

# City of Surrey PLANNING & DEVELOPMENT REPORT File: 7912-0075-00

Planning Report Date: May 7, 2012

### PROPOSAL:

### • Development Variance Permit

in order to allow a total of two canopy signs and four fascia signs along the premise frontage for Walmart.

LOCATION: 2355 – 160 Street

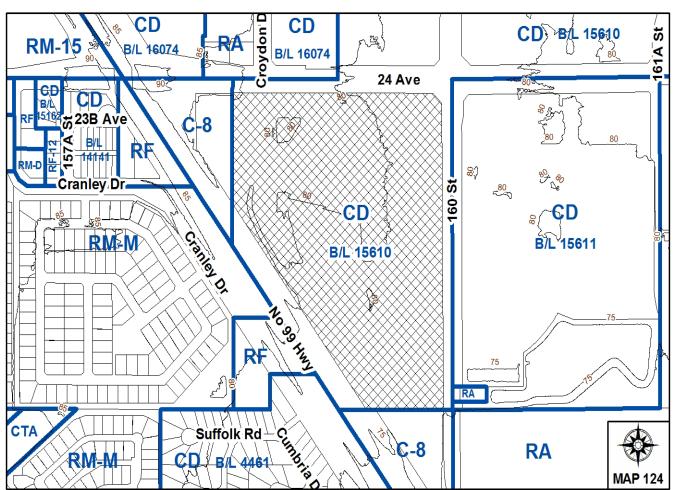
**OWNER:** Surrey South Shopping Centres Ltd.

**ZONING:** CD (By-law No. 15610)

OCP DESIGNATION: Commercial

**LAP DESIGNATION:** Commercial, Buffer and Habitat

Preservation



### RECOMMENDATION SUMMARY

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

### **DEVIATION FROM PLANS, POLICIES OR REGULATIONS**

• The applicant is requesting a Development Variance Permit (DVP) in order to permit a total of two canopy signs and four fascia signs along the eastern building elevation for the anchor tenant in an existing commercial building (Walmart Supercentre).

### **RATIONALE OF RECOMMENDATION**

- The proposed canopy and fascia signage will better identify services offered in-store for prospective customers as well as provide advertising exposure to passing motorists.
- The proposed fascia signage which identifies the building as a "Walmart Supercentre" is generally consistent with the new corporate logo and provides an updated and modern image which better reflects the Walmart corporate identity.
- The proposed canopy and fascia signage are of high quality design, suitably located, architecturally coordinated and appropriate for the scale of the existing large format retail commercial building.
- The total area of all proposed signage complies with the Sign By-law.

### **RECOMMENDATION**

The Planning & Development Department recommends that:

- 1. Council approve Development Variance Permit No. 7912-0075-00 (Appendix II) varying the following, to proceed to Public Notification:
  - (a) to vary the Sign By-law to permit a total of two (2) canopy signs located along the eastern building elevation (premise frontage) for Walmart Supercentre; and
  - (b) to vary the Sign By-law to permit a total of three (3) fascia signs located along the eastern building elevation (premise frontage) for Walmart Supercentre.

### **REFERRALS**

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

### **SITE CHARACTERISTICS**

Existing Land Use: Multi-tenant commercial building

### Adjacent Area:

Direction	Existing Use	OCP/LAP Designation	<b>Existing Zone</b>
North (Across 24 Avenue):	Commercial buildings.	Commercial and Suburban/ Commercial and Mixed-Commercial &Residential	CD (By-law Nos. 15610 & 16074)
East (Across 160 Street):	Single-family residential and vacant commercial lots.	Commercial and Suburban/Commercial	RA and CD (By-law No. 15611)
South (Across Croydon Drive):	Vacant commercial lots.	Commercial/Commercial and Habitat Preservation	C-8
West (Across Croydon Drive):	Commercial building.	Commercial and Urban/ Commercial and Buffer	CD (By-law No. 15610)

### **DEVELOPMENT CONSIDERATIONS**

## **Background**

- The subject property at 2355 160 Street is designated "Commercial" in the Official Community Plan (OCP) and "Commercial", "Buffer" and "Habitat Preservation Area" in the Highway 99 Corridor Local Area Plan (LAP). The property is currently zoned "Comprehensive Development (CD)" (Bylaw No. 15610).
- The property is occupied by a multi-tenant commercial building which includes a Walmart Supercentre, McDonalds, Tim Hortons and various small retailers. Council previously issued a

Development Permit (No. 7904-0112-00) on October 17, 2005 which allowed for a multi-tenant commercial building with a total floor area of 26,431 square metres (284,500 sq. ft.).

• The applicant is requesting a Development Variance Permit (DVP) in order to exceed the maximum number of canopy signs and fascia signs permitted along the premise frontage for the anchor tenant (Walmart Supercentre). The applicant proposes a total of two canopy signs and three fascia signs on the eastern building elevation, as per the attached drawings in Appendix II.

### **DESIGN PROPOSAL AND REVIEW**

### Proposed Canopy Signage

- Under the Sign By-law, the applicant is permitted one canopy sign per premise frontage or separate premise entrance. The applicant is requesting a DVP in order to vary the Sign By-law to permit two canopy signs along the eastern building elevation above two separate premise entrances, as per the attached drawings in Appendix II.
- The proposed canopy signage will consist of individual non-illuminated black cut-out letters (0.20 metre in height) mounted directly onto existing canopies located above two separate entrances on the eastern building elevation. The first canopy sign will advertise "Food and Fashion" with a total sign area of 0.4 square metre (4.3 sq. ft.). The second canopy sign will advertise "Home and Pharmacy" with a total sign area of 0.5 square metre (5.2 sq. ft.). The proposed canopy signage will comply with the Surrey Sign By-law, 1999 in terms of clearance, location, height and depth.

### Proposed Fascia Signage

- The Sign By-law permits one fascia sign per premise frontage. The existing commercial building already permits three fascia signs located along the premise frontage for three major tenants (i.e. Walmart, McDonalds and Tim Hortons). The applicant has requested a DVP in order to vary the Sign By-law to permit a total of three fascia signs on the eastern building elevation for the anchor tenant (Walmart Supercentre), as per the attached drawings in Appendix II.
- The proposed fascia signage will consist of individual channel letters on mounted raceways and non- illuminated cut-out letters located directly on the existing building façade. The fascia signs will comply with the Sign By-law in terms of location, copy area and depth. The fascia signs will consist of:

Fascia Sign	Sign Type/Design	Total Height	Total Sign
			Area
Sign #1	Raceway mounted	1 m. (3 ft.)	3.74 sq. m.
"George"	Individual channel letter		(40.28 sq. ft.)
	Black and yellow lettering		
Sign #2	Background illuminated	1.21 m. (4 ft.)	20.55 sq. m.
"Walmart Supercentre"	Individual channel letter		(196.51 sq. ft.)
	Non-illuminated cut-out letters	o.6 m. (2 ft.)	
	Blue and yellow lettering		
Sign #3	Raceway mounted	1 m. (3 ft.)	4.32 sq. m.
"Pharmacy"	Individual channel letters		(46.59 sq. ft.)
	Blue lettering		

• No canopy signage or fascia signs are proposed on the southern and western building elevations adjacent to Highway 99, as per the Sign By-law.

### **BY-LAW VARIANCE AND JUSTIFICATION**

### (a) Requested Variance:

- To vary the Sign By-law to permit a total of two (2) canopy signs located along the eastern building elevation (premise frontage) for Walmart Supercentre.
- To vary the Sign By-law to permit a total of three (3) fascia signs along the eastern building elevation (premise frontage) for Walmart Supercentre.

### Applicant's Reasons:

- The proposed canopy and fascia signage will better identify services offered in-store for prospective customers as well as provide advertising exposure to passing motorists.
- The proposed fascia signage identifies the building as a "Walmart Supercentre" as well as provides an updated and modern image that better reflects the Walmart corporate identity.
- The proposed signage will enhance the streetscape without altering the character and/or appearance of the existing multi-tenant commercial building.

### **Staff Comments:**

- The original Development Permit (No. 7904-0112-00) showed minimal canopy or fascia signage to meet the needs of existing tenants. The proposed signage would provide further advertising exposure and better identify the on-site services offered by the anchor tenant (Walmart Supercentre) which currently occupies a sizeable portion of the total floor space.
- The proposed canopy and fascia signage are of high-quality design, suitably located, architecturally coordinated and appropriate for the scale of this large format retail commercial building.
- Therefore, City staff support the requested 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. Development Variance Permit No. 7912-0075-00

original signed by Nicholas Lai Jean Lamontagne General Manager Planning and Development

### MRJ/kms

### <u>Information for City Clerk</u>

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

1. (a) Agent: Name: Dorothy Pearce

Permit World Inc.

Address: 57 William Street West

Waterloo, Ontario N2L 1J6

Tel: 519-585-1201

2. Properties involved in the Application

(a) Civic Address: 2355 – 160 Street

(b) Civic Address: 2355 – 160 Street

Owner: Surrey South Shopping Centres Limited., Inc. No. A-63002

PID: 026-585-588

Lot A Section 14 Township 1 New Westminster District Plan BCP22198

3. Summary of Actions for City Clerk's Office

(a) Proceed with Public Notification for Development Variance Permit No. 7912-0075-00 and bring the Development Variance Permit forward for issuance and execution by the Mayor and City Clerk.

### **CITY OF SURREY**

(the "City")

### **DEVELOPMENT VARIANCE PERMIT**

NO.: 7912-0075-00

Issued To:

SURREY SOUTH SHOPPING CENTRES LIMITED., INC. NO. A-63002

("the Owner")

Address of Owner:

11120 Horseshoe Way, Unit #201

Richmond, B.C. V7A 5H7

- 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: 026-585-588 Lot A Section 14 Township 1 New Westminster District Plan BCP22198

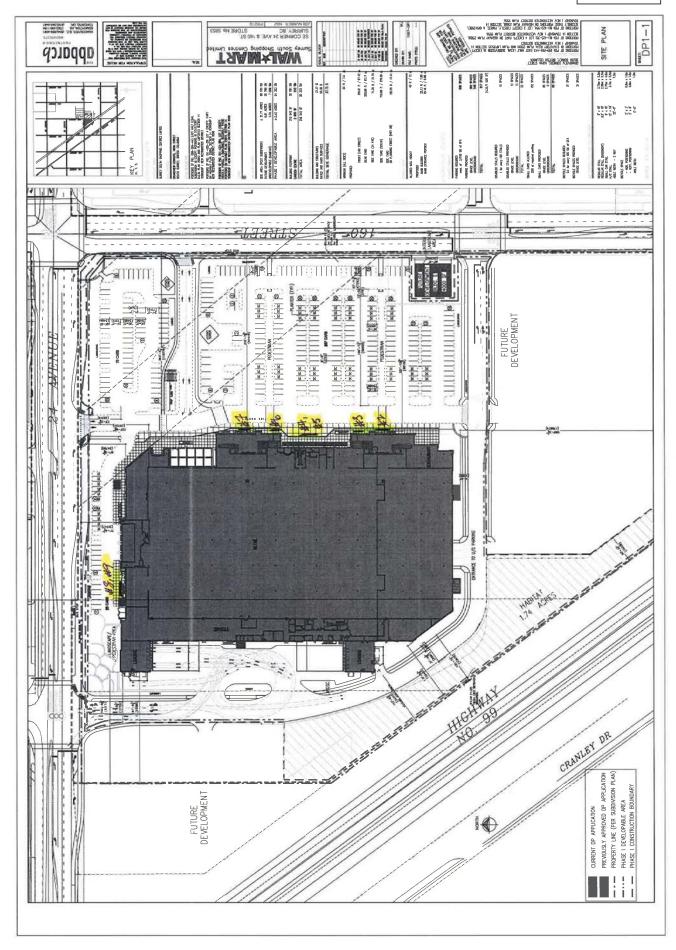
2355 - 160 Street

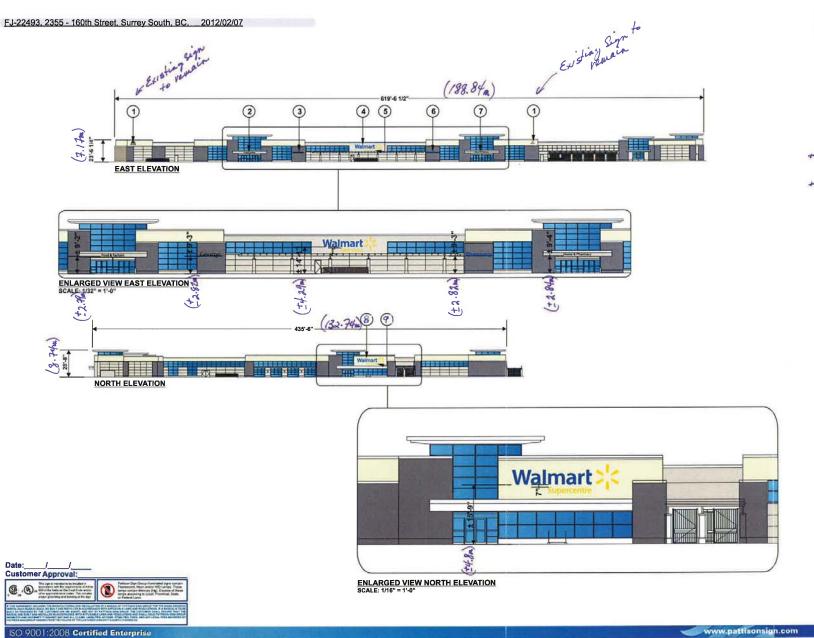
(the "Land")

- 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 (10) is varied to permit a total of two (2) canopy signs on the premise frontage (eastern elevation) for Walmart Supercentre, as illustrated on the attached Schedule A.
  - (b) Part 5, "Signs in Commercial/Industrial Zones", Section 27, Sub-section (2)(a) is varied to permit a total of three (3) fascia signs on the premise frontage (eastern elevation) for Walmart Supercentre, as illustrated on the attached Schedule A.
- The landscaping and the siting of buildings and structures shall be in accordance with the drawings numbered 7912-0075-00(A) through to and including 7912-0075-00(P) (the "Drawings") which are attached hereto and form part of this development variance permit.

	2.2
5.	This development variance permit applies to only the 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.
6.	The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.
7.	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.
8.	The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.
9.	This development variance permit is not a building permit.
	ORIZING RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , 20 . D THIS DAY OF , 20 .
	Mayor – Dianne L. Watts

City Clerk - Jane Sullivan







- SIGNAGE AREA 25.26 SQ. FT.

#	Revision(s)	By:	Date:
A	CHANGED "GEORGE & PHARMACY SIGN BOX FOR CHANNEL LETTERS		01.30.2012
2	ADDED DIMENSIONS PAGE 1 AND PAGE 2		
3	RELOCATED GEORGE & PHARMACY	AT	02.06.2012







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FJ-22493B PRESENTATION DRAWING # Descriptions:

4'WM ILLUMINATED CHANNEL LETTERS
SEE DRAWING #WAL1C9E7037
- SIGRAGE AREA 190.58 SQ. FT.

NON-ILLUMINATED CUT-OUT LETTERS (SC)
SEE DRAWING #WAL1LTEX410
- SIGRAGE AREA 37 94 SQ. FT.

- SIGNAGE AREA 37.94 SQ. FT.



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Draftsman: AMY THERIAULT
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Date: Customer Approval:

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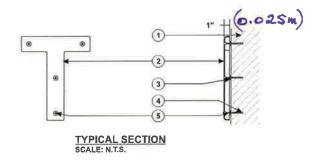






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# Food & Fashion



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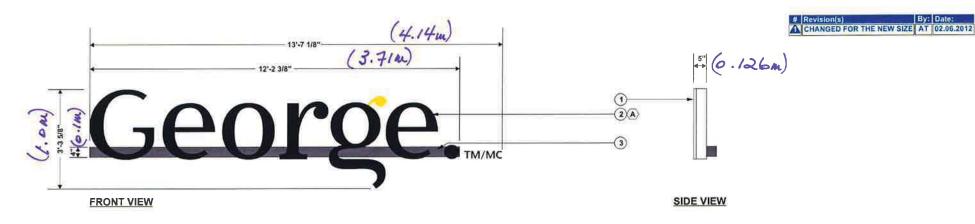


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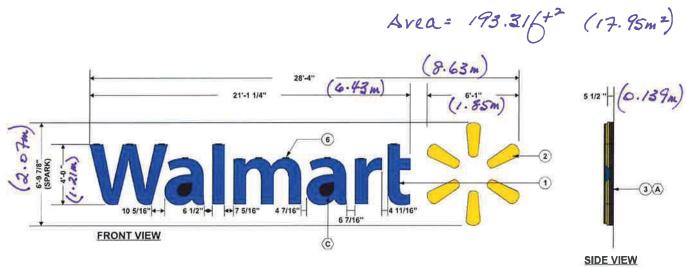
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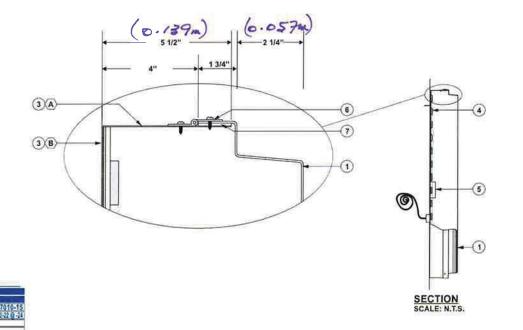
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A	CHANGED TO POWER WHITE LED & NEW PRODUCT CODE	TB	09.14.2011



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**Electrical Panel** 

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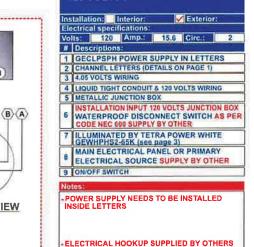
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**CIRCUIT #2** 

(8)

# OPTION #1 & 2 WAL1C9E7037





### SPECIFICATIONS:

-4 OUTPUTS PER POWER SUPPLY -LOAD PER OUTPUT= 17 MODULES MINIMUM LOAD= 7 MODULES/ PER POWER SUPPLY

MAXIMUM LOAD= 68 MODULES/ PER POWER SUPPLY

INSTALL POWER SUPPLY MAX DISTANCE 10' FROM LETTERS

### LED INFORMATION

-TOTAL 256 MODULES TETRA POWER WHITE -TOTAL 13X GECLPSPH POWER SUPPLY

#	Colors:	
AI	WHITE WIRE (CIRCUIT #1)	
В	BLACK WIRE	
C	GREEN WIRE	
D.	RED WIRE (CIRCUIT #2)	

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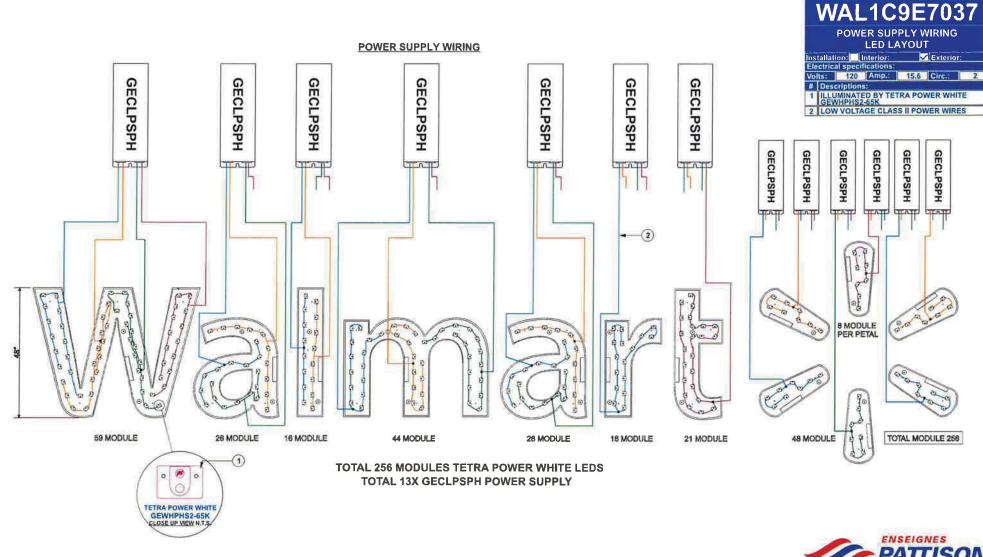
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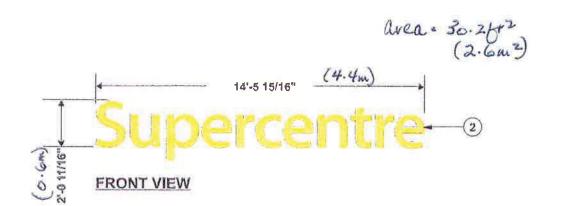


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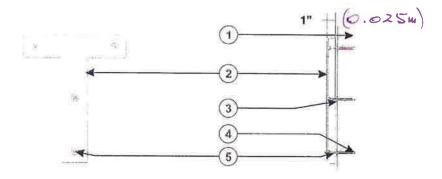
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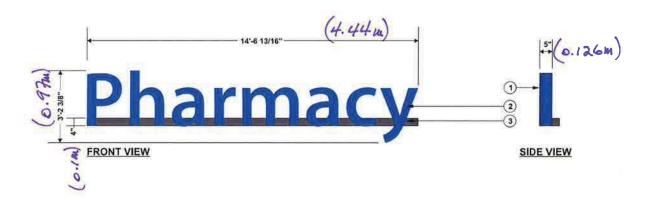
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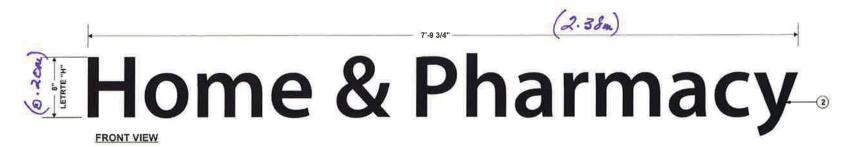


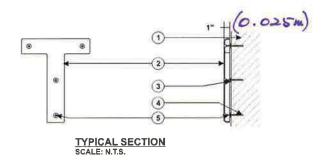
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A	ADDED PAGE 5	AT	03.16.2012



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