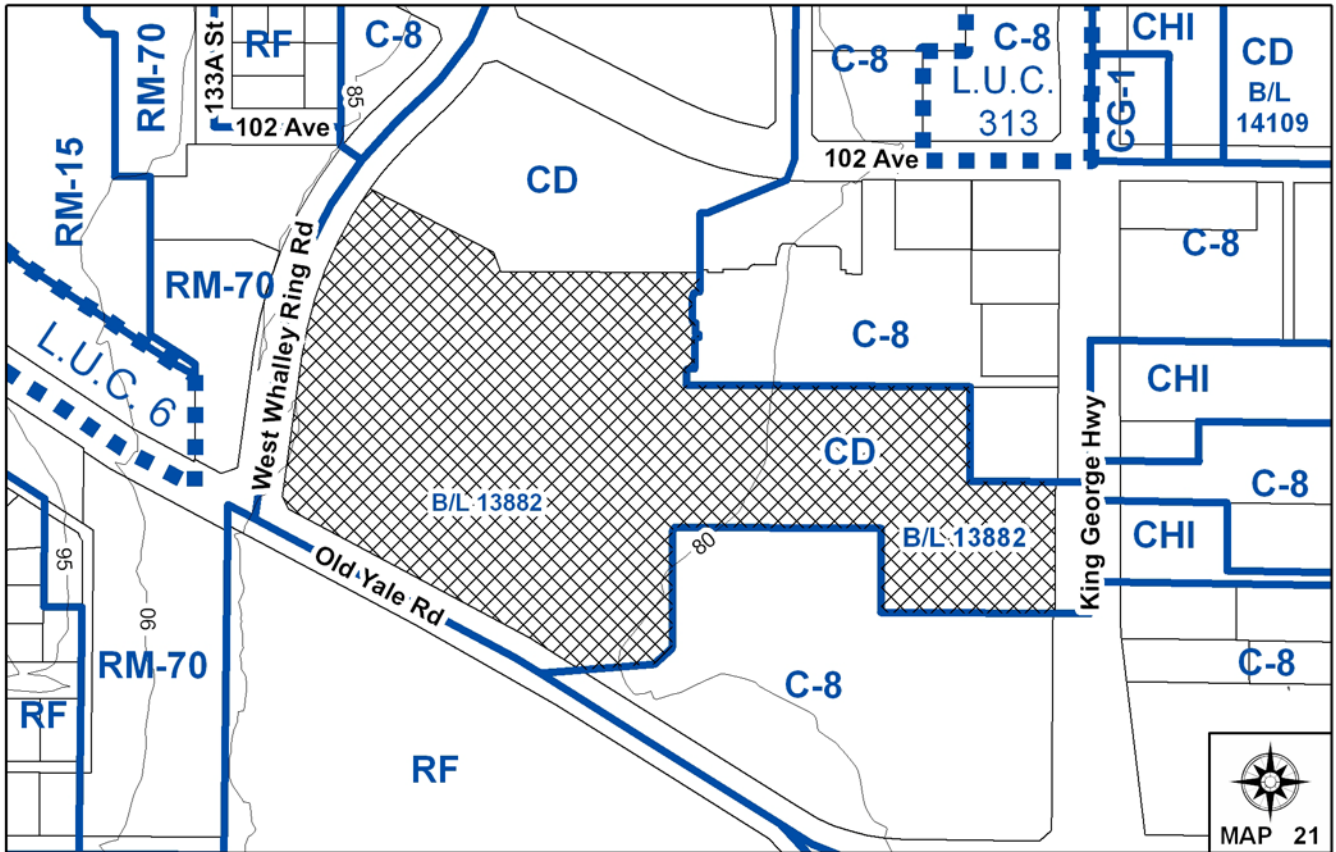
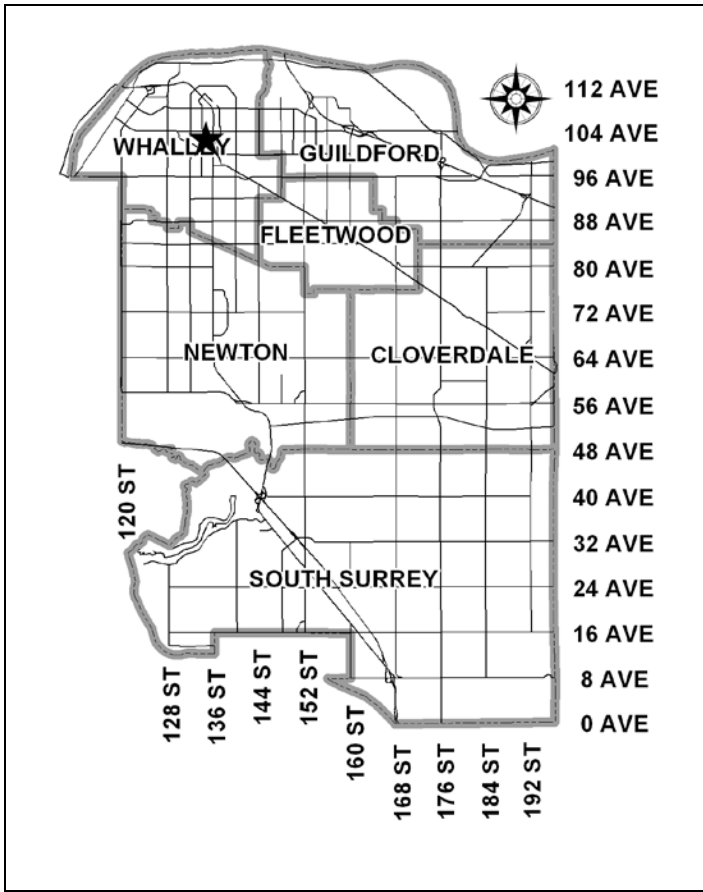
Planning Report Date: September 8, 2008

PROPOSAL:

- Development Permit
- Development Variance Permit

in order to allow four (4) fascia signs for a tenant at Central City Mall.

LOCATION: 10153 King George Highway
OWNER: CC Retail Holdings Ltd., Inc. No. 0797127
ZONING: CD (By-law No. 13882)
OCP DESIGNATION: City Centre



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- A Development Variance Permit is required for additional fascia signage for a new tenant at Central City Mall.

RATIONALE OF RECOMMENDATION

- The proposed fascia signage is of an appropriate size and are comparably smaller than many of the existing fascia signs at Central City Mall.
- The proposed fascia signs are of a high quality and appropriate design.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7908-0221-00 in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7908-0221-00, (Appendix II) varying the following, to proceed to Public Notification:
 - (a) to vary Part 5, Section 27(2)(a) of the Sign By-law, 1999, No. 13656, by increasing the number of fascia signs at Central City Mall for a new tenant from one (1) to four (4).

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 CONSIDERATIONS

Background

- The subject property located at 10153 King George Highway 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 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 No's. 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.
- Council approved a recent development application (No. 7908-0007-00) on March 10, 2008 allowing the Tim Hortons restaurant to install one (1) fascia sign at the southwest entrance of Central City Mall.

Current Application

- The applicant has submitted a development application to install four (4) fascia signs for a new anchor tenant at Central City Mall. A new Development Permit (DP) is required, and will supplement the previously approved DPs to ensure that only high-quality signage is permitted at Central City Mall.
- The proposal is to install four (4) fascia signs for a new houseware / home furnishings store (Bed, Bath & Beyond). The location of the four (4) proposed fascia signs are as follows:
 - Sign #1 is to be installed on the east elevation of Central City Mall adjacent to the existing Future Shop sign, facing King George Highway.
 - Sign #2 is to be located at the southwest corner of the mall beside the existing fascia sign for The Brick furniture store.
 - Sign #3 is to be located at the southwest mall entrance adjacent to the Central City Mall and Tim Hortons fascia signs.
 - The final sign (Sign #4) is to be located on the southwest rooftop entrance structure that currently provides access between the mall and the rooftop parking. The proposed fascia sign will face east on the structure.
- A Development Variance Permit (DVP) is also required to vary the requirements of the Surrey Sign By-law. The applicant proposes to increase the number of fascia signs for the new Bed, Bath & Beyond store from one (1) to four (4).

- The management team at Central City Mall have stated that they are committed to a strong working relationship with Surrey's Planning Department. They intend to submit a detailed signage package to identify the future needs of the shopping centre in an effort to minimize additional signage.

DESIGN PROPOSAL AND REVIEW

- Proposed fascia sign #1 is to be located on the tower element between the Future Shop and Central City Mall entrances on the east elevation facing King George Highway. The existing stucco cladding between the tower and Future Shop will be repainted a charcoal colour, while a new glass cladding will be installed on the tower to match the existing glazing of the shopping centre. The proposed fascia sign will be internally illuminated individual channel letters on a new clear anodized aluminum curtain wall and will be 1.5 metres (5.0 ft) high and 6.1 metres (20 ft) long.
- Sign #2 is proposed on the west building elevation adjacent to The Brick sign facing West Whalley Ring Road. The proposed fascia sign will be approximately 1.8 metres (6 ft) high and 7.3 metres (24 ft) in length, and will be installed on a new grey metal panel cladding that matches the existing cladding on The Brick building. The proposed fascia sign will be halo lit channel letters and be similar in size as the existing The Brick sign.
- The third proposed fascia sign is located above the southwest entrance doors to Central City Mall. The proposed sign will be installed on the existing spandrel glass, and will be approximately 0.9 metres (3 ft) high and 3.7 metres (12 ft) long. Staff have worked with the applicant to ensure that the proposed sign has been reduced in size so that the 'Central City' sign remains the focus for this entrance.
- Proposed sign #4 will face east and is to be located on the southwest rooftop entrance structure, which provides access to the mall via a moveator and elevator. The proposed fascia sign, which will be 1.1 metres (3.5 ft.) high and 4.3 metres (14 ft.) in length, is to be installed on a 1.8-metre x 4.9-metre (6.0 x 16.0 ft.) metal panel cladding. The metal cladding will be grey and match the existing colour of the entrance structure.
- Planning staff have worked closely with the applicant and the owners of Central City Mall to ensure the number and type of fascia signs is of a high quality and appropriate design. The four (4) fascia signs comply with all other requirements within the Sign By-law.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 5 Section 27(2)(a) of the Sign By-law, 1999, No. 13656 to increase the number of fascia signs for a new tenant (Bed, Bath & Beyond) at Central City Mall from one (1) fascia signs to four (4) fascia signs.

Applicant's Reason:

- Signage is a very important part of the operations of Bed, Bath & Beyond, particularly as this is the first store for the company in Western Canada, and only the third in Canada.

Staff Comment:

- The four (4) proposed fascia signs are basic text signs. The proposed fascia signs are of a high quality and are internally illuminated.
- The four (4) proposed fascia signs are of an appropriate size, and are comparably smaller than many of the existing fascia signs at Central City Mall. City staff have reviewed the design and have no objections to the proposed signs. The variance can be supported for the reasons denoted below.
- Sign #1 (east building elevation facing King George Highway)
 - The proposed sign is relatively small compared to other fascia signs on the east building elevation.
 - The applicant proposes to re-clad the tower element with glass to match the existing glazing on the building.
 - Bed, Bath & Beyond is an anchor tenant, and therefore signage along the front of the shopping mall is appropriate.
- Sign #2 and Sign #3 (southwest building elevation)
 - The proposed signage will provide adequate business exposure to traffic along West Whalley Ring Road.
 - Both proposed signs have been significantly reduced in size to reflect the design and scale of the building.
- Sign #4 (rooftop entrance structure facing east)
 - The proposed sign will provide business identification to patrons using the rooftop parking, and will not be visible from any City streets.
 - A number of tenants including Bed, Bath & Beyond are open in the evening beyond regular mall hours, and thus, portions of the mall interior will be cordoned off for security reasons. As a result, the southwest mall entrance and the rooftop entrance will become the main accesses to Bed, Bath & Beyond.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners and Action Summary
Appendix II. Development Variance Permit No. 7908-0221-00

Jean Lamontagne
General Manager
Planning and Development

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