

City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7910-0034-00

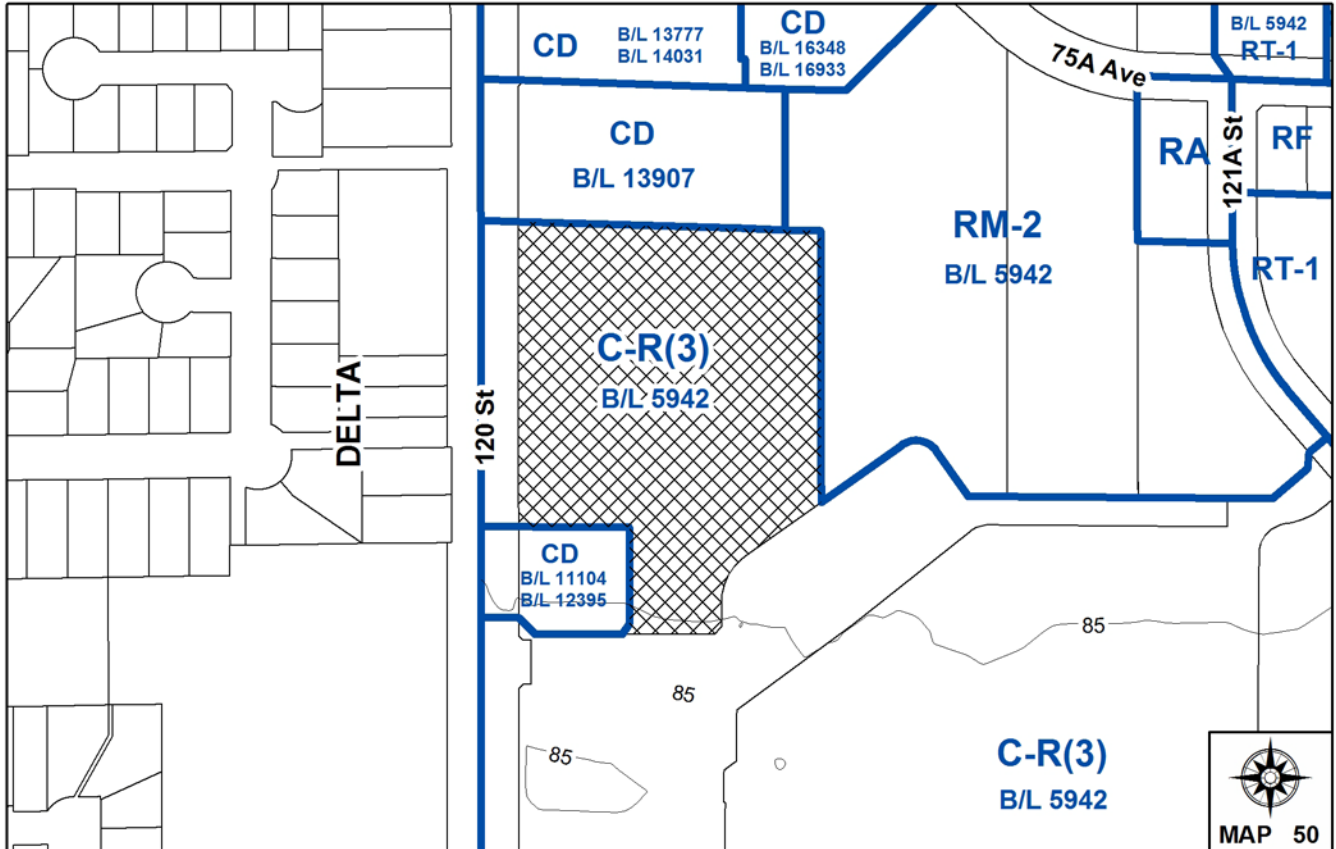
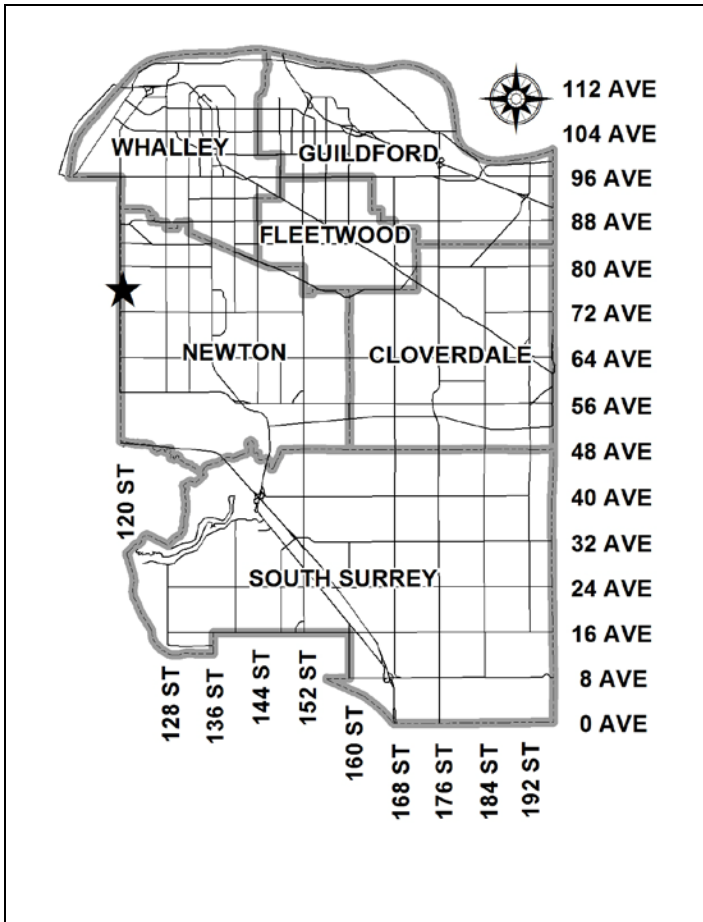
Planning Report Date: June 13, 2011

**PROPOSAL:**

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

to permit a renovation and on-site upgrades to the Strawberry Hill Safeway store and to vary the Sign By-law to allow for five (5) new fascia signs on site .

**LOCATION:** 7450 - 120 Street  
**OWNER:** Canada Safeway Limited  
**ZONING:** C-R(3) (By-law No. 5942)  
**OCP DESIGNATION:** Commercial  
**LAP DESIGNATION:** Commercial



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

None.

RATIONALE OF RECOMMENDATION

- Canada Safeway is planning to renovate and update the look of its Strawberry Hill store on Scott Road in keeping with the company's new "Exterior Lifestyle Renovation Program".
- The work, which will involve cleaning, repairing, repainting and refinishing the existing older Safeway and installing new, energy efficient fascia signs, will improve and update the overall look of the building in keeping with today's design standards.
- The applicant has also worked with staff to improve pedestrian connectivity, accessibility, safety and landscaping on the site to better comply with the OCP's Development Permit guidelines.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7910-0034-00 in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7910-0034-00, (Appendix III) varying the following, to proceed to Public Notification:
  - (a) to vary Surrey Sign By-law to allow for a total of six (6) fascia signs on the premise.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Safeway grocery store.

Adjacent Area:

Direction	Existing Use	OCP/LAP Designation	Existing Zone
North:	Commercial Plazas	Commercial/ Commercial	CD (By-law No. 13907)
East:	Multiple family residential.	Multiple Family, Urban Residential	RM-2 (By-law No. 5942)
South:	Gas station	Commercial/ Commercial	CD (By-law No. 11104, 12395)
West (Across 120 Street/Scott Road):	Corporation of Delta	N/A	

DEVELOPMENT CONSIDERATIONSSite Context

- The Strawberry Hill Safeway (Store#92) is located at 7450 - 120 Street (Scott Road) between 72 and 75A Avenue. The site is designated Commercial in the Official Community Plan, Retail Commercial in the 1986 Newton Plan; and is zoned "Retail Commercial Zone Three (C-R (3)) under Zoning By-Law No. 5942.

Proposal

- The Strawberry Hill Safeway is scheduled to be modernized and renovated as part of Canada Safeway's larger "Exterior Lifestyle Renovation Program". Specifically the company is updating and rebranding its older stores with new corporate colours, finishes and fascia signage.

- A Development Permit (DP) is required to regulate the form and character of the exterior work and proposed signage. A Development Variance Permit (DVP) is also required to vary the Sign By-law to allow for the number of fascia signs proposed. In addition to the building's renovation, the applicant has worked with staff to improve the site's landscaping and pedestrian linkages.

### Scope of Work

- The proposed upgrades to the Strawberry Hill store involve cleaning, power washing and repainting the store's walls, parapets, metal work and roof areas. The building is to be finished in the new corporate colour scheme in a range of beige and taupe shades, complemented by gray and black accents. The existing columns at the store's entrance are also to be treated with a natural, neutral ledgerstone finish.
- The applicant is also proposing to install five new, energy efficient, channel letter and logo fascia signs on the south and west elevations of the building. The fascia signs, in keeping with Safeway's new corporate image, will be attached parallel to the building face and project no more than 0.5 m [1.6 ft.].
- Two of the five fascia signs will replace the existing Safeway corporate signs at south and west sides of the building. A third proposed sign will replace the smaller compact Safeway logo above the main entrance. Two new additional fascia signs at the front of the building will advertise Pharmacy and Signature Café services.
- Under the Sign Bylaw, two fascia signs are allowed on the site. As there is already a Starbucks Coffee sign on the front of the building, a DVP is required to accommodate all six (6) signs on the building. The area and dimensions of the proposed new fascia signs are listed below in Table 1.

Table 1: Proposed Fascia Signs

<b>Sign Type</b>	<b>Location</b>	<b>Sign Area</b>	<b>Dimensions</b>
Safeway Sign (Main Sign)	South and West Elevation	18.4 sq.m. (198 sq.ft)	Letters: 1.5 x 9.1 m. (5 x 30 ft) Logo: 2 x 2.2 m (6.68 x 7.33 ft)
Safeway Logo (Compact Sign)	South Elevation	5.4 sq.m. (57.70 sq.ft)	Letters: 0.45 x 2.4 m (1.5 x 7.83 ft) Logo: 2 x 2.2 m (6.7 x 7.3 ft)
Pharmacy Sign	South Elevation	4.4 sq.m. (47 sq.ft)	Letters: 0.8 x 4 m (2.6 x 13.11 ft) Logo: 1. x .95 m (3.3 x 3.10 ft)
Signature Cafe	South Elevation	1.8 sq.m. (19.62 sq. ft)	1.5 m (5 ft ) circular sign

- In addition to the fascia signs, the applicant is proposing to replace the Safeway panel in the existing free standing sign on site (at the 120 Street entrance) with a new rebranded panel. The new sign will be the same height and width as the current one, measuring approximately 2.7 square metres (30 sq.ft) in area.

### On-Site Works And Landscaping

- The applicant has also worked with staff to enhance the store parking lot area by improving the pedestrian connectivity and landscaping on the site. A delineated pedestrian path leading to the store's front entrance from 120 Street and the bus stop will be included on site. The pathway, measuring 1.5 metres (5 ft.) in width, will be painted pedestrian yellow and wide enough to accommodate foot traffic, wheelchairs and scooters.
- The existing raised walkway leading from the site's southern entrance to the store front will also be widened by adding .76 m (2.5 ft) of sidewalk around each of the existing parking lot lamps. These lamp standards, located directly in the center of the walkway, now impede both pedestrian and wheelchair movement. The additional finished area around the lamp standards will provide 1.5 m (5 ft) of clear, uninterrupted access and allow visitors to safely navigate the parking lot.
- Seven (7) new red oak trees, along with shrubs and grasses planted at curbs, property lines and key entry points, will be added to provide soft landscaping and bring additional shade and texture to the site. Additional tree planting has been particularly encouraged, where permitted by the layout, in keeping with the OCP policy, to improve the visual image of parking lot area.
- Altogether, the addition of the painted walkway (from 120 Street), the widening of the existing north- south path and the installation of new trees will result in a loss of one car parking space and necessitate the conversion of 38 parking stalls into small car spaces. The site however remains over parked and in keeping with the City's bylaw requirements.
- The applicant has also worked with staff to clean up and secure the northeast and northwest corner areas around the Safeway building to prevent unauthorized access and dumping. At present, these areas at the back and east side of the building are used for the ad hoc storage of materials, and the lack of security is a safety concern. Two new 1.82 metre (6 ft) high chain-link fences with lockable access gates are to be installed at both corners of the site to prevent access by non authorized people.
- In addition to resurfacing the parking lot area and adding new shopping cart corrals, the applicant has worked with staff to reconfigure the handicapped parking spaces at the front of the store. The four handicapped spaces now include two new shared access aisles and an additional curb let down.
- The new 1.4 m (4.10 ft) aisles will provide shared space between two disabled parking spaces and direct access to the curb via let downs. The dimensions of the new aisles are in keeping with accepted best management practices and will provide greater access and mobility.

### BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to allow an increase in the number of fascia signs on the premise from two (2) to a maximum of six (6) signs.

**Applicant's Reasons:**

- In addition to the existing Starbucks fascia sign, five (5) new energy efficient channel letter and logos signs are proposed for Canada Safeway's Strawberry Hill store. Three (3) of the signs will replace older signs at the same locations at the front and west side of the building. Two (2) additional signs will advertise in-store pharmacy and signature café services on the front elevation.
- The proposed signage, in keeping the company's corporate rebranding program will improve the overall look of the building.

**Staff Comments:**

- The proposed new fascia signs will replace the existing signage on the building and permit Canada Safeway to rebrand and update the look of the store.
- The energy efficient signs will use a combination of channel letters and logos to highlight the store's front entry and identify the store to passing vehicles and pedestrians from 120 Street. The signs are well coordinated and complement the overall design of the building.
- Under the Bylaw, the combined sign area of all fascia signs on a lot, excluding free standing signs, are not to exceed 0.3 sq. m [3 sq. ft.] per linear foot of premise frontage. Given the frontage of the Safeway store is approximately 275 ft., the total allowable sign area would measure 82.5 sq. m. The combined area of proposed fascia signage, including the existing Starbucks Coffee sign 2.2 sq.m. (24 sq.ft.), will measure 32.2 sq.m., well below the permitted total.

**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 Subdivision Layout, Site Plan, Building Elevations Landscape Plans and Perspective |
| Appendix III. | Development Variance Permit No. 7910-0034-00                                                |

*original signed by Nicholas Lai*

Jean Lamontagne  
General Manager  
Planning and Development

HP/kms

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APPENDIX I

Information for City Clerk

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

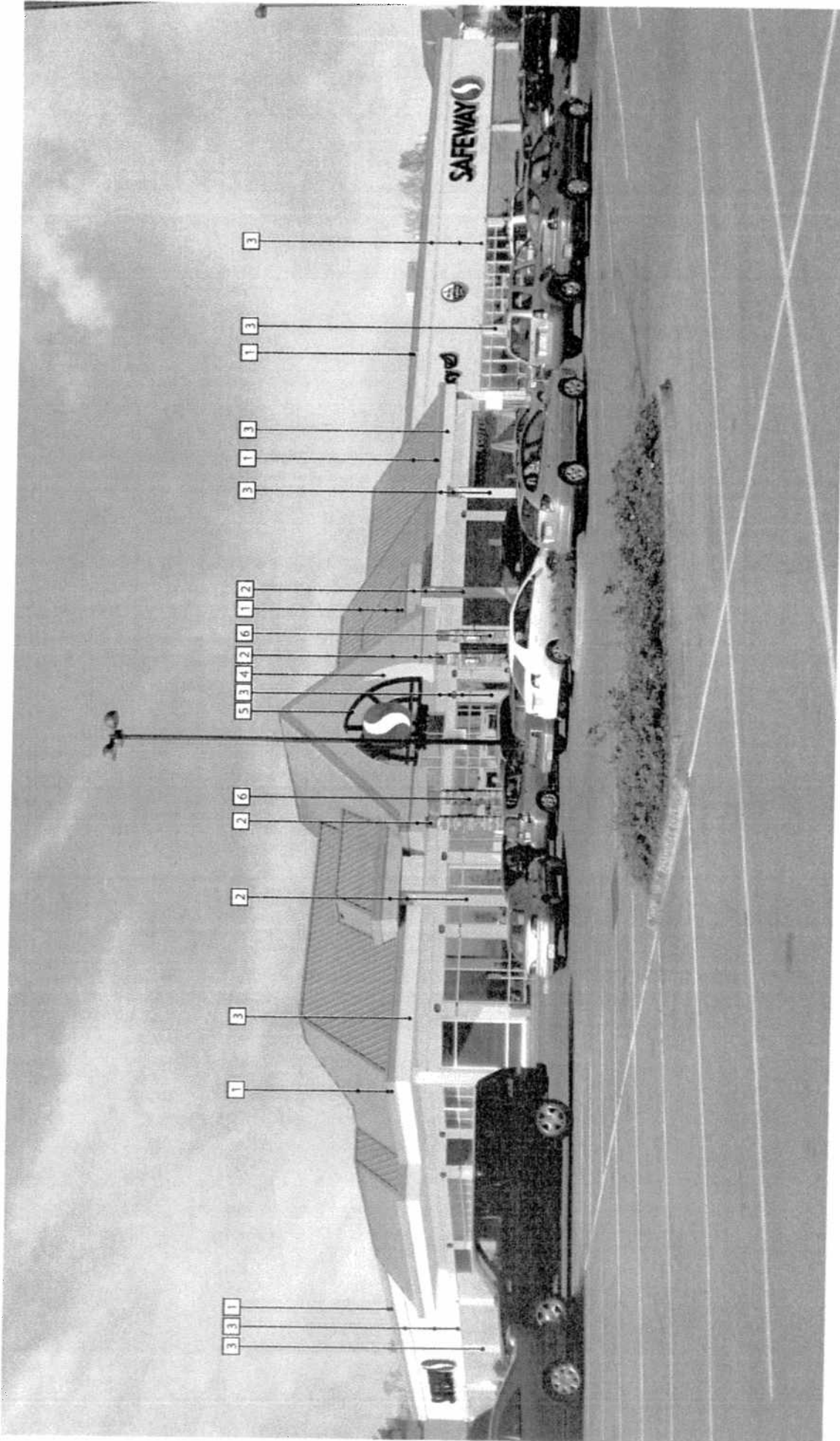
1. (a) Agent:      Name:                Elsa Yip, Abbarch Architecture  
                         Address:            1830 Bentall One  
                                                 505 Burrard Street  
                                                 Vancouver, BC  
                                                 Tel:                604-669-4041

2.      Properties involved in the Application

- (a)      Civic Address:            7450 – 120 Street
- (b)      Civic Address:            7450 – 120 Street  
                 Owner:                    Canada Safeway Limited, Inc. No. A79559  
                 PID:                            023-654-252  
                 Parcel A Section 19 Township 2 New Westminster District Plan LMP31446

3.      Summary of Actions for City Clerk's Office

- (a)      Proceed with Public Notification for Development Variance Permit No. 7910-0034-00.



Store #092 Surrey, BC

Store Design - Canada

Proposed Scheme 2R3

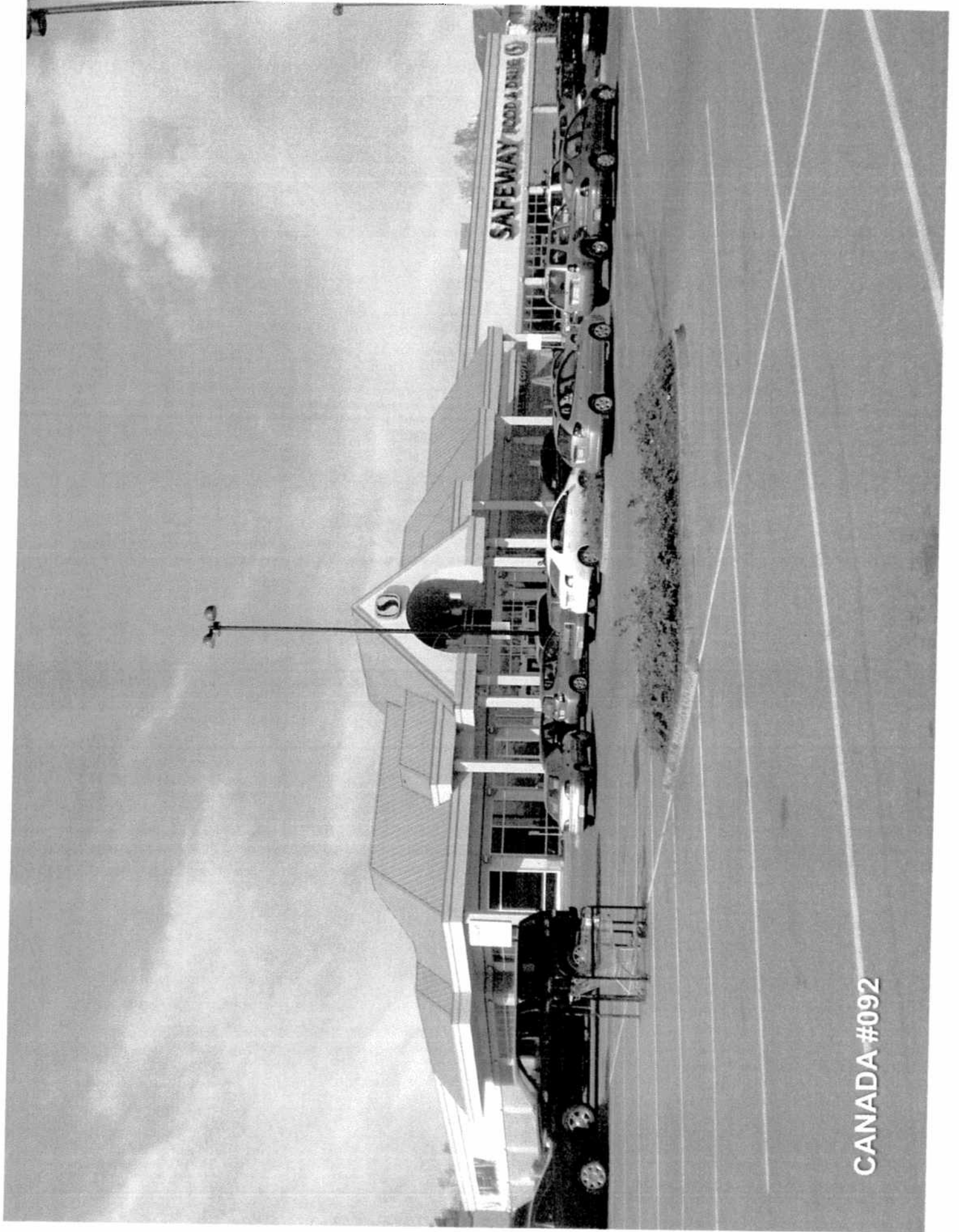
MAY 05, 2011

**Legend: Paint Color Scheme**


**Notes**

- Safeway horizontal sign, 5'-0" text (left elevation)
- Safeway compact sign, 1'-4" text with sign backer
- Existing Starbucks sign
- Pharmacy sign, 2'-6" text
- Signature Café sign, 5'-0" diameter
- Safeway horizontal sign, 5'-0" text
- Existing monument sign to be rebranded





CANADA #092



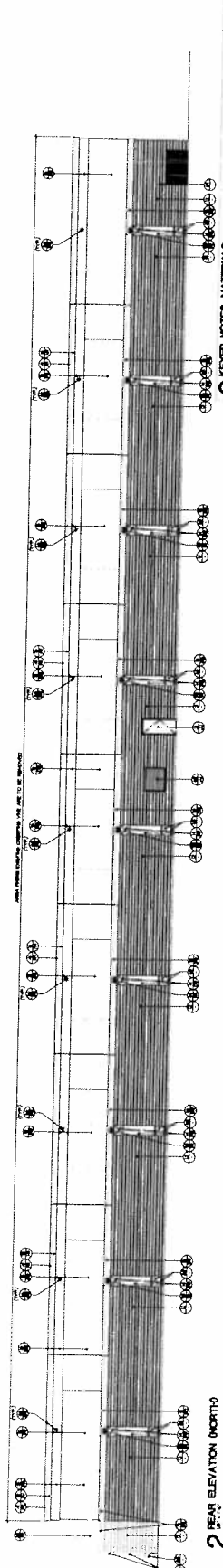
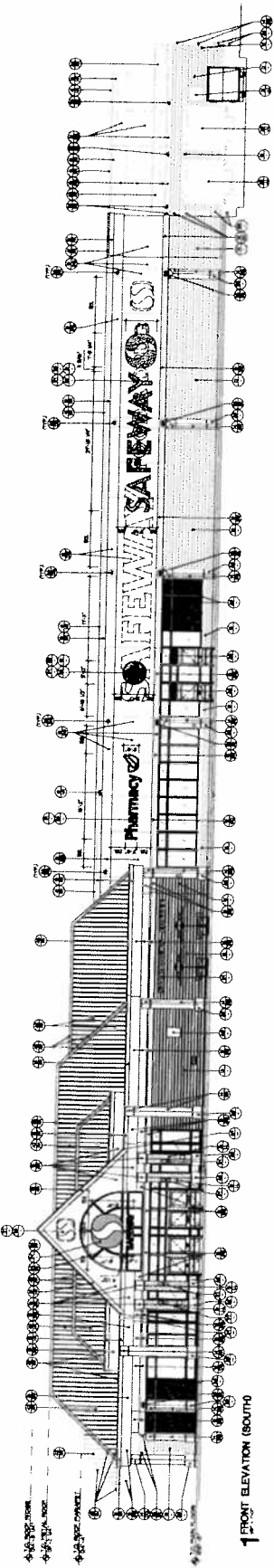
SAFETYWAY STORE #0082  
 7400 - 20th STREET - STRAWBERY HILLS  
 ACTON, BC V3K 3K9

SAFETYWAY  
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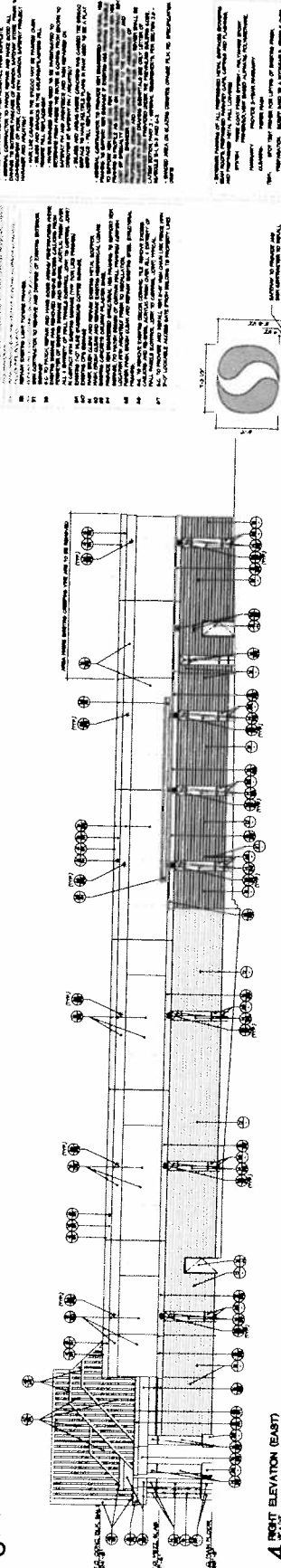
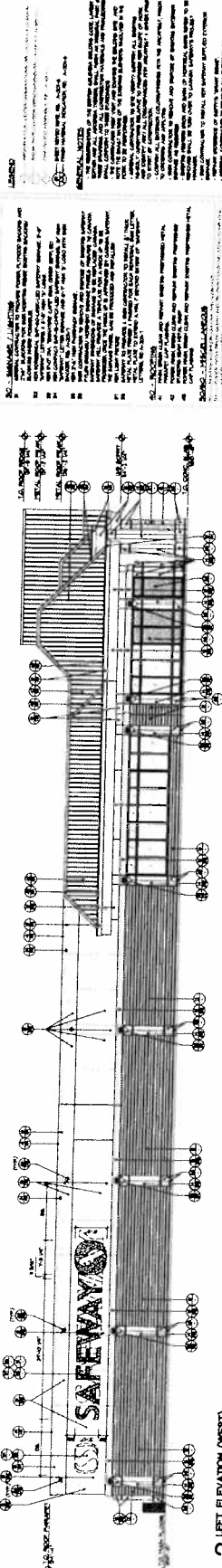
SAFETYWAY STORE #0082  
 SAFETYWAY, BRITISH COLUMBIA  
 ACTON, BC V3K 3K9

NO.	DATE	DESCRIPTION
1	11/11/00	ISSUED FOR PERMIT
2	11/11/00	ISSUED FOR PERMIT
3	11/11/00	ISSUED FOR PERMIT
4	11/11/00	ISSUED FOR PERMIT
5	11/11/00	ISSUED FOR PERMIT
6	11/11/00	ISSUED FOR PERMIT
7	11/11/00	ISSUED FOR PERMIT
8	11/11/00	ISSUED FOR PERMIT
9	11/11/00	ISSUED FOR PERMIT
10	11/11/00	ISSUED FOR PERMIT

A-201  
 PROPOSED  
 EXTERIOR  
 ELEVATIONS



6 REVED NOTES, MATERIALS, FINISHES AND COLOR SCHEME  
 1. ALL MATERIALS TO BE SUPPLIED BY THE CONTRACTOR AND INSTALLED IN ACCORDANCE WITH THE MANUFACTURER'S RECOMMENDATIONS.  
 2. ALL FINISHES TO BE MATCHED TO THE SAMPLES PROVIDED.  
 3. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE CANADIAN NATIONAL STANDARDS (CNS) AND THE NATIONAL BUILDING CODE (NBC).  
 4. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE MANUFACTURER'S RECOMMENDATIONS.  
 5. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE CANADIAN NATIONAL STANDARDS (CNS) AND THE NATIONAL BUILDING CODE (NBC).  
 6. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE MANUFACTURER'S RECOMMENDATIONS.

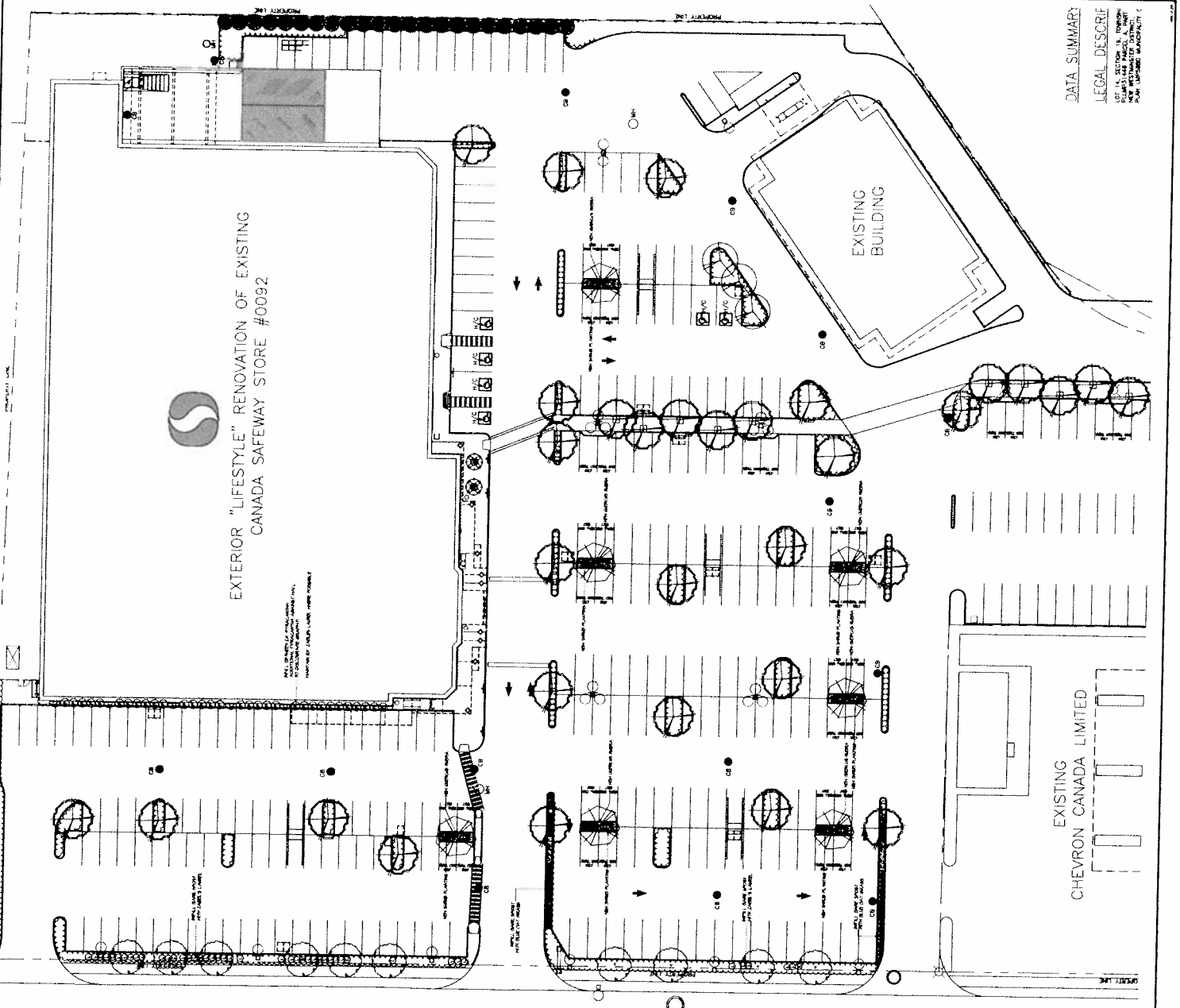


SAFETYWAY  
 SAFETYWAY STORE #0082  
 7400 - 20th STREET - STRAWBERY HILLS  
 ACTON, BC V3K 3K9

**PLANT SCHEDULE**

NO.	SYMBOL	DESCRIPTION	QUANTITY	REMARKS
1	○	10" DB. SP. 100 PPM		
2	○	12" DB. SP. 100 PPM		
3	○	14" DB. SP. 100 PPM		
4	○	16" DB. SP. 100 PPM		
5	○	18" DB. SP. 100 PPM		
6	○	20" DB. SP. 100 PPM		
7	○	22" DB. SP. 100 PPM		
8	○	24" DB. SP. 100 PPM		
9	○	26" DB. SP. 100 PPM		
10	○	28" DB. SP. 100 PPM		
11	○	30" DB. SP. 100 PPM		
12	○	32" DB. SP. 100 PPM		
13	○	34" DB. SP. 100 PPM		
14	○	36" DB. SP. 100 PPM		
15	○	38" DB. SP. 100 PPM		
16	○	40" DB. SP. 100 PPM		
17	○	42" DB. SP. 100 PPM		
18	○	44" DB. SP. 100 PPM		
19	○	46" DB. SP. 100 PPM		
20	○	48" DB. SP. 100 PPM		
21	○	50" DB. SP. 100 PPM		
22	○	52" DB. SP. 100 PPM		
23	○	54" DB. SP. 100 PPM		
24	○	56" DB. SP. 100 PPM		
25	○	58" DB. SP. 100 PPM		
26	○	60" DB. SP. 100 PPM		
27	○	62" DB. SP. 100 PPM		
28	○	64" DB. SP. 100 PPM		
29	○	66" DB. SP. 100 PPM		
30	○	68" DB. SP. 100 PPM		
31	○	70" DB. SP. 100 PPM		
32	○	72" DB. SP. 100 PPM		
33	○	74" DB. SP. 100 PPM		
34	○	76" DB. SP. 100 PPM		
35	○	78" DB. SP. 100 PPM		
36	○	80" DB. SP. 100 PPM		
37	○	82" DB. SP. 100 PPM		
38	○	84" DB. SP. 100 PPM		
39	○	86" DB. SP. 100 PPM		
40	○	88" DB. SP. 100 PPM		
41	○	90" DB. SP. 100 PPM		
42	○	92" DB. SP. 100 PPM		
43	○	94" DB. SP. 100 PPM		
44	○	96" DB. SP. 100 PPM		
45	○	98" DB. SP. 100 PPM		
46	○	100" DB. SP. 100 PPM		

ALL PLANT MATERIAL SHALL BE FURNISHED BY THE CONTRACTOR UNLESS OTHERWISE SPECIFIED. FURNISH CONTRACTOR WITH SPEC. SHEETS.



EXISTING CANADA LIMITED

EXISTING BUILDING

EXTERIOR "LIFESTYLE" RENOVATION OF EXISTING CANADA SAFEWAY STORE #0092



(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7910-0034-00

Issued To: CANADA SAFEWAY LIMITED, INC. NO. 59394A  
("the Owner")

Address of Owner: Attention: Property Management  
1020 - 64 Avenue NE  
Calgary, Alberta  
T2E 7V8

1. This development variance permit is issued subject to compliance by the Owner with all statutes, by-laws, orders, regulations or agreements, except as specifically varied by this development variance permit.
2. This development variance permit applies to that real property including land with or without improvements located within the City of Surrey, with the legal description and civic address as follows:

Parcel Identifier: 023-654-252  
Parcel A Section 19 Township 2 New Westminster District Plan LMP31446

7450 - 120 Street

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
  - (a) Part 5 "Signs in Commercial/Industrial Zones" Section 27, Sub-section 2(a) to allow for a total of six (6) fascia signs on the western and southern elevations as shown on the attached drawings in Schedule A.
4. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.
5. This development variance permit shall lapse if the Owner does not substantially start any construction with respect to which this development variance permit is issued, within two (2) years after the date this development variance permit is issued.
6. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.

7. This development variance permit is not a building permit.

AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE      DAY OF      , 20 .  
ISSUED THIS      DAY OF      , 20 .

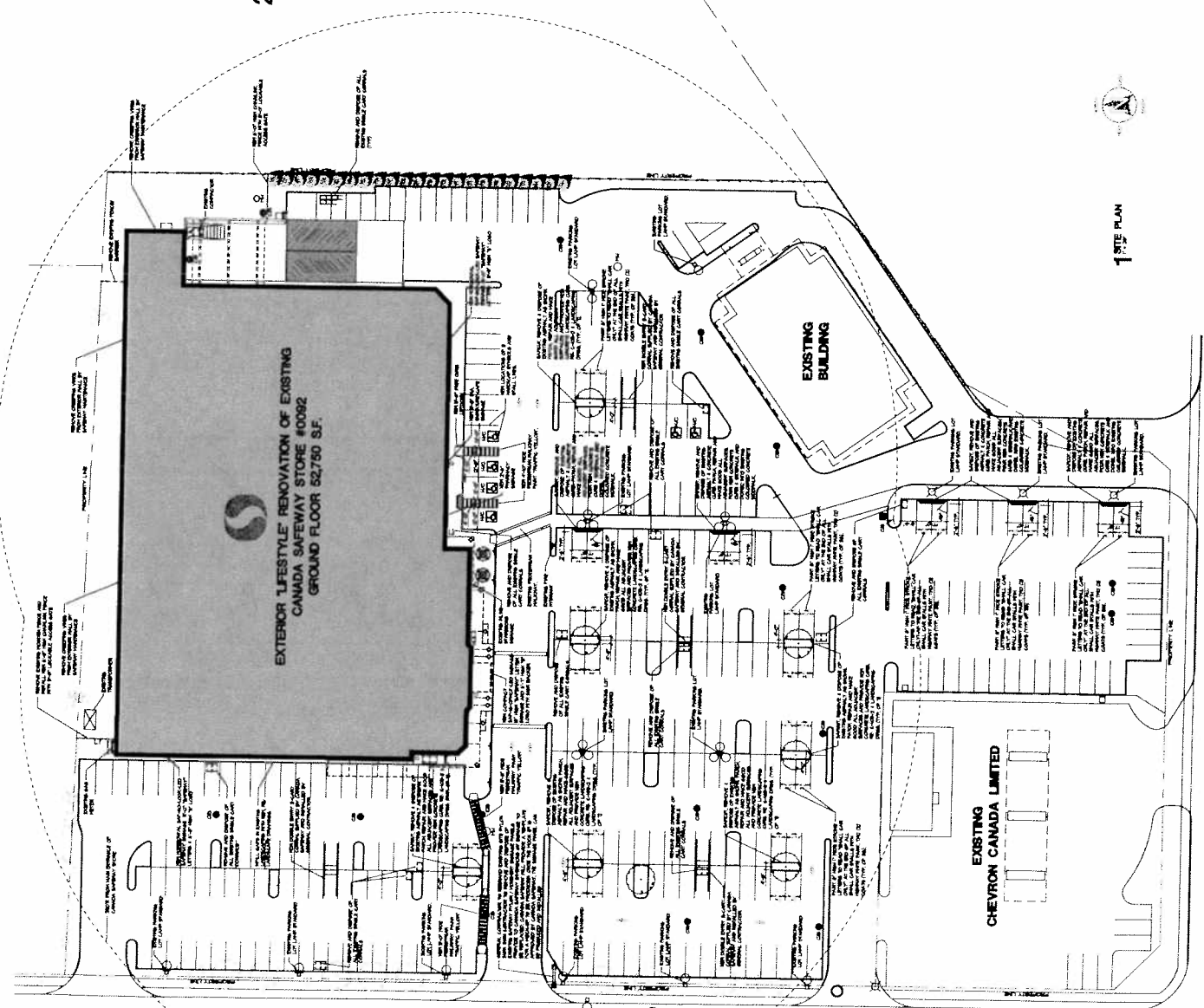
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Mayor – Dianne L. Watts

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City Clerk – Jane Sullivan

1201TH STREET (SCOTT ROAD)



1 SITE PLAN

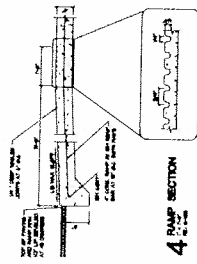


**NOTES:**  
 1. NEW DESIGN WILL REQUIRE REVIEW WITH LOCAL BYLAWS AND A DEVELOPMENT PERMIT.  
 2. THERE IS NO CHANGE IN BUILDING FLOOR ELEVATIONS.  
 3. ALL EXISTING INFORMATION BASED ON EXISTING DRAWINGS SUPPLIED BY SAFEWAY AND SURVEY INFORMATION.

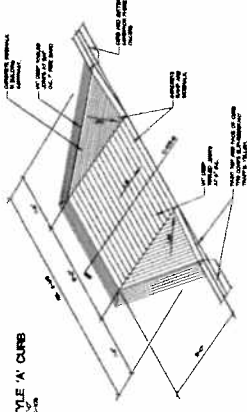
**DATA SUMMARY:**

<b>LEGAL DESCRIPTION</b>	SECTION	PRECEDENCE
<b>MUNICIPAL ADDRESS</b>	DATE	PROJECT NO.
<b>SITE AREA</b>	AREA	NO.
<b>EXISTING BUILDING AREAS:</b>	NO.	NO.
<b>PARKING COUNT</b>	NO.	NO.

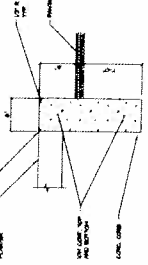
4 RAMP SECTION



3 CURB RAMP



2 STYLE 'X' CURB



**NOTES:**  
 1. CURB SHALL BE CONCRETE WITH 1% SLOPE TO ADJACENT SIDEWALK.  
 2. CURB SHALL BE 150MM HIGH AND 150MM WIDE.  
 3. CURB SHALL BE FINISHED WITH BRUSHED METAL.



SAFEMWAY STORE #0082  
 7450 - 2081 STREET - STRAWBERRY HILLS  
 ACTIVITY NO. 07-0082-000-0009



