

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7909-0227-00

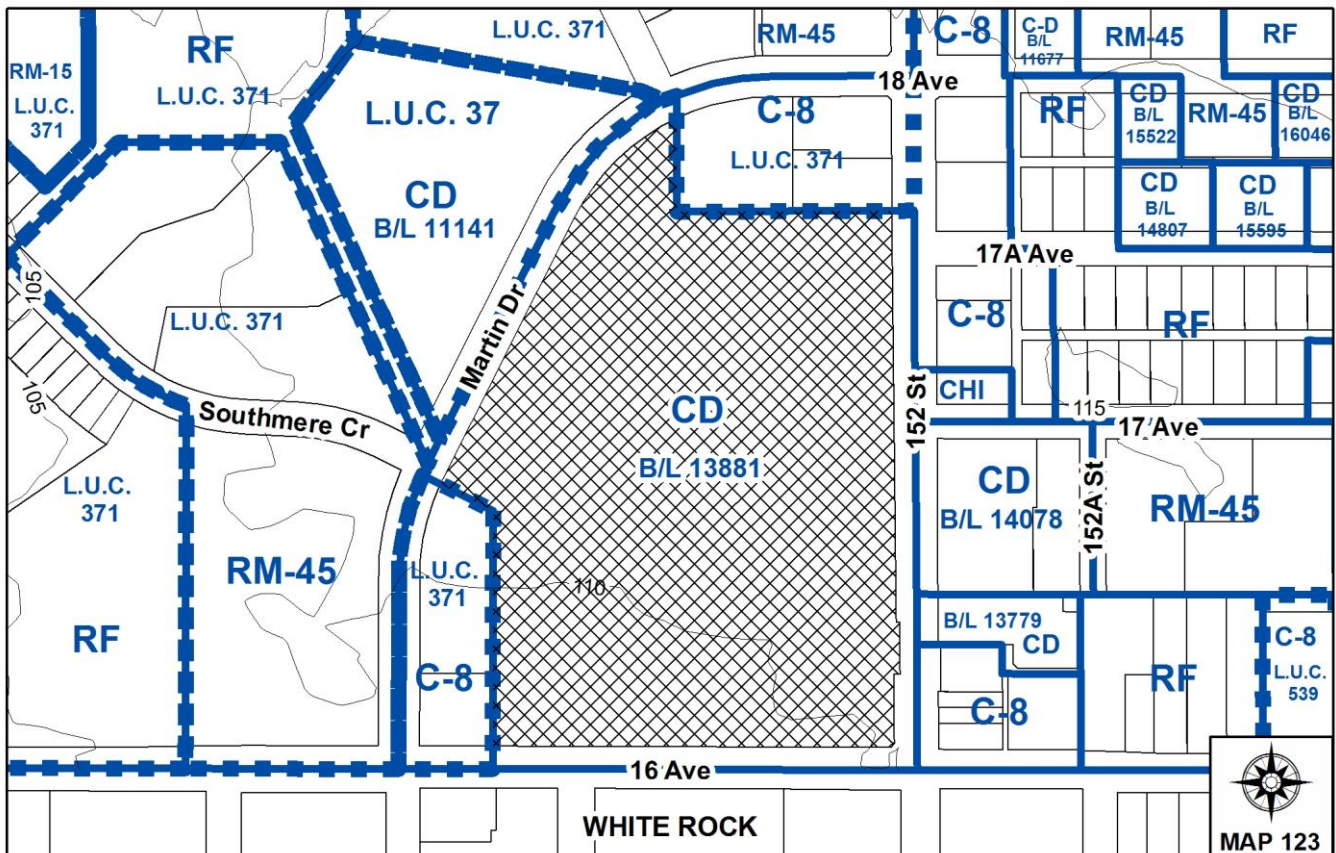
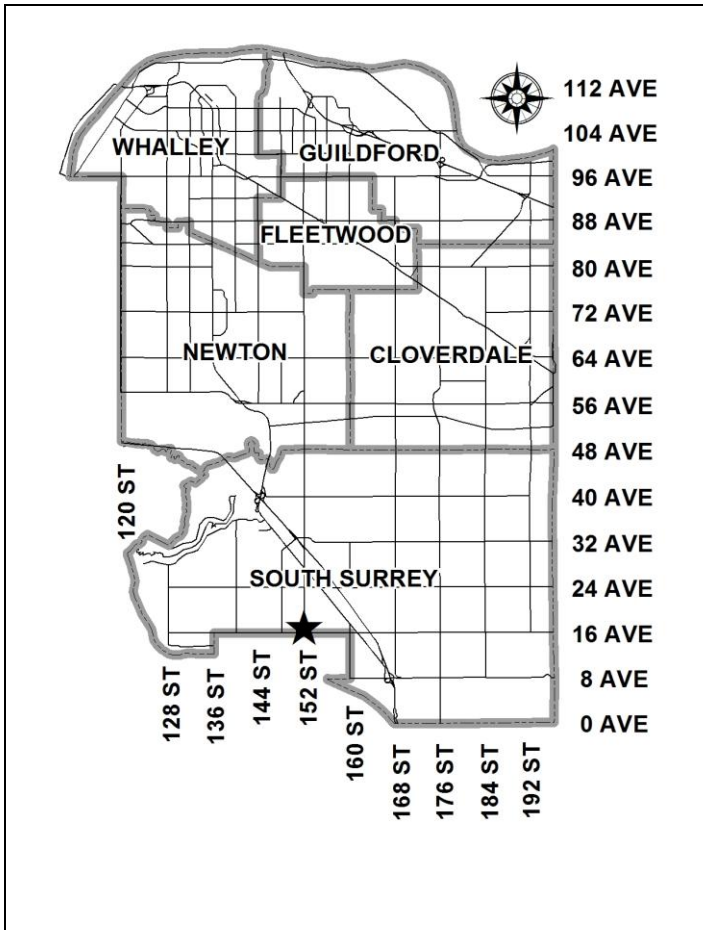
Planning Report Date: January 25, 2010

**PROPOSAL:**

- **Development Permit**
- **Development Variance Permit**

in order to permit redevelopment of a portion of the Semiahmoo Mall site. DVP to allow increased fascia and projecting signage for a new free-standing commercial building.

**LOCATION:** 1711 - 152 Street  
**OWNER:** Bosa Investment (2003) Inc., Inc.  
 No. 671531  
**ZONING:** CD (By-law No. 13881)  
**OCP DESIGNATION:** Town Centre  
**LAP DESIGNATION:** Mixed Use



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Variances to the Sign By-law are requested to increase the allowable number of fascia signs and projecting signs on the proposed free-standing commercial building fronting 16 Avenue.

### RATIONALE OF RECOMMENDATION

- The owner of the Semiahmoo Mall proposes redevelopment of the portion of the mall site fronting 16 Avenue by replacing four (4) existing buildings with one (1) new free-standing building, and also constructing a small addition to the mall building.
- The design of both the proposed free-standing commercial building fronting 16 Avenue and the mall addition introduce a more modern and urban character to the mall site, appropriate for the Town Centre.
- The subject proposal includes upgrades to public spaces, street edges, and pedestrian connections on the southern portion of the mall site, including public art elements and paving inspired by the Semiahmoo Trail.
- The proposed projecting signs form part of an architectural element and decorative lighting feature which will add visual interest, particularly at the pedestrian level.
- The additional fascia signs are located on the north side of the building where they are not visible from a City street. The signs are also small in scale and constructed of high-quality materials and are attractively designed.
- The total signage area of all signs on the proposed free-standing commercial building (Shoppers Drug Mart) complies with the Sign By-law.

## RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7909-0227-00 in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7909-0227-00, (Appendix IV) varying the following, to proceed to Public Notification:
  - (a) to vary Part 5, Section 27(5) of the Surrey Sign By-law (No. 13656) to increase the total number of allowable projecting signs from one (1) to three (3) for the proposed new free-standing commercial building fronting 16 Avenue ( Shoppers Drug Mart).
  - (b) to vary Part 5 Section 27(2) of the Surrey Sign By-law (No. 13656) to increase the total number of allowable fascia signs from two (2) to four (4) for the proposed new free-standing commercial building fronting 16 Avenue (Shoppers Drug Mart) on the site.
3. Council instruct staff to resolve the following issues prior to approval:
  - (a) ensure that all engineering requirements and issues including restrictive covenants, and rights-of-way where necessary, are addressed to the satisfaction of the General Manager, Engineering;
  - (b) submission of a road dedication plan for 3.0 metres (10 ft.) of road widening on 16 Avenue to the satisfaction of the Approving Officer;
  - (c) submission of a 3.0 metre (10 ft.) wide statutory right-of-way for a wider sidewalk on 16 Avenue;
  - (d) submission of a finalized landscaping plan and landscaping cost estimate to the specifications and satisfaction of the City Landscape Architect;
  - (e) resolution of all architectural and urban design issues to the satisfaction of the Planning and Development Department;
  - (f) public art and Semiahmoo Trail design elements to be finalized and appropriate securities collected, to the satisfaction of the Parks, Recreation & Culture Department; and
  - (g) registration of a Section 219 Restrictive Covenant requiring removal of the proposed Shoppers Drug Mart building and dedication of all roads identified in the Semiahmoo Town Centre Plan as a condition of redevelopment of the Semiahmoo Mall building.

## REFERRALS

Engineering:

The Engineering Department has no objection to the project subject to the completion of Engineering servicing requirements as outlined in Appendix III.

Parks, Recreation & Culture:

The Parks, Recreation & Culture Department supports the concept of public art installations and Semiahmoo Trail inspired design elements along the 16 Avenue frontage and will coordinate details with the applicant prior to final approval of the Development Permit.

### SITE CHARACTERISTICS

Existing Land Use: Semiahmoo Mall. Four (4) existing free-standing commercial buildings fronting 16 Avenue are proposed to be removed.

Adjacent Area:

Direction	Existing Use	OCP/LAP Designation	Existing Zone
North (Across Martin Drive):	Apartments, Fire Hall #13 and Semiahmoo Library.	Multiple Residential and Town Centre/ Multi-family Residential and Mixed Use	RM-45 and CD
East (Across 152 Street):	Commercial buildings.	Town Centre/Mixed-Use	CD and C-8
South (Across 16 Avenue):	Commercial buildings in the City of White Rock.	City of White Rock	City of White Rock
West (Across Martin Drive):	Apartments.	Multiple Residential/Multi-family Residential	RM-45 & CD

### DEVELOPMENT CONSIDERATIONS

#### Background

- The subject application involves the southern portion of the Semiahmoo mall site, which is located at the northwest corner of 16 Avenue and 152 Street. The site is zoned Comprehensive Development Zone (CD) (By-law No. 13881), which permits commercial uses. The site is designated "Town Centre" in the Official Community Plan (OCP) and "Mixed Use", which permits commercial/residential uses at a maximum density of 2.5 floor area ratio (FAR), in the Stage 1 Land Use Component of the updated Semiahmoo Town Centre Plan, which was approved by Council on September 25, 2006.
- The owner of the Semiahmoo Mall site (Bosa Investment Inc.) previously submitted an application to permit redevelopment of the mall for a high-density mixed-use development (File No. 7908-0032-00). Due to the market downturn, Bosa is no longer seeking to rezone the mall site but instead is investing and upgrading the mall under the permitted density and uses of the existing zoning.

- As such, the proposed commercial redevelopment is appropriate to support the current development phase of the existing mall, despite the mixed-use designation in the Town Centre Plan. It is expected that the mixed-use designation and increased density will be realized as part of the future redevelopment phase of the site.

### Proposal

- The subject proposal includes a Development Permit (DP) and Development Variance Permit (DVP) application to permit improvements on the southern portion of the Semiahmoo Mall site. The proposal involves the removal of four (4) of the five (5) existing commercial buildings fronting 16 Avenue and construction of a new free-standing commercial building (Shoppers Drug Mart) and construction of an addition to the main mall building for a BC liquor store. The proposed Shoppers Drug Mart building is 1,712 square metres (18,000 sq.ft.) in total floor area and the proposed addition to the mall is approximately 380 square metres (4,000 sq.ft.) in total floor area. The proposed redevelopment complies with all the provisions of the CD Zone (By-law No. 13881) including density, lot coverage, parking and setbacks. A Development Variance Permit (DVP) to vary the Sign By-law is proposed in order to allow additional fascia and projecting signage, which will be described later in this report.

## DESIGN PROPOSAL AND REVIEW

### Building Siting

- The new free-standing commercial building is proposed to be located on the southwest corner of the mall site adjacent to the existing driveway entry off of 16 Avenue. The mall addition for a BC Liquor Store is proposed to be located on the south end of the mall, east of the existing Price Mart Foods store, and west of an existing plaza entry area.
- The City's Engineering Department is requesting a 3.0 metre (10 ft.) road dedication and a 3.0 metre (10 ft.) statutory right-of-way along 16 Avenue for future bus bays and a wider sidewalk. The applicant has accommodated both of these requests through the subject proposal. The proposed Shoppers Drug Mart building and adjacent parking stalls are located 6.0 metres (20 ft.) from the existing property line on 16 Avenue.
- The Stage 1 Land Use Component of the updated Semiahmoo Town Centre Plan identifies two future municipal roads through the Semiahmoo mall site which are expected to be achieved in the eventual redevelopment of the mall site to a mixed-use precinct. A future-east west road is proposed to connect the intersection of Southmere Crescent and Martin Drive with the intersection at 17 Avenue and 152 Street, and a future north-south road is proposed to connect the proposed east-west road to 16 Avenue. It is noted that the proposed siting of the new Shoppers Drug Mart building conflicts with the proposed future north-south connection. Since the subject proposal complies with the zoning and is only a Development Permit application, the proposed road connections are not needed at this time. The road connections will be achieved upon redevelopment of the mall to a much higher density land use, which the owner advises is several years away. The owner acknowledges that the proposed Shoppers Drug Mart building conflicts with a proposed future road in the Semiahmoo Town Centre Plan and has agreed to register a Section 219 restrictive covenant on the title of the property requiring removal of this building and dedication and construction of all roads identified in the Semiahmoo Town Centre Plan as a condition of rezoning and redevelopment of the mall building.

### Access and Parking

- No new vehicular accesses to the mall site are proposed as part of this application, as existing access locations will be utilized. The subject application does involve a re-configuration of the surface parking area on the southern portion of the mall site allowing for additional landscaping and improved pedestrian connections through the site. The proposed parking lot reconfiguration results in thirteen (13) fewer parking stalls than currently provided on the mall site, however the total parking supply still complies with the Zoning By-law requirements based on the combination of uses on the mall site.

### Architectural Design

- The design of both the proposed new free-standing commercial building (Shoppers Drug Mart) and the mall addition introduce a more modern and urban character to the mall site, appropriate for a town centre, while at the same time architectural elements and building materials are strategically utilized to unify the new buildings with the streetscapes presented by the existing older buildings.
- The significant corners of the Shoppers Drug Mart building and the mall addition feature glazed towers, which are also an element of the main mall entrance. Building materials include clay brick, structural metal, glass, and EIFS. The structural metal and glass create a modern appearance and the clay brick and EIFS tie in with the existing mall buildings.
- The store entries on the north side of the Shoppers Drug Mart building, and the west side of the BC Liquor Store, feature significant amounts of glazing to animate these entry elevations.
- The south side of the proposed Shoppers Drug Mart building, which fronts 16 Avenue, will not have storefront windows due to the orientation and internal configuration of the store, but instead will be animated through the use of public art, lighting, appropriate signage, and landscaping. Details on the public art concept are still being reviewed but will be finalized prior to final approval of the Development Permit. Financial securities will be collected to ensure the public art pieces are installed and maintained.
- The loading area for the proposed BC liquor store is integrated into the northwest corner of the mall addition and will be partially screened with landscaping. The loading area for the proposed Shoppers Drug Mart store is incorporated into the northeast corner of the building and will be screened by a landscaped screen wall, layered landscaping and a metal gate.

### Landscaping and Public Realm Design

- The subject proposal includes upgrades to the public spaces, street edges, and pedestrian connections, on the southern portion of the mall site.
- The proposed landscaping plan prepared for the site features a generous combination of trees and shrubs in a variety of species. Diamond shaped landscape islands are located throughout the parking area, which are large enough to accommodate tree planting, and landscape strips around the edges of the buildings are wide enough to accommodate a combination of trees and shrubs, which soften the edges of the buildings and add visual interest.

- Pedestrian crossings are raised, to slow traffic movements, and feature decorative paving so they are easily identifiable.
- The existing public plaza at the southwest entry to the mall will be upgraded with feature paving, landscaping, a water feature, and bench seating.
- The wider sidewalk along 16 Avenue will be designed as a significant public realm element. The design concept is to treat this strip along 16 Avenue as an extension of the Semiahmoo Trail with appropriate landscaping, bench seating, trail makers, and feature paving. The project architect is currently working in conjunction with the City's Engineering and Parks, Recreation and Culture Departments, as well as the Friends of the Semiahmoo Trail to finalize the design of this area. The design details will be finalized prior to final approval of the Development Permit. Financial securities will be collected to ensure the various design elements are installed and maintained.
- A series of banners will be installed throughout the site to identify the site as part of the Semiahmoo Town Centre. The applicant is coordinating with the City Beautification Coordinator on the design of these banners. The design details and precise locations of the banners will be finalized prior to final approval of the Development Permit.
- Site furnishings including lighting, benches, garbage receptacles, planters, and bollards will be coordinated to create a unified expression.

### Signage

- Two (2) fascia signs are proposed on the BC Liquor Store, one on the southeast elevation and one on the west elevation. Both of these proposed fascia signs comply with the Sign By-law and are designed to resemble curved banners.
- Four (4) fascia signs are proposed on the Shoppers Drug Mart building, one on the east elevation and three on the north elevation. The two 'Shoppers Drug Mart' fascia signs consist of individual illuminated channel letters with through wall construction. The two icon style fascia signs, 'Open Late' and 'Canada Post', are illuminated box signs. There is also one 'www.shoppersdrugmart.ca' canopy sign proposed on the north elevation, which is a painted sign and therefore non-illuminated. There are also three projecting (or blade style) signs proposed, two on the south elevation and one on the west elevation. Two (2) of the three projecting signs and two of the four fascia signs are not permitted under the Sign By-law and as such a Development Variance Permit (DVP) is proposed as discussed below.

### ADVISORY DESIGN PANEL

Advisory Design Panel Date: January 21, 2010

- The Advisory Design Panel (ADP) provided the applicant with a variety of minor design suggestions which will be incorporated prior to final approval of the Development Permit (DP).

BY-LAW VARIANCES AND JUSTIFICATION

## (a) Requested Variance:

- To vary Part 5, Section 27(5) of the Surrey Sign By-law, 1993, No. 13656, as amended, to increase the total number of allowable projecting signs from one (1) to three (3) for the proposed Shoppers Drug Mart building.

## Applicant's Reason:

- The applicant is requesting some signage exposure on 16 Avenue.

## Staff Comments:

- The Sign By-law permits a maximum of one projecting sign, as such a DVP is required to permit the two additional projecting signs.
- Unlike a traditional fascia sign, which could detract from the architectural character and public art displays proposed on these key elevations, the proposed projecting signs form part of an architectural element and decorative lighting feature which will add visual interest, particularly at the pedestrian level.
- The signs are constructed of high-quality materials and are attractively designed.
- The signs are only 0.7 square metres (7 sq.ft) in sign area.
- The total signage area of all signs on the building complies with the Sign by-law.
- Staff supports the proposed variance.

## (b) Requested Variance:

- To vary Part 5, Section 27(2) of the Surrey Sign By-law, 1993, No. 13656, as amended, to increase the total number of allowable fascia signs from two (2) to four (4) for the proposed Shoppers Drug Mart building.

## Applicant's Reason:

- The applicant advises that the two proposed icon style fascia signs; 'Open Late' and 'Canada Post', on the north elevation of the building, are integral to the corporate image and business operations of Shoppers Drug Mart.

## Staff Comments:

- The Sign by-law permits only one fascia sign per each premise or lot frontage. Since the proposed Shoppers Drug Mart has one premise and one lot frontage, a maximum of two fascia signs are permitted. A total of four fascia signs are proposed, and as such, a DVP is required.



- The two additional style fascia signs; 'Open Late' and 'Canada Post', are small in size (2.3 square metres / 25 sq.ft.) and are located on the north side of the building where they are not visible from a City street.
- The signs are constructed of high-quality materials and are attractively designed.
- The total signage area of all signs on the building complies with the Sign By-law.
- Staff supports the proposed variance.

#### INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners, Action Summary and Project Data Sheets and Survey Plan
Appendix II.	Proposed Site Plan, Building Elevations Landscape Plans and Perspective
Appendix III.	Engineering Summary
Appendix IV.	Development Variance Permit No. 7909-0227-00

#### INFORMATION AVAILABLE ON FILE

- Complete Set of Architectural and Landscape Plans prepared by Abbarch Architecture Inc. and Sharp & Diamond Landscape Architecture Inc., respectively, dated January 14, 2010 and January 15, 2010.

Jean Lamontagne  
General Manager  
Planning and Development

RG/kms

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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:                      Aaron Urion, Abbarch Architecture Inc.  
                         Address:                      Suite 1830, One Bentall Centre  
                                                              505 Burrard Street  
                                                              Box 79  
                                                              Vancouver, BC V7X 1M6  
                         Tel:                                      604-669-4041
  
2.      Properties involved in the Application
  - (a)      Civic Address:                      1711 - 152 Street
  
  - (b)      Civic Address:                      1711 - 152 Street  
                         Owner:                                      Bosa Investment (2003) Inc., Inc. No. 671531  
                         PID:    002-321-483  
                         Lot 2 Except: Part Dedicated Road on Plan LMP45557; Section 15 Township 1  
                         New Westminster District Plan 56401
  
3.      Summary of Actions for City Clerk's Office
  - (a)      Proceed with Public Notification for Development Variance Permit No. 7909-0227-00.

## DEVELOPMENT DATA SHEET

Existing Zoning: CD (By-law No. 13881)

Required Development Data	Minimum Required / Maximum Allowed	Proposed
LOT AREA* (in square metres)		
Gross Total		
Road Widening area		
Undevelopable area		
Net Total		73,341 m <sup>2</sup>
LOT COVERAGE (in % of net lot area)		
Buildings & Structures		
Paved & Hard Surfaced Areas		
Total Site Coverage		
SETBACKS ( in metres)		
Front (16 Avenue)	1.8 m	1.8 m
Rear	7.5 m	7.5 m
Side #1 (East)	1.8 m	1.8 m
Side #2 (West)	7.5 m	7.5 m
BUILDING HEIGHT (in metres/storeys)		
Principal	14 m	9 m
Accessory	4.5 m	4.5 m
NUMBER OF RESIDENTIAL UNITS		
Bachelor		
One Bed		
Two Bedroom		
Three Bedroom +		
Total		
FLOOR AREA: Residential		
FLOOR AREA: Commercial	58,673 m <sup>2</sup>	
Retail		
Office		
Total		
FLOOR AREA: Industrial		
FLOOR AREA: Institutional		
TOTAL BUILDING FLOOR AREA	58,673 m <sup>2</sup>	

*\* If the development site consists of more than one lot, lot dimensions pertain to the entire site.*

## Development Data Sheet cont'd

Required Development Data	Minimum Required / Maximum Allowed	Proposed
DENSITY		
# of units/ha /# units/acre (gross)		
# of units/ha /# units/acre (net)		
FAR (gross)		
FAR (net)	0.80	
AMENITY SPACE (area in square metres)		
Indoor		
Outdoor		
PARKING (number of stalls)		
Commercial		1,196
Industrial		
Residential Bachelor + 1 Bedroom		
2-Bed		
3-Bed		
Residential Visitors		
Institutional		
Total Number of Parking Spaces		1,196
Number of disabled stalls		
Number of small cars		80
Tandem Parking Spaces: Number / % of Total Number of Units		
Size of Tandem Parking Spaces width/length		

Heritage Site	NO	Tree Survey/Assessment Provided	NO
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