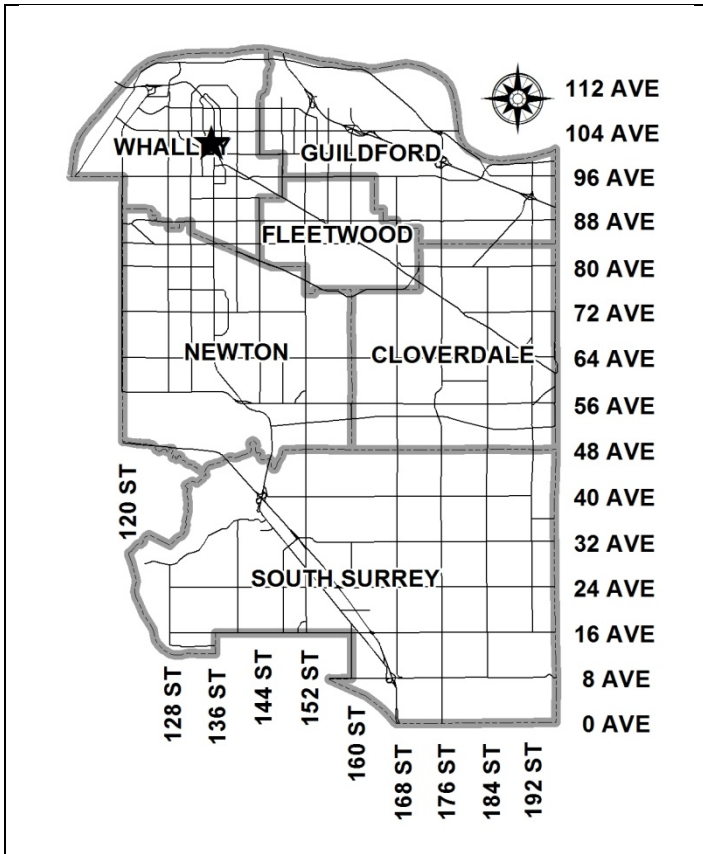


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7913-0009-00

Planning Report Date: February 18, 2013



PROPOSAL:

- Development Permit
- Development Variance Permit

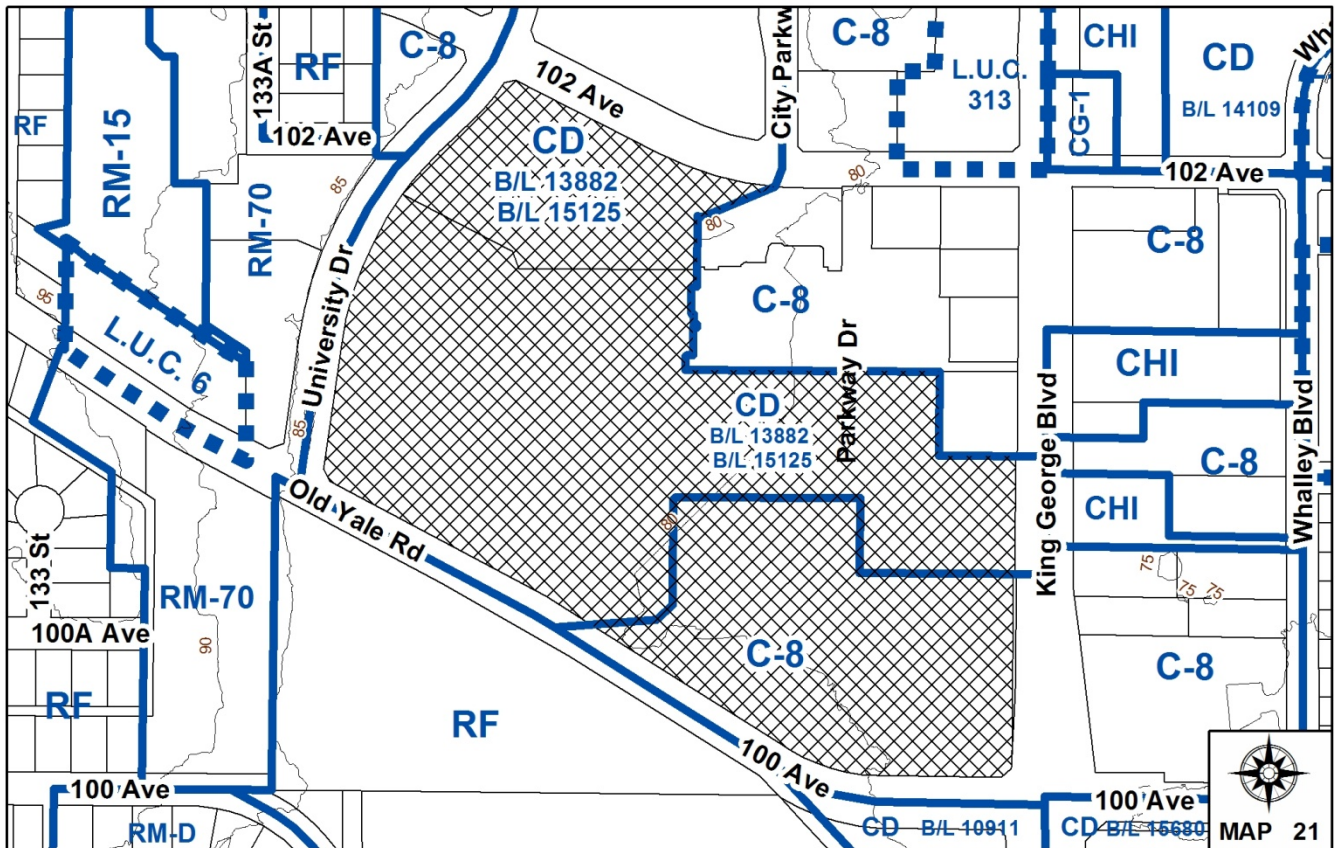
in order to allow three (3) fascia signs for two tenants at Central City Mall.

LOCATION: 10045 King George Boulevard
 10153 King George Boulevard
 13450 - 102 Avenue

OWNER: CC Retail Holdings Ltd
 CC Office Holdings Ltd

ZONING: C-8 and CD By-law No. 13882
 amended by By-law No. 15125

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

- A Development Variance Permit is required to permit one (1) additional fascia sign for a new tenant (Club 16 Trevor Linden Fitness) at Central City Mall.

RATIONALE OF RECOMMENDATION

- The proposed fascia signs are high quality and of appropriate size for the building.
- Club 16 Trevor Linden Fitness is considered an anchor tenant, and therefore, signage for this business along the building façade is supportable.
- Variances for similar sized fascia signs have previously been approved by Council for Central City Mall.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7913-0009-00 generally in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7913-0009-00 (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to vary the Sign By-law by increasing the maximum number of fascia signs for one new tenant at Central City Mall from one (1) to two (2).

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Central City Mall and Tower

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across 102 Avenue):	North Surrey Recreation Centre.	City Centre	CD (By-law No. 13882, as amended by By-law No. 15125)
East (Across King George Boulevard):	Small commercial buildings.	Commercial	C-8 and CHI
South (Across Old Yale Road):	Holland Park.	Multiple Residential	RF
West (Across University Drive):	Three-storey apartment buildings and parking lot.	City Centre	RM-70 and C-8

DEVELOPMENT CONSIDERATIONSBackground

- The subject site encompasses three properties (10045 and 10153 King George Boulevard and 13450 – 102 Avenue). The site is zoned "Community Commercial Zone (C-8)" and "Comprehensive Development Zone (CD)" By-law No. 13882, as amended by By-law No. 15125, and is designated City Centre in the Official Community Plan (OCP). Central City Mall and Central City Tower are located on the three properties.

- Council approved Development Application No's. 7903-0121-00 and 7906-0430-00 on April 28, 2003 and March 12, 2007 respectively, for additional fascia signage at Central City Mall. The signage approved was for major tenants within Central City Mall or for those businesses with exterior entryways only.
- Council also approved Development Application No's. 7908-0007-00 and 7908-0221-00, on March 10, 2008 and September 29, 2008 respectively, for additional fascia signage for two new tenants at Central City Mall, Tim Hortons and Bed Bath & Beyond.

Current Application

- The applicant has submitted a development application to install a total of three (3) fascia signs for two new tenants (two proposed fascia signs for Club 16 Trevor Linden Fitness and one for Brighton College) at Central City Mall. A new Development Permit (DP) is required, and will supplement the previously approved sign DPs for the site.
- A Development Variance Permit (DVP) is also required (see By-law Variance Section) to vary the requirements of the Sign By-law, which permits only one (1) fascia sign per lot or premise frontage for each business. The applicant proposes to increase the number of fascia signs for Club 16 Trevor Linden Fitness from one (1) to two (2).
- Staff have previously expressed concerns regarding requests from the owners of Central City Mall to increase the number of fascia signs on the exterior of the buildings. As a result, the management team at Central City Mall has recently submitted a comprehensive sign package to Planning staff identifying the future signage needs of the shopping centre and office space at Central City.
- The comprehensive sign package is currently under review by staff. The applicant however, has expressed a need to expedite the current development application as the two tenants (Club 16 and Brighton College) have or will occupy their respective lease spaces prior to Council's review and consideration of the comprehensive sign package.

DESIGN PROPOSAL AND REVIEW

- Club 16 Trevor Linden Fitness will occupy an interior space of 1,860 square metres (20,000 sq.ft.) on the upper floor of Central City Mall. This will be the fourth Club 16 Trevor Linden Fitness centre in the Lower Mainland, and the first in Surrey.
- The applicant proposes to install two (2) fascia signs for Club 16 Trevor Linden Fitness. Proposed fascia sign #1 is to be located on the south building elevation above the mall entrance on the upper level of the existing parkade.
- Proposed sign #1 consists of internally illuminated channel letters and will be approximately 2.5 metres (8 ft.) high and 7.5 metres (25 ft.) long. The proposed fascia sign is similar in size to the existing Future Shop sign currently installed on the same building elevation.
- Proposed sign #2 is to be located on the east building elevation near the main mall entrance on the lower level. The proposed fascia sign maintains the same design as proposed sign #1, but is slightly smaller at a height of 1.5 metres (5 ft.) and a length of 6.0 metres (20 ft.).

- Brighton College is an accredited institution that offers programs and certifications in a variety of disciplines. There are a total of three (3) campuses located in Vancouver, Burnaby and Surrey.
- Brighton College occupies tenant space above Central City Brew Pub adjacent to the main plaza along 102 Avenue. The applicant proposes one (1) fascia sign along the north building elevation.
- The proposed fascia sign consists of illuminated channel letters, and will be installed on the interior side of the building's windows facing out towards 102 Avenue. The proposed sign is approximately 0.70 metre (2.3 ft.) high and 7.5 metres (25 ft.) long.

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 5 Section 27(2)(a) of the Sign By-law, 1999, No. 13656 to increase the maximum number of fascia signs for a new tenant (Club 16 Trevor Linden Fitness) at Central City Mall from one (1) to two (2) fascia signs.

Applicant's Reasons:

- The proposed signs will provide adequate business identification, which is important as this is the first Club 16 Trevor Linden Fitness centre in Surrey.
- The proposed signs are strategically located above or near the main mall entrances that will provide access to the fitness centre.

Staff Comments:

- The two (2) proposed fascia signs are high quality and of an appropriate scale, as they are similar in size to some of the existing fascia signs at Central City Mall.
- The Club 16 Trevor Linden Fitness centre occupies interior space within Central City Mall, and does not have its own direct entrance /exit. A number of tenants in Central City Mall, including Club 16, are open beyond the regular mall hours, and as a result, portions of the mall interior will remain open after hours to permit access to these businesses. Accordingly, the two (2) proposed signs are located near accesses that will remain open.
- Club 16 Trevor Linden Fitness is considered an anchor tenant, and therefore, signage along the exterior building façade is appropriate.
- Staff worked closely with the applicant to reduce the size and number of fascia signs originally proposed. As a result, staff support the proposed variance for one (1) additional fascia sign that exceeds what is permitted under the Sign By-law.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

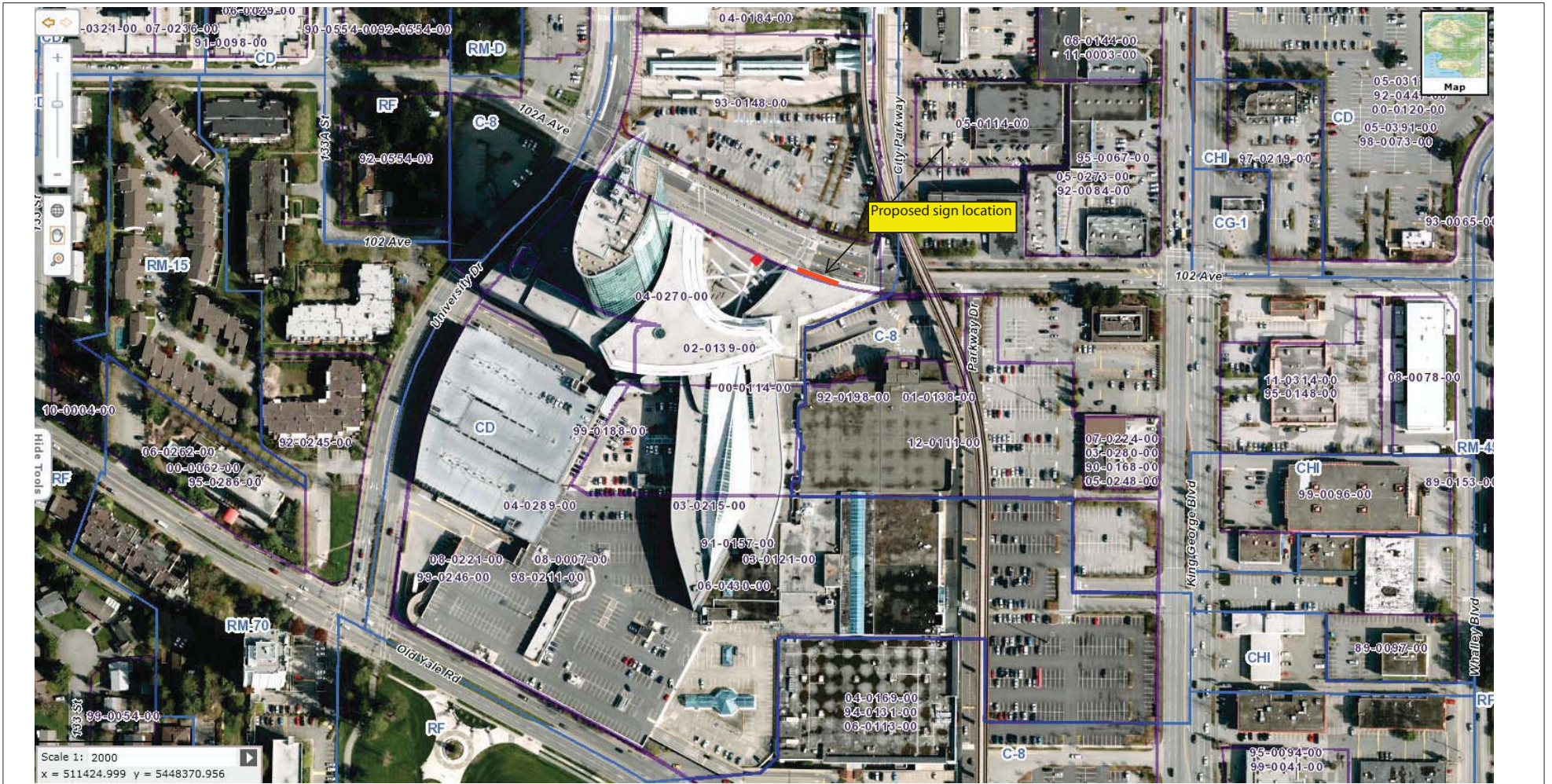
- Appendix I. Lot Owners, Action Summary and Project Data Sheets
- Appendix II. Sign Drawings
- Appendix III. Development Variance Permit No. 7913-0009-00

Original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

DN/da

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DA 2/14/13 12:55 PM



www.prioritypermits.com
PRIORITY PERMITS
 Your Sign Permit Solution

#104 - 713 Columbia St.
 New Westminster BC
 T: 778-397-1394
 F: 1-888-738-3846
 E: prioritypermits2@shaw.ca

Brighton College- suite295 13450 102nd ave.
 Surrey,

Note: location to be confirmed by signage contractor



Brighton College- suite295 13450 102nd ave. Surrey,

28"

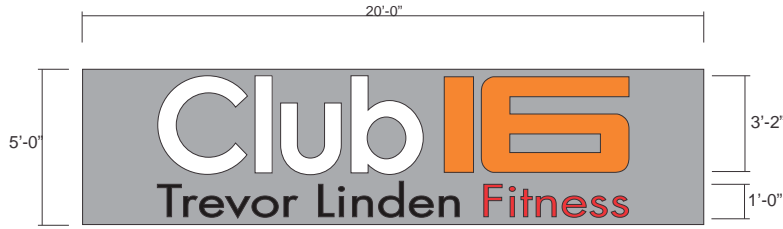


BRIGHTON COLLEGE

300"

H 28" X W 300" X D 5"

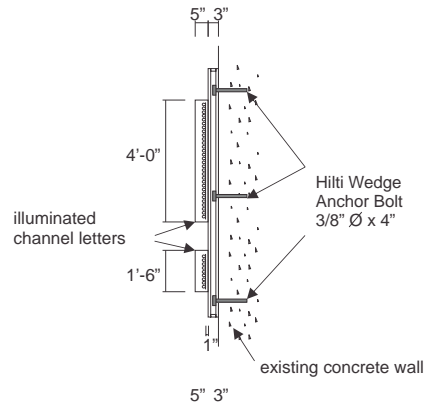
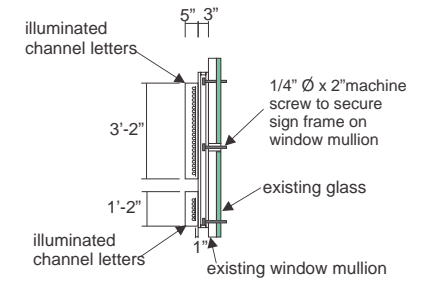
Brighton College- suite295 13450 102nd ave. Surrey,



East Elevation



South Elevation



Proposed Sign #2

Proposed Sign #1

COPY DRAWING & CROSS SECTION - CLUB 16 SIGNAGE
NTS

Mainly Awning & Signs
1235 E. Pender St.
Vancouver, B. C.
V6A 1W7
Tel :604-253-0199
Fax:604-253-0174

Project:
Club 16 - Surrey

Address:
3400-10153
King George Hwy,
Surrey

PROPERTY OWNER(S) APPROVAL :

CUSTOMER APPROVAL :

DATE : _____

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7913-0009-00

Issued To: CC Retail Holdings Ltd
("the Owner")

Address of Owner: 10045 King George Boulevard
10153 King George Boulevard

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: 008-541-159
Lot 130 Except: Firstly: Part Subdivided By Plan 60096
Secondly: Part Subdivided By Plan 78781
Thirdly: Part Subdivided By Plan LMP1398
Fourthly; Part Dedicated Road On Plan BCP13931
Sections 27 And 34 Block 5 North Range 2 West New Westminster District Plan 38826

Parcel Identifier: 025-867-075
Lot B Except: Part Subdivided By Air Space Plan BCP9441;
Section 27 Block 5 North Range 2 West New Westminster District Plan BCP9437

(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 2(a), the maximum number of fascia signs for one (1) new anchor tenant at Central City Mall is increased from one (1) to two (2).
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 , 2013.
ISSUED THIS DAY OF , 2013.

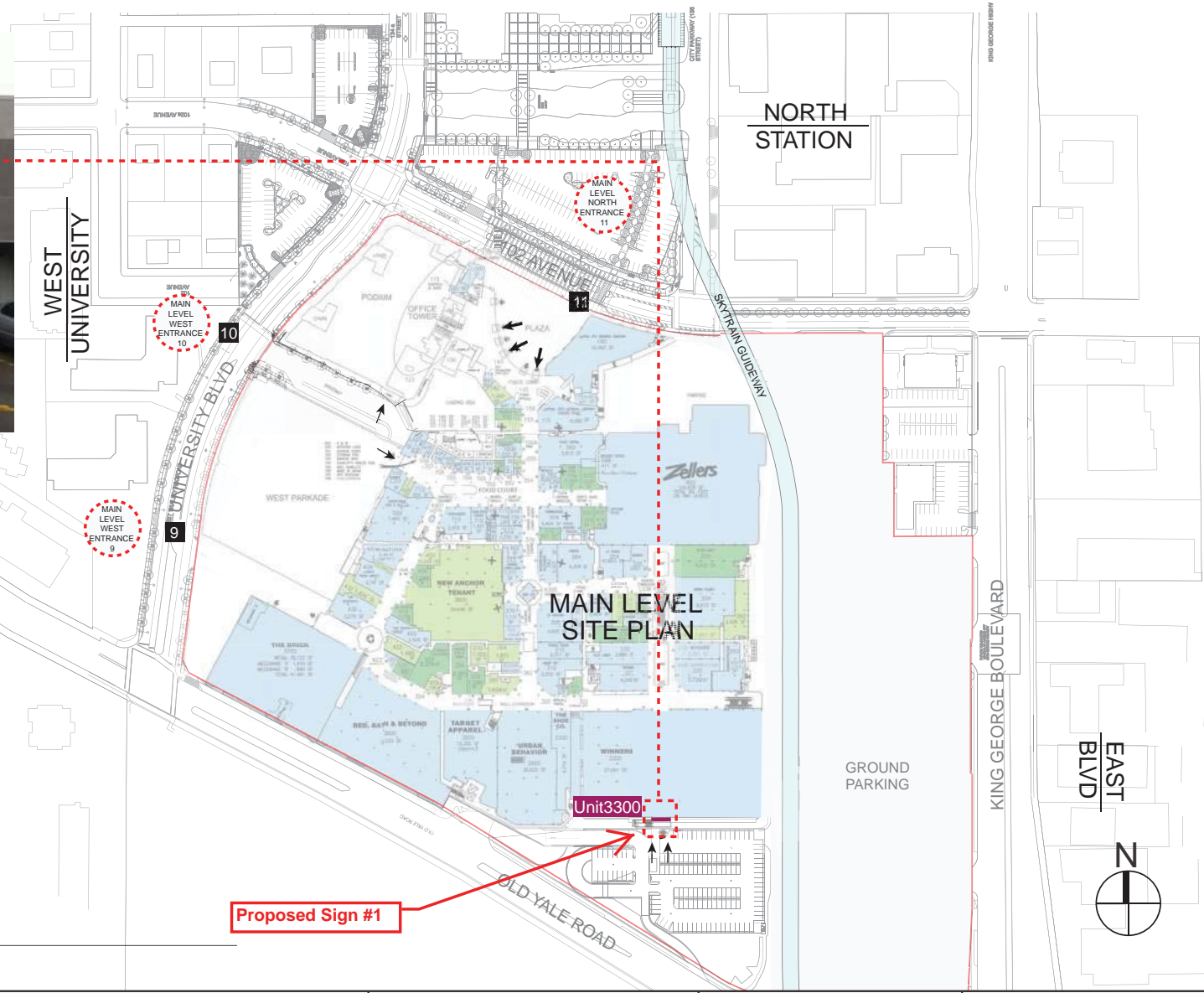
Mayor – Dianne L. Watts

City Clerk – Jane Sullivan

Club 16
Trevor Linden Fitness



Proposed Sign #1



Site Plan

MAIN LEVEL SITE PLAN (LEVEL 2) - CLUB 16 FASCIA SIGN
NTS

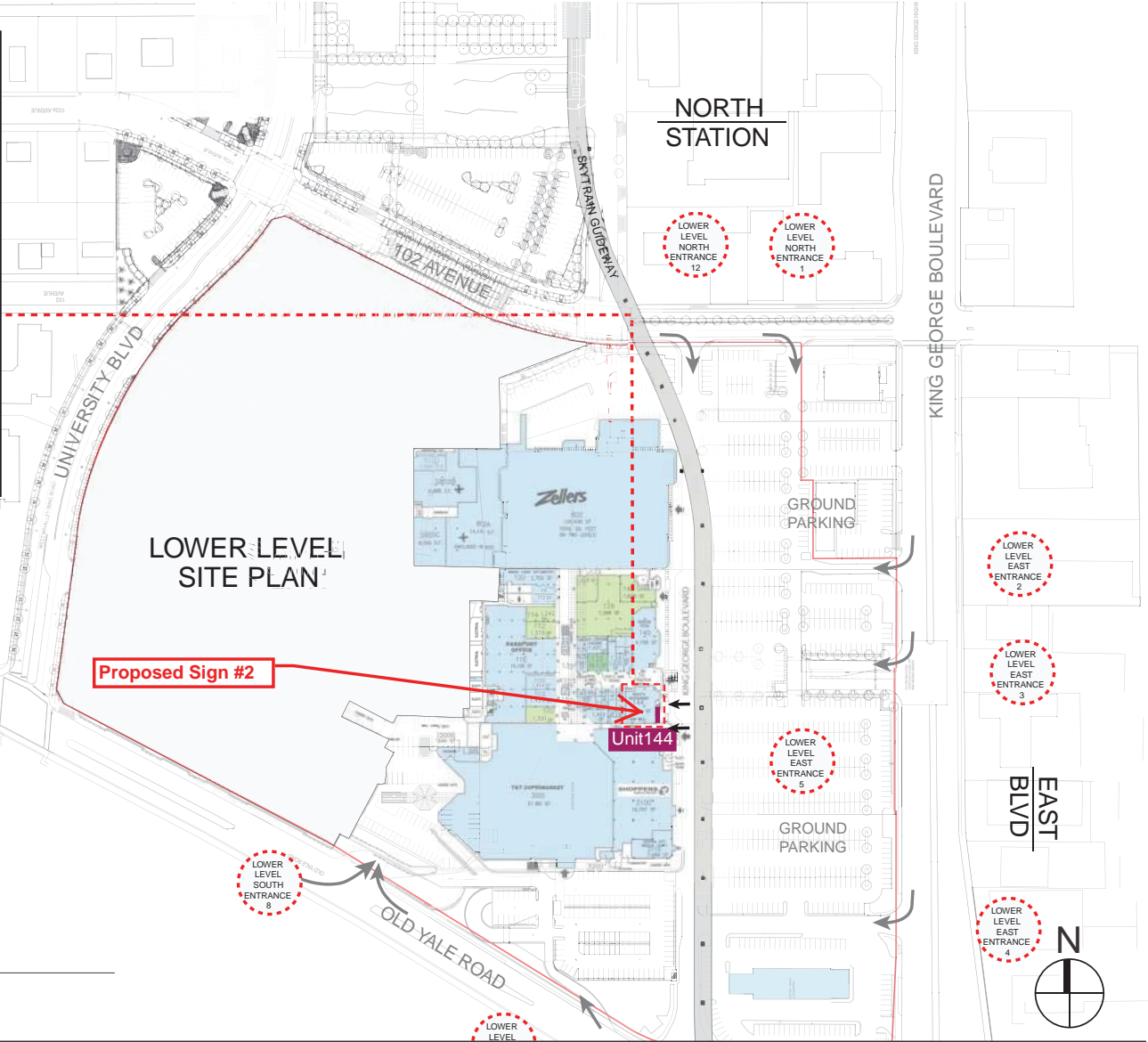
	<p>1235 E. Pender St. Vancouver, B. C. V6A 1W7 Tel :604-253-0199 Fax:604-253-0174</p>	<p>Project: Club 16 - Surrey</p>	<p>Address: 3400-10153 King George Hwy, Surrey</p>	<p>PROPERTY OWNER(S) APPROVAL :</p>	<p>CUSTOMER APPROVAL : Schedule A</p>
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Club 16
Trevor Linden Fitness

Proposed new Tenant Sign to match scale of adjacent existing signs (5'-0" in height)

Proposed Sign #2



Site Plan

LOWER LEVEL SITE PLAN (LEVEL 1) - CLUB 16 FASCIA SIGN
NTS

Project:

Club 16 - Surrey

Address:

3400-10153
King George Hwy,
Surrey

PROPERTY OWNER(S) APPROVAL :

DATE :

CUSTOMER APPROVAL :

DATE :



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