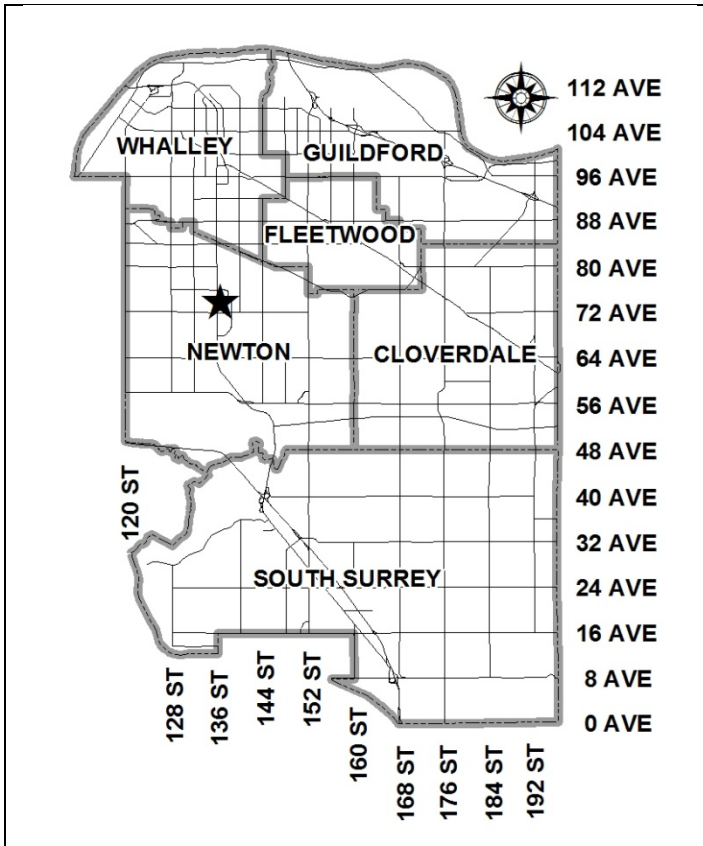


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7911-0179-00

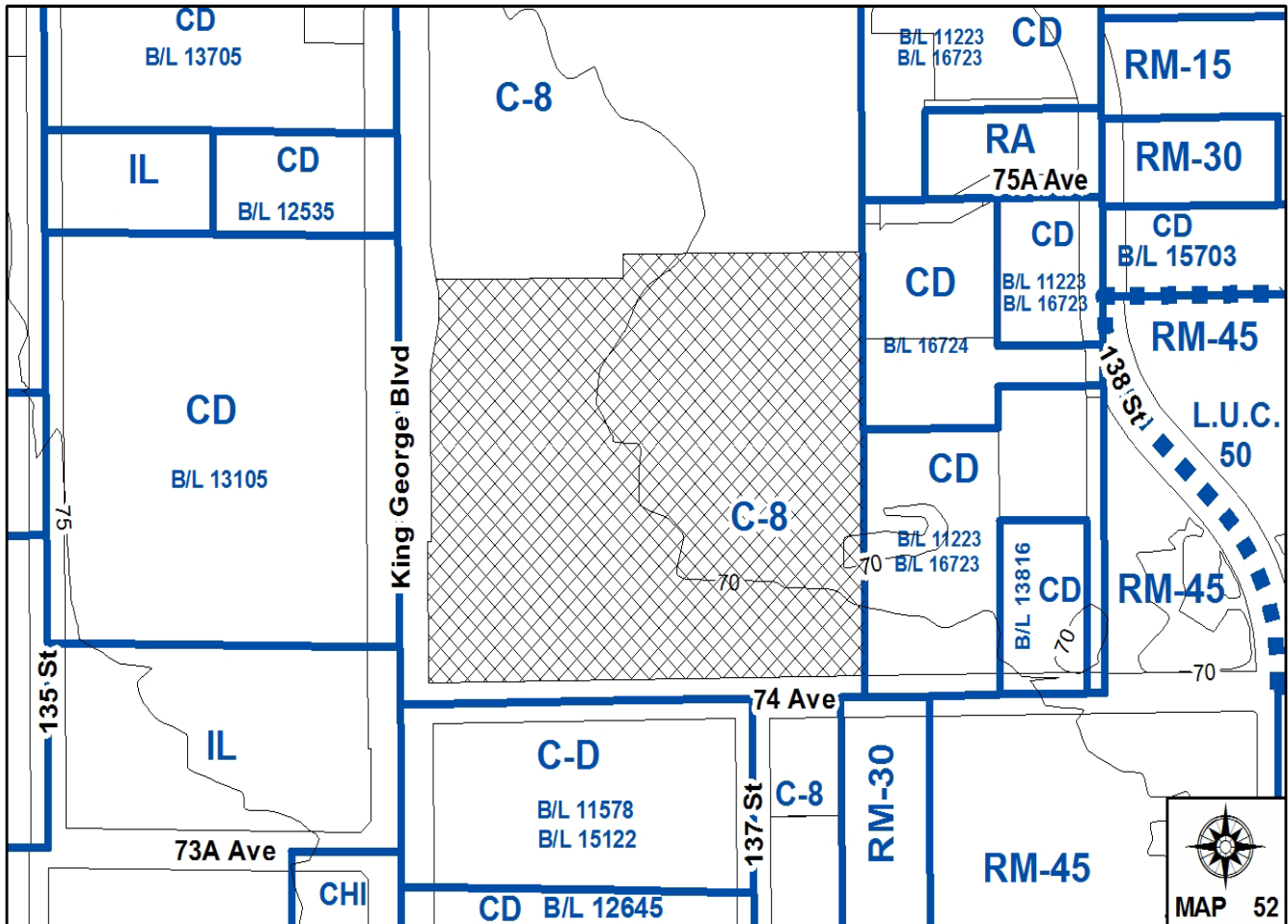
Planning Report Date: October 3, 2011



PROPOSAL:

- **Development Variance Permit**
 in order to vary the number of fascia signs and awning signs.

LOCATION: 7488 King George Boulevard
OWNER: King's Cross Shopping Centre Ltd.
ZONING: C-8
OCP DESIGNATION: Commercial
TCP DESIGNATION: Mass Merchandising



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- A Development Variance Permit is required for an increase in the number of fascia signs from two (2) to four (4), and an increase in the number of awning signs from one (1) to two (2).

RATIONALE OF RECOMMENDATION

- The proposed fascia signs are of high quality and appropriate design.
- The proposed awning signs improve the appearance of the building by reducing the amount of copy area previously placed on the signs.
- The total proposed sign area is well below the maximum allowed in the Sign By-law.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7911-0179-00 (Appendix II) varying the following provisions of Surrey Sign By-law, 1999, to proceed to Public Notification:
 - (a) to increase the maximum number of fascia signs per premise from two (2) to four (4); and
 - (b) to increase the maximum number of awning signs per premise from one (1) to two (2).

REFERRALS

Engineering: The Engineering Department has no objection to the project as outlined in Appendix III.

SITE CHARACTERISTICS

Existing Land Use: A multi-tenant commercial building within a shopping plaza (Kings Cross Shopping Centre).

Adjacent Area:

Direction	Existing Use	OCP/TCP Designation	Existing Zone
North :	Parking lot for the King's Cross Plaza	Commercial/Mass Merchandising	C-8
East:	Commercial building (Michael's)	Commercial/Mass Merchandising	C-8
South (Across 74 Avenue):	Shopping plaza	Commercial/Mass Merchandising	CD
West:	Office building within the Kings Cross Plaza	Commercial/Mass Merchandising	C-8

DEVELOPMENT CONSIDERATIONSBackground

- The Westminster Savings Credit Union is located in a multi-tenant building adjacent to 74 Avenue within the King's Cross Shopping Centre, in the Newton Town Centre (Appendix V).
- The King's Cross Shopping Centre was approved under Development Permit No. 6786-0589-00. All the buildings within the shopping centre, like many other buildings in the Newton Town Centre, have turrets at some corners. On the turret elevations motifs, clocks, or company logos are added as decorative architectural elements.

- Under a previous DVP application (7903-0349-00), Westminster Savings Credit Union was approved to place two company logos on the south and east elevations of the turret on the southeast corner of the building in which the business is located (Appendix IV). Approval of this variance effectively increased the number of permitted fascia signs from 2 to 3.

Proposal

- An additional fascia sign facing the north parking lot is proposed (Appendix IV). Adding this sign on the north elevation will increase the number of fascia signs from three to four. The number of fascia signs exceeds the maximum permitted in the Sign By-law.
- Two awning signs are also currently in place on the building. The applicant is proposing to replace these two awning signs with two new awning signs (Appendix V). The sign By-law currently allows only one.
- The applicant is, therefore, seeking to vary the Sign By-law to allow a total of four fascia signs and a total of two awning signs.

Design

- The proposed fascia sign on the north elevation is comprised of wall-mounted channelized lettering and backlit by LED lighting. The lettering is white and a maximum of 1 foot 5 ½ inches high. The "We" in Westminster is surrounded by a channelized, 3 foot 6 inch backlit blue square with rounded corners (Appendix V), which forms part of the new corporate identity.
- The existing ground level fascia sign on the south elevation is proposed to be resurfaced, backlit with LED lighting and having an aluminum face painted dark blue, which is consistent with the new corporate image. The "Westminster Savings" logo consists of clear plexiglass copy and translucent vinyl lettering. The "We" in Westminster is surrounded by a channelized, 2 foot backlit blue square with rounded corners (Appendix V). The right side of the sign has a small area of light blue squares in random sizes, which is not backlit. The proposed resurfacing results in reduced copy area and a modernized, clean appearance.
- The proposed new turret fascia signs on the south and east elevations are comprised of face lit channel lettering. The lettering is white and a maximum of 11.5 inches high. The "We" in Westminster is surrounded by a 2 ft 3 inch channelized, backlit blue square with rounded corners (Appendix V).
- The proposed awning signs consist of blue awning material on a 71 foot 6 inch awning. The 2 foot 6 inch "Westminster Savings" logo is printed on the awning in light blue. The white lettering is approximately 1 foot 5 inches. Light blue squares are printed on the right end of the awning. The proposed resurfacing of the awnings will greatly reduce the amount of copy area on the existing awning signs, resulting in a modernized and clean appearance.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the number of fascia signs permitted on a premise from two to four.

Applicant's Reasons:

- The fascia signs on the turret are changing to display a new company logo for Westminster Savings. An additional, blue, white and silver fascia sign is proposed for the north building face, which is currently a blank space above the entrance to the business.

Staff Comments:

A summary of the proposed fascia signage is shown in the following table:

Location (Elevation)	Number of Signs Proposed	Number of Signs Allowed	Sign area Proposed
North	1 (ground level)	1	6.5 m2 (70 sq ft)
East	1 (turret)	0	3.1 m2 (33 sq ft)
South	2 (1 ground level, 1 turret)	1	20.1 m2 (216 sq ft)
TOTAL	4	2	29.7 m2 (320 sq ft)

- A business is allowed signage along the lot frontage and the premise frontage. The subject site is unique in that it is an end unit and has three building faces that front onto public spaces:
 - The main entrance to the business is on the north elevation, which fronts a parking area and pedestrian area.
 - The south elevation fronts onto 74 Avenue, which is bordered by a public sidewalk.
 - The east elevation fronts a main drive entry to the shopping centre, and additional pedestrian area.
 - The proposed fascia signage is of high quality with a modern and clean appearance.
 - The fascia signs are high quality and enhance the appearance of the building.

(b) Requested Variance:

- To vary the number of awning signs on a premise from one to two.

Applicant's Reasons:

- The awning signage was not identified when a DVP application was processed in 2003. A variance is required to ensure compliance with the By-law.

Staff Comments:

A summary of the proposed awning signage is shown in the following table:

Location (Elevation)	Number of Signs Proposed	Number of Signs Allowed	Sign Area Proposed
North	1	1	4.2 m ² (46.25 sq ft)
East	1	0	4.2 m ² (46.25 sq ft)
TOTAL	2	1	8.4 m² (90 sq ft)

- The existing awnings are located along the north and east elevations of the building and are architecturally consistent with other businesses in the shopping centre. The awnings help provide pedestrian comfort, as they are located above existing sidewalks.
- The proposed replacement awning signage is an improvement as it greatly reduces the copy area from what currently exists and provides a more streamlined appearance. Therefore the increase in awning signage is supported.

Total sign area permitted for the premise is 57.8 m² (622.5 sq ft). The total sign area proposed on both fascia and awnings is 38.1 m² (410 sq ft), which is well below the maximum permitted.

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. 7911-0179-00
- Appendix III. Engineering Summary
- Appendix IV. Sign Design Elevations Showing the Proposed and Existing Fascia Signs and Awning Signs
- Appendix V. Context Plan

original signed by Nicholas Lai

Jean Lamontagne
General Manager
Planning and Development

NA/kms

\\file-server1\net-data\csdc\generate\areaproduct\save\23993747019.doc
. 9/29/11 10:57 AM

Information for City Clerk

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

1. (a) Agent: Name: Jordan Desrocher
 Priority Permits Ltd.
 Address: Suite 104 713 Columbia Street
 New Westminster BC V3M 1B2

 Tel: 778-397-1394 - Work
 1-888-738-3846 - Fax

2. Properties involved in the Application
 - (a) Civic Address: 7488 King George Boulevard

 - (b) Civic Address: 7488 King George Boulevard
 Owner: King's Cross Shopping Centre Ltd
 PID: 017-066-115
 Parcel "A" Section 21 Township 2 New Westminster District Explanatory Plan NWP88o6o

3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7911-0179-00

 - (b) Remove Notice of Development Variance Permit No. 7903-0349-00 from title.

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7911-0179-00

Issued To: King's Cross Shopping Centre Ltd
("the Owner")

Address of Owner: 130-13711 INTERNATIONAL PL
RICHMOND BC V6V 2Z8

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: 017-066-115

Parcel "A" Section 21 Township 2 New Westminster District Explanatory Plan NWP88060

7488 King George Blvd

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:

Part 5 Section 27(2)(a) is varied to increase the number of permitted fascia signs from two (2) to four (4); and

Part 5 Section 27(3)(a) is varied to increase the number of permitted awning signs from one (1) to two (2).

4. This development variance permit applies to only the portion of the Land OR that portion of the buildings and structures on the Land shown on Schedule A which is attached hereto and forms part of this development variance permit. This development variance permit does not apply to additions to, or replacement of, any of the existing buildings shown on attached Schedule "A", which is attached hereto and forms part of this development variance permit.

5. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.
6. 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.
7. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.
8. 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



www.prioritypermits.com
PRIORITY PERMITS
 Your Sign Permit Solution

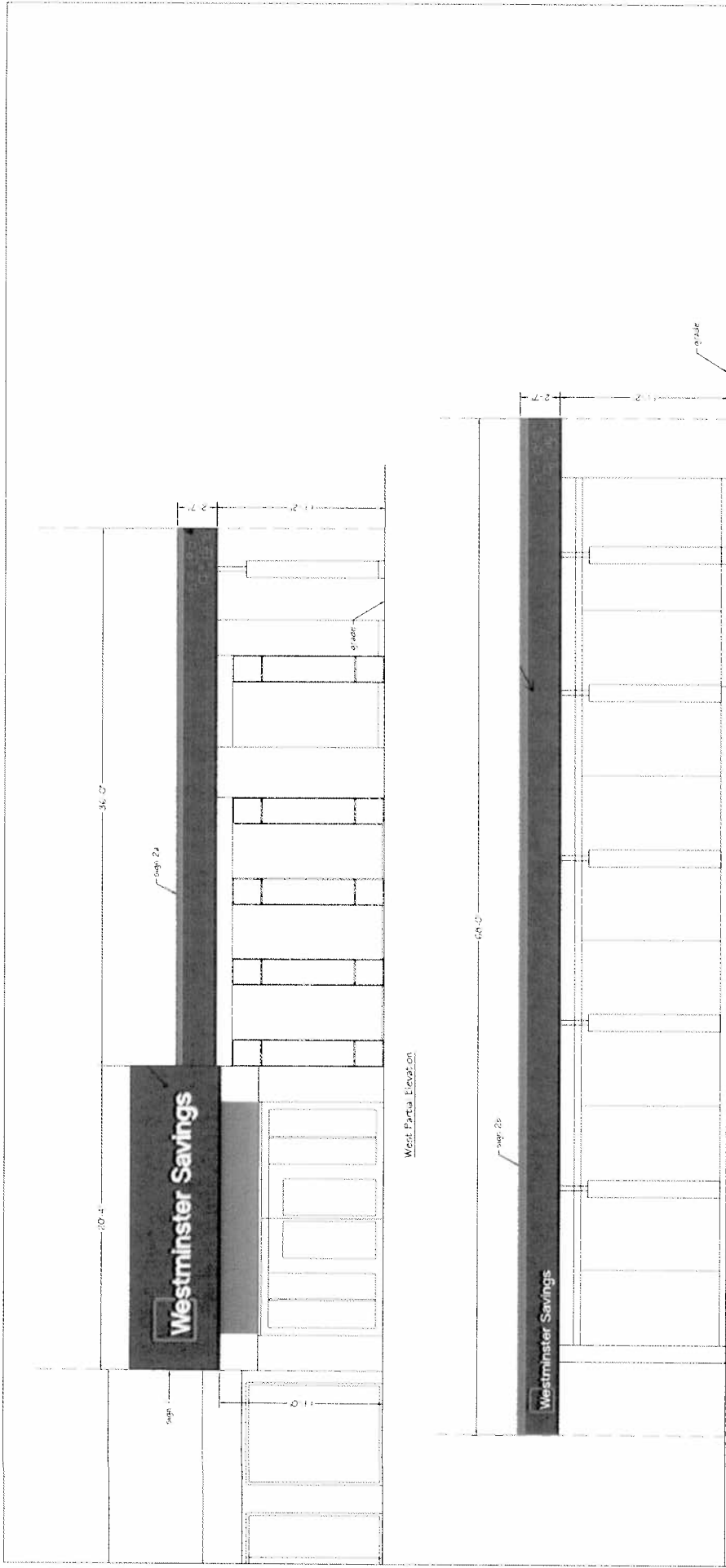
#104 - 713 Columbia St.
 New Westminster BC
 T: 778-397-1394
 F: 1-888-738-3846
 E: prioritypermits@shaw.ca

Client: Knight Signs
Address: 1606-152 St.
 Surrey, BC

Project: Westminster Savings
Date: 06/10/2010

Drawing By: SC
Scale: 1/32" = 1'





West Partial Elevation

South Elevation

www.prioritypermits.com

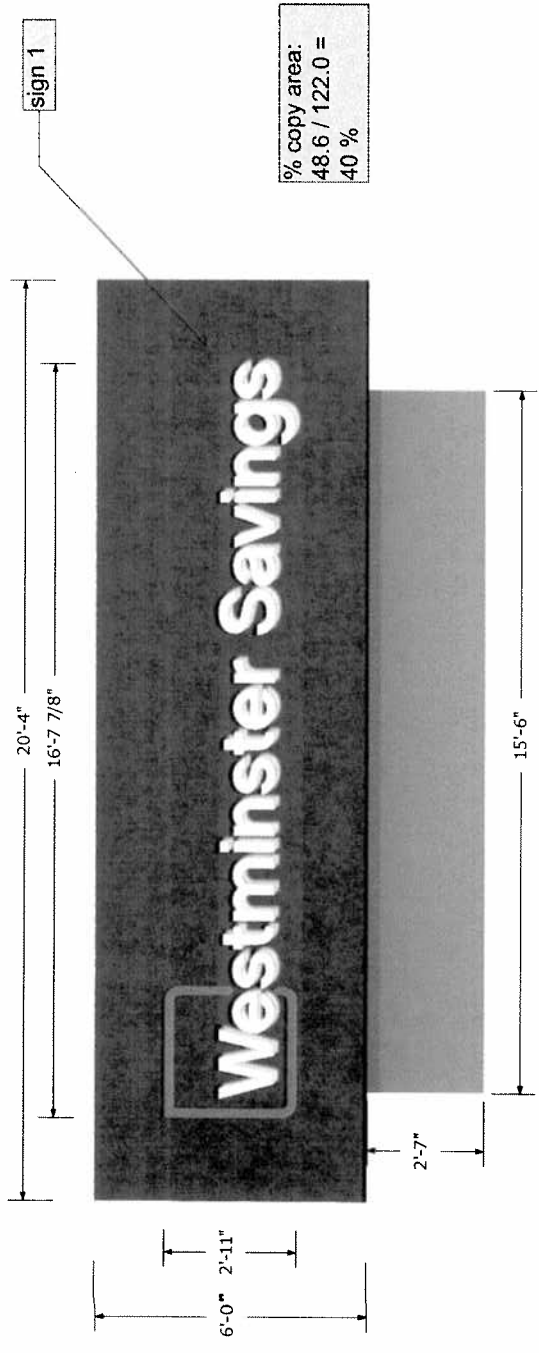
PRIORITY PERMITS
Your Sign Permit Solution 

8104 - 713 Columbia St.
New Westminster BC
T: 778-337-1394
F: 1-888-738-3846
E: prioritypermits@shaw.ca

Client: Knight Signs
Address: 1608-152 St.
Surrey, BC

Project: Westminster Savings
Date: 2011/07/05
Drawing By: SC
Scale: 1/10"=1'

SITE CHECK IS REQUIRED PRIOR TO PRODUCTION



- SIGN 1.**
ITEM 1. REFACE EXISTING SF FASCIA W/ PUSHED THRU COPY
TYPE: ALUMINUM
LIGHTING: EXISTING
FACE: NEW 12G ALUMINUM FACE PAINTED DARK BLUE W/ ROUTED/ PUSHTHRU- 1/2" CLEAR PLEXI COPY AND TRANSLUCENT VINYL ON FACES
LOGO: ROUTED OUT AND BACKED UP WITH 3/16" WHITE PLEXI AND TRANSLUCENT VINYL ON FACE
CABINET: EXISTING PAINTED DARK BLUE
MOUNTING: MOUNTED FACE OVER FRAME

- ITEM 2.**
 REPLACE EXISTING FASCIA DISPLAY
LIGHTING: N/A
FACE: NEW FABRICATED 12G ALUMINUM PANEL PAINTED GREY GELDING
MOUNTING: *MOUNTED FACE OVER FRAME
ITEM 3.
 REPAINT EXISTING STRUCTURE GREY GELDING

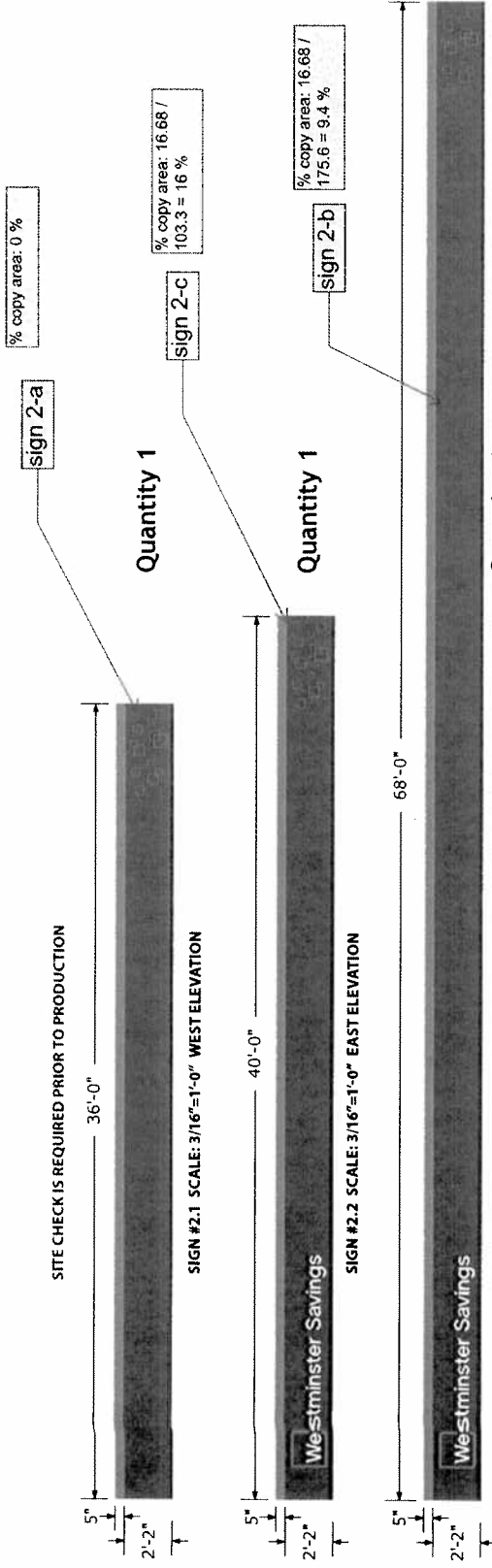


Vinyl Colours:	Paint Colours:
*AVERY PLUS 3005C UC 900-461-T *3M 3630-20 WHITE	*CABINET PAINTED TO MATCH PMS 647 DARK BLUE *Alum. Panel/ Existing Structure Painted to match 21/ MP03337 Grey Gelding

Quantity 1

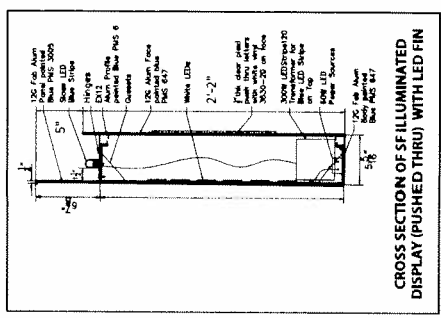
SIGN #1 Project Name: Westminster Savings - White Rock 1608 - 152nd Street, White Rock, BC Account Manager: Dale Wlasiuchuk Date: APRIL 19, 2011 Scale: 3/8"=1'-0"		Art Department Revisions *REV 1-MAY 02, 2011: SIGN #1 ITEM 2 Revised Paint *REV 2-JUNE 25, 2011: SIGN #1 ITEM 2 Revised Paint TO GREY GELDING *REV 3-JUNE 19, 2011: SIGN #1 NO CHANGES	
Client's Approval _____ Date _____ Account Manager Approval _____ Date _____		Production Department Revisions CONCEPTUAL ONLY not finalized until confirmed by survey, permits and shop drawings.	
Quote Number: 2700-04-11-WS-DJ-REV3 Job Number: * Drawing Number: DWG - 1		Sign Number: * S.1 SF ILLUMINATED DISPLAY W/ PUSHED THRU GRAPHICS	

KNIGHT SIGNS
 1425 Progress Way
 15000 of Pacific Blvd, Langley, BC
 Tel: 604-882-2711 Fax: 604-882-2712
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SIGN 2.
ITEM 1. SF FASCIA W/ PUSHED THRU COPY
TYPE: ALUMINUM
LIGHTING: LED
FACE: FACE OVER FRAME
12G ALUMINUM FACE PAINTED DARK BLUE W/ ROUTED/ PUSH THRU- 1/2" CLEAR PLEXI COPY AND TRANSLUCENT VINYL ON PLEXI LOGO- ROUTED/ BACKED UP- 3/16" WHITE PLEXI COPY AND TRANSLUCENT VINYL ON FACES
* LT BLUE VINYL SQUARE GRAPHICS (NON ILLUMINATED)
CABINET:
5-5/16" DEEP FABRICATED 12G ALUMINUM BODY PAINTED DARK BLUE
MOUNTING:
MOUNTED TO WALL
(SITE CHECK IS REQUIRED FOR MOUNTING METHOD)

ITEM 2.
LED HALO LIT FIN
LIGHTING:
SLOAN LED BLUE STRIPE
FACE:
FABRICATED 12G ALUMINUM PANEL PAINTED LT BLUE
MOUNTING:
*MOUNTED TO CABINET



SIGN #3 SCALE: 3/16"=1'-0" WEST ELEVATION
SIGN 3.
ITEM 1. REPLACEMENT SIGN FACE FOR EXISTING ST FASCIA DISPLAY
TYPE: ALUMINUM
LIGHTING: N/A
FACE: FACE OVER FRAME
12G ALUMINUM FACE PAINTED DARK BLUE
CABINET:
EXISTING PAINTED DARK BLUE

Vinyl Colours:	Paint Colours:
*EVERY PMS 3005C UG 900-661-T *3M 3630-20 WHITE	*PAINTED TO MATCH PMS 3005 LIT. BLUE *PAINTED TO MATCH PMS 3005 LIT. BLUE
1" Surface	2" Surface
Colours shown are strictly representational	
Quote Number: 2700-04-11-WS-DJ-REV3	
Job Number: *	
Drawing Number: DWG - 2	

Project Name:
Westminster Savings - White Rock
1608 - 152nd Street, White Rock, BC

Account Manager: Dale Waschuk

Date: APRIL 19, 2011 **Scale:** 3/16"=1'-0"

Client's Approval: _____ **Date:** _____

Account Manager Approval: _____ **Date:** _____

Production Department Revisions
CONCEPTUAL ONLY
not finalized until confirmed by survey, permits and shop drawings.

ART Department Revisions
*REV 1-MAY 02, 2011: SIGN F2 Deleted Opt 2
*REV 2-MAY 25, 2011: SIGN F2 NO CHANGES
*REV 3-JUNE 16, 2011: SIGN F2/3 NO CHANGES

Sign Number: *
Quote Number: 2700-04-11-WS-DJ-REV3
Job Number: *
Drawing Number: DWG - 2

S.2/3 SF ILLUMINATED DISPLAY W/ PUSHED THRU GRAPHICS W/ LED HALO LIT FIN

KNIGHT SIGNS
1142 Progress Ave
Coquitlam, BC V3R 4K6
Canada
Tel: 604-681-2311 Fax: 604-681-2312
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SIGN 4.
 DF ILLUMINATED PYLON DISPLAY W/
 PUSHED THRU /BACKED UP GRAPHICS

ITEM 1.
 MODEL: DF CABINET

TYPE: ALUMINUM

LIGHTING: T12

FACE: FACE OVER FRAME
 12G ALUMINUM FACE PAINTED DARK BLUE
 with
 **Westminster Savings* ROUTED/PUSH
 THRU- 1/2" CLEAR PLEXI COPY AND
 TRANSLUCENT VINYL ON FACES
 *Logo: ROUTED OUT AND BACKED UP WITH
 3/16" WHITE PLEXI AND TRANSLUCENT
 VINYL ON FACE
 **atm* ROUTED OUT AND BACKED UP WITH
 3/16" WHITE PLEXI AND TRANSLUCENT
 VINYL ON FACE

CABINET: ALUMINUM CABINET 12"± DEEP
 PAINTED DARK BLUE

FRAME: EX /FACE OVER FRAME

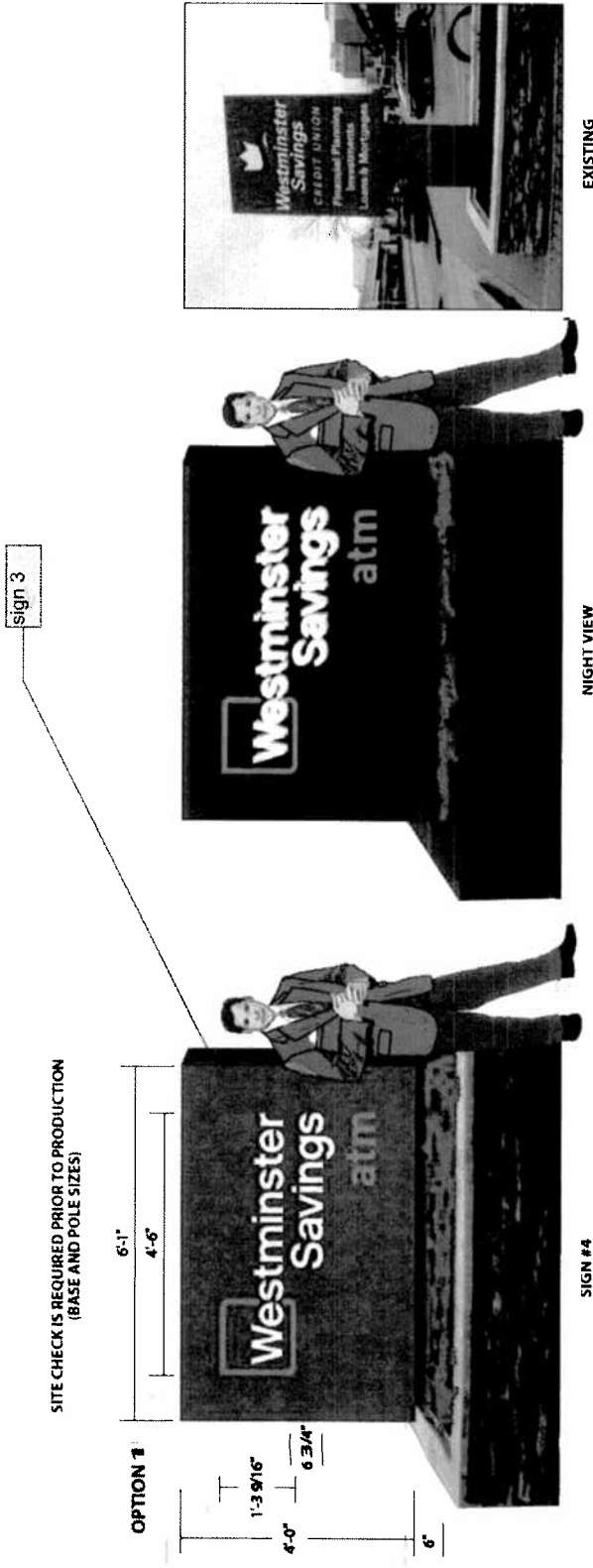
ITEM 2. STRUCTURE

BASE: USE EXISTING BASE AND POLE CUT
 TO SIZE

EXTRAS:

OPTION 1:
 *ALUMINUM CLADDING PAINTED DARK
 BLUE

MOUNTING:
 MOUNTED IN EXISTING PLANTER TO
 REPLACE EXISTING DF PYLON DISPLAY



EXISTING

NIGHT VIEW

SIGN #4
 SCALE: 1/2"=1'-0"

note: low lying ground cover planting

Quantity 1

Vinyl Colours:	Paint Colours:
*AVERY PMS 3005C UC 900-661-T *JM 3630-20 WHITE	*PAINTED TO MATCH PMS 647 DARK BLUE
X1 1st Surface	2nd Surface
Colours shown are strictly representational	
Quote Number: 2700-04-11-WS-DJ-REV4	Sign Number: *
Job Number: *	
Drawing Number: DWG - 3	

Production Department Revisions
 CONCEPTUAL ONLY
 not finalized until confirmed
 by survey, permits
 and shop drawings

Art Department Revisions
 Requested Opt. 1
 *REV 2-MAY 25, 2011: SIGN #4 No. Changes
 *REV 3-JUNE 16, 2011: SIGN #4 NO CHANGES
 *REV 4-Aug 26, 2011: SIGN #4 Revised to New DF
 Pylon (Two Options)

Project Name:
 Westminster Savings - White Rock
 1608 - 152nd Street, White Rock, BC

Account Manager: Dale Wlasichuk

Date: APRIL 19, 2011 **Scale:** 1/2"=1'-0"

KNIGHT SIGNS
 115 - 16th Avenue East, Suite 100
 Delta, BC V4L 1Y1
 Tel: 604-944-2271 Fax: 604-944-2275

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Account Manager Approval _____ Date _____

Client's Approval _____ Date _____

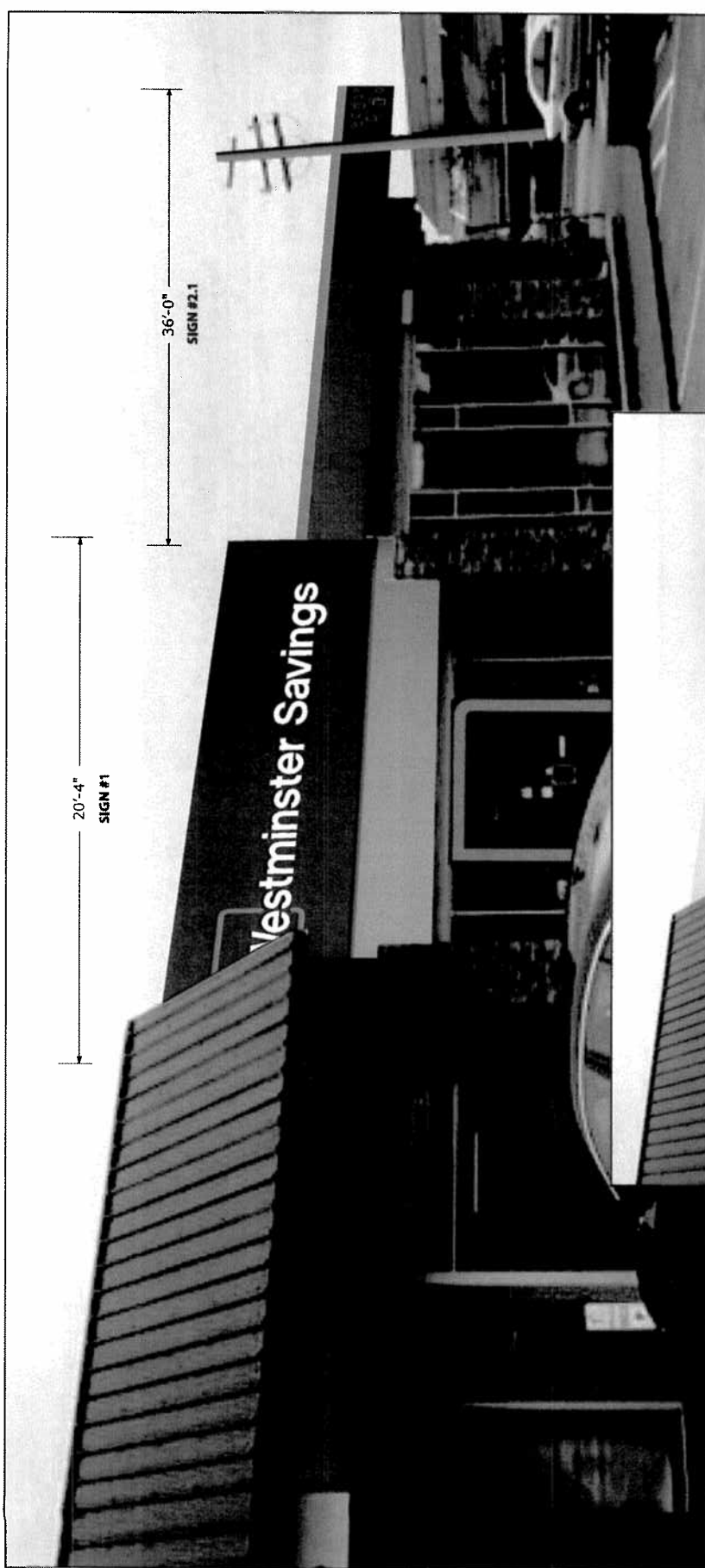
S.4 OPTION 1

WEST ELEVATION

15'-6"
SIGN #3

20'-4"
SIGN #1

36'-0"
SIGN #2.1



SIGN #3

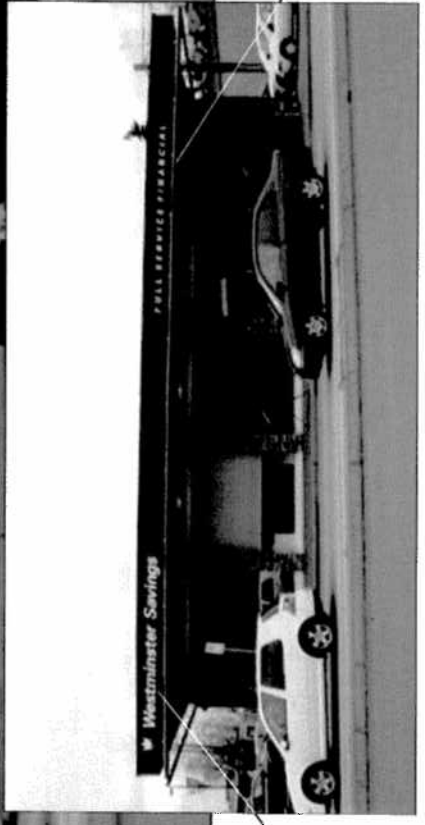
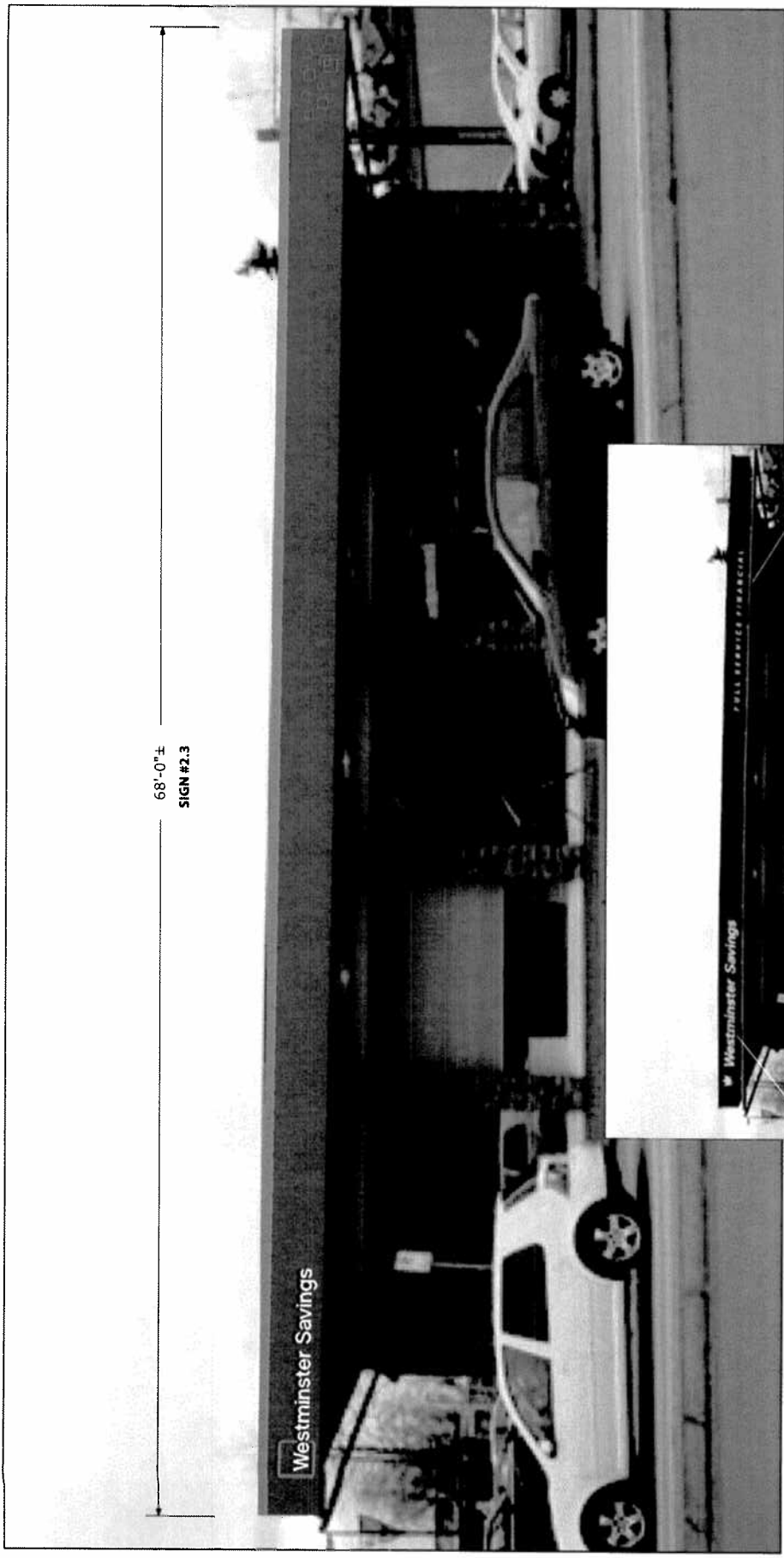
SIGN #2.1

REMOVE EXISTING PIPE



EXISTING WEST ELEVATION

SOUTH ELEVATION

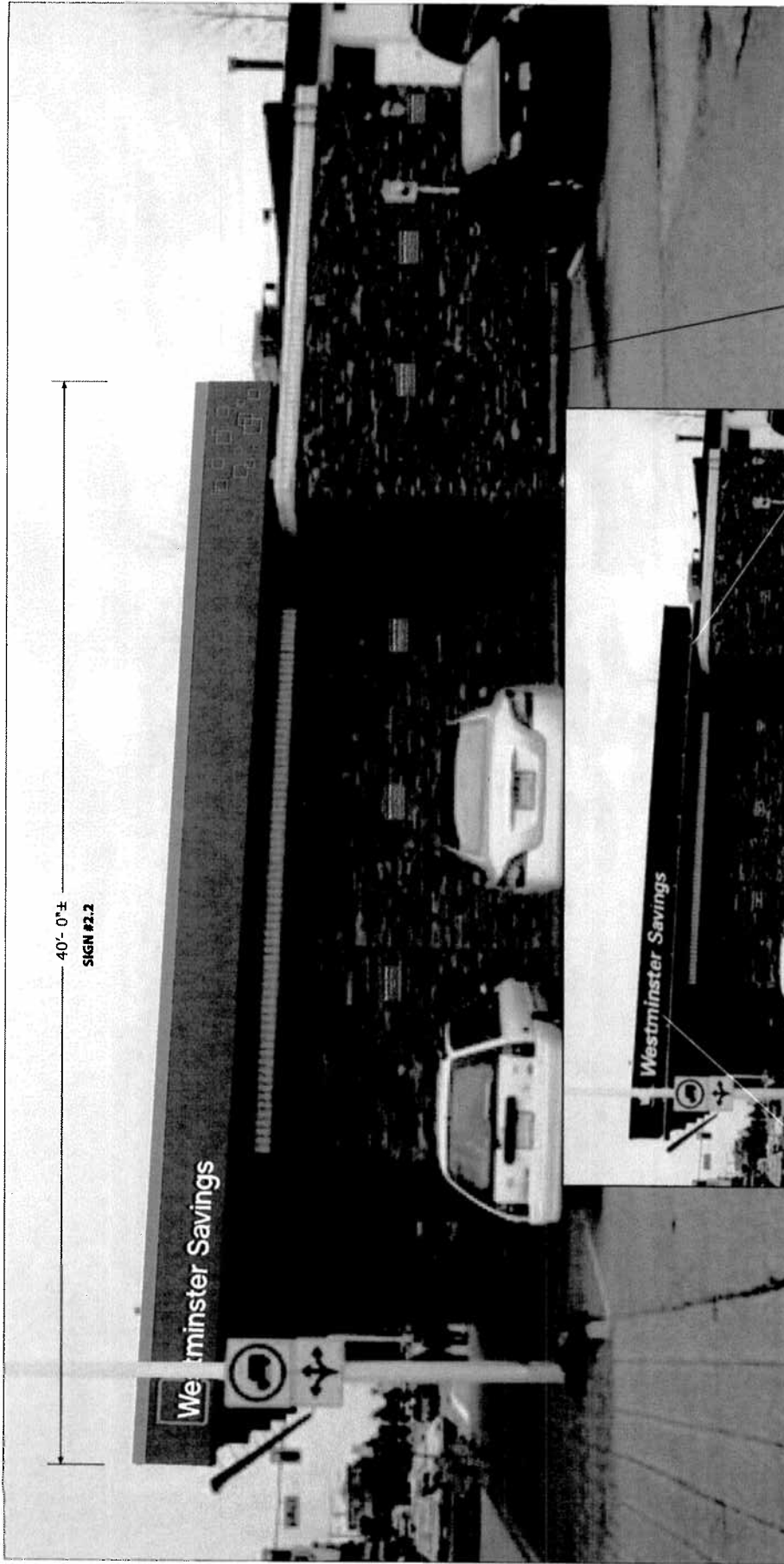


EXISTING

SIGN #2.3
REMOVE EXISTING LETTERS

REMOVE EXISTING PIPE

EAST ELEVATION



SIGN #5

REMOVE EXISTING PIPE

REMOVE EXISTING
SIGN LETTERS

EXISTING

Androsoff, Natalie

From: Ambardar, Bob
Sent: September-06-11 4:25 PM
To: Androsoff, Natalie
Cc: Eng Files; Lorincz, Shelly
Subject: 11-0179 CM: 7488 King George Blvd. DVP (Fascia Signage)

I have reviewed the file and there are no additional engineering requirements relative to the issuance of a Development Permit and Development Variance Permit. I trust that this e-mail is sufficient and that any comments will be noted in the Engineering section of the Planning Report as an Inter-Office memo will not be forwarded.

Regards,

BOB AMBARDAR P. ENG

DEVELOPMENT PROJECT ENGINEER

ENGINEERING DEPARTMENT

CITY OF SURREY

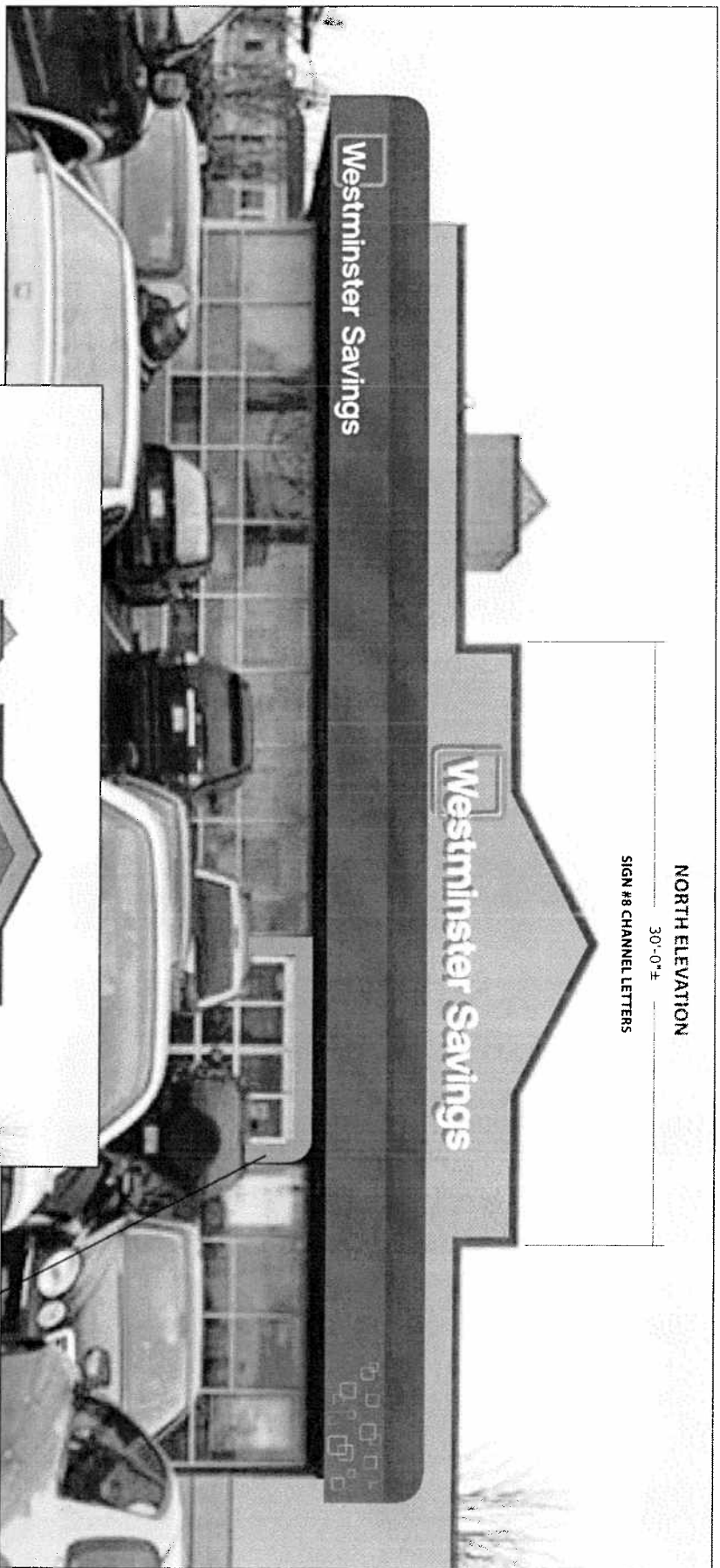
14745 56th Ave. Surrey BC Canada V3X 3A2
T 604 598 5893 | F 604 591 8693 | www.surrey.ca

71'-6"

NORTH ELEVATION

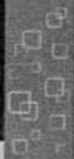
30'-0"[±]

SIGN #8 CHANNEL LETTERS



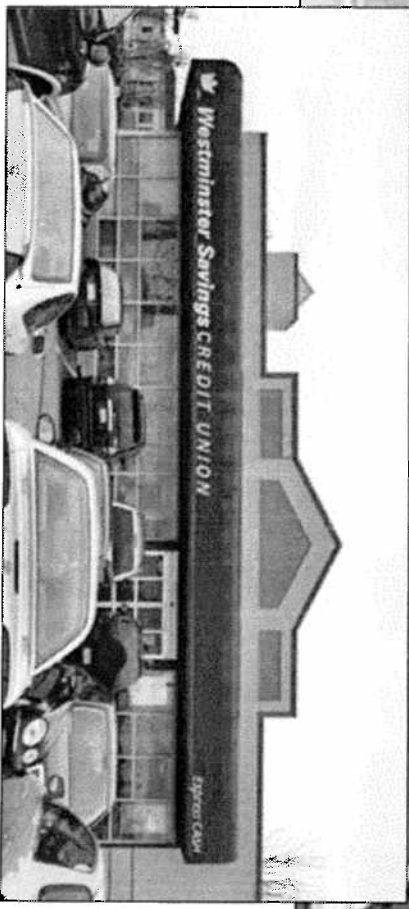
Westminister Savings

Westminister Savings



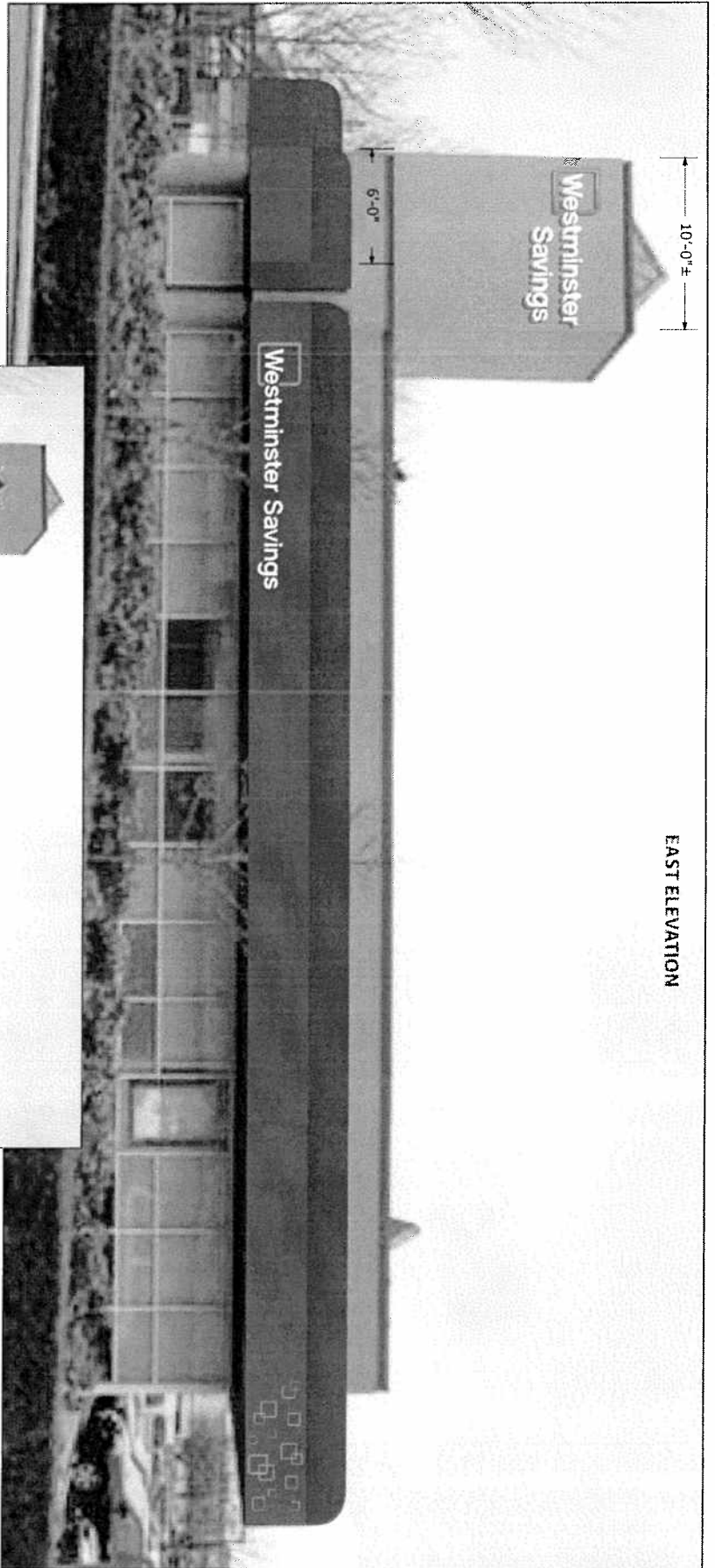
SIGN #1

SIGN #7



EXISTING

SIGN #5
TWO SIDES

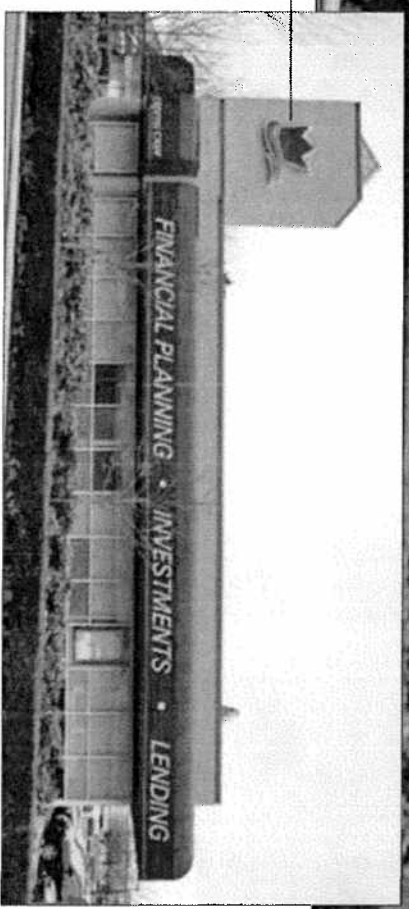


EAST ELEVATION

61'-6"

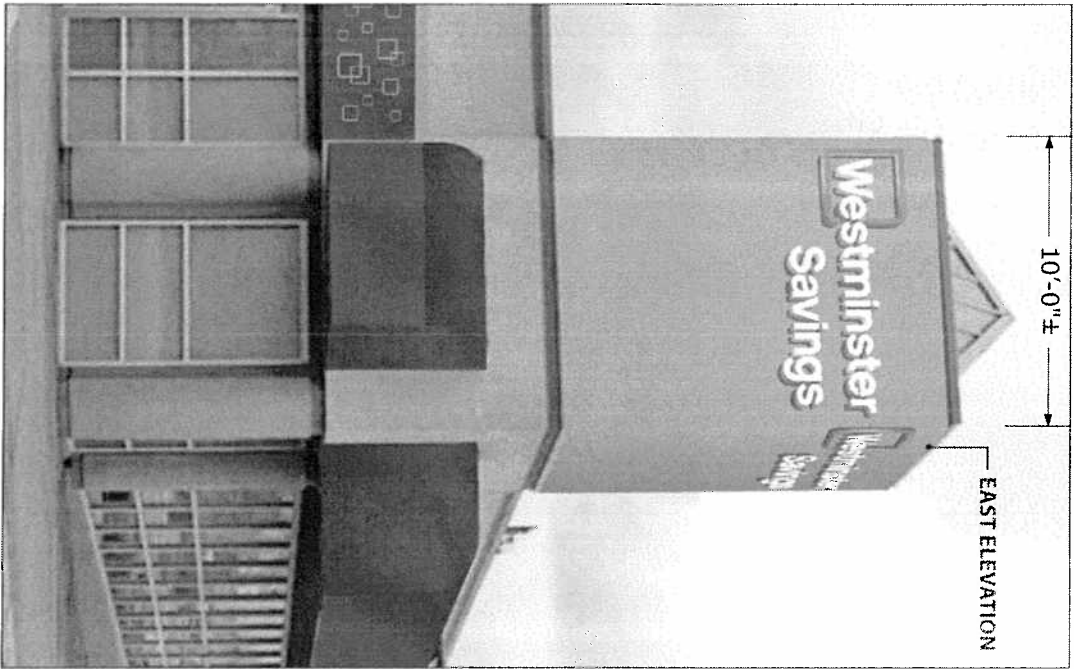
SIGN #3.2 SIGN #3.1

REMOVE EXISTING LOGO
REPAIR WALL



EXISTING

SIGN #2



SIGN #4

SIGN #3.2

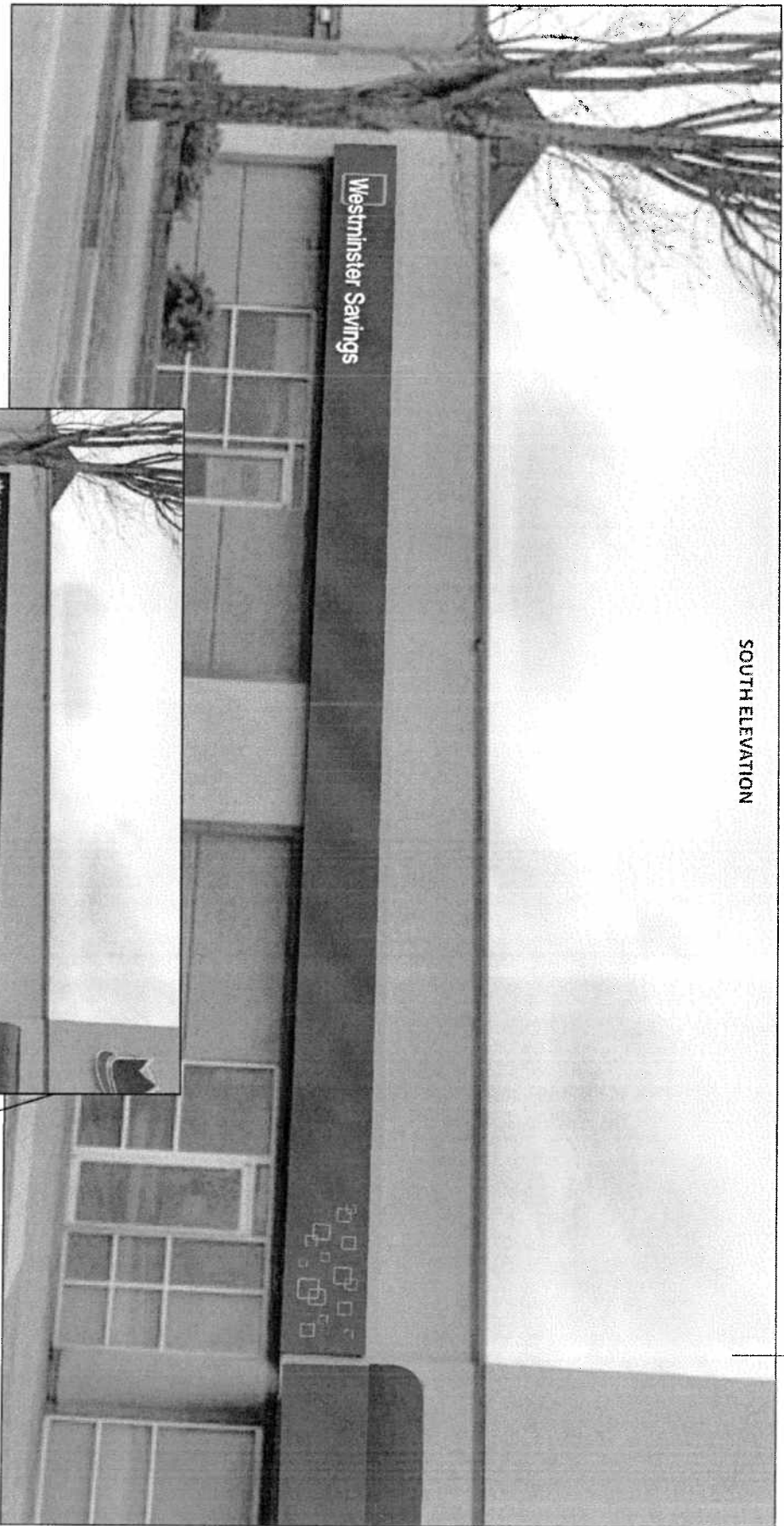
SIGN #3.1



SIGN #5

EXISTING

REMOVE EXISTING LOGOS
REPAIR WALL



SOUTH ELEVATION

61'-0"

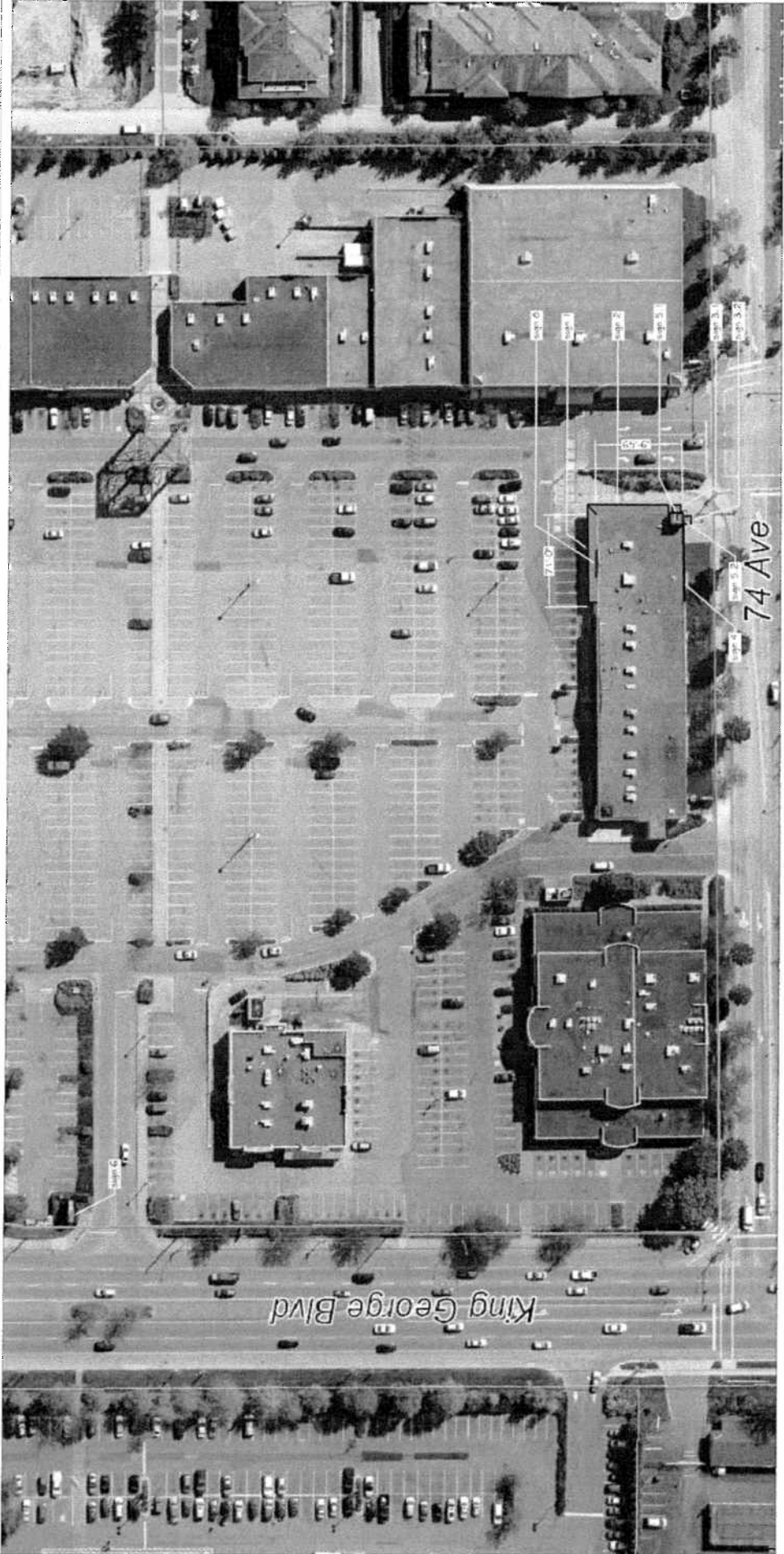
SIGN #4




EXISTING

REMOVE EXISTING LOGO
REPAIR WALL

SIGN #3.2



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PRIORITY PERMITS 

Your Sign Permit Solution

#104 - 713 Columbia St.
 New Westminster BC
 T: 778-387-1394
 F: 1-888-738-3346
 E: prioritypermits2@shaw.ca

Client: Knight Bishop
Address: 500 7466 King George Blvd.
 Surrey, BC

Project: Residential Develop
Date: 20110721
Drawing By: SC
Scale: NTS