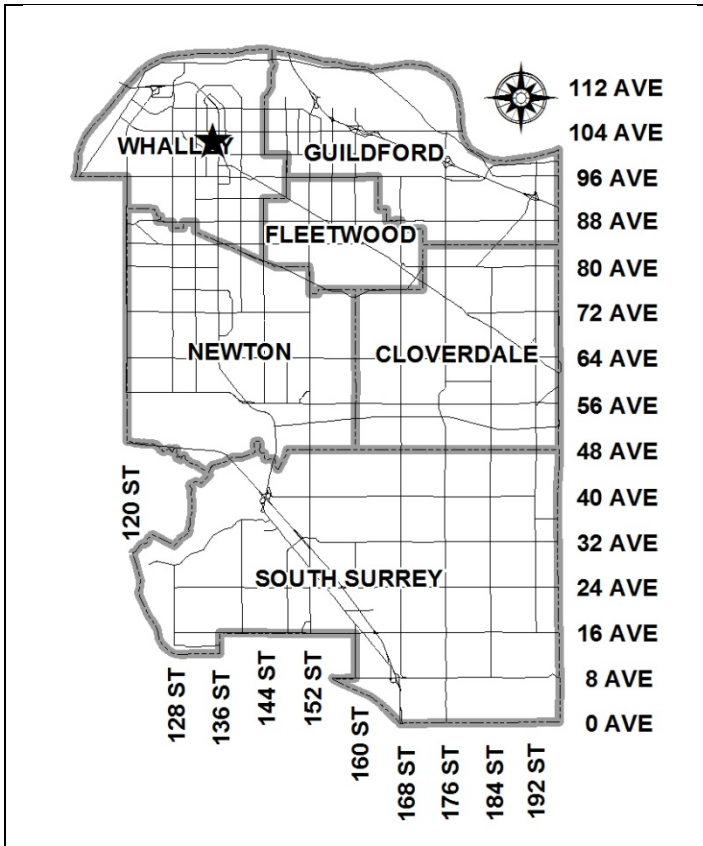


City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7912-0111-00

Planning Report Date: September 10, 2012

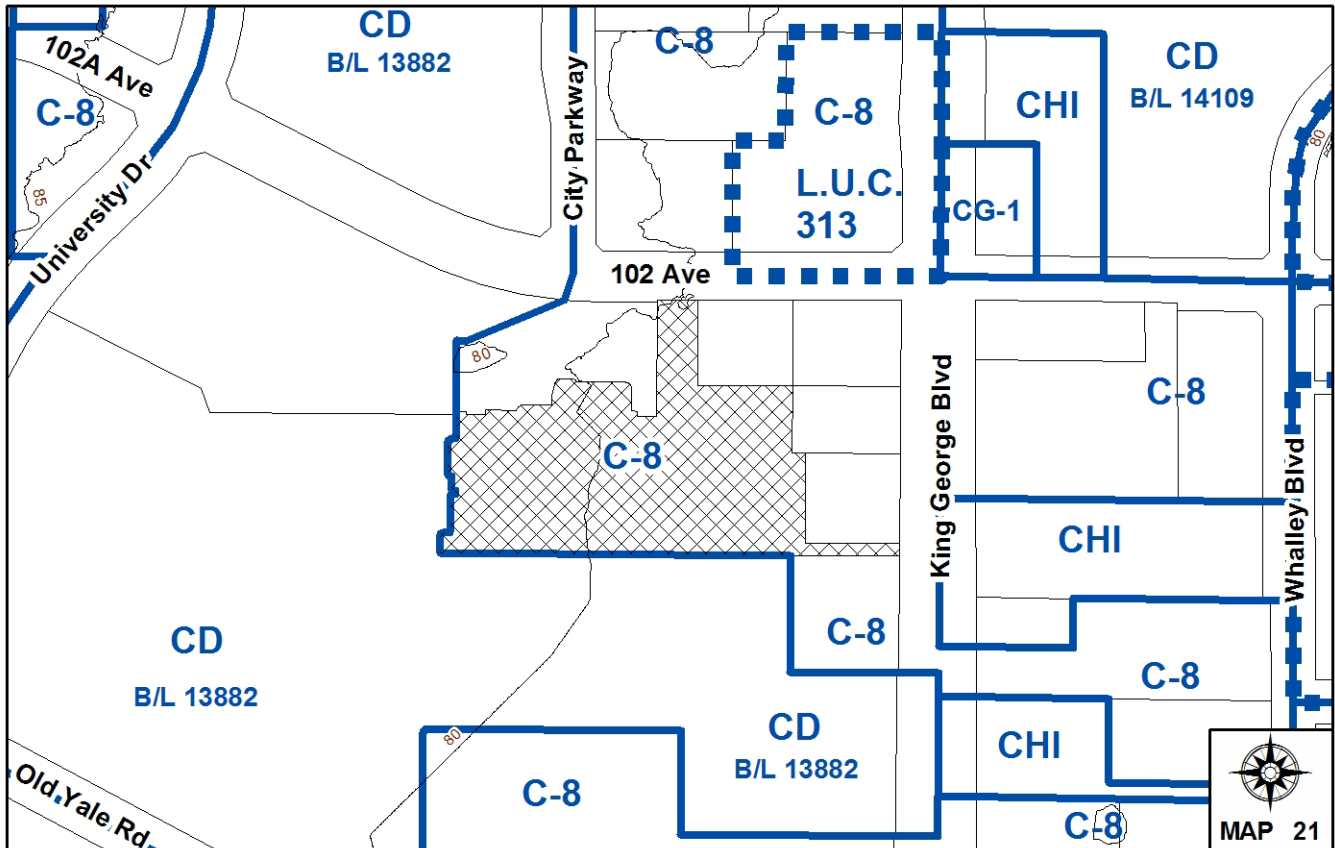


**PROPOSAL:**

- Development Permit
- Development Variance Permit

in order to permit façade, signage and streetscape upgrades to an existing retail building for a proposed Target store.

**LOCATION:** 10151 King George Boulevard  
**OWNER:** CC Eastern Holdings Ltd., Inc. No. 0797126  
**ZONING:** C-8  
**OCP DESIGNATION:** City Centre



### RECOMMENDATION SUMMARY

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

### DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- Seeking a variance for an additional fascia sign and to allow one sign above the roofline.

### RATIONALE OF RECOMMENDATION

- Proposed exterior and streetscape renovations will improve the exterior appearance of the existing commercial building.
- The proposed variances to the Sign By-law are supportable as the number and location of signage is the same as the existing Zellers signage.

**RECOMMENDATION**

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7912-0111-00 generally in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7912-0111-00 (Appendix IV) varying the following, to proceed to Public Notification:
  - (a) to vary the Sign By-law to allow for one fascia sign to be above the roofline; and
  - (b) to vary the Sign By-law to increase the number of fascia signs from 2 to 3.
3. Council instruct staff to resolve the following issues prior to approval:
  - (a) ensure that all engineering requirements and issues including restrictive covenants, dedications, and rights-of-way where necessary, are addressed to the satisfaction of the General Manager, Engineering; and
  - (b) submission of a landscaping plan and landscaping cost estimate to the specifications and satisfaction of the Planning and Development Department.

**REFERRALS**

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

**SITE CHARACTERISTICS**

Existing Land Use: Zellers store at Central City Mall

**Adjacent Area:**

<b>Direction</b>	<b>Existing Use</b>	<b>OCP Designation</b>	<b>Existing Zone</b>
North (Across 102 Avenue):	Commercial and office uses.	City Centre	C-8
East:	Commercial standalone businesses.	City Centre	C-8
South:	Central City Mall.	City Centre	CD (By-law No. 13882)
West:	Central City Mall.	City Centre	CD (By-law No. 13882)

## DEVELOPMENT CONSIDERATIONS

### Background

- The subject site is the existing Zellers building within the northern portion of the Central City Mall. The site is designated City Centre in the Official Community Plan (OCP), and is zoned “Community Commercial Zone” (C-8).
- The commercial building was originally constructed as a Bay and was converted to a Zellers in approximately 2001. Zellers was purchased by Target in 2011.

### Current Proposal

- The applicant is proposing to convert the existing Zellers store to a Target store. The new owner plans to close Zellers in February 2013 and open Target in November 2013.
- The applicant is proposing exterior renovations to the north and east façades of the building as well as streetscape improvements around the entrance. The proposed renovation includes relocating the existing east entrance approximately 19 metres (62 ft.) to the south and adding a canopy, red accent wall, shopping cart stands, red bollards and landscaping.
- The proposal requires a Development Variance Permit to allow for an additional fascia sign and to allow one sign to extend above the roofline.

## PRE-NOTIFICATION

In accordance with Council policy, a Development Proposal sign was installed on May 14, 2012. Staff has received no phone calls or letters in response.

## DESIGN PROPOSAL AND REVIEW

- The applicant proposes a number of exterior modifications and improvements to the existing Zellers building and streetscape.
- All of the proposed façade, signage and streetscape upgrades are of high-quality and are coordinated to reflect the overall design and character of Central City shopping centre.

### Eastern Façade and Landscaping Upgrades

- The majority of proposed changes occur in the centre portion of the eastern façade as the applicant proposes to retain much of the brown brick along the north and south sides of the eastern façade.
- The applicant proposes to relocate the entrance approximately 19 metres (62 ft.) to the south. The glass entrance area is approximately 13.4 metres (44 ft.) wide and is comprised of three sets of sliding doors.

- North of the relocated entrance, the wall is proposed to be painted red. In front of the wall, the applicant is proposing four red round bollards which are approximately 0.76 metre (2.5 ft.) in diameter. Behind the bollards a row of hedges is proposed which will screen the shopping cart storage area. North of the shopping cart storage area, the applicant proposes approximately five new bike racks.
- To the south of the entrance, the applicant is proposing a standalone red accent wall which also acts as a support for the canopy. The red accent wall is an important part of Target's branding.
- A grey metal canopy is proposed over the entrance area which will protect shoppers from the elements. The proposed canopy will also cover the shopping cart storage area.
- Grey ribbed aluminum paneling is proposed to be affixed to an existing concrete feature along the upper portion of the eastern façade. A red bullseye Target sign is proposed to be installed on this paneling.
- To enhance the pedestrian safety at the entrance of the store, new crosswalk marking and stop signs are proposed to slow traffic in front of the entrance area. The applicant proposes a flushed curb approximately 20 metres (66 ft.) wide to provide pedestrians easier access to the entry and shopping cart storage area.

#### Northern Façade Upgrades

- The applicant proposes to leave the majority of the northern façade as brown brick and paint the non-brick portions a cream colour.
- The proposed Target fascia sign is to be located in approximately the same location as the existing Zellers sign. The applicant proposes to increase the area of the cream-coloured paneling that will contain the sign. A Development Variance Permit is required to allow the sign to be above the roofline (see By-law Variance section).

#### Signage

- The applicant proposes three fascia signs in total. Two internally illuminated Target signs are proposed. One on each of the north and east façades. A sign for the pharmacy is to be located on the eastern façade next to the entrance. All signage is approximately the same size and in the same location as the existing Zellers signs.
- Both Target signs consist of a 4.3-metre (14 ft.) wide Target bullseye logo that is approximately 14.3 square metres (154 sq. ft.) in area. Under the bullseye, the applicant proposes Target lettering 0.9 metre (3 ft.) high and 4.3 metres (14 ft.) wide for an area of 3.9 square metres (42 sq. ft.). The total area of each sign is approximately 18.2 square metres (196 sq. ft.) which is approximately the same size as the existing Zellers signs.
- The Target sign on the north façade of the building is above the roofline and will require a Development Variance Permit (see By-law Variance section).
- A sign for the pharmacy is proposed on the eastern façade to the north of the entrance. The sign is proposed to replace the existing Zellers pharmacy signage. The sign is

approximately 0.6 metre (2 ft.) tall and 5.4 metres (18 ft.) wide for a total area of 3.2 metres (35 ft.) which is the approximate size of the existing Zellers pharmacy sign.

- As only two fascia signs are allowed, a Development Variance Permit is required for an additional fascia sign (see By-law Variance section).

#### ADVISORY DESIGN PANEL

- The proposal was not referred to the ADP, but was reviewed by staff and found to be generally satisfactory.

#### BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to allow one sign to be above the roofline.

Applicant's Reasons:

- The proposed sign on the northern elevation, is in the approximate location as the existing Zellers sign.
- An existing parapet that screens rooftop equipment, gives the perception that the roofline is higher than it really is.

Staff Comments:

- The proposed sign does not appear to be above the roofline when viewed from the street.
- Staff agree with the applicant's rationale and support the proposed variance.

(b) Requested Variance:

- To vary the Sign By-law to allow an increase in fascia signs from two to three.

Applicant's Reasons:

- The proposed pharmacy sign on the eastern elevation, is in the approximate location as the existing Zellers pharmacy sign.
- Other proposed Target signs are well below the permitted signage size permitted under the Sign By-law.

Staff Comments:

- The proposed additional sign is compatible with the size of the building.
- Staff concur with the applicant and support the proposed variance.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners and Action Summary
- Appendix II. Proposed Site Plan, Building Elevations, Landscape Plans and Perspective
- Appendix III. Engineering Summary
- Appendix IV. Development Variance Permit No. 7912-0111-00

*original signed by Judith Robertson*

Jean Lamontagne  
General Manager  
Planning and Development

JKS/kms

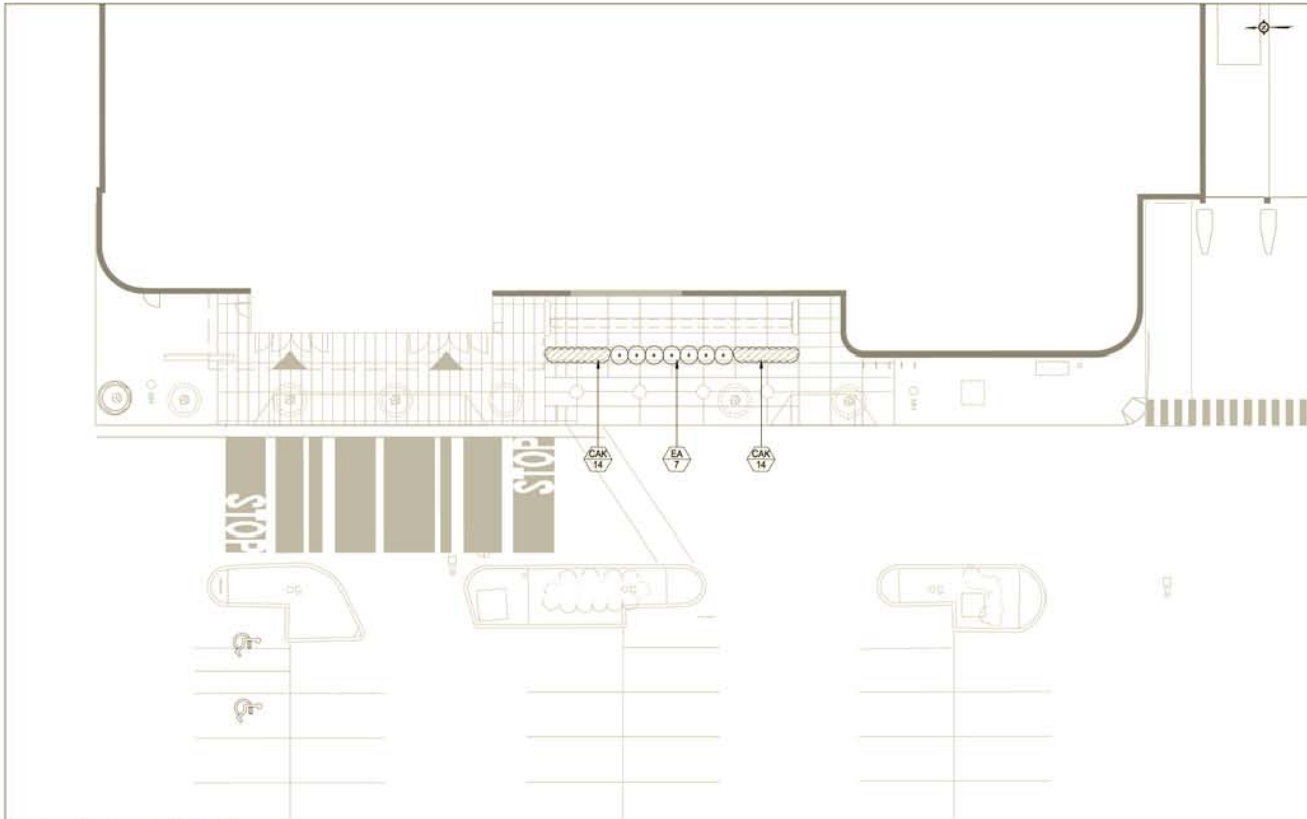
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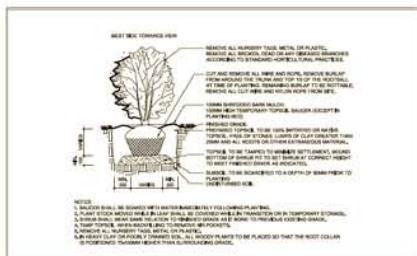




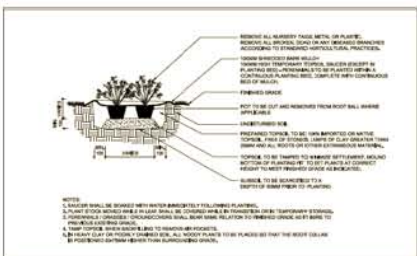
ENLARGED (PARTIAL) PLANTING PLAN

- PLANTING NOTES**
1. Verify all materials and specifications for the material shall remain consistent for the duration of the project.
  2. The contractor shall verify the quantity and quality of all materials and shall be responsible for any shortages or delays in material delivery.
  3. All materials shall be delivered to the project site in accordance with the schedule of materials and shall be available for use at all times.
  4. The contractor shall be responsible for the removal and disposal of all materials and shall be responsible for the cost of disposal.
  5. The contractor shall be responsible for the protection of all existing materials and shall be responsible for the cost of protection.
  6. The contractor shall be responsible for the installation of all materials and shall be responsible for the cost of installation.
  7. The contractor shall be responsible for the maintenance of all materials and shall be responsible for the cost of maintenance.
  8. The contractor shall be responsible for the replacement of all materials and shall be responsible for the cost of replacement.
  9. The contractor shall be responsible for the removal of all materials and shall be responsible for the cost of removal.
  10. The contractor shall be responsible for the disposal of all materials and shall be responsible for the cost of disposal.

Plant List	Qty	Species Name	Common Name	Cal. (mm)	HT (mm)	Root	Remarks
EA 7	1	Quercus macrocarpa	Common Bur Oak	100	100	100	Plant
CAK 14	1	Calluna vulgaris	Common Heath	100	100	100	Plant



TYPICAL SHRUB PLANTING



TYPICAL PERENNIAL/GRASS/GROUND COVER PLANTING



Markham Office  
 (905) 944-7777  
 675 Cochrane Drive  
 Suite 300, West Tower  
 Markham, Ontario  
 L3R 0S9  
 Project Number: 1402 1000

**LEGEND:**

- EXISTING TREE
- PROPOSED TREE
- PROPOSED SHRUB
- PROPOSED PERENNIAL
- PROPOSED GRASS

Date	No.	Description
AUG 23 2012	A	ISSUED FOR ENLIGHTENMENT

**TARGET**  
 T-3617 Surrey Place, Central City  
 10153 King George Boulevard  
 Surrey, British Columbia

Project Number: T-3617  
 Drawn By: IK  
 Checked By: MD

LANDSCAPE PLAN

L101

Scale: AS SHOWN







# INTER-OFFICE MEMO

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**TO:           Manager, Area Planning & Development  
              - North Surrey Division  
              Planning and Development Department**

**FROM:       Development Services Manager, Engineering Department**

**DATE:       August 31, 2012**

**PROJECT FILE:   7812-0111-00**

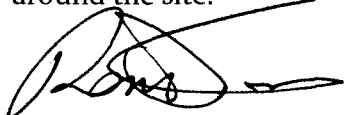
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**RE:         Engineering Requirements (Commercial/Industrial)  
              Location: 10151 King George Blvd**

## **DEVELOPMENT PERMIT/DEVELOPMENT VARIANCE PERMIT**

There are no engineering requirements relative to issuance of this Development Permit or this Development Variance Permit.

It should be noted that works and services may be triggered through the Building Permit Application Process. Also, the Engineering Department suggests the applicant meet with the City's Transportation Planning Section to review opportunities for access improvements at and around the site.



Rémi Dubé, P.Eng.  
Development Services Manager

ssa

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7912-0111-00

Issued To: CC EASTERN HOLDINGS LTD  
("the Owner")

Address of Owner: 2153-10153 King George Boulevard  
Surrey BC  
V3T 2W1

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: 004-513-011  
Lot 131 Except Firstly: Part in Plan LMP14570, Secondly: Part Subdivided by Plan LMP52310,  
Section 27 Block 5 North Range 2 West New Westminster District Plan 41559

10151 King George Boulevard

(the "Land")

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

(a) In Part 5 Signs in Commercial/Industrial Zones, Section 27(2)(e) is varied to allow one fascia sign to extend above the roofline of the building.

(b) In Part 5 Signs in Commercial/Industrial Zones, Section 27(2)(a), the total number of fascia signs is increased from 2 to 3.

4. This development variance permit applies to only 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.

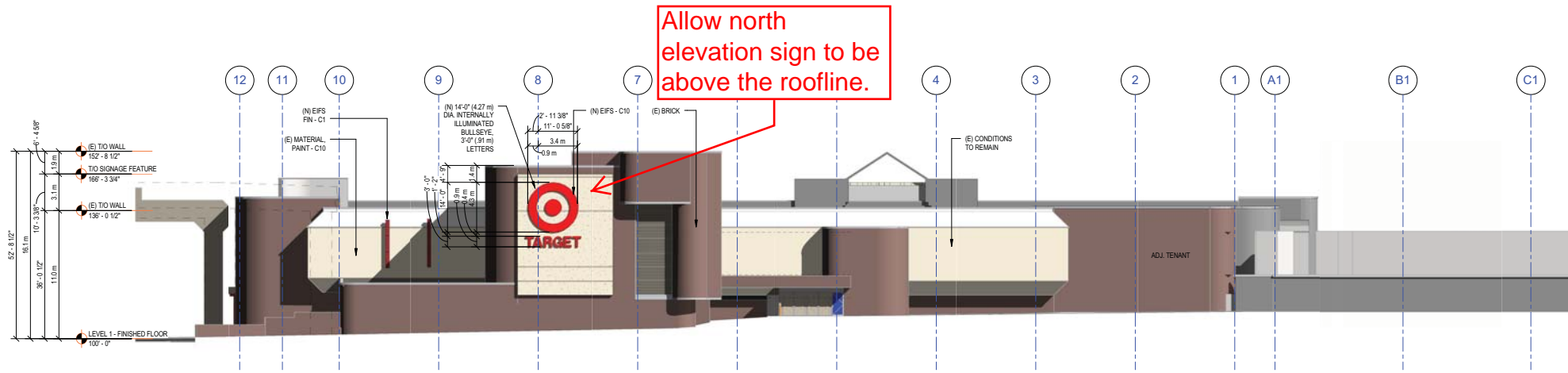
AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE      DAY OF      , 20 .  
ISSUED THIS      DAY OF      , 20 .

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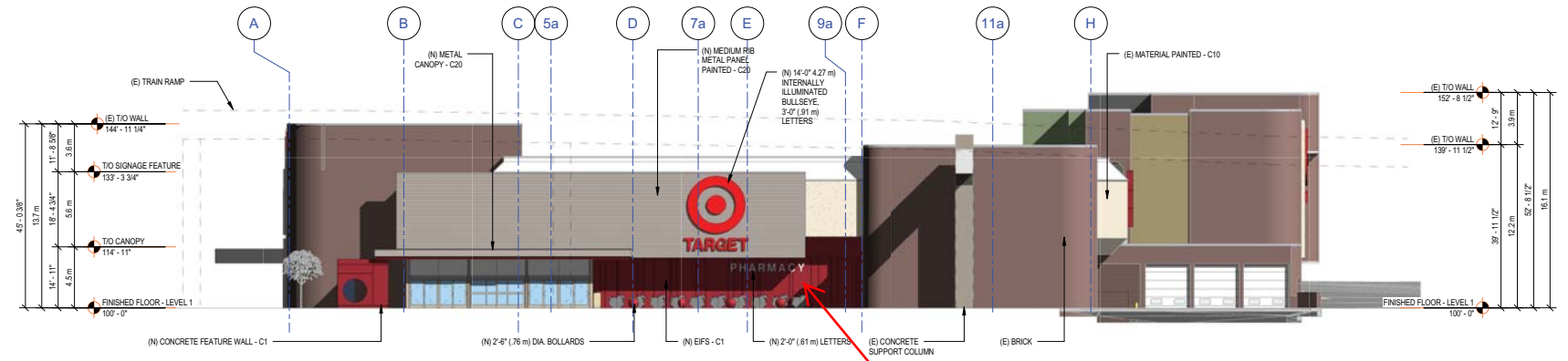
Mayor – Dianne L. Watts

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City Clerk – Jane Sullivan



1 NORTH ELEVATION  
SCALE: 1/16" = 1'-0"



2 EAST ELEVATION  
SCALE: 1/16" = 1'-0"