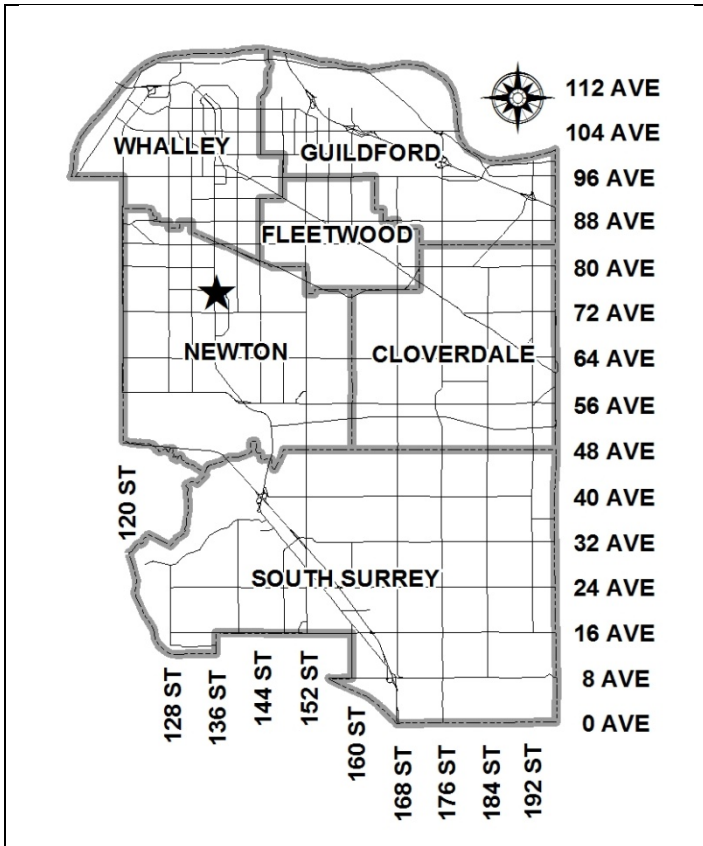


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7912-0291-00

Planning Report Date: January 14, 2013



PROPOSAL:

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

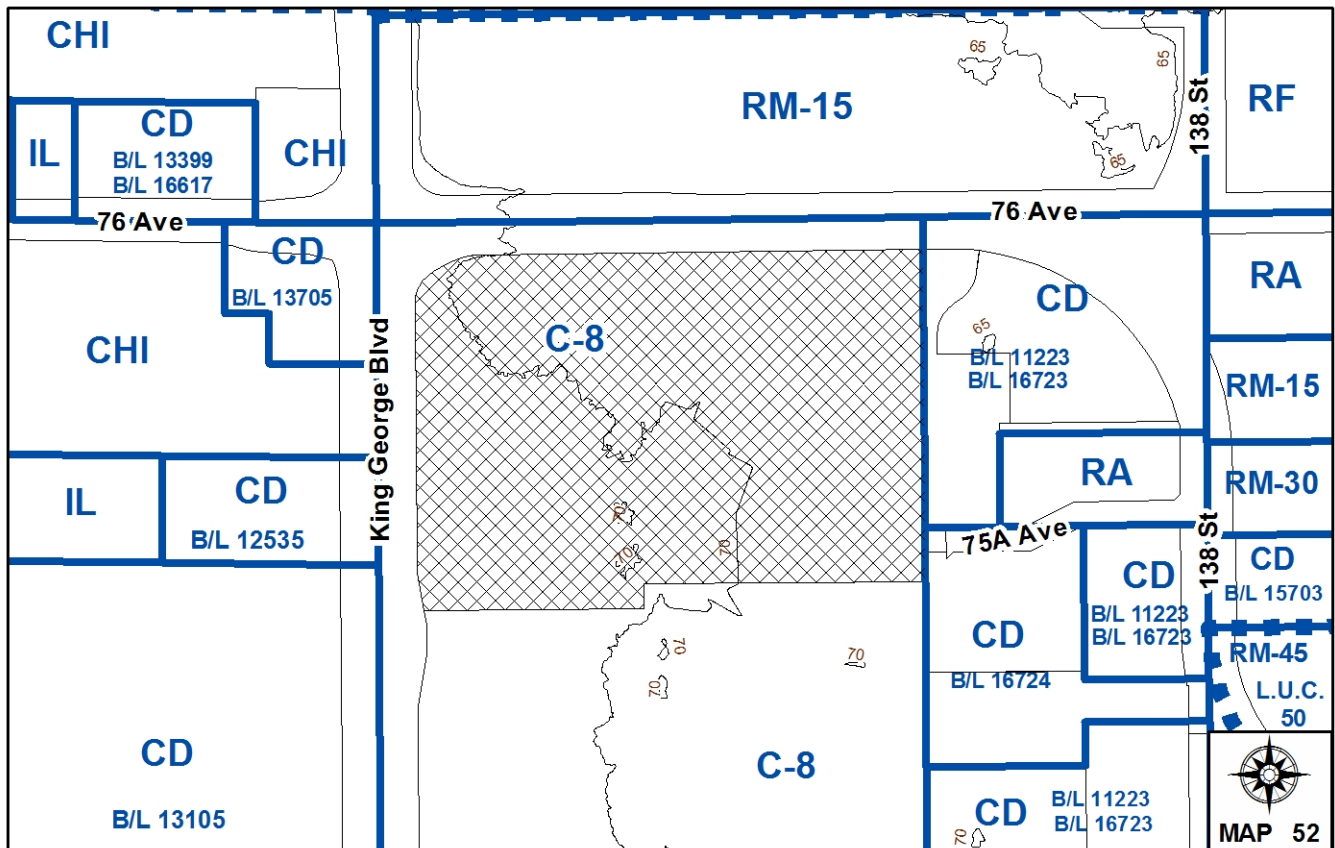
LOCATION: 7550 - King George Boulevard

OWNER: Loblaw Properties West Inc.

ZONING: C-8

OCP DESIGNATION: Commercial

LAP DESIGNATION: Highway Commercial / Mass Merchandising



RECOMMENDATION SUMMARY

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

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant proposes to vary the number of permitted fascia signs from 2 to 5.

RATIONALE OF RECOMMENDATION

- The original Development Permit for the site (Development Permit No. 6786-589-01) showed two (2) fascia signs, one (1) on each of the west and north elevations. Three (3) additional signs are proposed to advertise additional brands and services offered at this “Superstore” location.
- The proposed fascia signage is under the maximum sign area permitted under the Sign By-law, and is considered reasonable in relation to the size and scale of the existing building.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council approve Development Variance Permit No. 7912-0291-00 (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to vary the Surrey Sign By-law, 1999, No. 13656 to increase the maximum number of fascia signs from 2 to 5.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Large-format retail commercial (Superstore)

Adjacent Area:

Direction	Existing Use	OCP/LAP Designation	Existing Zone
North (Across 76 Avenue):	Townhouse development	Urban/Urban Residential	RM-15
East:	4-storey apartment complex	Multiple Residential/ High Density Residential	CD (By-law Nos. 11223/16723/16724)
South:	Retail commercial buildings	Commercial/Mass Merchandising	C-8
West (Across King George Boulevard):	Retail and office commercial buildings	Industrial/ Mass Merchandising	CHI and CD (By-law Nos. 12535/13705)

DEVELOPMENT CONSIDERATIONS

- The subject property is located at the southeast corner of King George Boulevard and 76th Avenue in the Newton Town Centre and is currently occupied by an existing large-format retail store, “Superstore”, constructed in the early 1990s. It is designated “Commercial” in the Official Community Plan (OCP) and “Mass Merchandising” in the Newton Town Centre Plan. The site is currently zoned “C-8 – Community Commercial” in Surrey Zoning By-law, 1993, No. 12000.
- Development Permit No. 6786-589-01 for the Superstore site was issued in 1989, prior to the adoption of the Surrey Sign By-law in 1999. Two (2) fascia signs are shown on the Development Permit drawings, one on each of the north and west elevations.

- The two existing signs are to be retained with an additional 3 fascia signs proposed for the west elevation. The three additional signs are intended to advertise additional brands and services offered at this Superstore location, including the “Joe” clothing brand and pharmacy services. These signs are consistent with the corporate branding for Superstores across Canada.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 5 Section 27(2)(a) of the Surrey Sign By-law, 1999 No. 13656 to increase the maximum number of fascia signs from 2 to 5.

Applicant's Reasons:

- Signage is being added to advertise the additional brands and services offered at the Superstore location and to maintain their corporate branding.

Staff Comments:

- Under the Sign By-law the existing building is permitted a total of two (2) fascia signs because the site has 2 road frontages. The applicant is proposing to keep the two (2) existing fascia signs and to install an additional three (3) fascia signs on the west elevation. The three (3) new signs are “Joe” and “Pharmacy” signs. The “Pharmacy” sign is made up of two, stacked signs mounted on one backer panel.
- The three (3) additional signs proposed will be located on the west elevation. The main entrance to the building separates the proposed signage from the existing “Superstore” sign.
- In keeping with the City’s intent of providing higher quality signage within the Newton Town Centre and along King George Boulevard, the applicant is proposing non-illuminated aluminum reverse channel lettering for the “Joe” sign and HD-PVC cut-out letter for the “pharmacy” signs.
- The total combined sign area of all existing and proposed fascia signage is under the maximum sign area permitted under the Sign By-law. The maximum sign area permitted is 110.1 square metres (1,185 sq. ft.), and the applicant has proposed a total sign area of 99.3 square metres (1,069 sq. ft.).
- The north and west elevations each have long façades and the existing and additional fascia signs will not overwhelm their respective elevations.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners and Action Summary
- Appendix II. Site Plan and Proposed Signage
- Appendix III. Development Variance Permit No. 7912-0291-00

original signed by Nicholas Lai

Jean Lamontagne
General Manager
Planning and Development

MAJ/da

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. 1/10/13 11:48 AM

Information for City Clerk

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

1. (a) Agent: Name: Monique Espino
 Nejmark Architect
 Address: Unit 2, 54 - Adelaide Street
 Winnipeg, MB
 R3A 0V7

 Tel: 204-947-3775 - Work
 204-947-3789 - Fax

2. Properties involved in the Application
 - (a) Civic Address: 7550 - King George Boulevard

 - (b) Civic Address: 7550 - King George Boulevard
 Owner: Loblaw Properties West Inc.
 PID: 015-289-354
 Lot 1 Section 21 Township 2 New Westminster District Plan 83554

3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7912-0291-00 and bring the Development Variance Permit forward for issuance and execution by the Mayor and City Clerk.



SC SITE CHECK
REQUIRED

ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY

RC SUPERSTORE • #1521 - Surrey, BC

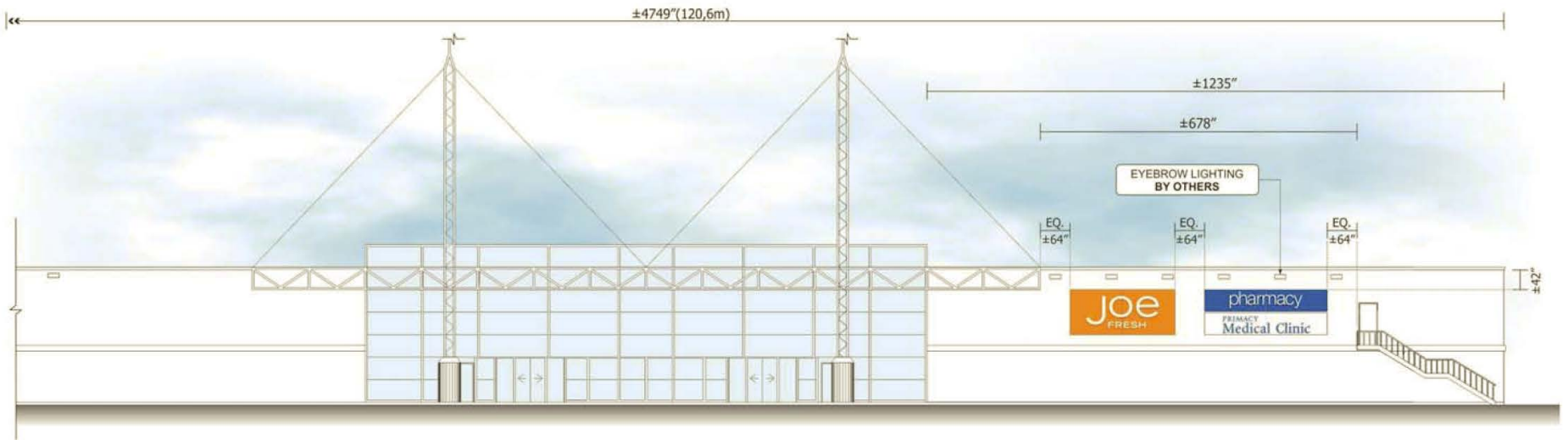


CLIENT: LOBLAW PROPERTIES LIMITED
 ADDRESS: 1 PRESIDENT'S CHOICE CIRCLE
 CITY: BRAMPTON, ONTARIO P.C.: L6Y 5S5
 TEL: (905) 459-2500 FAX: (905) 459-2500

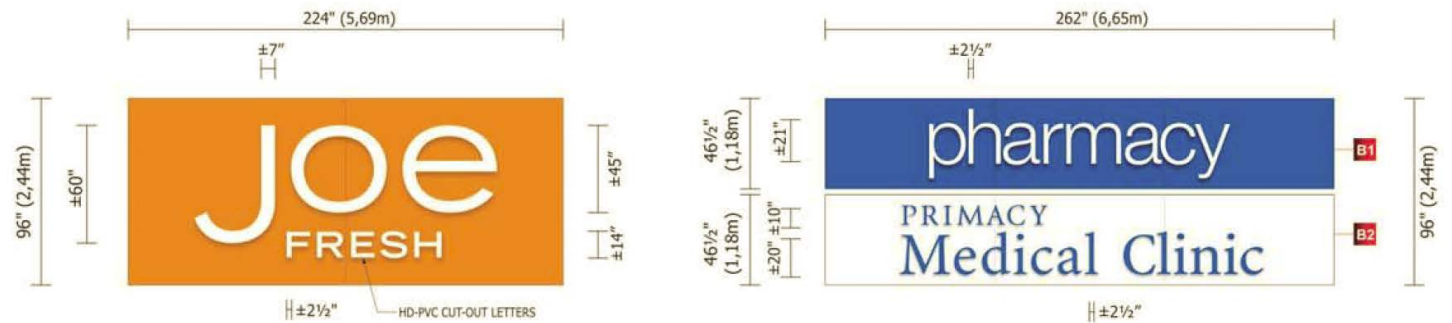
SITE: RC SUPERSTORE • #1521 - Surrey, BC
 ADDRESS: KING GEORGE HWY
 CITY: SURREY, BC P.C.:
 TEL: FAX:

DRAWING:
 DATE: REV. DATE:
 SCALE: DRAWN BY:
 DIR: WIP2012\LOBLAW BRANDS\SUPERSTORE\1521\SURREY\CON\SIGNAGE

**1-800
906
NEON**



PARTIAL FRONT ELEVATION - RIGHT SIDE
Scale: 1:225



EXISTING
NTS



A NEW NON-ILLUMINATED ALUMINUM REVERSE CHANNELS X1

Scale: 3/16" = 1'-0"

DESCRIPTION:
ONE (1) NEW SET OF NON ILLUMINATED ALUMINUM REVERSE CHANNEL LETTERS ON ALUMINUM PANEL.

PANTONE 165 CV

Sign area: 149.33 ft² or 13,87 m²

B1 NEW NON-ILLUMINATED HD-PVC CUT-OUT LETTERS X2

Scale: 3/16" = 1'-0"

B2 DESCRIPTION:
TWO (2) NEW SETS OF NON ILLUMINATED HD-PVC CUT-OUT LETTERS ON ALUMINUM PANEL.

PANTONE 2935 C

B1 Sign area: 84.60 ft² or 7,86 m²

B2 Sign area: 84.60 ft² or 7,86 m²



ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY

RC SUPERSTORE • #1521 - Surrey, BC

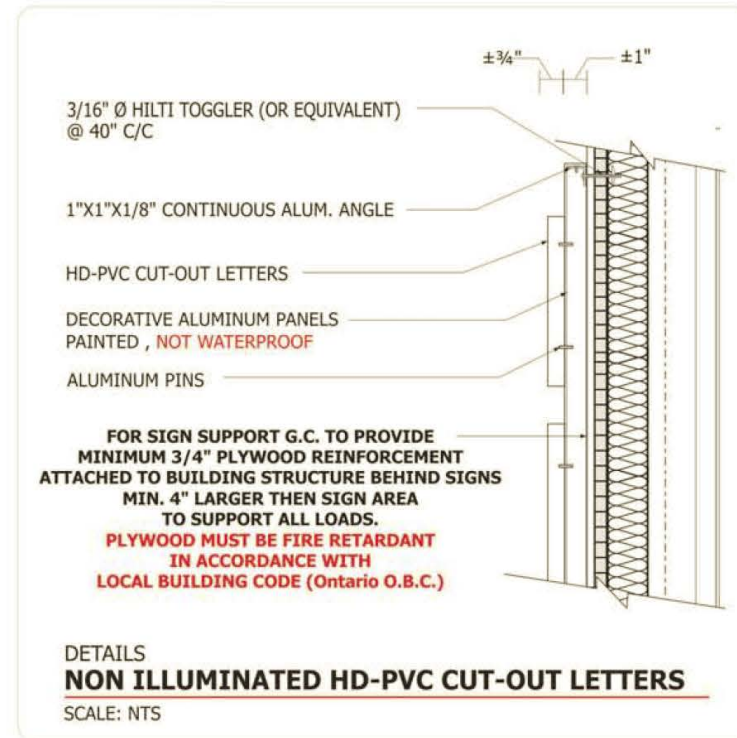
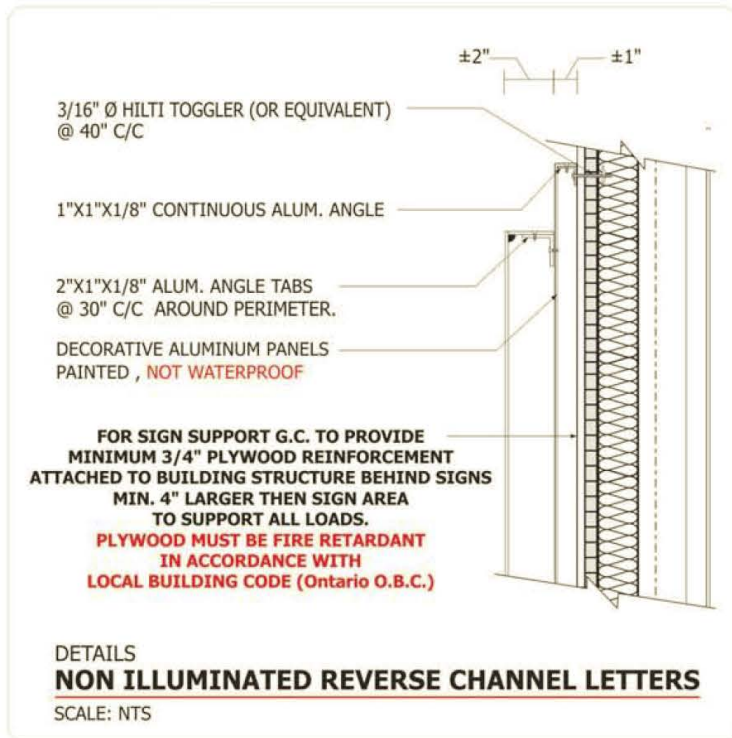


CLIENT: LOBLAW PROPERTIES LIMITED
ADDRESS: 1 PRESIDENT'S CHOICE CIRCLE
CITY: BRAMPTON, ONTARIO P.C.: L6Y 5S5
TEL: (905) 459-2500 FAX: (905) 459-2500

SITE: RC SUPERSTORE • #1521 - Surrey, BC
ADDRESS: KING GEORGE HWY
CITY: SURREY, BC P.C.:
TEL: FAX:

DRAWING: DATE: REV. DATE:
SCALE: DRAWN BY:
DIR: WIP2012\LOBLAW BRANDS\SUPERSTORE\1521# SURREY\CDR\SIGNAGE

**1-800
906
NEON**



Joe		PANTONE 165 CV
PHARAMCY		PANTONE 2935 C

ALL SIGNAGE DIMENSIONS SUBJECT TO CITY APPROVAL AND SITE SURVEY

RC SUPERSTORE • #1521 - Surrey, BC



CLIENT:	LOBLAW PROPERTIES LIMITED
ADDRESS:	1 PRESIDENT'S CHOICE CIRCLE
CITY:	BRAMPTON, ONTARIO P.C.: L6Y 5S5
TEL:	(905) 459-2500 FAX: (905) 459-2500

SITE:	RC SUPERSTORE • #1521 - Surrey, BC
ADDRESS:	KING GEORGE HWY
CITY:	SURREY, BC P.C.: _____
TEL:	_____ FAX: _____

DRAWING:	DATE: _____ REV. DATE: _____
SCALE:	DRAWN BY: _____
DIR:	WP2012\LOBLAW BRANDS\SUPERSTORE\1521# SURREY\COR\SIGNAGE

1-800
906
NEON

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7912-0291-00

Issued To: LOBLAW PROPERTIES WEST INC.

("the Owner")

Address of Owner: Loblaw Properties West Inc.
3225 - 12th Street NE
Calgary, Alberta
T2E 7S9

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: 015-289-354
Lot 1 Section 21 Township 2 New Westminster District Plan 83554

7550 - King George Blvd.

(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 Sub-section 2(a) the number of fascia signs is increased from 2 to 5.
4. This development variance permit applies only to the fascia signs shown on 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.

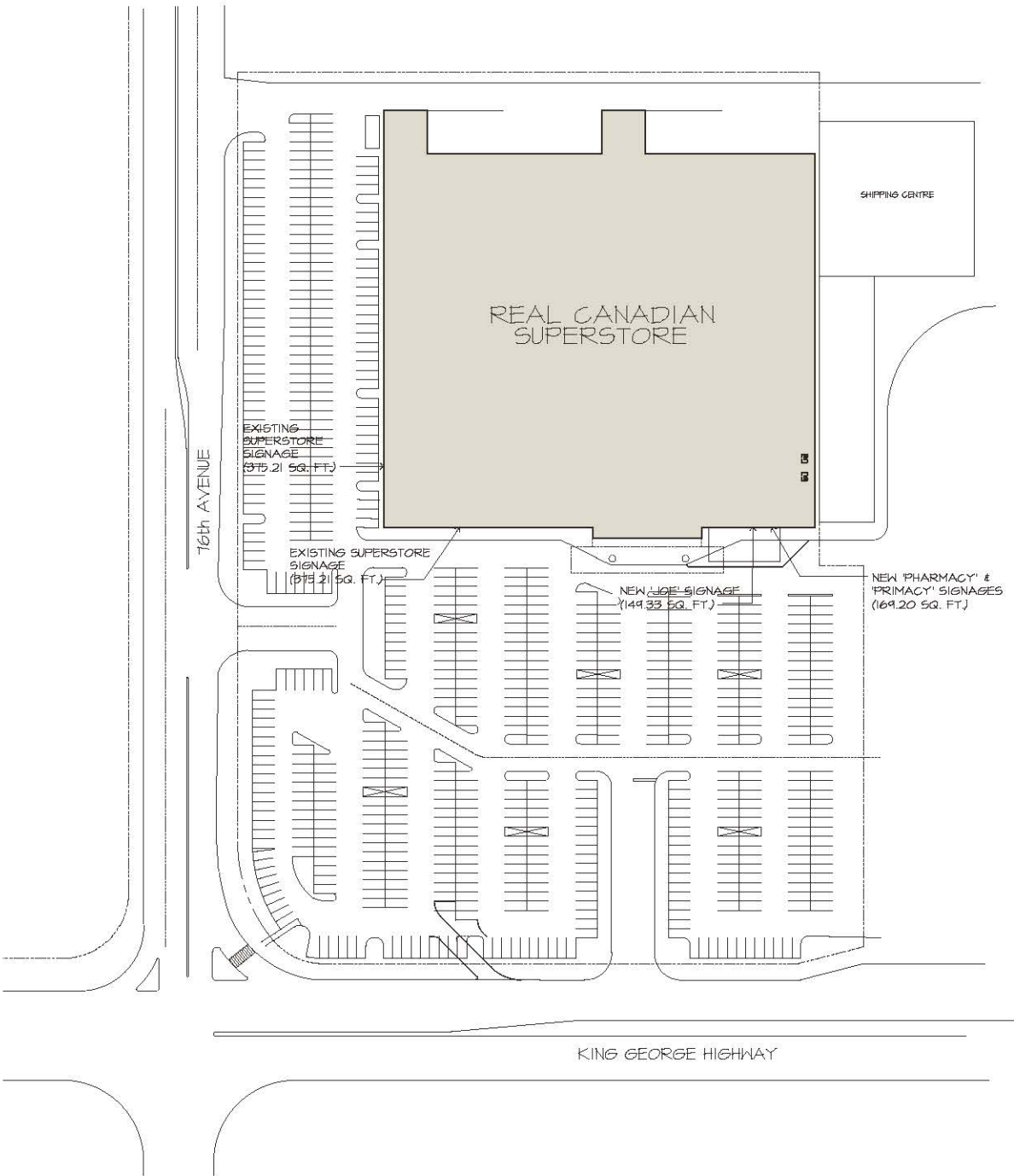
8. This development variance permit is not a building permit.

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

Mayor – Dianne L. Watts

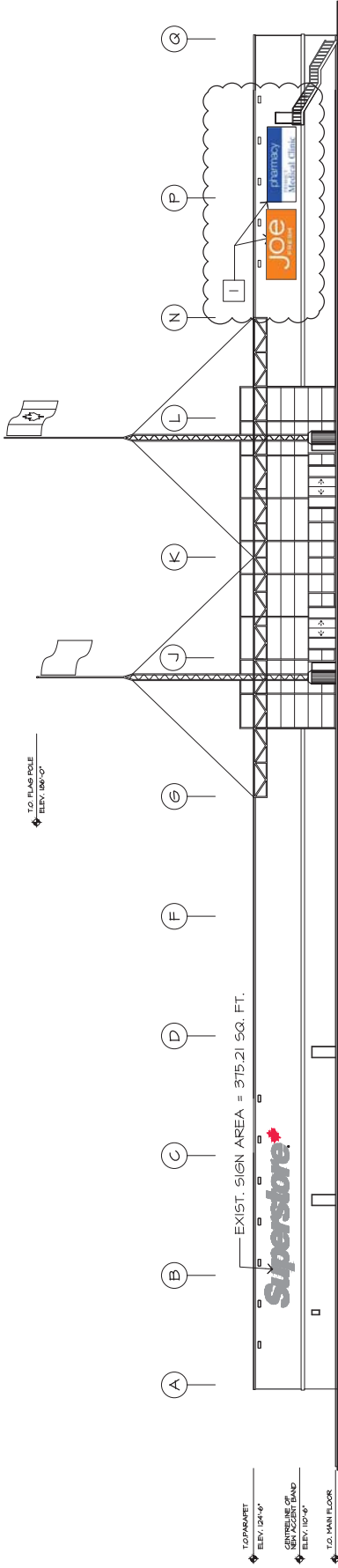
City Clerk – Jane Sullivan

Schedule A



 **SITE PLAN**
NTS

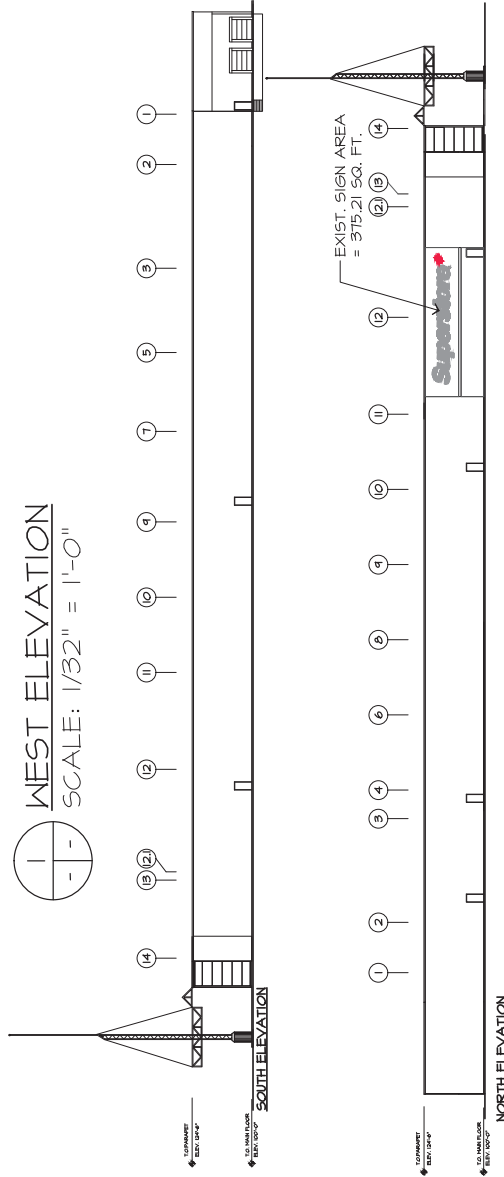
 		PROJECT  STORE No. 1521 INTERIOR RENOVATION KING GEORGE HIGHWAY SURREY, BC LOBLAH PROPERTIES HEST INC.	COMM. No. A1210.2 REFER TO DWG. No. EXTERIORS REV. SHEET RA.11
DRAWN BY ME	DATE DEC. 19, 2013	SCALE AS SHOWN	



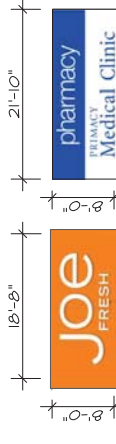
1 WEST ELEVATION
SCALE: 1/32" = 1'-0"

KEYNOTES:
 1 ALL EXTERIOR SIGNAGE TO BE SUPPLIED AND INSTALLED BY GC, FROM PRESCRIBED LOBLAINS SUPPLIER. INSTALL TO SUIT. LOCATION OF EXISTING LIGHTS, GC AND SIGN SUPPLIER TO SITE CONFIRM AVAILABLE AREA FOR SIGN AND PROVIDE SHOP DRAWINGS PRIOR TO THE PRODUCTION OF SIGNAGE.

NOTE: THE WEST ELEVATION (STOREFRONT ELEVATION) PERMITTED SIGN AREA IS 149.25 SQ. FT. PROPOSED SIGN AREA IS 310.53 SQ. FT. AT THIS PREMISE FRONTAGE, WHICH DOES NOT EXCEED CITY'S REQUIREMENTS FOR COMBINED SIGN AREA OF ALL SIGNS ON A LOT.

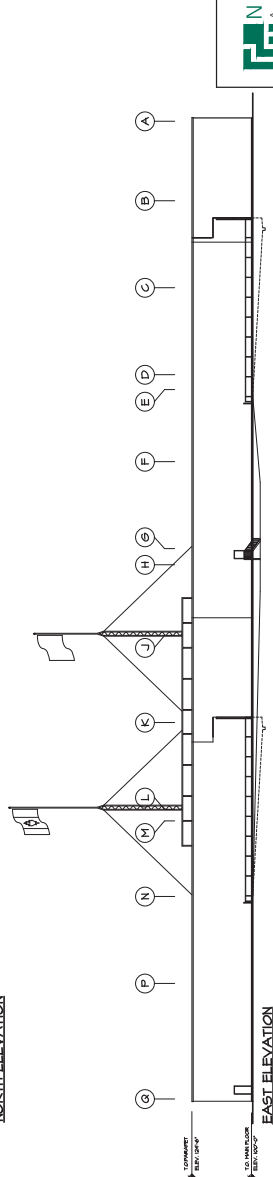


2 SOUTH ELEVATION
SCALE: 1/32" = 1'-0"



NOTE: THE WEST ELEVATION (STOREFRONT ELEVATION) PERMITTED SIGN AREA IS 149.25 SQ. FT. PROPOSED SIGN AREA IS 310.53 SQ. FT. AT THIS PREMISE FRONTAGE, WHICH DOES NOT EXCEED CITY'S REQUIREMENTS FOR COMBINED SIGN AREA OF ALL SIGNS ON A LOT.

3 NEW EXTERIOR SIGNAGE
SCALE: 1/16" = 1'-0"



4 NORTH ELEVATION
SCALE: 1/32" = 1'-0"

5 EXISTING ELEVATIONS (FOR REFERENCE ONLY)
SCALE: 1'-0" = 50'-0"

 2-54 Adelaide Street Winnipeg, Manitoba R3A 0V7 P. 204.947.3775 F. 204.947.3789 www.nejmark.com	PROJECT SUPERSTORE 10000 HWY 101 INTERSECT RENOVATION KING GEORGE HIGHWAY SURREY, BC LOBLAIN PROPERTIES WEST INC.	COMM. No. A12/02
		REFER TO DWG. No. EXTERIORS
DRAWN BY ME	DATE DEC. 18, 2013	SCALE AS SHOWN
		REV. SHEET RA.10