

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7910-0235-00

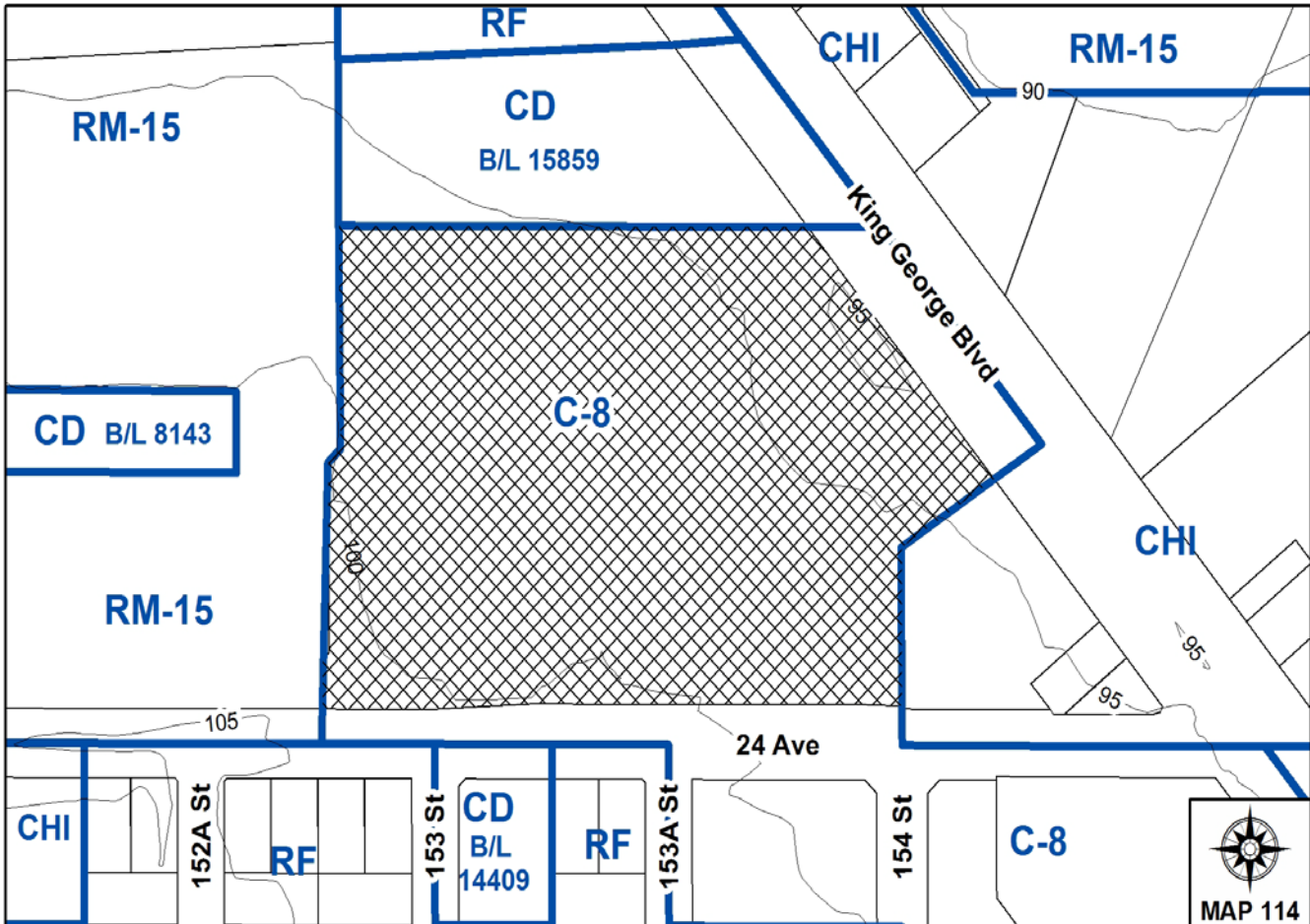
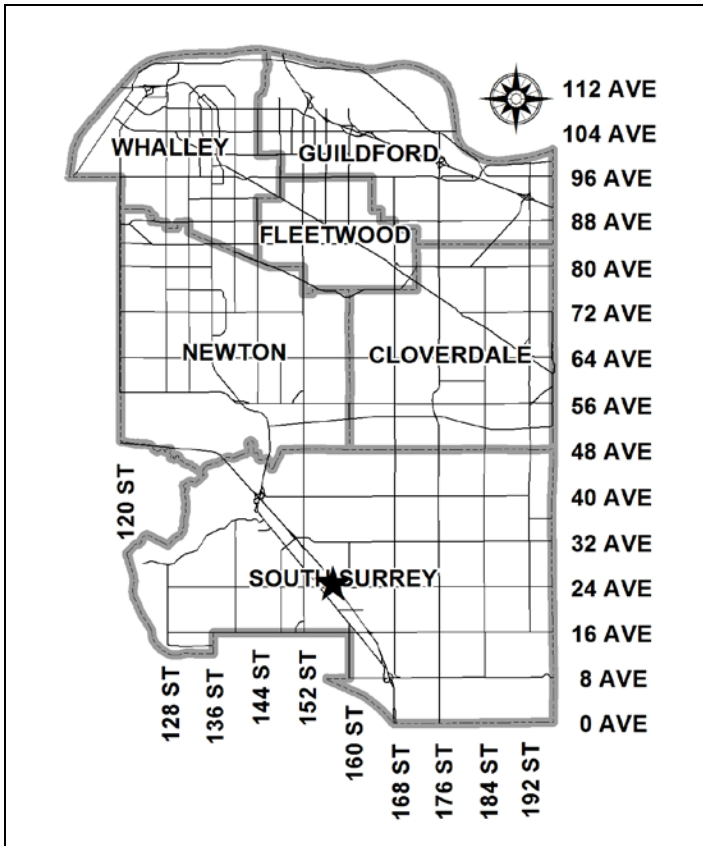
Planning Report Date: June 13, 2011

PROPOSAL:

- Development Permit
- Development Variance Permit

to permit a renovation and on-site upgrades to the Peninsula Village Safeway store and to vary the Sign By-law to allow for six (6) new fascia signs on site.

LOCATION: 15355 - 24 Avenue
OWNER: Peninsula Shopping Centre Ltd
ZONING: C-8
OCP DESIGNATION: Commercial
NCP/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

- The City's Sign Bylaw will be varied to allow for the proposed fascia signs on site.

RATIONALE OF RECOMMENDATION

- Canada Safeway is planning to update and modernize the Peninsula Village store on 24th Avenue as part of its "Exterior Lifestyle Renovation Program".
- The work involves renovating and refinishing look of exterior building facades and installing new fascia signs in keeping with the company's branding and marketing strategy.
- The proposed renovation will improve and update the look of the Peninsula Village Safeway store and improve pedestrian connections to the store from King George Boulevard.
- The proposed new signs will replace the older existing signage and complement the overall design and look of the building.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7910-0235-00 generally in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7910-0235-00 (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to vary the Surrey Sign By-law to allow for a total of seven (7) fascia signs on the premise.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: The Safeway store is part of the Peninsula Village Shopping Centre site.

Adjacent Area:

Direction	Existing Use	OCP/NCP Designation	Existing Zone
North:	Townhouse complex.	Multiple Residential/ Townhouses	CD
East (Across King George Boulevard):	Commercial retailers.	Commercial/High Commercial	CHI
South (Across 24 Avenue):	Semiahmoo House Society, townhouses and small commercial development.	Urban Commercial/ Commercial and Townhouses	RF, C-8 and CD (Semiahmoo House Society)
West:	Townhouse Development	Urban/Townhouses	RM-15/CD

DEVELOPMENT CONSIDERATIONSSite Context

- Safeway Store #47 is located at 700- 15355 24 Avenue in the Peninsula Village Shopping Centre. The site is designated Commercial in Official Community Plan, Commercial (Shopping Centre) in the 1995 King George Highway Corridor Land Use Plan; and zoned for Neighbourhood Commercial (C-8) development.

Proposal

- The Peninsula Village Safeway is one of three older stores in South Surrey to be modernized and renovated through Canada Safeway's "Exterior Lifestyle Renovation Program". The company is currently updating and rebranding its older stores with new corporate colours, finishes and fascia signage.
- In addition to the Development Permit (DP) which is required to regulate the form and character of the store and proposed signage, a Development Variance Permit (DVP) will be required to vary the Sign By-law and allow for the fascia signs proposed on the building.

Scope of Work

- The proposed upgrades to the Safeway store at Peninsula Village involve cleaning, power washing and repainting the store's walls, parapets, metal work and roof areas. The building is to be finished in a range of beige and taupe shades, complemented by gray and black accents. The store existing front columns will be finished in natural ledgerstone.
- The applicant is also proposing to install six (6) new, energy efficient fascia signs on the building in keeping with Safeway's new corporate image, The flat signs will be mounted parallel to the building face and project no more than 0.5 m [1.6 ft.].
- A new Safeway sign (with channel lettering and logo) will replace the existing Safeway sign east of the front entry way; two (2) additional signs will advertise the store's pharmacy and signature café services at the store front and three (3) compact logo signs, will replace similar existing signs on the tower and above the eastern parking garage. The area and dimensions of the proposed new fascia signs are described below in Table 1.
- In addition to the six new signs listed above, the applicant proposes to remove six (6) older fascia signs from the building which will not be replaced. The existing Starbucks Coffee on the front façade is however scheduled to remain. The DVP is therefore required to vary the Sign By-law to allow for a total of seven (7) signs on the building's facades facing the interior of the site (west and south) and King George Boulevard (east).

Table 1: Proposed Fascia Signs

<i>Sign Type</i>	<i>Location</i>	<i>Sign Area</i>	<i>Dimensions</i>
Safeway Sign	Front 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 (3 Compact Signs)	Towers and East 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	Front Elevation	4.4 sq.m (47 sq.ft)	Letters: 0.8 x 4 m (2.6 x 13.10 ft) Logo: 1 x 1.2 m (3.3 x 3.10 ft)
Signature Cafe	Front Elevation	3.8 sq.m. (12.56 sq. ft)	1.2 m (4 ft) circular sign

- In addition, the applicant is proposing to replace the Safeway panels in the existing free standing sign along King George Boulevard, with two back-to-back rebranded panels. The new panels will be the same height and width as the current ones and measure 2.2 square metres (23 sq.ft) in area.

On-Site Works And Landscaping

- Because Canada Safeway does not own the Peninsula Village site, the ability to improve the overall look of the parking lot area is more limited than at other locations. Nevertheless the company has negotiated and obtained permission of the site's owner to include some modest improvements directly around the store.
- In particular, the applicant has agreed to enhance the store parking lot area by improving the pedestrian connectivity on site by adding two new 1.5m (5ft.) walkways on site. These walkways will be painted pedestrian yellow on the asphalt and will lead pedestrians directly from King George Boulevard and the parking lot to the front of the store.
- The walkways will be wide enough to accommodate foot traffic, wheelchairs and scooters and ensure safe and identifiable access routes through the site to the building's main entrance.
- The applicant is also planning on improving the visual image and function of parking area by:
 - sawcutting and replacing the parking lot asphalt and repairing surfaces (primarily at the east side of the store near the Boulevard),
 - enhancing stop lines at the H/C parking in front of the store by painting diagonal lines;
 - the full width of these spaces to assist disabled patrons accessing the store,
 - providing new directional signage; and
 - adding three (3) self watering planters along the southwest frontage.

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 to allow for a maximum of seven (7) signs.

Applicant's Reasons:

- In addition to the existing Starbucks Coffee site, six (6) new fascia signs are proposed for the Peninsula Village store in keeping with the company's marketing and branding program.
- The proposed signage will improve the overall look of the building. Apart from the number of fascia signs requested, the signage meets the City's regulations and does not exceed the maximum area allowed on the lot.

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 and will improve the overall aesthetic image of the store.
- To accommodate and match the streamlined look of the new channeled lettered signs, six older fascia signs will also be removed from the building.
- Under the By-law, 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. As the frontage of the Safeway store is approximately 177 ft., the total allowable sign area equals 53.1 sq. m. The combined area of proposed fascia signage, including the existing Starbucks Coffee sign (2 sq.m., 24 sq.ft.), under this application will equal only 44.8 sq.m.

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. 7910-0235-00 |

original signed by Nicholas Lai

Jean Lamontagne
General Manager
Planning and Development

HP/kms

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Information for City Clerk

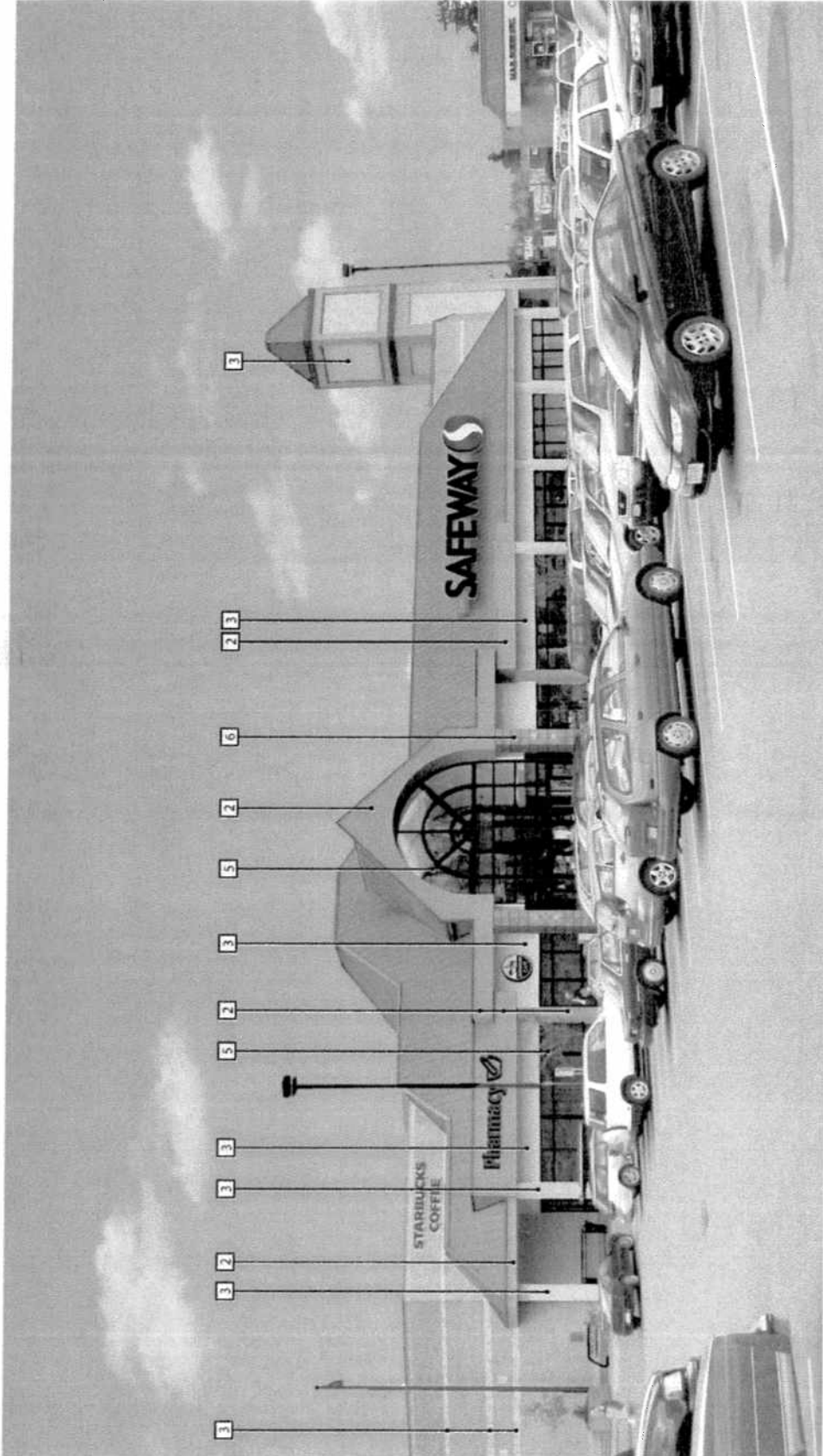
Legal Description and Owners of all lots that form part of the application:

1. (a) Agent: Name: Elsa Yip, Abbarch Architecture Inc.
 Address: #1830 - 505 Burrard Street
 Vancouver BC
 V7X 1M6
 Tel: 604-669-4041

2. Properties involved in the Application
 - (a) Civic Address: 15355 - 24 Avenue

 - (b) Civic Address: 15355 - 24 Avenue
 Owner: Peninsula Shopping Centre Ltd. (Incorporation No. 345029)
 PID: 016-791-878
 Lot 2 Section 23 Township 1 New Westminster District Plan NWP87485

3. Summary of Actions for City Clerk's Office



SAFEGWAY

VIEW FROM WEST

Store #0047 Surrey, BC

Store Design - Canada

Proposed Scheme 1R9

May 26, 2011

Materials Legend

1. **Gargoyls** - BM 1546
(Benjamin Moore Paint)

2. **Desert Gray** - DEC760 with
25% darkener (Dunn Edwards
Paint)

3. **Bungalow Teape** - DE 6172
(Dunn Edwards Paint)

4. **Grant Beige** - BM HC-83
(Benjamin Moore Paint)

5. **Black** - DEA 187 (Dunn
Edwards Paint)

6. **Tile** - Slate Tile (thin veneer)

Notes

- Safeway horizontal sign, 5'-0" back with sign bezel
- Safeway compact sign, 1'-4" text (1 item above parking, 2 item on tower)
- Pharmacy sign, 2'-6" text
- Signature Café sign, 4'-0" diameter
- Existing Starbucks sign to remain
- Existing Lofto Centre sign to be relocated
- Existing BMU sign to be removed
- Existing sign and painted Safeway signs (underground parking) to be reinstated

PENDOR



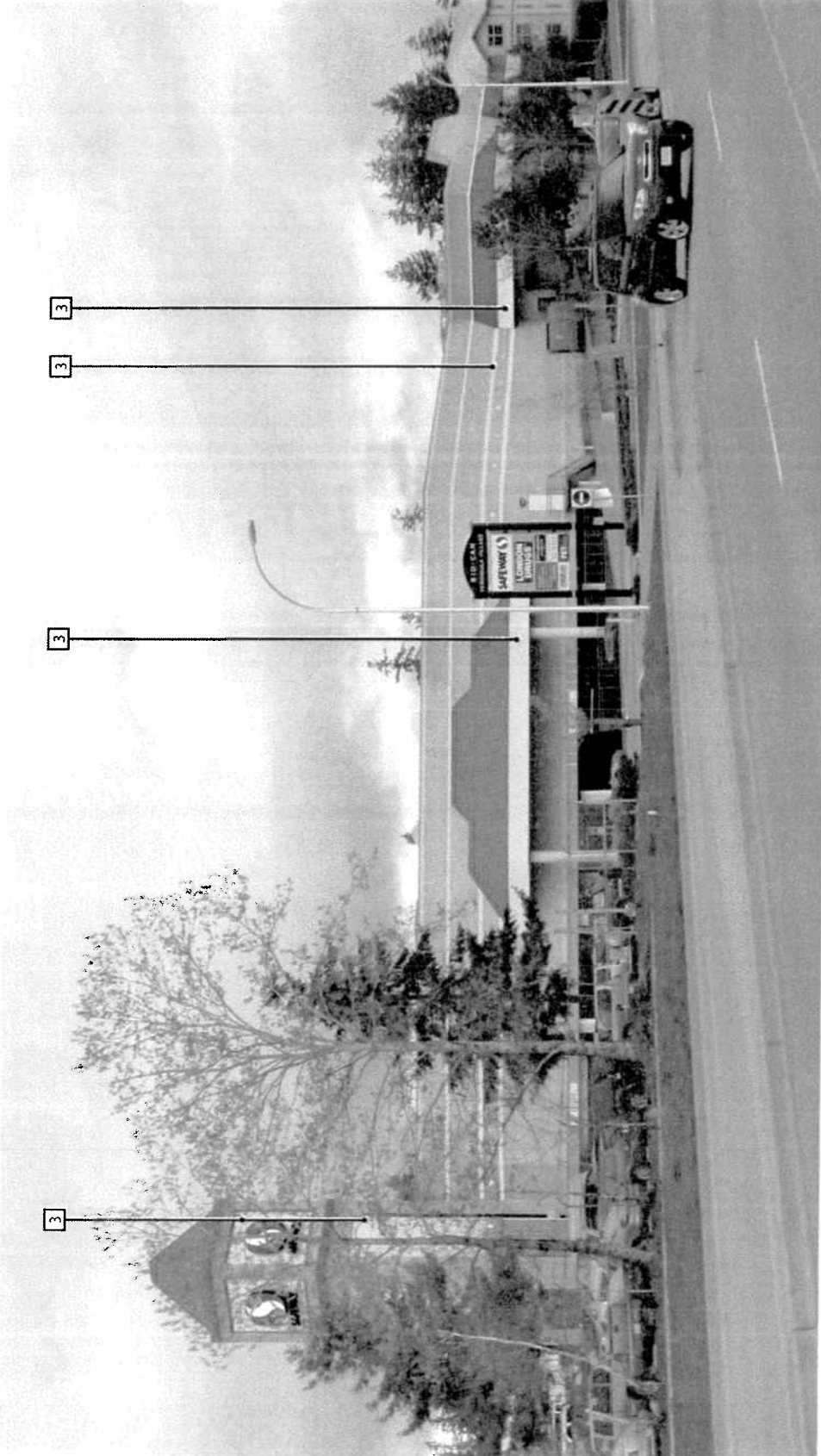
SAFEWAY 

VIEW FROM WEST (EXISTING)

Store #0047 Surrey, BC

Store Design - Canada

Existing Photo



SAFEWAY

VIEW FROM EAST

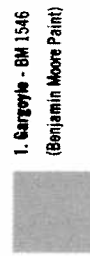
Store #0047 Surrey, BC

Store Design - Canada

Proposed Scheme 1R9

May 26, 2011

Materials Legend



1. Sargeole - BM 1546
(Benjamin Moore Paint)



2. Desert Gray - DEC760 with
25% darkener (Dunn Edwards
Paint)



3. Bengalow Tempo - DE 6172
(Dunn Edwards Paint)



4. Grand Beige - BM HC-83
(Benjamin Moore Paint)



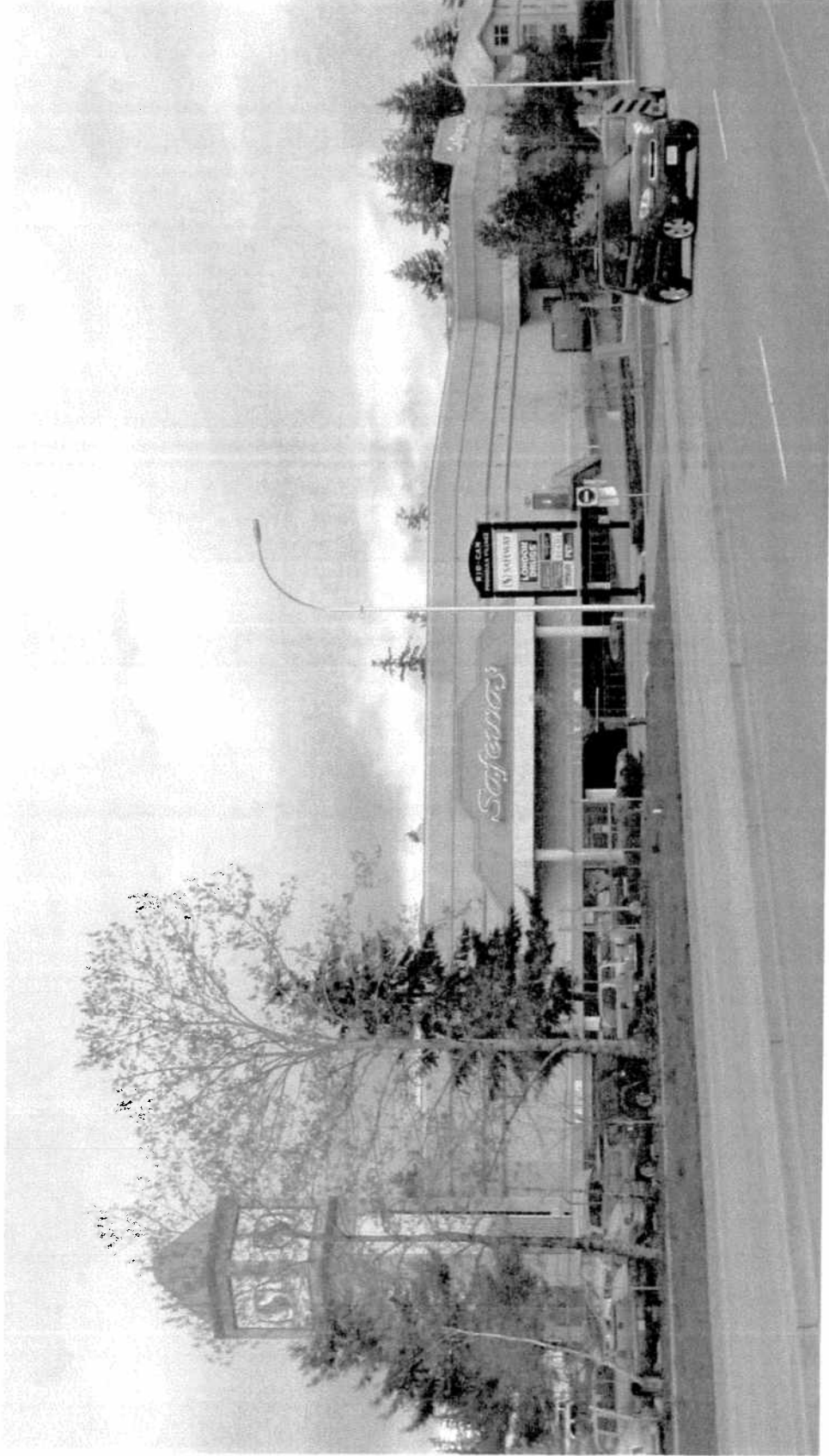
5. Black - DECA 187 (Dunn
Edwards Paint)



6. The - Slate Tile (thin veneer)

Notes

- Safeway horizontal sign, 5'-0" feet with sign backer
- Safeway compact sign, 1'-4" text (1 item above parade, 2 item on tower)
- Pharmacy sign, 2'-6" diameter
- Signature Cafe sign, 4'-0" diameter
- Existing Starbucks sign to remain
- Existing Lato Centers sign to be relocated
- Existing BMO sign to be removed
- Existing prior sign and painted Safeway signs (underground parking) to be rebranded



SAFEWAY 

VIEW FROM EAST (EXISTING)

Store #0047 Surrey, BC

Store Design - Canada

Existing Photo



VIEW FROM NORTH

Store #0047 Surrey, BC

Store Design - Canada

Proposed Scheme 1R9

May 26, 2011

Materials Legend

1. Gargoyle - BM 1546
(Benjamin Moore Paint)



2. Desert Gray - DEC760 with 25% Darkener (Dunn Edwards Paint)



3. Bangalore Tanpe - DE 6172
(Dunn Edwards Paint)



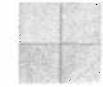
4. Grant Beige - BM HC-83
(Benjamin Moore Paint)



5. Black - DEA 187 (Dunn Edwards Paint)

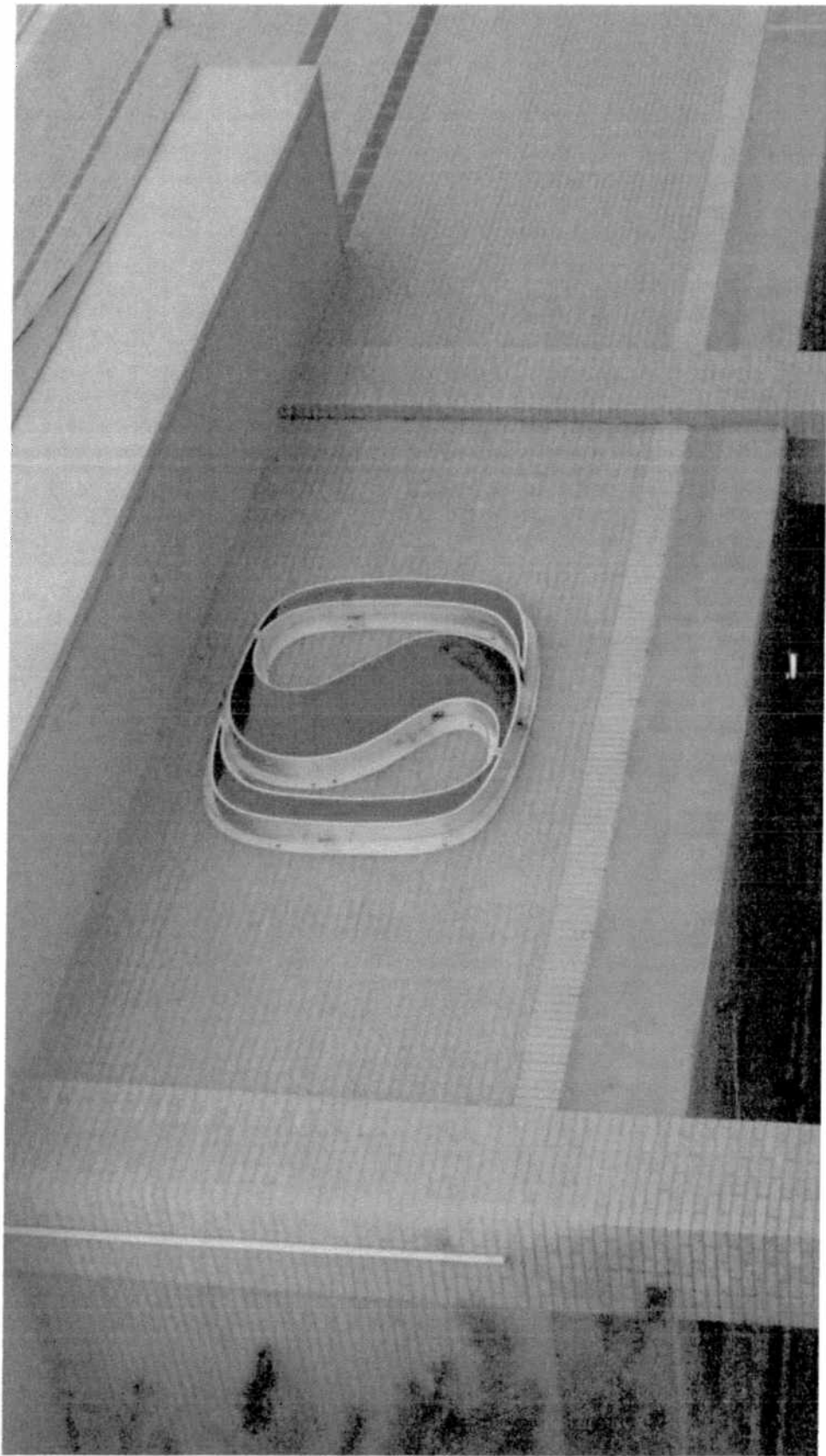


6. Tile - Slate Tile (thin veneer)



Notes

- Safeway horizontal sign, 5'-0" text with sign backer
- Safeway compact sign, 1'-4" text (1 ftm above parking, 2 ftm on tower)
- Pharmacy sign, 2'-6" text
- Signature Café sign, 4'-0" diameter
- Existing Safeway sign to remain
- Existing Let's Cade's sign to be relocated
- Existing BMO sign to be removed
- Existing yellow sign and painted Safeway signs (underground parking) to be rebreathed



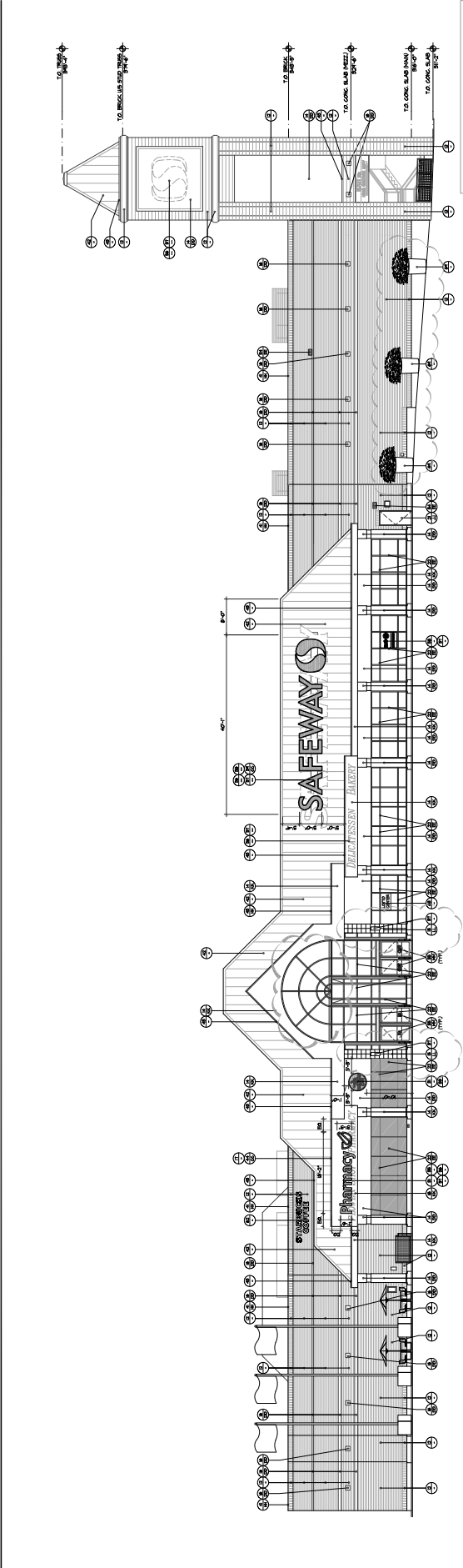
SAFEWAY 

VIEW FROM NORTH (EXISTING)

Store #0047 Surrey, BC

Store Design - Canada

Existing Photo



1 FRONT ELEVATION (SOUTH-WEST)

- ### 3 KEYED NOTES, MATERIALS, FINISHES, AND COLOR SCHEME
- KEYED TO THE FRONT ELEVATION (SOUTH-WEST)
- 00 - UTILITIES
 - 01 - ELECTRICAL
 - 02 - MECHANICAL
 - 03 - PLUMBING
 - 01 - PAINTS / FINISHES
 - 1 - PAINT: EXTERIOR WALLS - WHITE
 - 2 - PAINT: EXTERIOR WALLS - LIGHT GREY
 - 3 - PAINT: EXTERIOR WALLS - MEDIUM GREY
 - 4 - PAINT: EXTERIOR WALLS - DARK GREY
 - 5 - PAINT: EXTERIOR WALLS - BLACK
 - 6 - PAINT: EXTERIOR WALLS - RED
 - 7 - PAINT: EXTERIOR WALLS - BLUE
 - 8 - PAINT: EXTERIOR WALLS - GREEN
 - 9 - PAINT: EXTERIOR WALLS - YELLOW
 - 10 - PAINT: EXTERIOR WALLS - ORANGE
 - 11 - PAINT: EXTERIOR WALLS - PURPLE
 - 12 - PAINT: EXTERIOR WALLS - PINK
 - 13 - PAINT: EXTERIOR WALLS - BROWN
 - 14 - PAINT: EXTERIOR WALLS - TAN
 - 15 - PAINT: EXTERIOR WALLS - GOLD
 - 16 - PAINT: EXTERIOR WALLS - SILVER
 - 17 - PAINT: EXTERIOR WALLS - COPPER
 - 18 - PAINT: EXTERIOR WALLS - BRASS
 - 19 - PAINT: EXTERIOR WALLS - ALUMINUM
 - 20 - PAINT: EXTERIOR WALLS - STAINLESS STEEL
 - 21 - PAINT: EXTERIOR WALLS - POLISHED BRASS
 - 22 - PAINT: EXTERIOR WALLS - POLISHED ALUMINUM
 - 23 - PAINT: EXTERIOR WALLS - POLISHED COPPER
 - 24 - PAINT: EXTERIOR WALLS - POLISHED BRASS
 - 25 - PAINT: EXTERIOR WALLS - POLISHED ALUMINUM
 - 26 - PAINT: EXTERIOR WALLS - POLISHED COPPER
 - 27 - PAINT: EXTERIOR WALLS - POLISHED BRASS
 - 28 - PAINT: EXTERIOR WALLS - POLISHED ALUMINUM
 - 29 - PAINT: EXTERIOR WALLS - POLISHED COPPER
 - 30 - PAINT: EXTERIOR WALLS - POLISHED BRASS

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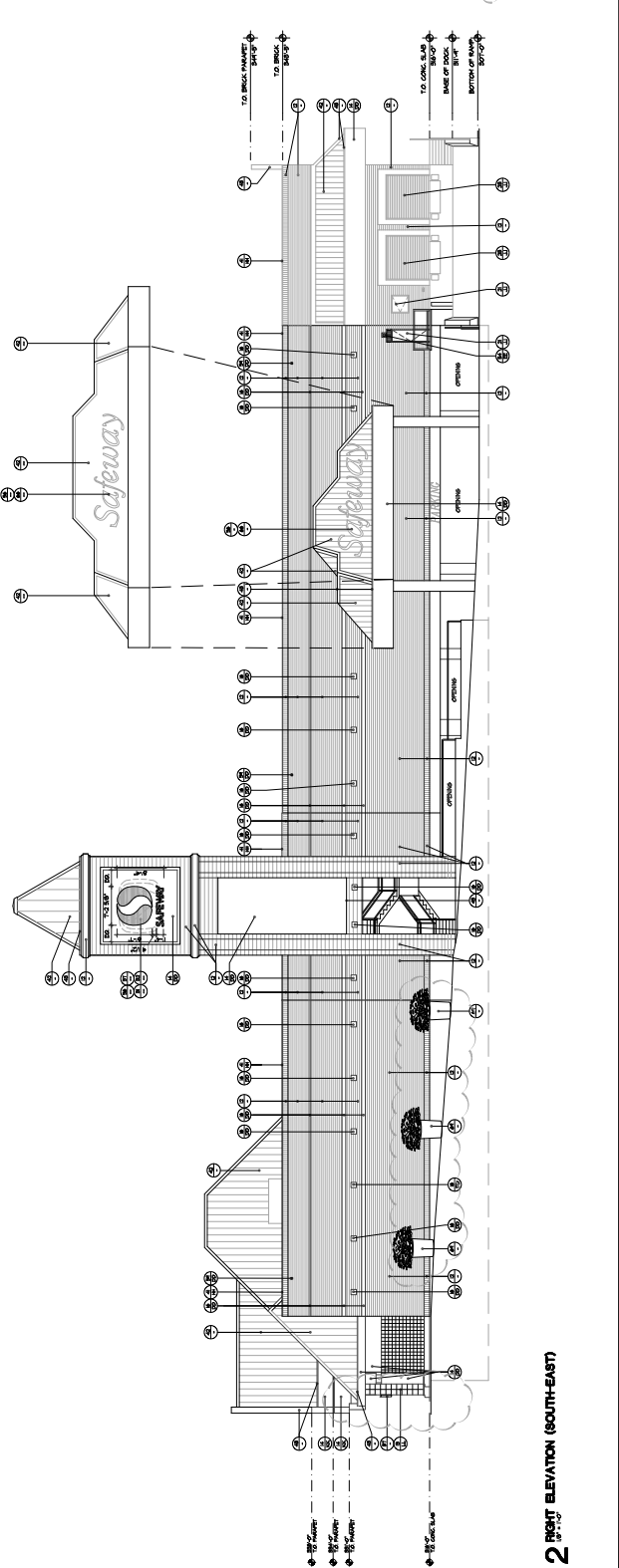
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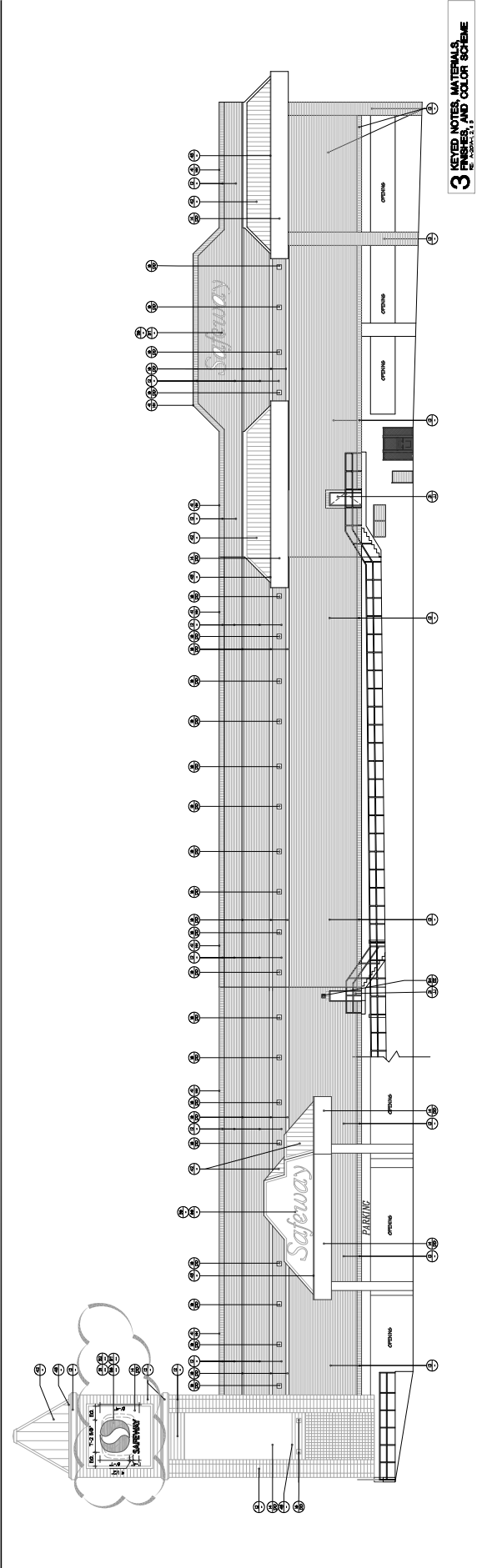
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2 FRONT ELEVATION (SOUTH-EAST)

- ### FINISHES/DETAILS
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1 REAR ELEVATION (NORTH-EAST)

3 KEYED NOTES, MATERIALS, FINISHES, AND COLOR SCHEME

KEYED NOTES, MATERIALS, FINISHES, AND COLOR SCHEME

1. EXTERIOR SIGNAGE: ALL SIGNAGE SHALL BE MOUNTED TO THE EXTERIOR WALLS OF THE BUILDING. ALL SIGNAGE SHALL BE MADE OF ALUMINUM LETTERS ON A STAINLESS STEEL BACKING. ALL SIGNAGE SHALL BE MOUNTED TO THE EXTERIOR WALLS OF THE BUILDING. ALL SIGNAGE SHALL BE MADE OF ALUMINUM LETTERS ON A STAINLESS STEEL BACKING.

2. EXTERIOR WALLS: ALL EXTERIOR WALLS SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE BLOCK. ALL EXTERIOR WALLS SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE BLOCK.

3. EXTERIOR ROOF: ALL EXTERIOR ROOF SHALL BE FINISHED WITH A DARK GRAY METAL ROOFING. ALL EXTERIOR ROOF SHALL BE FINISHED WITH A DARK GRAY METAL ROOFING.

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9. EXTERIOR WOOD: ALL EXTERIOR WOOD SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE. ALL EXTERIOR WOOD SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE.

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LEGEND

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FINISHES/COLORS

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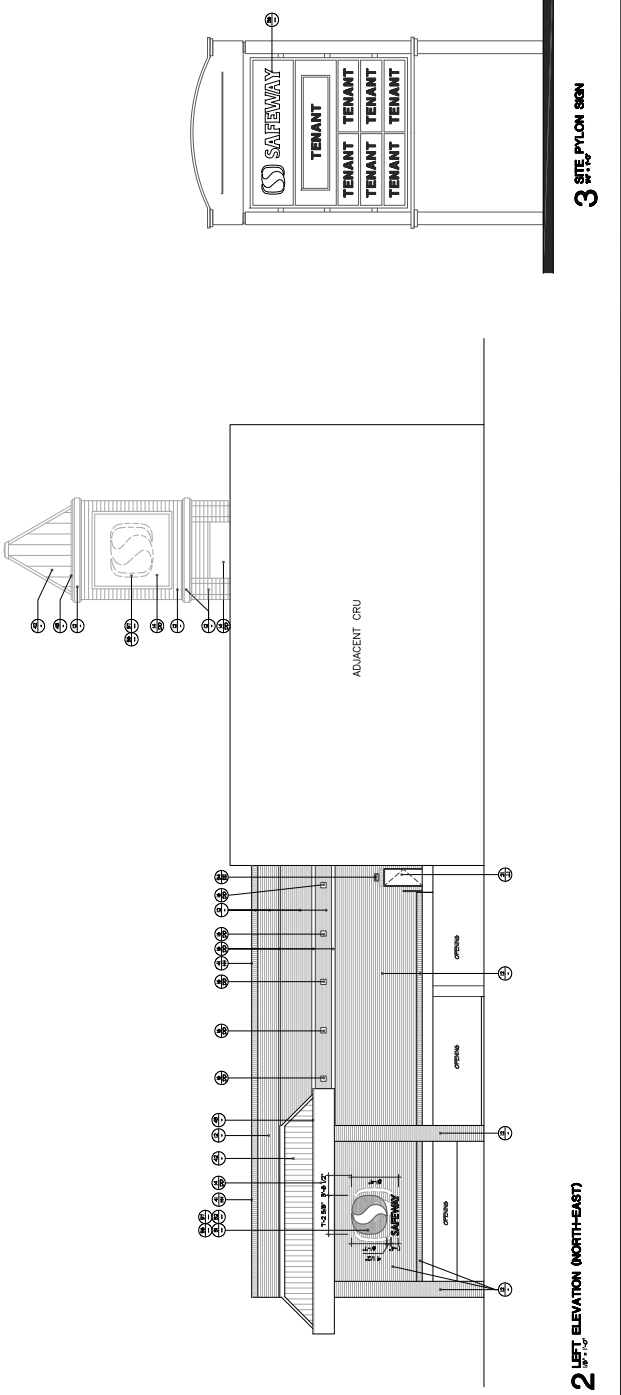
5. EXTERIOR PAINT: ALL EXTERIOR PAINT SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE. ALL EXTERIOR PAINT SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE.

6. EXTERIOR GLASS: ALL EXTERIOR GLASS SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE. ALL EXTERIOR GLASS SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE.

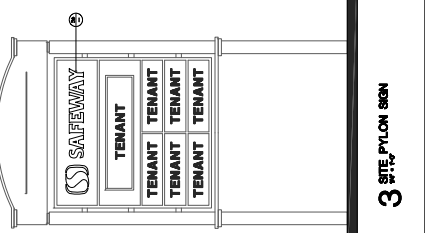
7. EXTERIOR METAL: ALL EXTERIOR METAL SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE. ALL EXTERIOR METAL SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE.

8. EXTERIOR WOOD: ALL EXTERIOR WOOD SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE. ALL EXTERIOR WOOD SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE.

9. EXTERIOR STONE: ALL EXTERIOR STONE SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE. ALL EXTERIOR STONE SHALL BE FINISHED WITH A LIGHT GRAY CONCRETE.



2 LEFT ELEVATION (NORTH-EAST)



3 SITE PYLON SIGN

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7910-0235-00

Issued To: PENINSULA SHOPPING CENTRE LTD.
(INCORPORATION NO. 345029)

("the Owner")

Address of Owner: C/O Riocan Property Services
315-700 Lawrence Ave W
Toronto, Ontario
M6A 3B4

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: 016-791-878
Lot 2 Section 23 Township 1 New Westminster District Plan NWD87485

15355 - 24 Avenue

(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 seven (7) fascia signs on the southwest and eastern elevations (including two signs on the tower feature) 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 .

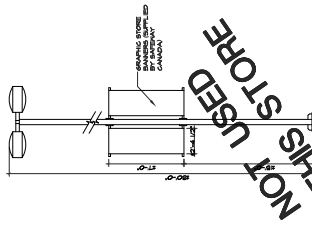
Mayor – Dianne L. Watts

City Clerk – Jane Sullivan

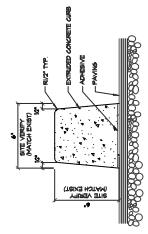
SAFEMORE CANADA DIVISION 1000 66th Ave NE Calgary, Alberta T2E 7Y6

SAFEMORE BRITISH COLUMBIA
 ACTIVITY NO. - 04-0047-000-000
 SAFEMORE STORE #0047
 700 - 16366 24TH AVENUE

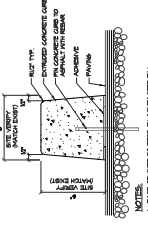
DATE: 04/11/2017
 DRAWN BY: J. BROWN
 CHECKED BY: J. BROWN
 PROJECT NO.: 04-0047-000-000



2 LAMP STANDARD BANNERS



3 TYPICAL CURB DETAIL



4 TYPICAL LANDSCAPING CURB DETAIL

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 SAFEMORE AND SURVEY INFORMATION.

DATA SUMMARY:

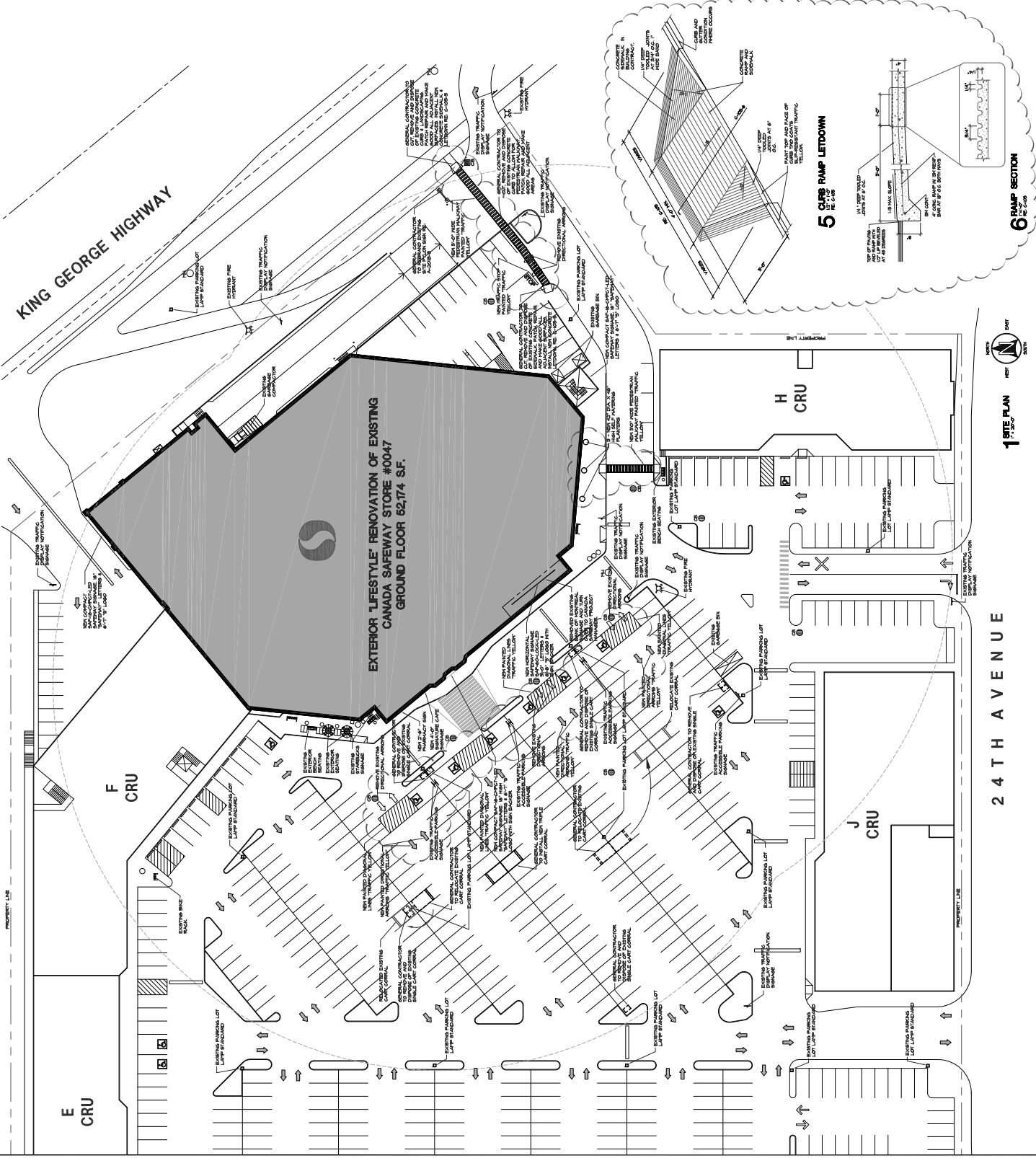
LEGAL DESCRIPTION:
 1/4 SECTION 10, TOWNSHIP 1, NEDS, R24, WEDBURY, AB

MUNICIPAL ADDRESS:
 700-16366 24TH AVENUE, CALGARY, AB

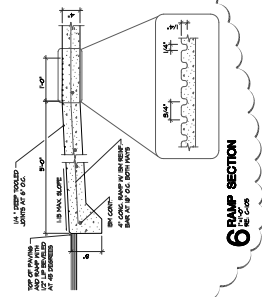
SITE AREA:
 4000 SQ. FT. AREA
 4000 SQ. FT. INCLUDED

EXISTING BUILDING AREAS:
 6000 SQ. FT. AREA
 6000 SQ. FT. INCLUDED
 6000 SQ. FT. INCLUDED
 6000 SQ. FT. INCLUDED

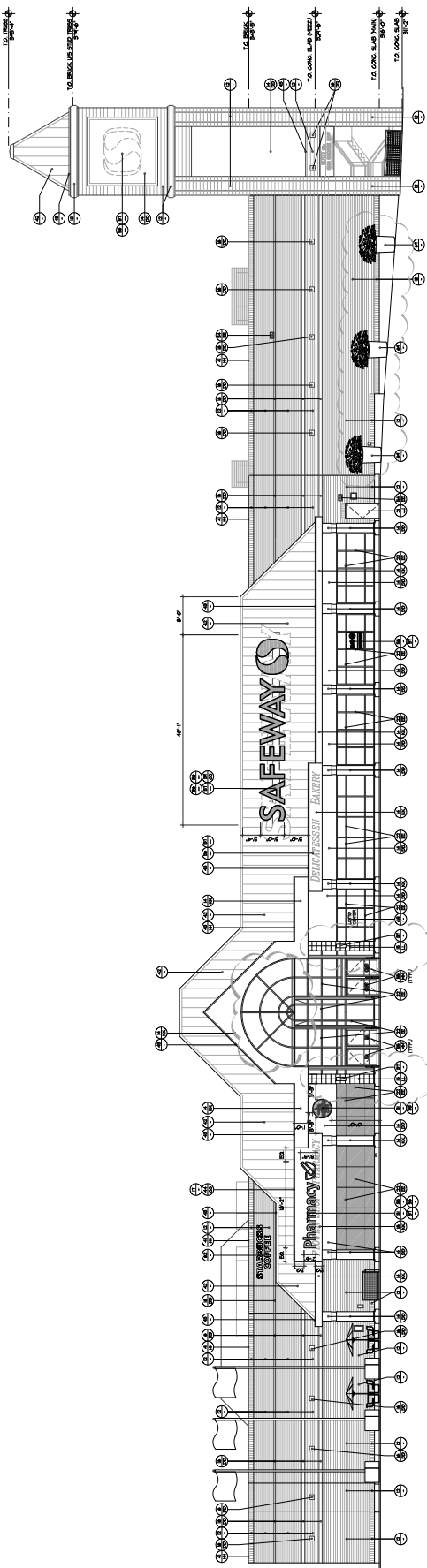
PARKING COUNT:
 600
 600 INCLUDED
 600 INCLUDED
 600 INCLUDED



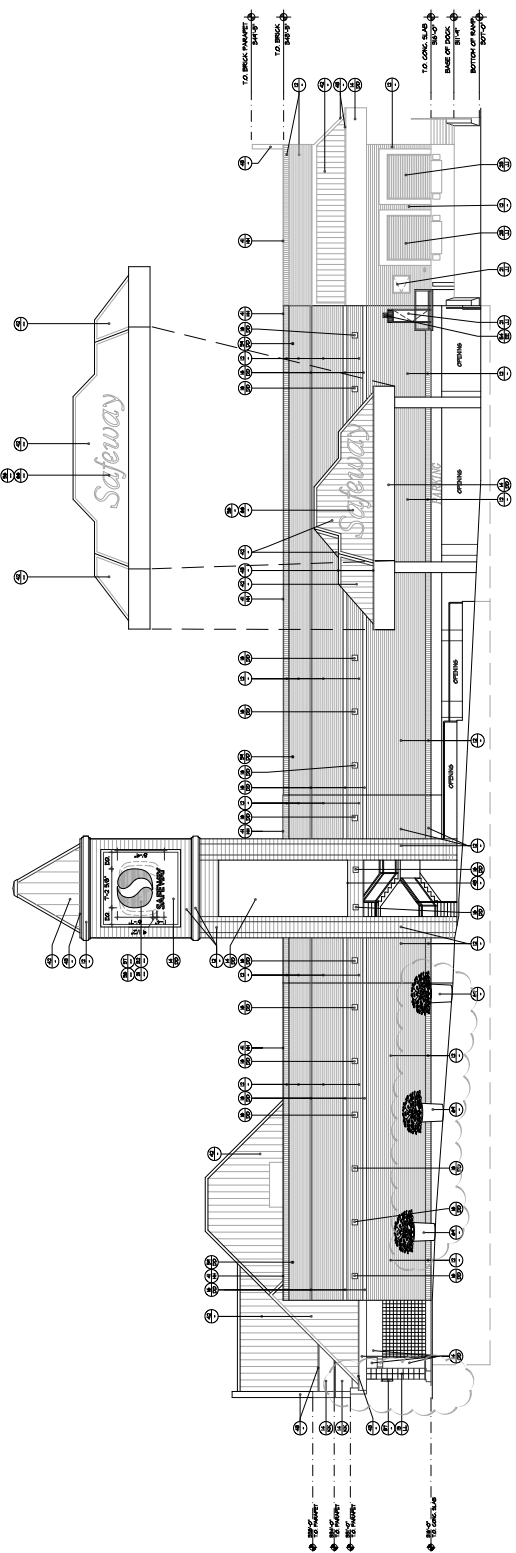
5 CURB RAMP LETDOWN



24TH AVENUE



1 FRONT ELEVATION (SOUTH-WEST)



2 FRONT ELEVATION (SOUTH-EAST)

LEGEND

1. THE DIMENSIONS OF THE BUILDING ARE SHOWN IN METERS.

2. THE DIMENSIONS OF THE BUILDING ARE SHOWN IN METERS.

3. THE DIMENSIONS OF THE BUILDING ARE SHOWN IN METERS.

GENERAL NOTES

1. THE DIMENSIONS OF THE BUILDING ARE SHOWN IN METERS.

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30. THE DIMENSIONS OF THE BUILDING ARE SHOWN IN METERS.

3 KEYED NOTES, MATERIALS, FINISHES, AND COLOR SCHEME

- KEYED NOTES:**
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FINISHES/COLOURS

1	CONCRETE
2	PAINT
3	GLASS
4	WOOD
5	STONE
6	METAL
7	PLASTER
8	CEILING
9	FLOORING
10	LANDSCAPE
11	LANDSCAPE
12	LANDSCAPE
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