

City of Surrey PLANNING & DEVELOPMENT REPORT File: 7912-0293-00

Planning Report Date: January 14, 2013

PROPOSAL:

• Development Variance Permit

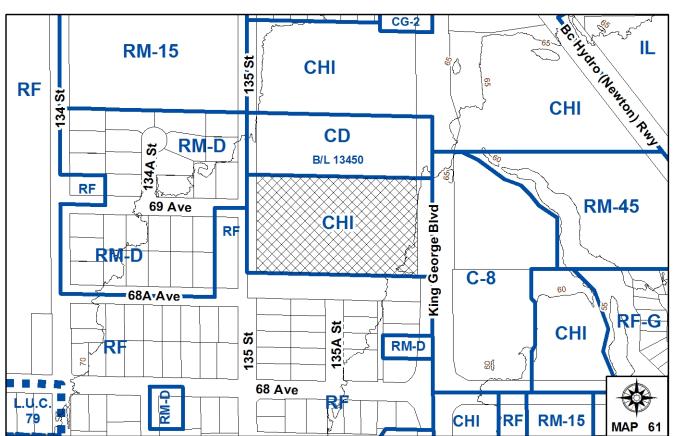
in order to permit a number of window signs covering 100% of the window areas.

LOCATION: 6899 - King George Blvd
OWNER: John Volken Foundation

ZONING: CHI

OCP DESIGNATION: Commercial

LAP DESIGNATION: Highway Commercial



RECOMMENDATION SUMMARY

• The Planning & Development Department recommends that this application be referred back to staff in order to work with the applicant to pursue signage that is more in keeping with the City's intention of providing higher quality designs within the Newton Town Centre and along King George Boulevard.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

A Development Variance Permit is required to permit window signs that cover more than 25% of the window area.

RATIONALE OF RECOMMENDATION

- The proposed signage as illustrated does not reflect the direction the City has been taking to incorporate higher quality designs within Newton Town Centre and along the King George Boulevard corridor.
- The amount of signage proposed is excessive for the site and is not reflective of the architecture of the building.
- Additional signage can be achieved without detracting from the architectural character of the building, and is more in keeping with the higher quality designs expected for sites within the Newton Town Centre.

RECOMMENDATION

The Planning & Development Department recommends that this application be referred back to staff in order to work with the applicant to pursue signage that is more in keeping with the City's intention of providing higher quality designs within the Newton Town Centre and along King George Boulevard.

Should Council find merit in the proposal as presented, Council may approve the application to proceed as follows:

- 1. Council approve Development Variance Permit No. 7912-0293-00 (Appendix V) varying the following, to proceed to Public Notification:
 - (a) To vary the Sign By-law to permit eight (8) window signs covering 100% of the window area. Included are:
 - seven (7) interior illuminated box signs covering the windows on the upper portion of the main frontage on the building's east elevation; and
 - eleven (11) neon window display signs located within one eleven-pane window at the northeast corner of the building.

REFERRALS

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

SITE CHARACTERISTICS

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

Adjacent Area:

Direction	Existing Use	OCP/LAP Designation	Existing Zone
North:	Retail commercial	Commercial/Highway	CD (By-law No.
	building	Commercial	13450)
East (Across King George	Multi-tenet retail	Commercial/Highway	C-8
Boulevard):	commercial building	Commercial	
South:	Vacant (approved	Commercial/Highway	CHI
	office and retail	Commercial	
	commercial building)		
West:	Duplex dwellings	Urban/Urban	RF/RM-D
		Residential	

DEVELOPMENT CONSIDERATIONS

Background

- The subject property at 6899 King George Boulevard is designated "Commercial" in the Official Community Plan (OCP) and "Highway Commercial" in the Newton Town Centre Plan. The property is currently zoned "Highway Commercial (CHI)" and is occupied by a large-format retail commercial building with "PricePro" operating within the building.
- Development Permit No. 7905-0041-00 was approved by Council and issued on April 24, 2006. The Development Permit drawings show one (1) fascia sign on the east elevation above the main entrance. The fascia sign consists of individual illuminated channelized letters that evoke a higher quality design and fits with the architecture of the building.
- The existing glazing on the upper portion of the east façade was incorporated to break up the blank spaces along the street frontage and to provide greater visual interest.

DESIGN PROPOSAL AND REVIEW

Proposed Upper Window Signage

- Under the Sign By-law, a Sign Permit is not required for window signs that cover 25% or less of the window area. The applicant is requesting a DVP to permit seven (7) window signs each encompassing 100% of the window area of the seven (7) windows on the upper portion of the main frontage on the east elevation. The proposed upper window signage is shown in Appendix III.
- Each sign would advertise various merchandise offered in the store and be composed of block lettering of a store product for the upper one-third portion of the sign and a graphic image of that same product for the bottom two-thirds portion of the sign. The signs would be printed on vinyl material and set within a LED-illuminated box installed on the inside of each of the seven windows.
- The proposed signs are each 3.63 metres (12 ft. 6 in.) wide by 1.73 metres (5 ft. 8 in.) tall for an area of 6.3 square metres (67.6 sq. ft.). The total area for the window signage is 44.1 square metres (475 sq. ft.).

Proposed Neon Signage

- Under the Sign By-law, a Sign Permit is not required for window signs that cover 25% or less of the window area. The applicant is requesting a DVP to permit a total of eleven (11) neon window display signs to be located at the northeast corner of the building along the east elevation within the existing windows extending up approximately 80% of the building's height from the ground. The proposed neon window display signs are shown in Appendix III.
- The signs would be stacked vertically on top of each other in each of the eleven panes of glass that make up the window area. Each sign would advertise in writing the various merchandise offerings at the store and operating hours. The signs are made up of red and white, single-tube neon displays with a black background and blue neon borders.

• Each sign is 2.74 metres (9 ft.) wide by 0.67 metre (2 ft. 2.5 in.) tall for an area of 1.84 square metres (19.8 sq. ft.). The total area for the neon signage is 20.3 square metres (218.3 sq. ft.).

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to permit eight (8) window signs covering 100% of the window area. Included are:
 - o seven (7) interior illuminated box signs covering the windows on the upper portion of the main frontage on the building's east elevation; and
 - o eleven (11) neon window display signs located within one eleven-pane window at the northeast corner of the building.

Applicant's Reasons:

- The applicant would like to increase the amount of signage on the main building frontage to increase the awareness of the products available at the store.
- By using 100% of the available window area it maximizes the exposure to the public. It is important to the applicant to visually illustrate the merchandise available in the store through the use of graphics. The graphics combined with the wording will highlight more efficiently the merchandise offerings in the store.
- It is important to graphically specify in writing the merchandise offerings and store hours by the use of illuminated neon signs.
- There is an excessive amount of interior light emitting out from the existing windows in the evening hours.

Staff Comments:

- There are two existing signs located on the subject property, including a free-standing sign located near the centre of the front lot line and a "PricePro" fascia sign above the main entrance on the east elevation facing King George Boulevard.
- The proposed upper window signs and neon signage, combined with the existing fascia sign, represent an excess amount of signage for the subject property. Planning staff are not supportive of the upper window signs <u>and</u> the neon signage as the signage as proposed would effectively take up all the glazing on the building's east elevation.
- The proposed product images displayed on the upper window signs do not represent the higher quality designs that the City is seeking for sites within Newton Town Centre and along King George Boulevard. Displaying seven images of various merchandise offerings will result in a "busy" appearance and will detract from the overall architecture of the building. The existing upper window glazing offers a

consistent break in the building massing along the east elevation providing visual interest from King George Boulevard.

- Throughout the application review process, staff has expressed concerns over the proposed signage. Staff preference is for signage in the form of channelized lettering above the existing upper windows. Channelized lettering is of a higher quality design and more reflective of the architecture of the building. Channelized lettering has been used extensively throughout Newton Town Centre as a form of signage for commercial developments. Horizontal channelized lettering will fit into and maintain the prevailing horizontal pattern established by the existing window treatment and banding on the east elevation.
- Staff recognizes that channelized lettering is a more expensive form of signage and may be cost-prohibitive for the applicant. In an effort to work with the applicant, staff can support a modified signage proposal consisting of the illuminated interior box signs with only the proposed block lettering for the upper windows (Appendix IV). The position of the lettering would remain covering approximately the top one-third of the window area, with a film on the remaining lower portion to address the applicant's concern on the amount of light emitting out through the windows at night. The lettering alone will better befit the architecture of the building while providing greater awareness of the product offerings at the store. The glazing presence and strong horizontal patterns on the building's street elevation will be maintained.
- Staff does not support the neon signage as it is felt this would be excessive, given staff's support of the modified upper window signage proposal consisting of block lettering only.
- Therefore, staff recommends that the application be referred back to staff to continue working with the applicant in order to support a proposal that is more representative of the higher quality designs that staff are seeking for sites within Newton Town Centre while also within the means of the applicant.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I. Lot Owners and Action Summary

Appendix II. Site Photographs

Appendix III. Site Plan and Proposed Signage
Appendix IV. Staff Recommended Signage

Appendix V. Development Variance Permit No. 7912-0293-00

original signed by Nicholas Lai

Jean Lamontagne General Manager Planning and Development

<u>Information for City Clerk</u>

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

1. (a) Agent: Name: Gabrielle Steed

Welcome Home Society (Price Pro)

Address: 6911 - King George Boulevard

Surrey, BC V₃W ₅A₁

Tel: 604-592-3001 - Work

604-592-3004 - Fax

2. Properties involved in the Application

(a) Civic Address: 6899 King George Boulevard

(b) Civic Address: 6899 King George Boulevard Owner: John Volken Foundation

PID: 028-750-675

Lot 1, Section 17, Township 2, New Westminster District Plan BCP49871





PRICE PRO - PROPOSED BUILDING SITE

MAINLAND SIGNS TO SUPPLY AND INSTALL SEVEN (7) LOW PROFILE (68.25"H x 12'-6"W x 5.25"D) LED ILLUMINATED INTERIOR SIGN BOXES - WITH FULL SIZE DIGITALLY PRINTED GRAPHICS REPRESENTING VARIOUS ITEMS SOLD IN PRICE PRO SIGNS ARE TO BUTT UP TO NEW WINDOW MULLIONS PREVIOUSLY INSTALLED BY CUSTOMER. ALL GRAPHICS SHOWN ARE REPRESENTATIONS AND ARE NOT PRODUCTION READY ARTWORK CUSTOMER TO SUPPLY PHOTOS PRIOR TO PRODUCTION.





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service@mainlandsigns.com

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PROJECT:

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	PRICE PRO
DATE:	DEC 7/2012
JOB NO:	004-16
SALES:	PD
SCALE	NTS
DWG. #:	1 OF 1
DESIGNER:	KB
SKETCH	18
PRODUCTION READY:	YES

NOTES: EACH TENANT TO BE APPROVED SEPARATELY; PLEASE PROVIDE CAMERA READY ARTWORK, AI, EPS OR CDR FILE WHICH INCLUDES CORRECT ARTWORK AND COLOURS

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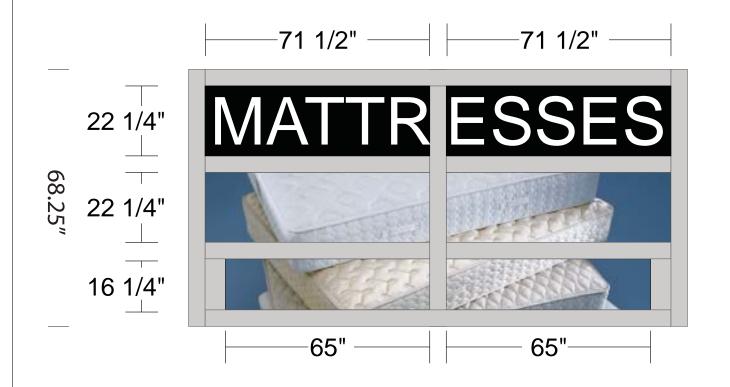
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ELEVEN (1) SINGLE TUBE NEON WINDOW DISPLAYS w/ DOUBLE TUBE NEON BORDERS





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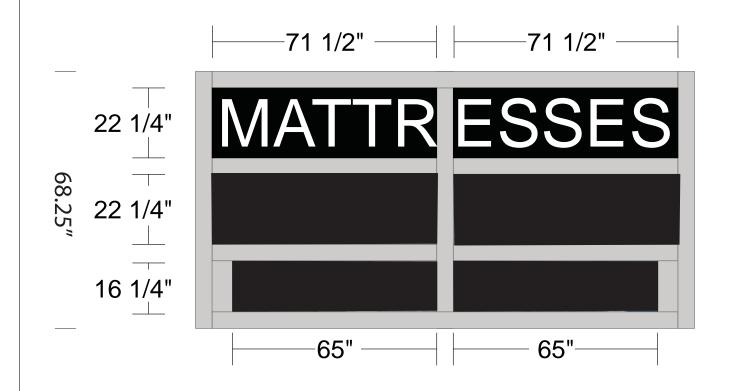
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Customer Approval:

Recommended Date:

prepared by City of Surrey Area Planning

Signage

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7912-0293-00

Issued To: JOHN VOLKEN FOUNDATION

("the Owner")

Address of Owner: 6911 - King George Boulevard

Surrey, BC V₃W ₅A₁

- 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: 028-750-675 Lot 1, Section 17, Township 2, New Westminster District Plan BCP49871

6899 - King George Boulevard

(the "Land")

- 3. Surrey Sign By-law, 1999, No. 13656, as amended is varied in Section 7, Subsection (12) as follows:
 - (a) Window signs covering 100% of the window area are permitted on the east elevation, including:
 - i. seven (7) interior illuminated box signs covering the windows on the upper portion of the building's east elevation; and
 - ii. eleven (11) neon window signs located at the northeast end of the building on the east elevation.
- 4. This development variance permit applies to only the window 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.	
	ORIZING RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , 20 . D THIS DAY OF , 20 .	
	Mayor – Dianne L. Watts	

City Clerk - Jane Sullivan



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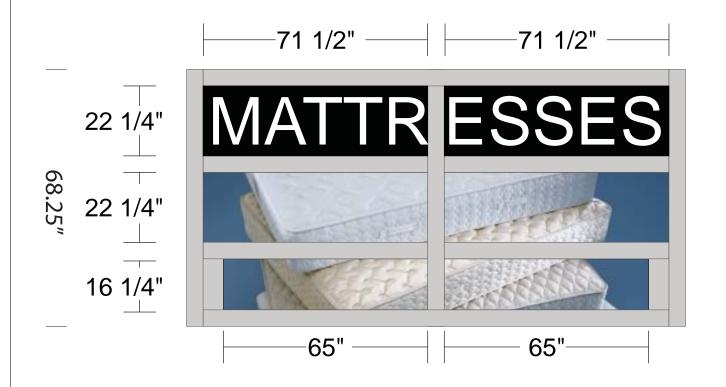
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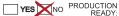
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