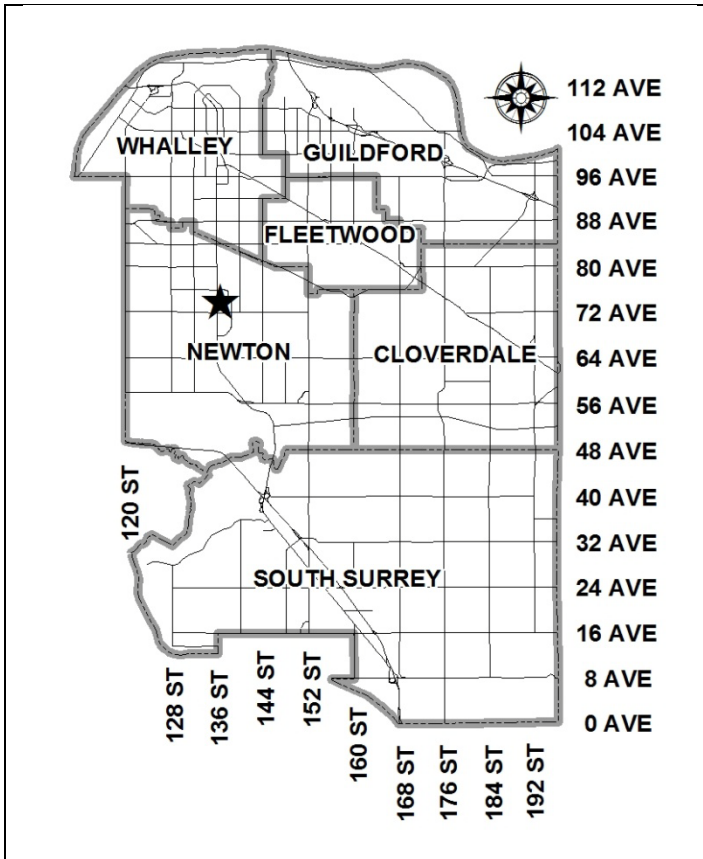


City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7911-0209-00

Planning Report Date: November 7, 2011

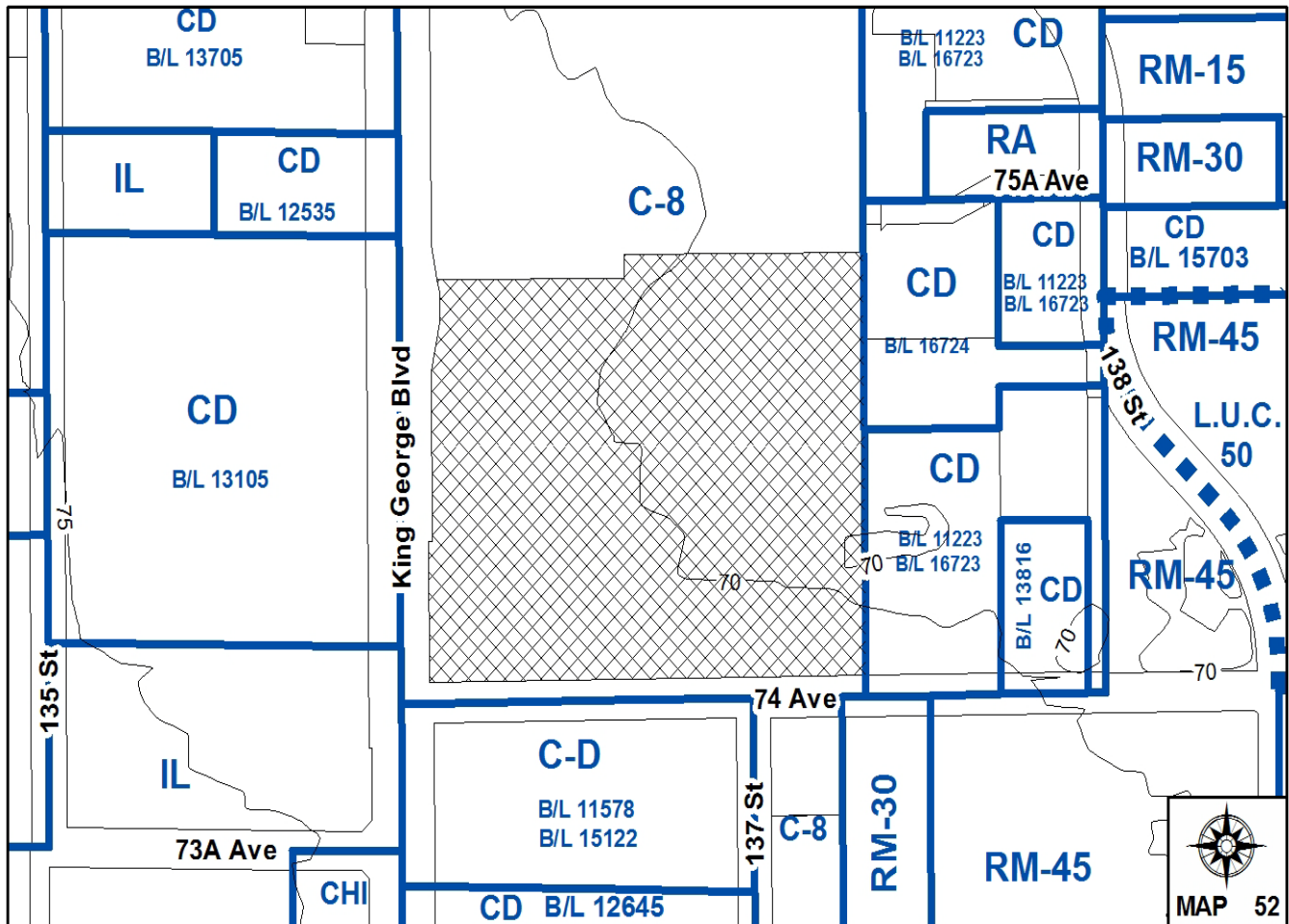


**PROPOSAL:**

- Development Permit
- Development Variance Permit

in order to permit the placement of three free-standing signs, and vary the height and width requirement for two free-standing signs.

**LOCATION:** 7488 King George Boulevard  
**OWNER:** King's Cross Shopping Centre Ltd.  
**ZONING:** C8  
**OCP DESIGNATION:** Commercial  
**NCP/LAP DESIGNATION:** Mass Merchandising



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- A variance is required to allow two free-standing signs to exceed the maximum 4.6 metre (15 ft.) height and 3 metre (10 ft.) width requirement of a "Special Sign Area" in Surrey Sign By-law, 1999 (13656).

### RATIONALE OF RECOMMENDATION

- Complies with OCP Designation and the Newton Town Centre Plan Designation.
- The existing sign 1 has been in place for the last 20 years. The size of Sign 1 will not change. The current frame will be reused and reclad. The proposal is an improvement on the current sign.
- The colour and design of the proposed free-standing signage better complements the design of the existing commercial buildings, and improves architectural congruence with the buildings in King's Cross Shopping Centre.
- The variances proposed are supportable due to the lower elevation of the site in comparison to King George Boulevard.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7911-0209-00 generally in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7911-0209-00 (Appendix II) varying the following, to proceed to Public Notification (Appendix III):
  - (a) to permit a free-standing sign (Sign 1) to exceed the maximum 4.6 metre (15 ft.) height by 0.76 metre (2.5 ft) and maximum 3 metre (10 ft) width by 1.1 metres (4 ft); and
  - (b) to permit a free-standing sign (Sign 3) to exceed the maximum 4.6 metre (15 ft.) height by 0.9 metres (3 ft) and 3 metre (10 ft) maximum width by 0.6 metre (2 ft.).

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Multi-tenant commercial buildings within a shopping plaza (Kings Cross Shopping Centre).

Adjacent Area:

Direction	Existing Use	OCP/TCP Designation	Existing Zone
North:	Commercial Retail (Superstore).	Urban/Mass Merchandising	C-8
East:	Multi-family dwellings.	Multiple Residential/High Density Residential	CD
South (Across 74 Avenue):	Multi-tenant commercial site with offices and retail.	Commercial/Commercial Office	CD
West (Across King George Boulevard):	Wholesale/Retail – (Costco)	Industrial/Mass Merchandising	CD

DEVELOPMENT CONSIDERATIONSBackground

- The subject site is located on the east side of King George Boulevard on the north side of 74 Avenue. It is designated "Commercial" in the Official Community Plan (OCP), "Mass Merchandising" in the Newton Town Centre Plan and zoned C-8 (Community

Commercial Zone). Two separate addresses on the site are involved in the application; 7404 and 7488 King George Boulevard.

- King's Cross Shopping Centre is located on the subject site. The major tenants on the south end of the site include a medical office and Michael's Arts & Crafts. All proposed signs are located in a "Special Sign Area" designated in the Sign By-law (Appendix V). In this area, signs are not to exceed a height of 4.6 metres (15 ft). "Special Sign Area" requirements also limit the width of free-standing signs to  $\frac{2}{3}$  of the height, for a maximum permitted width of 3 metres (10 ft).
- The original Development Permit for the subject site was approved under application No. 7986-0589-00, and allowed for several free-standing signs (Appendix IV). A Sign Permit, which was based on Development Permit No. 6786-0589, was approved for a free-standing pylon sign on December 4, 1990, located adjacent to the main central access on King George Boulevard (Sign 1).
- The 1990 Sign Permit for Sign 1 allowed for a sign 4.3 metre (14 ft) high by 2.7 metre (9 ft 6 in) wide. Existing Sign 1 is 5.3 metres (17 ft 6 in) high and 4.3 metres (14 ft) wide. There is no record on the approval of the existing Sign 1.

### Proposal

- The applicant has submitted an application for a Development Permit and a Development Variance Permit to replace the existing free-standing Sign 1 and to allow for two additional free-standing signs (Sign 2 and Sign 3). The proposed signs will be double-sided and display the company names and logos of multiple tenants, with six tenants displayed per side. The proposed location of the three signs is consistent with Development Permit No. 6786-0589 (Appendix IV).
- Sign 2 will be placed at the westernmost drive aisle entry to King's Cross Shopping Centre along 74 Avenue. Sign 3 will be placed slightly north of the northeast corner of King George Boulevard and 74 Avenue.
- The applicant is proposing to make minor design modifications to the existing structure of Sign 1 and replace the decorative element above the sign frame, as illustrated in Appendix II. Since there is no record on the approval of Sign 1, a Development Variance Permit is needed to allow for the existing sign structure to remain. Sign 2 is proposed to be 4.6 metres (15 ft) high and 3 metres (10 ft) wide, which complies with the Sign By-law. Sign 3 is proposed to be 5.5 metres (18 ft) high and 3.65 metres (12 ft) wide, which requires a variance to the Sign By-law.

### Copy Area and Spacing

- The copy area of each sign is in compliance and does not exceed 50% of the sign area.

- All proposed signs are spaced well beyond the requirements of the Sign By-law, which states that only one freestanding sign shall be permitted for each highway frontage unless the frontage exceeds 30 metres or (100 ft). In cases where the frontage exceeds 30 metres, one additional freestanding sign per 30 metres (100 ft) frontage may be permitted. Proposed Signs 1 and 3 on King George Boulevard are spaced approximately 125 metres (411 ft) apart. Sign 2 is approximately 93 metres (306 ft) from the northeast corner of King George Boulevard and 74 Avenue.

### Design and Colour

- The proposed free-standing signs are changing to modernize the shape and complement the buildings on site. The top of each sign is comprised of a peaked ornamental element with an updated "King's Cross" logo. The sign area includes six symmetrical tenant sign areas per side, with approximately 22 centimetres (9 in) of background area surrounding each tenant sign space.
- The proposed pylon signs are changing colour from turquoise and white to cream and dark blue to match the buildings on the site and update the shopping centre image. Accent colour is navy blue, to complement the majority of signage on the retail frontages.

### Lighting

- The decorative element at the top of the sign is routed aluminum and backlit with fluorescent lighting. The proposed tenant sign areas will be translucent or white acrylic panels inside aluminum frame, with surface vinyl lettering or logos, and backlit with fluorescent lighting.

### BY-LAW VARIANCE AND JUSTIFICATION

#### (a) Requested Variance:

- A Development Variance Permit is requested for Sign 1, to increase the permitted height from 4.6 metres (15 ft) to 5.3 metres (17.5 ft), and increase the permitted width from 3 metres (10 ft) to 4.3 metres (14 ft).

#### Applicant's Reasons:

- The applicant wishes to make cosmetic improvements to the existing sign frame, which has prior City approval. Moving the sign or changing the width will disturb the surrounding landscaping and greatly increase the construction costs for the project.

#### Staff Comments:

- The existing sign has been in place for the last 20 years. The same sign structure is to be kept. However, the proposal is an improvement over the current sign and complements the colour and design of the buildings on the site. Because the site is quite large, the larger dimensions of this sign can be considered appropriate.

## (b) Requested Variance:

- A Development Variance Permit is requested for Sign 3, to increase the permitted height from 4.6 metres (15 ft) to 5.5 metres (18 ft) and increase the permitted width from 3 metres (10 ft) to 3.7 metres (12 ft).

## Applicant's Reasons:

- There is a 0.9 metre (3 ft) drop in grade from the street to the parking lot. As the sign will be located in the parking lot, the sign will appear at an appropriate height from the street and sidewalk.

## Staff Comments:

- In order to achieve the appearance of a 15 ft height from the street, the sign will have to be anchored to the ground 0.9 metres (3 ft) lower than street grade. From King George Boulevard to the parking lot of King's Cross Shopping Centre, there is a sharp drop in grade of approximately 0.9 metres (3 ft). Proposed sign 3 will appear to be 15 ft above the sidewalk from motorists and pedestrians.
- The 3.7 metre (12 ft) width can be supported, as it is narrower than the width of the existing sign (Sign 1) located 125 metres (411 ft) north, and meets the intent of the 2/3 width to height ratio defined in the By-law.

CONCLUSION

The proposed signs can be supported for the following reasons:

- The spacing between free-standing signs is well over the minimum requirement in the Sign By-law.
- The total proposed free-standing sign area is below the maximum permitted in the By-law.
- The design is architecturally coordinated with the colour and design of the buildings on site.
- The site is very large and surrounded by commercial, retail, and wholesale businesses. Tenant identification signage located close to the street will improve visibility of goods and services available, given that most of the fascia signage on the building face is set back across a large parking area, approximately 200 metres from the road.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners and Action Summary
- Appendix II. Development Permit Drawings No. 7911-0209-00 (A) to (E)
- Appendix III. Development Variance Permit No. 7911-0209-00
- Appendix IV. Copy of Landscape Plan from Development Permit 6786-0589
- Appendix V. Special Sign Area Map (Schedule 1.c, Surrey Sign By-law, 1999)

*original signed by Nicholas Lai*

Jean Lamontagne  
General Manager  
Planning and Development

NA/kms

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. 11/3/11 9:39 AM

Information for City Clerk

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

1. (a) Agent: Name: Lindsay Miles  
Imperial Sign Corporation  
Address: 2821 Huntington Place  
Port Coquitlam BC V3C 4T3  
Tel: 604-464-1211

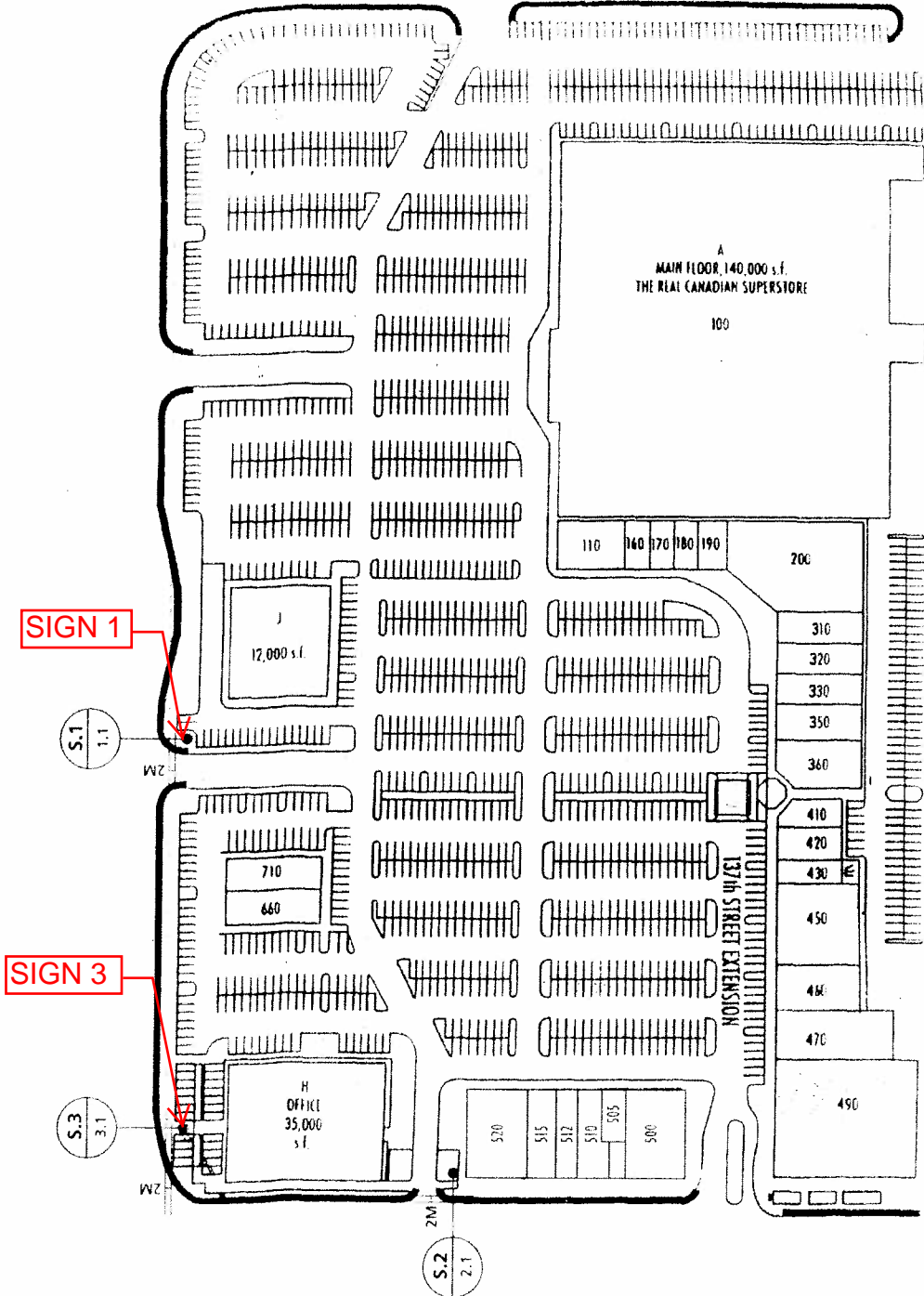
2. Properties involved in the Application

- (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 NWP88060

3. Summary of Actions for City Clerk's Office

- (a) Proceed with Public Notification for Development Variance Permit No. 7911-0209-00 and bring the Development Variance Permit forward for issuance and execution by the Mayor and City Clerk.





PROJECT: KING'S CROSS, 7404 KING GEORGE HWY., SURREY

CLIENT: COLLIER'S

SALES: MILES

DESIGN #: 07-10706

DATE: OCT/06/2011

PRINT DATE: OCT/06/2011

DESIGNER: SCHNEIDER

FILE NAME: A1MILES\SHOP\KING'S CROSS

CLIENT APPROVAL / DATE:

THIS DRAWING IS FOR THE CONSTRUCTION OF THIS PROJECT ONLY AND SHOULD NOT BE USED FOR ANY OTHER PURPOSES. NO LIABILITY IS ACCEPTED FOR ANY USE OR MISUSE OF THIS DRAWING. WRITTEN CONSENT MUST BE OBTAINED FOR ANY REPRODUCTION OF THIS DRAWING BEYOND THE PRESENTATION. AS THE DESIGN IS SUBJECT TO CHANGE, THE DESIGNER SHALL NOT BE RESPONSIBLE FOR ANY CHANGES MADE TO THE DRAWING. THE DESIGNER SHALL NOT BE RESPONSIBLE FOR ANY CHANGES MADE TO THE DRAWING BY ANY OTHER PARTY.





150' SQ  
 MAX ALLOWABLE  
 SIGN AREA  
 ID: 36.75' SQ  
 TENANTS: 99.42' SQ  
 TOTAL: 136.17' SQ

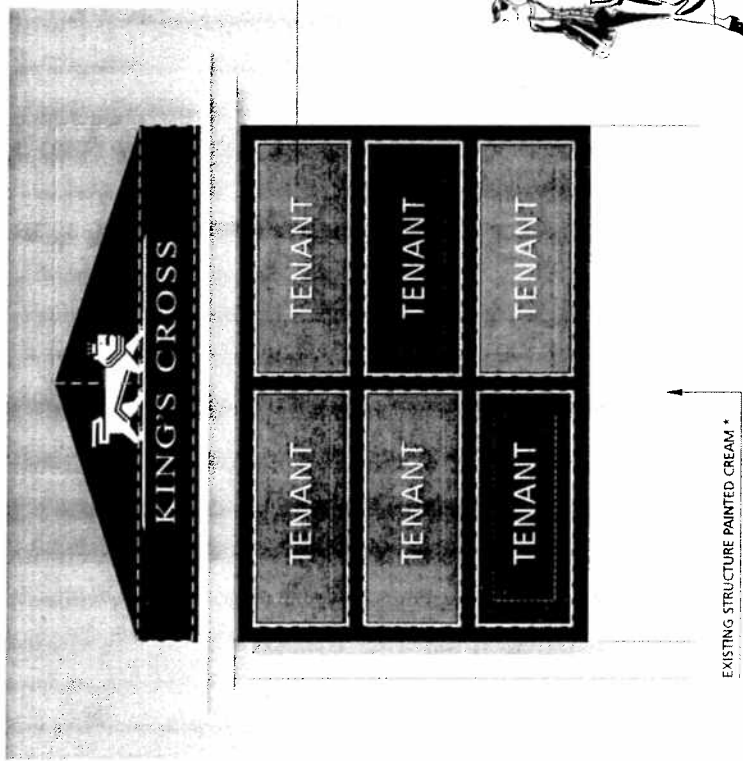
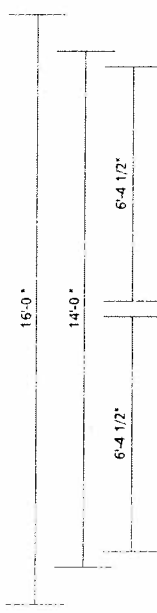
ID DISPLAY @ 36.75' SQ  
 (2.25' x 7' = 15.75' SQ)  
 (1.5' x 14' = 21' SQ)

6X TENANT DISPLAYS @ 99.4' SQ  
 (EA. TENANT = 16.57' SQ (2.6' X 6.375'))

50% MAX COPY AREA PER PANEL:  
 2.6' X 6.38' = 16.6' SQ  
 50% X 16.6' SQ = 8.3' SQ / 20" X 60"

S.1  
 1.1

- RETROFIT ONE EXISTING D/F ILLUMINATED PYLON DISPLAY**
- REMOVE ID DISPLAY RETAINER, EXPOSED NEON & RED ACRYLIC TRIM
  - REPAINT EXISTING STRUCTURE CREAM (1" TO MATCH BUILDING COLOR)
  - NEW ROUTED ALUMINUM ID DISPLAY, PAINTED DEEP SEA BLUE (PMS 309) BACKED W/ WHITE ACRYLIC / T12 FLUORESCENT ILLUMINATION
  - MULTI-TENANT DISPLAY, CABINET / RETAINERS PAINTED DEEP SEA BLUE (PMS 309) & 15C CLEAR ANODIZED / WHITE ACRYLIC PANELS W/ VINYL APPLIED 1ST SURFACE / T12 FLUORESCENT ILLUMINATION
  - WHITE HALO LIT DIAMOND DECOR ALUMINUM CHANNELS PAINTED DEEP SEA BLUE (PMS 309)

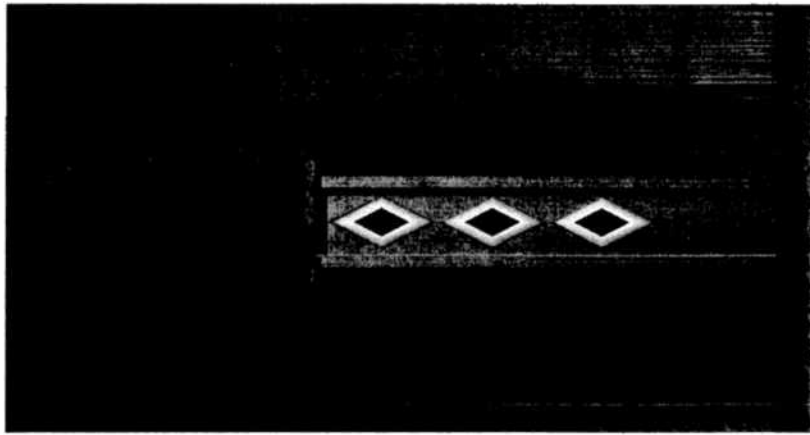
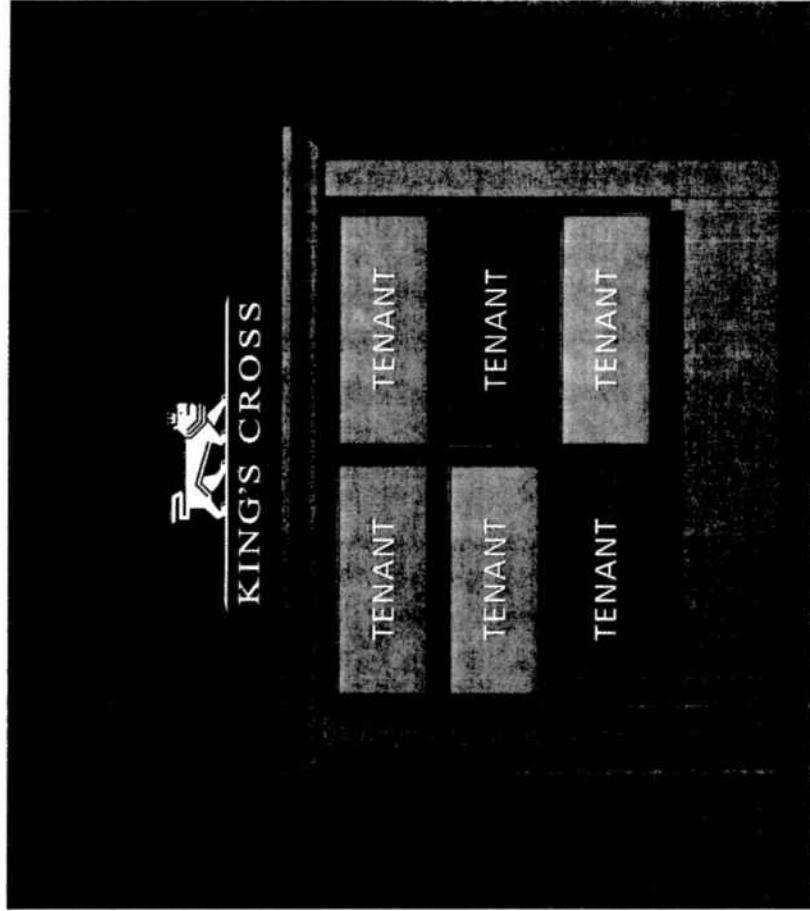


**RETROFIT OF EXISTING FREESTANDING PYLON DISPLAY**

THE DRAWING IS FOR THE CONSTRUCTION OF DESIGN INTENT ONLY AND SHOULD NOT BE USED FOR CONSTRUCTION OF MATERIALS OR CONSTRUCTION. THE DRAWING IS FOR INFORMATION ONLY. THE CLIENT SHALL BE RESPONSIBLE FOR THE APPLICATION OF THE DESIGN AND THE CONSTRUCTION OF THE SIGN. THE CLIENT SHALL BE RESPONSIBLE FOR THE CONSTRUCTION OF THE SIGN AND THE CONSTRUCTION OF THE SIGN SHALL BE RESPONSIBLE FOR THE CONSTRUCTION OF THE SIGN.

SCALE	DESIGN	SALES	CUSTOMER	PROJECT
1/4" = 1'-0"	07-1-0706	MILES	COLLIERS	KING'S CROSS, 7404 KING GEORGE HWY., SURREY
PRINT DATE	DWG DATE	DESIGNER	FILE NAME	CLIENT APPROVAL / DATE
OCT/06/2011	OCT/06/2011 (AUG/08/2007)	SCHNEIDER	A1\MILES\SHOP\KING'S CROSS	





S.1 - TYPICAL ILLUMINATED NIGHT VIEW - RETROFIT OF EXISTING FREESTANDING PYLON DISPLAY

THIS DRAWING IS FOR THE CONVEYANCE OF DESIGN INTENT ONLY AND SPHERES ARE LARGER, SCALES & LOCATIONS ARE NOT TO BE USED FOR FABRICATION. WRITER ACCEPTS NO LIABILITY FOR ANY USE OR APPLICATION OF THIS DESIGN BEYOND THE INTENT OF THE DESIGN. DESIGNER ACCEPTS NO LIABILITY FOR THE FABRICATION OF THIS SIGN OR FOR THE FABRICATION OF THIS SIGN OR FOR THE FABRICATION OF THIS SIGN.

SCALE: 1/4" = 1'-0"  
 DESIGN #: 07-10706  
 SALES: MILES  
 CLIENT: COLLIER'S  
 PROJECT: KING'S CROSS, 7404 KING GEORGE HWY., SURREY  
 PRINT DATE: OCT/06/2011  
 DWG. DATE: AUG/08/2007  
 DESIGNER: SCHNEIDER  
 FILE NAME: A:\MILES\SHOP\KINGSCROSS  
 CLIENT APPROVAL / DATE:



IMPERIAL SIGN



TYPICAL ILLUMINATED NIGHT VIEW

150' SQ  
MAX ALLOWABLE  
SIGN AREA

ID: 337 SQ  
TENANTS: 58.5' SQ  
TOTAL: 91.5' SQ

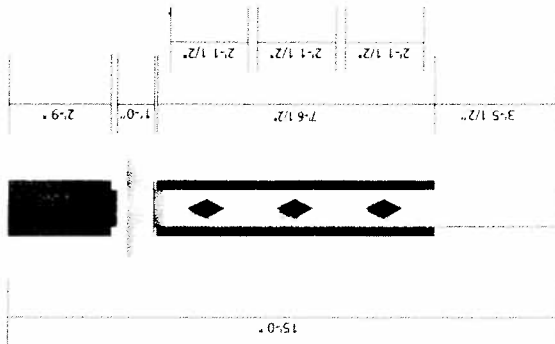
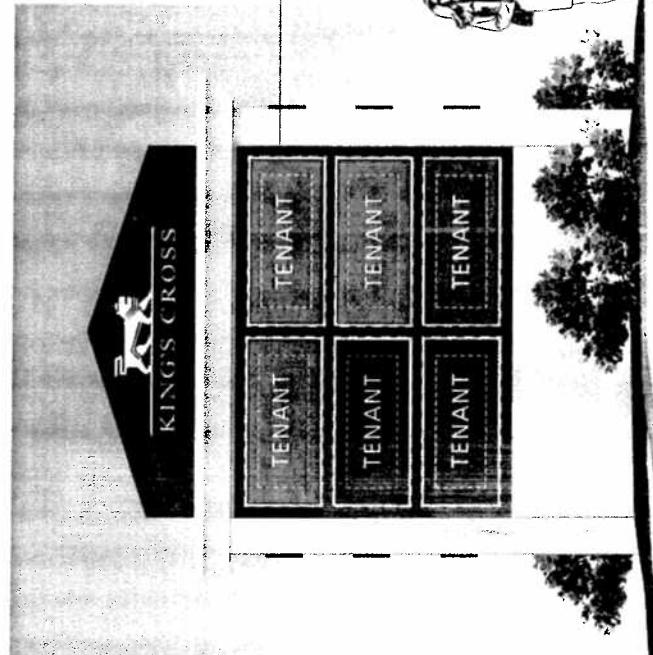
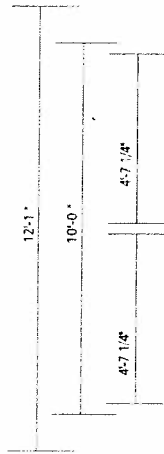
6X TENANT DISPLAYS @ 58.5' SQ  
(EA. TENANT = 9.75' SQ (2.12' X 4.61'))

50% MAX COPY AREA PER PANEL:  
2.12' X 4.6' = 9.75' SQ  
50% X 9.75' SQ = 4.88' SQ / 16" X 43"

S.2  
103

TYPICAL- D/F ILLUMINATED PYLON DISPLAY

- ID DISPLAY: ROUTED ALUMINUM CABINET PAINTED DEEP SEA BLUE (PMS 309) BACKED W/ WHITE ACRYLIC / T12 FLUORESCENT ILLUMINATION
- MULTI-TENANT DISPLAY: CABINET / RETAINERS PAINTED DEEP SEA BLUE (PMS 309) & ISC CLEAR ANODIZED / WHITE ACRYLIC PANELS W/ VINYL'S APPLIED 1ST SURFACE / T12 FLUORESCENT ILLUMINATION
- POLES / TRIM PAINTED CREAM (TO MATCH BUILDING COLOR); W/ DIAMOND DECOR PIECES PAINTED DEEP SEA BLUE (PMS 309)



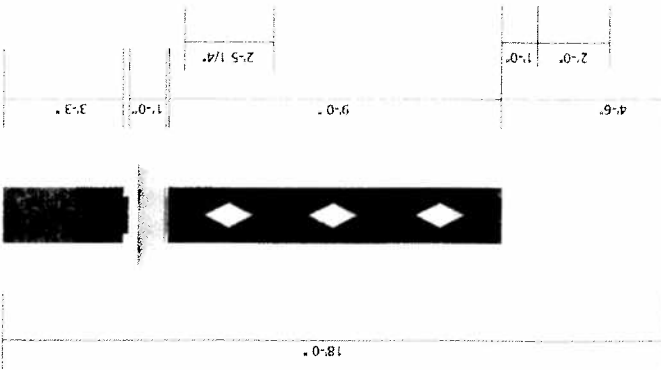
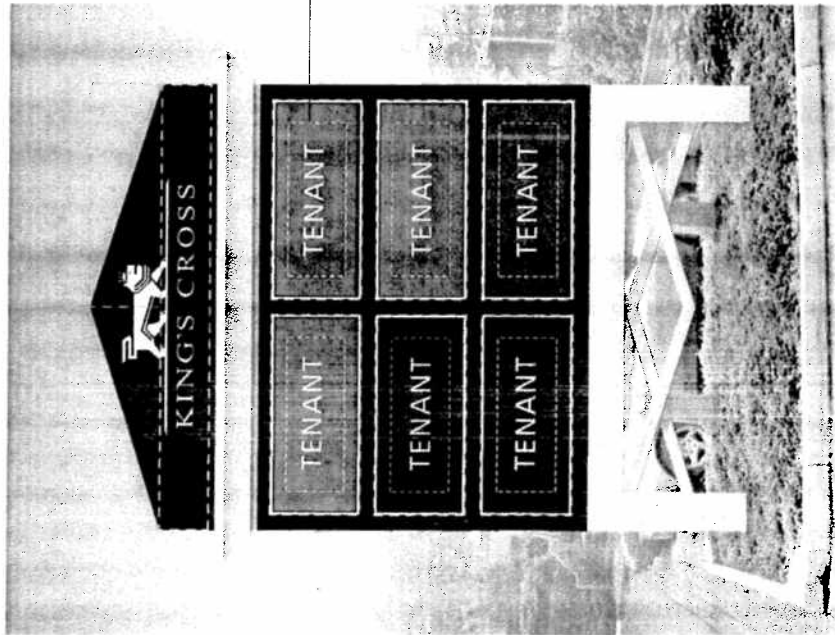
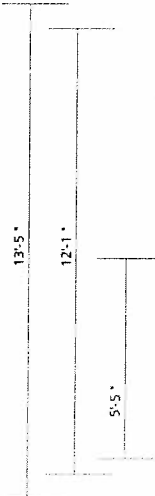
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SCALE	DESIGN	SALES	CLIENT	PROJECT
1/4" = 1'-0"	07-10706	MILES	COLLIERS	KING'S CROSS, 7404 KING GEORGE HWY., SURREY
PRINT DATE	DWG. DATE	DESIGNER	FILE NAME	CLIENT APPROVAL / DATE
OCT/17/2011	OCT/17/2011	SCHNEIDER	A1:IMP-LESSHOP:TS:KING-CROSS	



IMPERIAL SIGN

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REDOUGLE 12

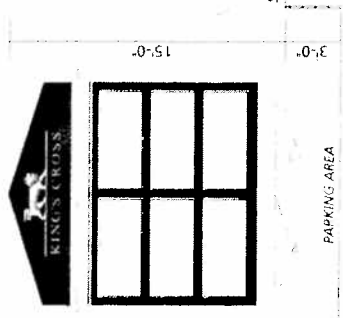


150' SQ  
MAX ALLOWABLE  
SIGN AREA  
ID: 27.24' SQ  
TENANTS: 78.87' SQ  
TOTAL: 106.11' SQ

ID DISPLAY @ 27.24' SQ  
(1.91' x 6.04' = 11.54' SQ)  
(1.3' x 12.08' = 15.7' SQ)

6X TENANT DISPLAYS @ 78.87' SQ  
(EA. TENANT = 13.14' SQ (2.43' X 5.41'))

50% MAX COPY AREA PER PANEL:  
2.44' X 5.42' = 13.2' SQ  
50% X 13.2' SQ = 6.6' SQ / 19" X 50"



SCALE: 1/8" = 1'-0"

S.3  
105

D/F ILLUMINATED PYLON DISPLAY

- ID DISPLAY: ROUTED ALUMINUM CABINET PAINTED DEEP SEA BLUE (PMS 309) BACKED W/ WHITE ACRYLIC / T12 FLUORESCENT ILLUMINATION
- MULTI-TENANT DISPLAY: CABINET / RETAINERS PAINTED DEEP SEA BLUE (PMS 309) & ISC CLEAR ANODIZED / WHITE ACRYLIC PANELS W/ VINYL'S APPLIED 1ST SURFACE / T12 FLUORESCENT ILLUMINATION
- POLLS / TRIM & DIAMOND DECOR PIECES PAINTED CREAM (\* TO MATCH BUILDING COLOR)

THE DRAWING IS FOR THE CONSTRUCTION OF DESIGN INTENT ONLY AND PRELIMINARY. SITE, COLOR, MATERIAL & LOCATION OF THE SIGN SHOULD BE VERIFIED BY THE CONTRACTOR. WRITTEN CONSENT MUST BE OBTAINED FROM THE LOCAL AUTHORITY BEFORE ANY SIGN IS PLACED ON THE PUBLIC HIGHWAY. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND FOR THE REMOVAL OF THE SIGN AT THE END OF THE PROJECT.

SCALE	DESIGN	SALES	CLIENT
1/4" = 1'-0"	07-10706	MILES	COLLIERS
PRINT DATE	DWG. DATE	DESIGNER	FILE NAME
OCT/06/2011	OCT/06/2011	SCHNEIDER	AT/MILES/SHOP/CTS/KING SCROSS
			CLIENT APPROVAL / DATE



CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7911-0209-00

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 PLNWP88060  
7488 King George Blvd

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
  - (a) A free-standing sign (Sign 1) located in a "Special Sign Area" is permitted to be a maximum 5.3 metres (17.5 ft) high and maximum 4.3 metres (14 ft) wide;
  - (b) A free-standing sign (Sign 3) located in a "Special Sign Area" is permitted to be a maximum 5.5 metres (18 ft) high and maximum 3.7 metres (12 ft) wide.
4. This development variance permit applies to Signs 1 and 3 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 free-standing signs 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.

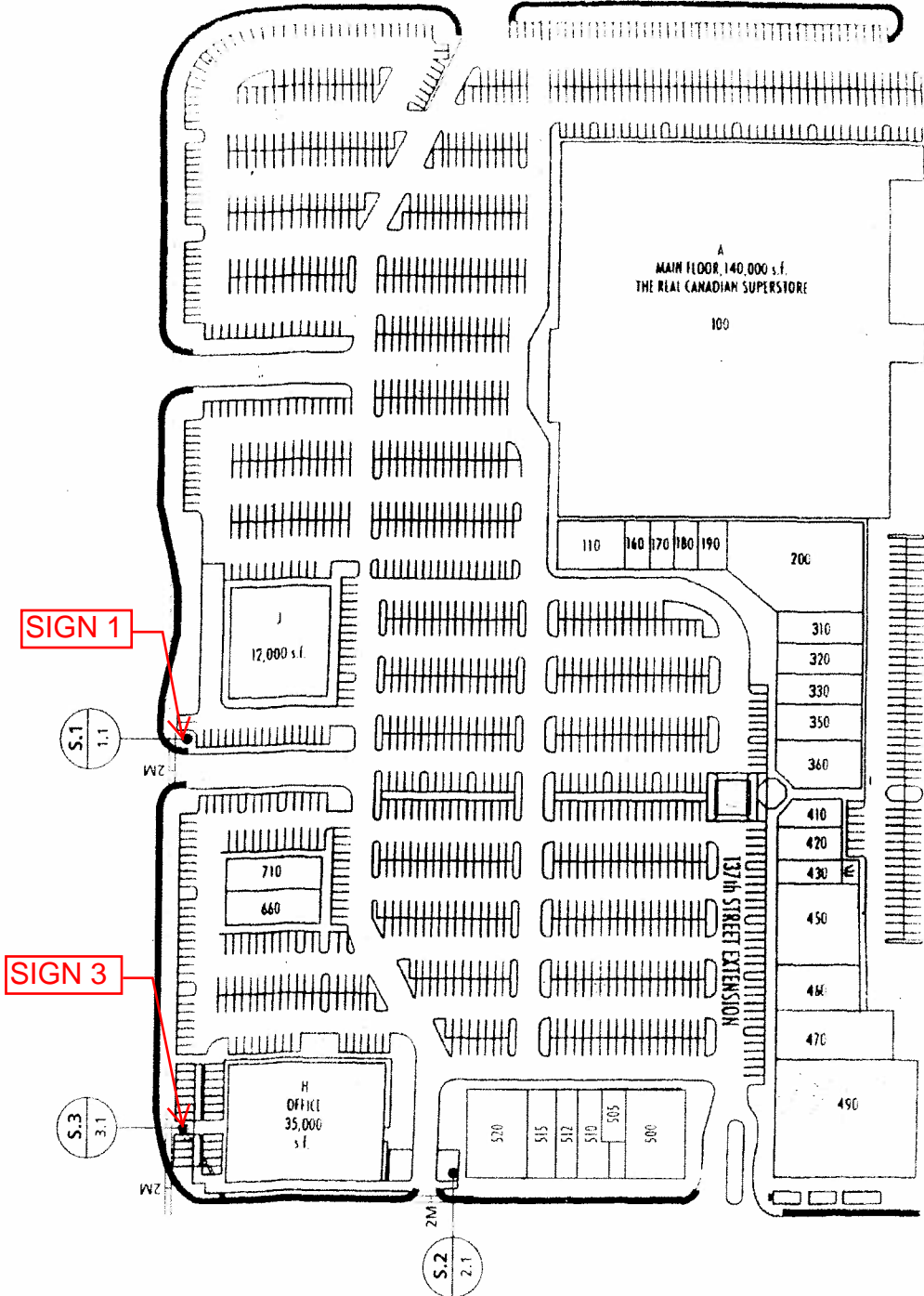
AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE      DAY OF      , 20 .  
ISSUED THIS      DAY OF      , 20 .

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Mayor – Dianne L. Watts

---

City Clerk – Jane Sullivan



PROJECT: KING'S CROSS, 7404 KING GEORGE HWY., SURREY  
 CLIENT: COLLIER'S  
 SALES: MILES  
 DESIGN #: 07-10706  
 DWG. DATE: OCT/06/2011  
 PRINT DATE: OCT/06/2011  
 DESIGNER: SCHNEIDER  
 FILE NAME: A1\MILES\SHOP\KING'S CROSS  
 CLIENT APPROVAL / DATE: (AUG/08/2007)

THIS DRAWING IS FOR THE CONSTRUCTION OF THIS PROJECT ONLY AND SHOULD NOT BE USED FOR ANY OTHER PURPOSES. THE CLIENT'S RESPONSIBILITY IS TO OBTAIN ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES. THE CLIENT'S RESPONSIBILITY IS TO OBTAIN ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES. THE CLIENT'S RESPONSIBILITY IS TO OBTAIN ALL NECESSARY PERMITS AND APPROVALS FROM THE APPROPRIATE AGENCIES.



IMPERIAL SIGN





