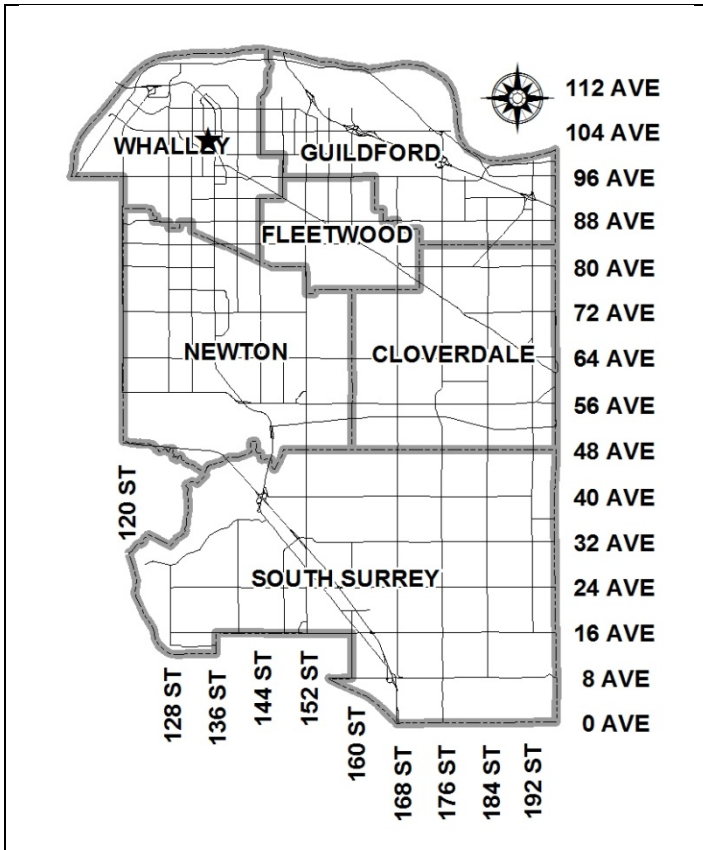


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7913-0209-00

Planning Report Date: January 13, 2014



PROPOSAL:

- **Development Permit**
- **Development Variance Permit**

in order to allow on-site signage for Central City Mall as part of a comprehensive sign design package.

LOCATION:

10045, 10121, 10151, 10153, and 10165 - King George Boulevard and 13450 and 13510 - 102 Avenue

OWNER:

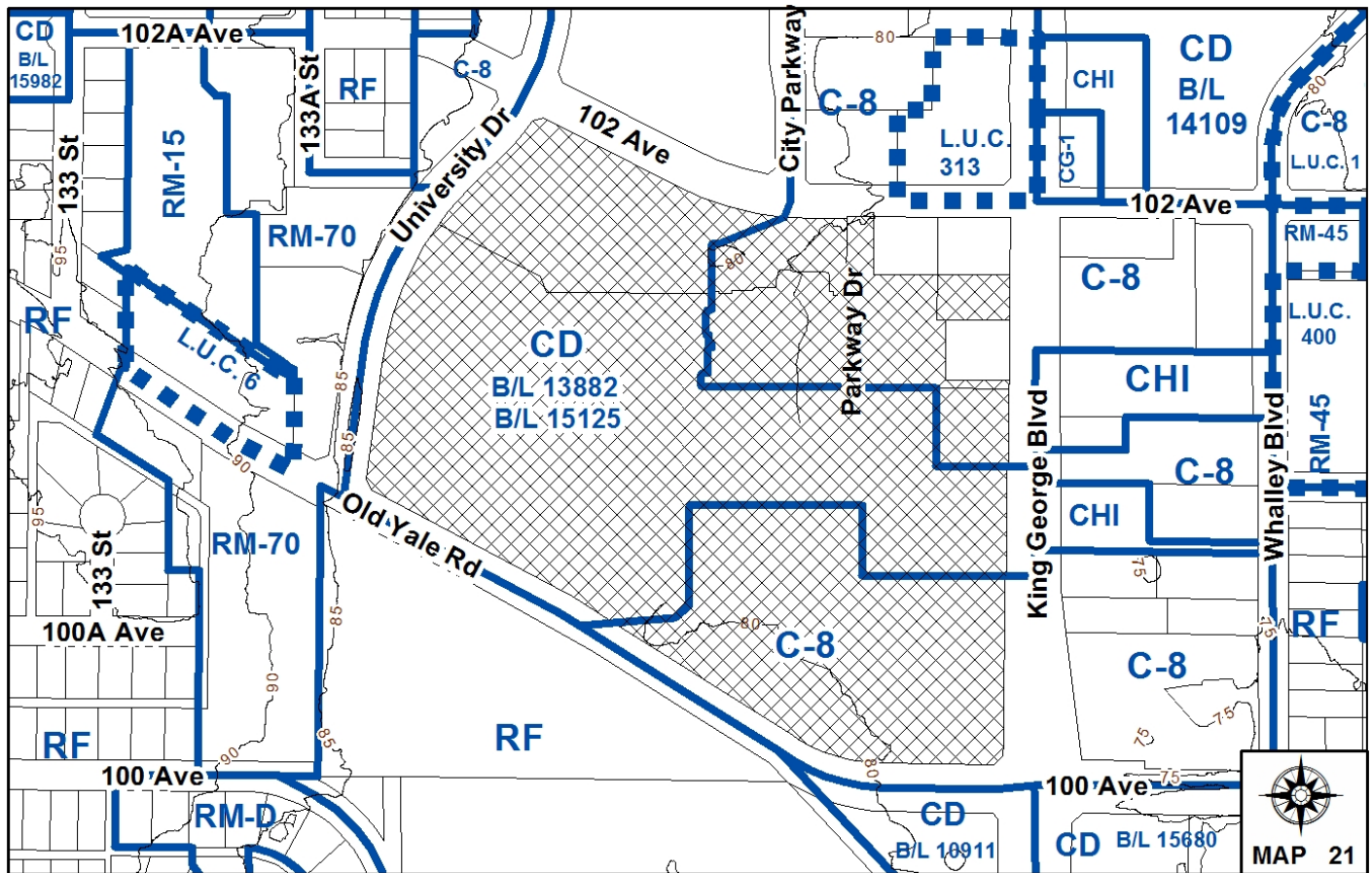
CC Retail Holdings Ltd.,
 CC Eastern Holdings Ltd.,
 CC Office Holdings Ltd

ZONING:

C-8 and CD (By-law No. 13882, as amended by By-law No. 15125)

OCP DESIGNATION:

City Centre



RECOMMENDATION SUMMARY

- Approval to vary the Sign By-law through a comprehensive sign design package, except the two proposed main and secondary gateway signs (Option A).
- Approval to draft Development Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant has applied for a Development Permit for a comprehensive sign package for Central City Mall. Although a number of proposed signs do not comply with the Sign By-law, the proposed signs, with the exception of the main gateway free-standing sign and the secondary gateway free-standing sign described below, are compatible with the architecture of the building and the layout of the site.
- The proposed main gateway sign is approximately 7.5 metres (25 ft.) high. The City Centre Special Sign Area allows a maximum height of 2.4 metres (8 ft.) at this location. The proposed main gateway sign is double-sided and approximately 70 square metres (755 sq.ft.) in sign area. The maximum sign area permitted for a double-sided free-standing sign is 28 square metres (300 sq.ft.). Further, the main gateway sign also incorporates two (2) large (10.3 sq.m. / 112 sq.ft.) electronic message boards that are prohibited under the Sign By-law.
- The proposed secondary gateway sign is approximately 5.5 metres (18 ft.) high. The City Centre Special Sign Area allows a maximum height of 2.4 metres (8 ft.) at this location. The proposed secondary gateway sign is double-sided and approximately 40.5 square metres (437 sq.ft.) in sign area.

RATIONALE OF RECOMMENDATION

- The proposed comprehensive sign package is acceptable and, other than the main gateway sign and the secondary gateway sign, the Sign By-law variances required by the other signage are supportable.
- The relaxation of the maximum height and sign area for the main gateway sign and the secondary gateway sign would be contrary to the City's intentions to create an urban environment in City Centre and to encourage an appropriately scaled pedestrian-friendly environment.
- The approval of the proposed variance for two (2) electronic message boards that form part of the main gateway sign (i.e. double sided) would set a precedent for similar variances for electronic message board signs throughout the City on privately-owned sites.

RECOMMENDATION

The Planning & Development Department recommends Option A, and that:

1. Council approve the applicant's request to vary the Sign By-law as described in Appendix III;
2. Council deny the applicant's request to vary the Sign By-law with respect to a proposed 7.5-metre (25 ft.) high, free-standing, main gateway sign with two electronic message boards, at the vehicle access to Central City along King George Boulevard;
3. Council deny the applicant's request to vary the Sign By-law with respect to a proposed 5.5-metre (18 ft.) high, free-standing, secondary gateway sign at the intersection of 100 Avenue and King George Boulevard; and
4. Council authorize staff to draft Development Permit No. 7913-0209-00 for a comprehensive sign design package for Central City Mall generally in accordance with the attached plans, with the main gateway sign and the secondary gateway sign being redesigned to conform to Sign By-law requirements.

Should Council support the main gateway sign with a double-sided electronic message board or the secondary gateway sign, or both, either as proposed by the applicant or in a modified form (Option B), the Planning & Development Department recommends that:

1. Council approve the applicant's request to vary the Sign By-law as described in Appendix IV, which incorporates the proposed main gateway sign with a double-sided electronic message board and the secondary gateway sign; and
2. Council authorize staff to draft Development Permit No. 7913-0209-00 for a comprehensive sign design package for Central City Mall generally in accordance with the attached plans, including the main gateway sign or secondary gateway sign, or both.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Central City Shopping Centre and Tower

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North (Across 102 Avenue):	North Surrey Recreation Centre and commercial and office uses.	City Centre	CD (By-law No. 13882, amended by By-law 15125), and C-8

Direction	Existing Use	OCP Designation	Existing Zone
East (Across King George Boulevard):	Small commercial buildings.	Commercial	C-8 and CHI
South (Across Old Yale Road):	Holland Park.	Multiple Residential / City Centre	RF and CD (By-law No. 10911)
West (Across University Drive):	Parking lot and three-storey apartment buildings.	City Centre	C-8 and RM-70

DEVELOPMENT CONSIDERATIONS

Background

- The subject site includes seven (7) properties and is bounded by 102 Avenue to the north and Old Yale Road to the south, and University Drive to the west and King George Boulevard to the east. The site encompasses Central City Shopping Centre, Central City Tower, and Simon Fraser University (SFU) Surrey campus.
- The subject site is approximately 12.7 hectares (31 acres) in size and is designated City Centre in the Official Community Plan (OCP). 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.
- Council has approved several development applications for fascia signage at Central City Shopping Centre in the past ten (10) years. The most recently approved development applications for fascia signage at Central City include Development Application No's. 7908-0007-00, 7908-0221-00, and 7913-0009-00. These development applications were approved by Council on March 10, 2008, September 29, 2008 and March 11, 2013, respectively, and were for several new tenants including Tim Hortons, Bed Bath & Beyond, Club 16 Trevor Linden Fitness, and Brighton College.
- Currently, one (1) free-standing sign is installed at the southeast corner of the subject site, facing the intersection of Old Yale Road and King George Boulevard. The free-standing sign, approximately 6.7 metres (22 ft.) high, was approved by Council on April 28, 2003 under Development Permit No. 7903-0121-00.
- Earlier this year, the owners of Central City submitted a comprehensive sign design package to Planning staff identifying the signage needs of the shopping centre and office tower at Central City.
- Staff reviewed the comprehensive sign package and worked with the owners to improve the proposed signage, prior to the submission of a development application. The owners agreed to improve their proposal, but have declined to make any further changes in response to staff's concerns regarding the main gateway sign and secondary gateway sign.

Current Proposal

- The current application includes a Development Permit and Development Variance Permit for a comprehensive sign design package to permit a number of new and replacement signs at Central City. The proposed comprehensive sign package includes free-standing signs, site entrance signs, directional signs, identification signs, and fascia signs.
- The proposed comprehensive sign package coincides with the owner's intent to develop and incorporate a new brand identity, a way-finding strategy, and a comprehensive sign program for Central City. The work encompasses the three (3) key site components – the shopping centre, the office tower, and SFU Surrey campus.
- The proposed comprehensive sign program is designed to reflect the distinctive curved design of Central City tower, and provide a visually unified set of exterior sign types.

Proposed Comprehensive Sign Design Package

- Staff agree that the proposed signs are well-designed and of high quality. Staff support all of the proposed signs with the exception of the main gateway sign and the secondary gateway sign.
- The proposed signs that form part of the comprehensive sign design package are described below, with the exception of the main gateway sign and secondary gateway sign, which are described in a separate section that follows.

Site Entrance Free-standing Signs

- A total of five (5) site entrance free-standing signs are proposed throughout the subject site. The proposed signs will assist in site navigation for patrons and emergency personnel by identifying several key vehicular driveway accesses to the site.
- The five (5) proposed site entrance signs are identical in size and design.
- The proposed site entrance free-standing signs are double-sided, back-lit aluminum sign cabinets installed on a concrete base. The design of the proposed signs include a curved 'fin', which resembles the signature architectural 'fin' atop Central City Tower at the northwest corner of the site.
- The five (5) proposed site entrance free-standing signs are each approximately 3.0 metres (10 ft.) high and 2.2 metres (7 ft.) wide.
- The proposed Development Permit incorporates a variance to the Sign By-law to allow the height of the five (5) proposed site entrance free-standing signs to be increased from 2.4 metres (8 ft.) to 3.0 metres (10 ft.). The proposed variance to the Sign By-law is described in Appendix III (Option A) and Appendix IV (Option B).

Building Identification Fascia Signs

- A total of two (2) building identification fascia signs ('Central City') are proposed. The two (2) proposed 'Central City' signs also include the Central City logo.

- One (1) of the proposed building identification fascia signs will replace the existing 'Central City' sign installed at the top of the Central City Tower. The other is a newly proposed sign along the north building elevation of the tower podium, facing the plaza along 102 Avenue.
- The two (2) proposed building identification fascia signs are illuminated, individual channel letter signs, and are identical in size at approximately 2.0 metres (6.6 ft.) high and 22 metres (72 ft.) long.
- The 'Central City' text is white, while the Central City logo is light blue in colour.
- No variances are required for the two (2) proposed building identification fascia signs.

Building Entrance Identification Fascia Signs

- A total of thirteen (13) building entrance identification fascia signs are proposed above the building entrances to Central City mall and tower.
- Ten (10) of the proposed signs are 'Central City' signs which include the Central City logo, and are backlit with individual channel letters. They are identical in design and colour, but significantly smaller in size, compared to the building identification fascia signs previously described.
- The ten (10) proposed building entrance identification fascia signs range in size from a height of 18 centimetres (7 inches) to 0.6 metre (2 ft.), and a length of 4.5 metres (15 ft.) to 6.7 metres (22 ft.).
- The remaining three (3) building entrance identification fascia signs are proposed above the building entrances facing the plaza along 102 Avenue. The three (3) proposed 'Shops', 'SFU' and 'Tower' signs are a maximum size of 0.3 metre (1.0 ft.) high and 0.8 metre (2.8 ft.) long, and include white acrylic faces.
- The proposed Development Permit incorporates a variance to the Sign By-law to allow the number of proposed building entrance identification fascia signs to be increased from six (6) to thirteen (13). The proposed variance to the Sign By-law is described in Appendices III (Option A) and IV (Option B).

Directional Signs

- A total of fifteen (15) directional signs are proposed throughout the subject site. The proposed signs will assist patrons and service personnel in identifying parking / loading areas, as well as the location of major businesses and tenants.
- The fifteen (15) proposed directional signs are similar in design to the proposed site entrance free-standing signs, but are non-illuminated and are smaller in size at 1.8 metres (6 ft.) high and 0.8 metre (2.5 ft.) wide.

- The proposed Development Permit incorporates a variance to the Sign By-law to allow the sign area and height of the fifteen (15) proposed directional signs to be increased from 0.4 square metre (4 sq.ft.) in sign area to 0.5 square metre (5 sq.ft.) and from 1.2 metres (4 ft.) in height to 1.8 metres (6 ft.). The proposed variance to the Sign By-law is described in Appendices III (Option A) and IV (Option B).

Tenant Fascia Signs

- The comprehensive sign design package drawings include numerous tenant fascia signs, which were all previously approved through a Development Permit and/or Development Variance Permit. Therefore, no variances are required for additional fascia signs.

Free-standing Signs Not Supported

Main Gateway Sign

- The main gateway free-standing sign is proposed at the driveway access along the eastern property line adjacent to King George Boulevard, approximately mid-block between 100 Avenue and 102 Avenue.
- The proposed main gateway sign is approximately 7.5 metres (25 ft.) high from the existing grade of the sidewalk along King George Boulevard to the top of the proposed free-standing sign, and approximately 8.5 metres (28 ft.) wide.
- The design of the proposed main gateway sign is high-quality and includes the curved 'fin' design to match the other signs proposed in the comprehensive sign package.
- The lower, front portion of the proposed main gateway sign is single-sided, illuminated with LED uplighting and includes a halo lit 'fin'. The taller, rear portion of the proposed main gateway sign is double-sided and includes two (2) 2.4-metre x 4.3-metre (8 ft. x 14 ft.) electronic message boards – one on each side of the proposed main gateway sign.
- The applicant is requesting the following three (3) variances for the proposed main gateway sign:
 - Increase the maximum permitted sign height from 2.4 metres (8 ft.) to 7.5 metres (25 ft.);
 - Increase the maximum permitted sign area from 28 square metres (300 sq.ft.) to 70 square metres (755 sq.ft.); and
 - Allow a double-sided, 10.3-square metre (112 sq.ft.) electronic message board sign.

Secondary Gateway Sign

- The proposed secondary gateway free-standing sign is proposed at the southeast corner of the subject site at the intersection of Old Yale Road and King George Boulevard, and will replace the existing free-standing sign and landscaping at this location.
- The proposed secondary gateway sign is approximately 5.5 metres (18 ft.) high from the existing grade of the sidewalk to the top of the proposed free-standing sign, and approximately 8.7 metres (29 ft.) wide.

- The lower, front portion of the proposed secondary gateway sign is single-sided, illuminated with LED uplighting and includes a halo lit 'fin' similar to the proposed main gateway sign. The taller, rear portion of the proposed secondary gateway sign is double-sided and includes a backlit cabinet with a changeable poster image and tenant list. No electronic message board is proposed on the secondary gateway sign.
- The applicant is requesting the following two (2) variances for the proposed secondary gateway sign:
 - Increase the maximum permitted sign height from 2.4 metres (8 ft.) to 5.5 metres (18 ft.); and
 - Increase the maximum permitted sign area from 28 square metres (300 sq.ft.) to 40.5 metres (437 sq.ft.).

Applicant's Comments and Justification

- The applicant has provided the following comments and justification to support the proposed variances to the height and sign area of the two (2) proposed gateway signs, and the electronic component of the proposed main gateway sign. Staff comments are provided under a separate heading.

Sign Height and Sign Area of Free-Standing Signs

- The two (2) proposed free-standing signs are part of a modern, high-quality comprehensive sign program developed for Central City, and complement the existing architectural features of Central City tower.
- The proposed sign program represents a unified marketing and way-finding system, which forms a component of Central City's revitalization plan.
- The proposed main gateway sign exceeds the maximum height and sign area permitted; however, the size is critical to locating and identifying Central City mall by passing northbound and southbound traffic along King George Boulevard, as well as passengers on the SkyTrain.
- The proposed secondary gateway sign also exceeds the maximum height and sign area permitted; however, the proposed sign will replace an existing free-standing that, at about 6.7 metres (22 ft.), is taller than the proposed sign by approximately 1.2 metres (4 ft.).

Electronic Component of Main Gateway Sign

- The proposed main gateway sign incorporates an integrated, high-quality LED electronic message display, which is similar to electronic signs installed at many locations in Metro Vancouver including Metropolis at Metrotown (Burnaby), Canada Place, and BC Place stadium (both Vancouver).
- Given the increased use of electronic message board signs at cultural, civic and commercial developments, internationally and throughout Metro Vancouver, the City should consider this urban trend.

- The City of Vancouver has approved a number of electronic message board signs in the downtown, specifically along Granville Street and Robson Street. The City of Surrey has also approved a number of large-scale electronic message board signs along several major traffic corridors.
- The proposed electronic message board sign could be used to display City emergency messages (i.e. amber alerts and road closures) and community events, in addition to displaying Central City tenant and event information.
- The proposed main gateway sign will positively contribute to the City's ambition of creating a strong sense of place and vibrancy in Surrey's emerging City Centre.

Staff Comments

Sign Height and Sign Area of Free-Standing Signs

- The proposed main gateway sign is approximately 7.5 metres (25 ft.) high from the existing grade of the sidewalk along King George Boulevard to the top of the proposed free-standing sign. The proposed secondary gateway sign is approximately 5.5 metres (18 ft.) high from the existing grade of the sidewalk to the top of the proposed free-standing sign. The two (2) proposed gateway signs are significantly taller than the maximum permitted sign height of 2.4 metres (8 ft.), and will set a precedent, if approved.
- Staff have received numerous requests for free-standing signs in City Centre that exceed the maximum height of 2.4 metres (8 ft.) noted in the Sign By-law. Approval of the proposed variance would encourage similar variances for other large, free-standing signs in the area.
- Although the existing free-standing sign at the intersection of Old Yale Road and King George Boulevard is taller at 6.7 metres (22 ft.) high, the proposed secondary gateway sign is significantly wider than the existing free-standing sign, and will require the removal of a significant portion of the existing landscaping.
- The size and width of the proposed secondary gateway sign will overshadow this prominent corner and hide the pedestrian ramp in behind.
- The Surrey City Centre Plan Update – Phase II Stage 1 Report, presented to Council on January 19, 2009, sets forth a clear vision for creating a vibrant City Centre. The vision is guided by seven (7) key principles. Specifically, the proposed main gateway sign and secondary gateway sign are both contrary to Principles 4 and 6:
 - Principle 4 highlights the importance of street design in establishing a vibrant, pedestrian-oriented City Centre, with a particular emphasis on enhancing King George Boulevard. The two (2) proposed free-standing signs do not promote these ideals; and
 - Principle 6 emphasizes the creation of a beautiful city form and public realm. Specifically, City Centre must be designed to enhance visual appeal at a human-scale with building forms and materials that reinforce a strong, attractive, urban streetscape. The two (2) proposed free-standing signs do not support these objectives.

Electronic Component of Main Gateway Sign

- The approval of the proposed Development Variance Permit would set a precedent for similar variance requests for other electronic message board signs on private land throughout the City.
- A similar application for approval of an electronic message board sign at the Semiahmoo Shopping Centre (file no. 7911-0041-00) was denied by Council on May 9, 2011. Likewise, Council denied an application for an electronic message board sign for an automotive service use in Newton (file no. 7910-0152-00) on July 26, 2010.
- A comprehensive sign package was approved by Council on September 12, 2011 for Guildford Mall (Development Permit No. 7909-0174-00). No electronic message board signs were included in the comprehensive sign package for Guildford Mall.
- There are currently four (4) approved and installed, City-initiated, free-standing, electronic message board signs on City-owned sites in Surrey. These four (4) electronic message board free-standing signs are installed at the following locations:
 - Guildford Recreation Centre and Guildford Library site: the electronic message board sign is a smaller-format free-standing sign and approximately 10.5 metres (34 ft.) high, and was approved by Council on April 12, 2010 under Development Variance Permit No. 7910-0012-00.
 - Surrey Sports & Leisure Centre site: the electronic message board sign is identical in size and design to the one installed at the Guildford Recreation Centre and Guildford Library site, and was approved by Council on April 12, 2010 under Development Variance Permit No. 7910-0036-00.
 - King George Boulevard near Pattullo Bridge: the electronic message board sign is installed within the road right-of-way near the vehicle pull-out on King George Boulevard, east of the Pattullo Bridge. The free-standing sign is a large-format sign and is approximately 19.5 metres (64 ft.) high, and was approved by Council on October 4, 2010 under Development Variance Permit No. 7910-0013-00.
 - Highway No. 1 near Port Mann Bridge: the electronic message board sign is installed along Highway No. 1 on a City-owned parcel, east of the Port Mann Bridge. The free-standing sign is also a large-format sign, and was approved by Council on July 23, 2012 under Development Variance Permit No. 7910-0304-00.
- The four (4) installed free-standing, electronic message board signs are part of a pilot project initiated by the City, and each were approved through a Development Variance Permit and a Development Permit process, which involved public notification and Council approval.
- The four (4) free-standing, electronic message board signs allow the City to generate additional revenue to improve infrastructure and facilities, and have also been utilized as a communication tool to relay information to the public.

CONCLUSION

- In considering the pros and cons of this proposal, the Planning and Development Department supports the Central City comprehensive sign design package, with the exception of the two proposed gateway signs, which are oversized and include a double-sided electronic message board sign.
- The two (2) proposed gateway signs are contrary to the City's intentions to create an urban, appropriately scaled, pedestrian-friendly environment in City Centre.
- Therefore, the Planning & Development Department recommends Option A, and that:
 1. Council approve the applicant's request to vary the Sign By-law as described in Appendix III;
 2. Council deny the applicant's request to vary the Sign By-law with respect to a proposed 7.5-metre (25 ft.) high, free-standing, main gateway sign with two electronic message boards, at the vehicle access to Central City along King George Boulevard;
 3. Council deny the applicant's request to vary the Sign By-law with respect to a proposed 5.5-metre (18 ft.) high, free-standing, secondary gateway sign at the intersection of 100 Avenue and King George Boulevard; and
 4. Council authorize staff to draft Development Permit No. 7913-0209-00 for a comprehensive sign design package for Central City Mall generally in accordance with the attached plans, with the main gateway sign and secondary gateway sign being redesigned to conform to Sign By-law requirements.
- Should Council believe there is merit in supporting the main gateway sign with a double-sided electronic message board or the secondary gateway sign, or both, either as proposed by the applicant or in a modified form (Option B), the Planning & Development Department recommends that:
 1. Council approve the applicant's request to vary the Sign By-law as described in Appendix IV, which incorporates the main gateway sign with a double-sided electronic message board and the secondary gateway sign; and
 2. Council authorize staff to draft Development Permit No. 7913-0209-00 for a comprehensive sign design package for Central City Mall generally in accordance with the attached plans, including the main gateway sign or secondary gateway sign, or both.

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 and Sign Drawings
Appendix III.	Proposed Sign By-law Variances for Option A
Appendix IV.	Proposed Sign By-law Variances for Option B

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

DN/da

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Information for City Clerk

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

1. (a) Agent: Name: Barry Marshall
EDG Experience Design Group Inc.

Address: 1788 - West 5th Avenue, Suite 200
Vancouver, BC V6J 1P2

Tel: (604) 688-9965 - Work

2. Properties involved in the Application

(a) Civic Addresses: 10045, 10121, 10151, 10153 and 10165 - King George Boulevard
13450 and 13510 - 102 Avenue

(b) Civic Address: 10151 - King George Boulevard
Owner: CC Eastern Holdings Ltd
PID: 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

(c) Civic Address: 10165 - King George Boulevard
Owner: CC Eastern Holdings Ltd
PID: 004-513-029
Lot 134 Section 27 Block 5 North Range 2 West New Westminster District Plan 41559

(d) Civic Address: 10121 - King George Boulevard
Owner: CC Eastern Holdings Ltd
PID: 002-351-323
Lot 165 Section 27 Block 5 North Range 2 West New Westminster District Plan 60096

(e) Civic Address: 13450 - 102 Avenue
Owner: CC Office Holdings Ltd
PID: 025-867-067
Lot A Except: Parts Subdivided By Air Space Plans BCP9438, BCP9439, BCP9440, and
BCP9442; Section 27 Block 5 North Range 2 West New Westminster District Plan BCP9437

(f) Civic Address: 10153 - King George Boulevard
Owner: CC Retail Holdings Ltd
PID: 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

(g) Civic Address: 13510 - 102 Avenue
Owner: CC Retail Holdings Ltd
PID: 025-867-091
Lot C Section 27 Block 5 North Range 2 West New Westminster District Plan BCP9437

- (h) Civic Address: 10045 - King George Boulevard
Owner: CC Retail Holdings Ltd
PID: 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

REVISION NOTE: Parking Directional signs (Sign Type 7) have been added to Site Plan, Sign 2.1.1, and 3.1.1 have been deleted, and Sign Types 3.1.3-3.1.4 have been moved and revised. All sign type 6, 8 and 11's have been deleted from plan and CSP package. Sign 3.1.5 has been changed into smaller sign 7.1.10.

Revised parking plan has been added.

SIGN TYPES LEGEND

SIGN NO.	DESCRIPTION
1.0.0	MAIN SITE GATEWAY SIGN
2.0.0	SECONDARY SITE GATEWAY SIGN
3.0.0	SITE ENTRANCE SIGN
4.0.0	BUILDING ID SIGN
5.0.0	BUILDING ENTRANCE ID
7.0.0	PARKING DIRECTIONAL SIGN
9.0.0	TENANT SIGN
10.0.0	ENTRANCE NUMBER SIGN
12.0.0	TENANT FASCIA SIGN
	EXISTING TENANT SIGNS
0	ENTRANCE NUMBERS
←	BUILDING ENTRANCE ARROW
←	SITE ENTRANCE ARROW

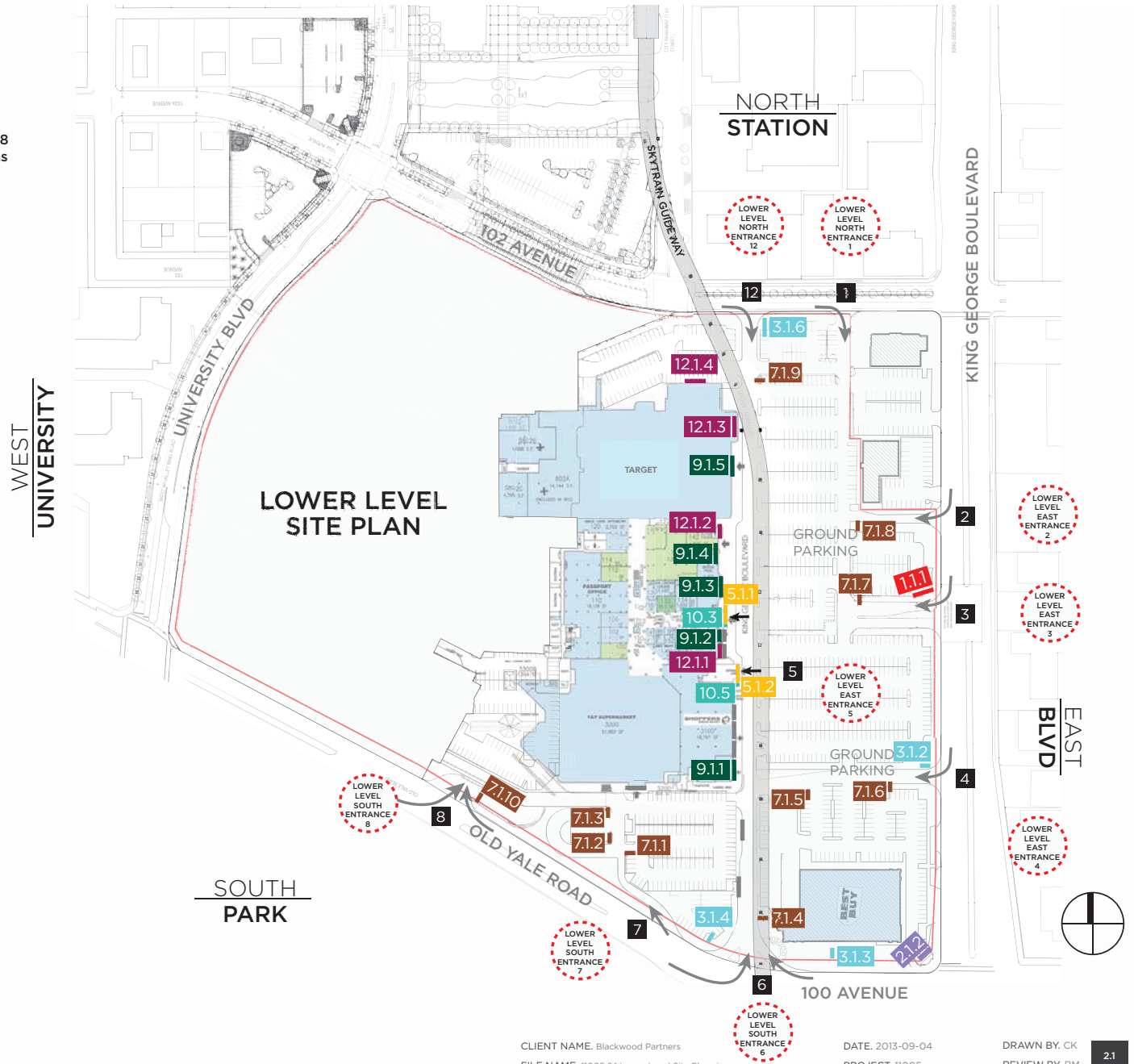
4.2.5
Quantity No.
Level No.
Sign Type No.

SIGN TYPE 7 NOTE:
All signs are visible from the drive aisle and located in non pedestrian areas, i.e. not located in pedestrian sidewalks or circulation zones.

NOTE: Certain signs may not be located on these preliminary sign location plans. Their placement and quantity will be determined in future detailed plans/phases.

ALL perimeter signs are to be located at a min. 2M set back from the Property Line.

2.1
LOWER LEVEL SITE PLAN (LEVEL 1)
NTS



REVISION NOTE: Sign 3.2.3, 3.2.4 and 12.2.2 have been deleted. All sign type 6, 8 and 11's have been removed. Sign type 3.2.2 has been revised to a Sign Type 7. Existing tenant signs have been added to the legend and map.

SIGN TYPES LEGEND

SIGN NO.	DESCRIPTION
1.0.0	MAIN SITE GATEWAY SIGN
2.0.0	SECONDARY SITE GATEWAY SIGN
3.0.0	SITE ENTRANCE SIGN
4.0.0	BUILDING ID SIGN
5.0.0	BUILDING ENTRANCE ID
7.0.0	PARKING DIRECTIONAL SIGN
9.0.0	TENANT SIGN
10.0.0	ENTRANCE NUMBER SIGN
12.0.0	TENANT FASCIA SIGN
	EXISTING TENANT SIGNS
0	ENTRANCE NUMBERS
←	BUILDING ENTRANCE ARROW
←	SITE ENTRANCE ARROW

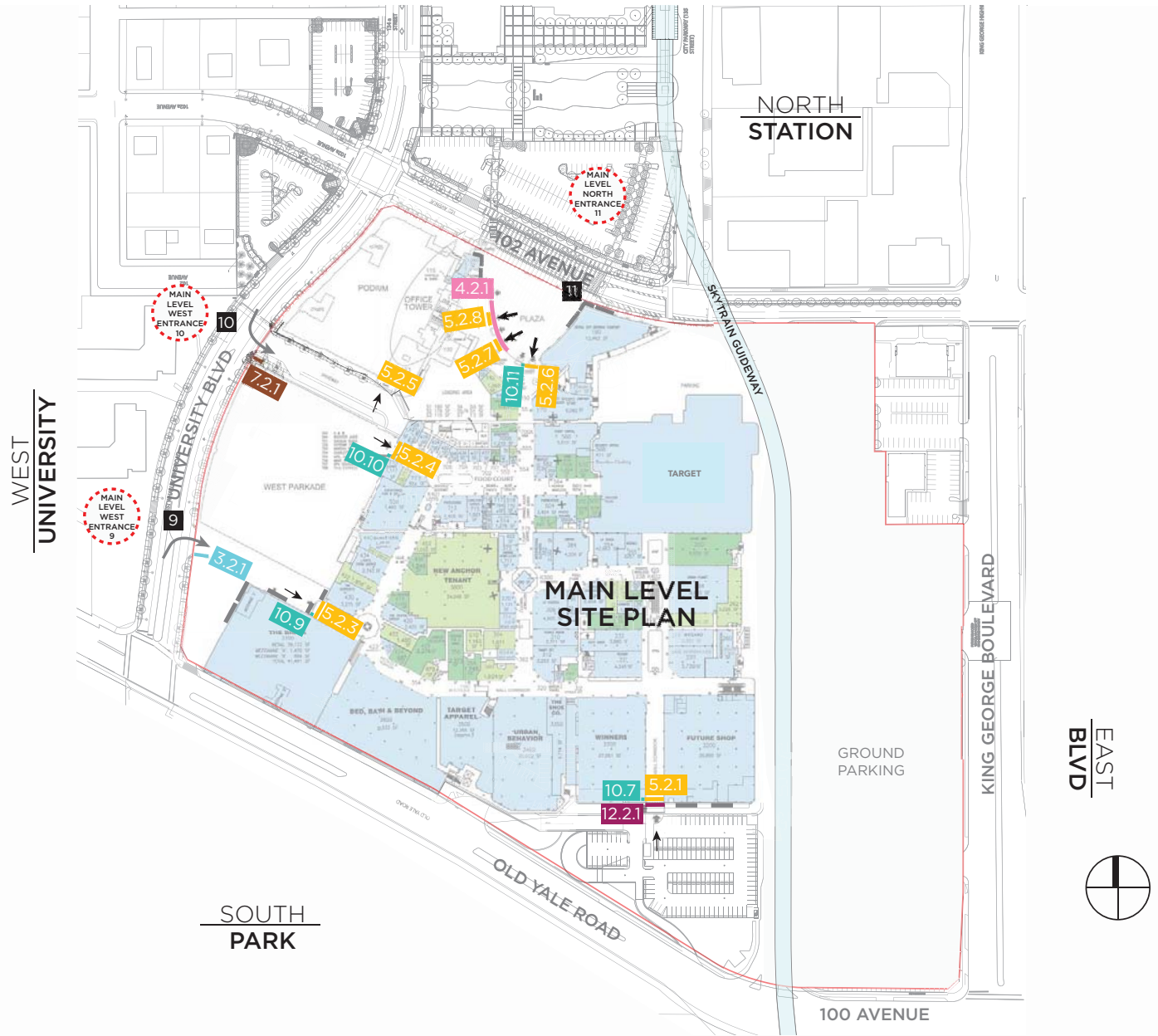
4.2.5
 Quantity No.
 Level No.
 Sign Type No.

SIGN TYPE 7 NOTE:
 All signs are visible from drive aisle and located in non pedestrian areas. i.e. not located in centre of pedestrian sidewalks or circulation zones.

NOTE: Certain signs may not be located on these preliminary sign location plans. Their placement and quantity will be determined in future detailed plans/phases.

ALL perimeter signs are to be located a min. 2M set back from the Property Line.

2.2 MAIN LEVEL SITE PLAN (LEVEL 2)
 NTS



REVISION NOTE: Parking Directional signs (Sign Type 7) have been added to Site Plan. Sign Type's 9.3.1 and 9.3.2 have been removed.

SIGN TYPES LEGEND

SIGN NO.	DESCRIPTION
1.0.0	MAIN SITE GATEWAY SIGN
2.0.0	SECONDARY SITE GATEWAY SIGN
3.0.0	SITE ENTRANCE SIGN
4.0.0	BUILDING ID SIGN
5.0.0	BUILDING ENTRANCE ID
7.0.0	PARKING DIRECTIONAL SIGN
9.0.0	TENANT SIGN
10.0.0	ENTRANCE NUMBER SIGN
12.0.0	TENANT FASCIA SIGN
13.0.0	EXISTING TENANT SIGNS
0	ENTRANCE NUMBERS
←	BUILDING ENTRANCE ARROW
←	SITE ENTRANCE ARROW

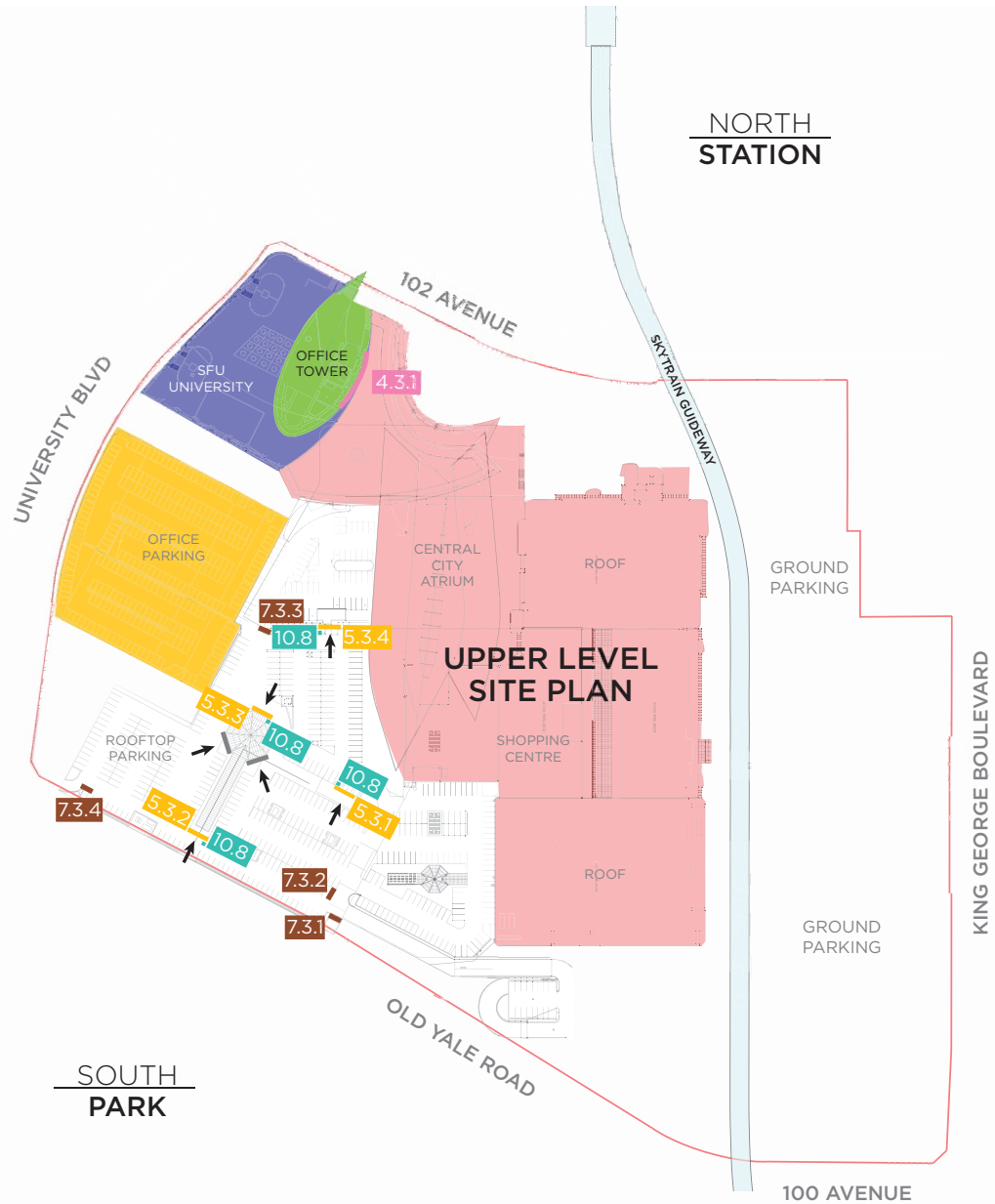
4.2.5
 Quantity No.
 Level No.
 Sign Type No.

SIGN TYPE 7 NOTE:
 All signs are visible from the drive aisle and located in non pedestrian areas, i.e. not located in centre of sidewalks or circulation zones.

NOTE: Certain signs may not be located on these preliminary sign location plans. Their placement and quantity will be determined in the detailed future plans/phases.

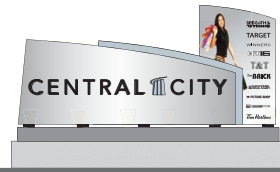
UPPER LEVEL SITE PLAN (LEVEL 3)
 2.3 NTS

WEST
 UNIVERSITY





1 MAIN SITE GATEWAY SIGN
27'-10" X 20'-3"



2 SECONDARY SITE GATEWAY SIGN
28'-6" X 13'-3" (18'-0" +sidewalk)

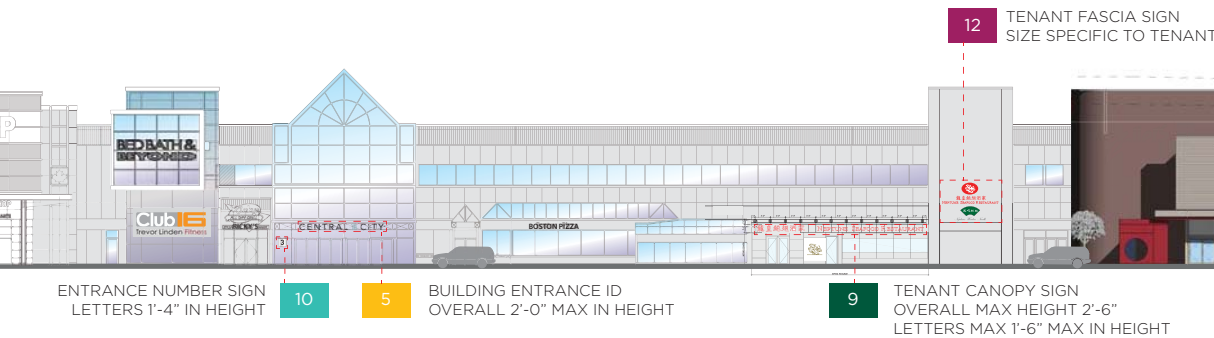


3 SITE ENTRANCE SIGN
7'-3" X 10'-0" O.A. Height



7 PARKING DIRECTIONAL SIGN
2'-6" X 6'-0"

REVISION NOTE: Sign Types 1, 2, 3, 4 and 7 sizes have been revised and Sign Type 6, 8 and 11 have been removed. Neptune's Sign Type 9 has been updated.



ENTRANCE NUMBER SIGN
LETTERS 1'-4" IN HEIGHT

10

BUILDING ENTRANCE ID
OVERALL 2'-0" MAX IN HEIGHT

5

TENANT CANOPY SIGN
OVERALL MAX HEIGHT 2'-6"
LETTERS MAX 1'-6" MAX IN HEIGHT

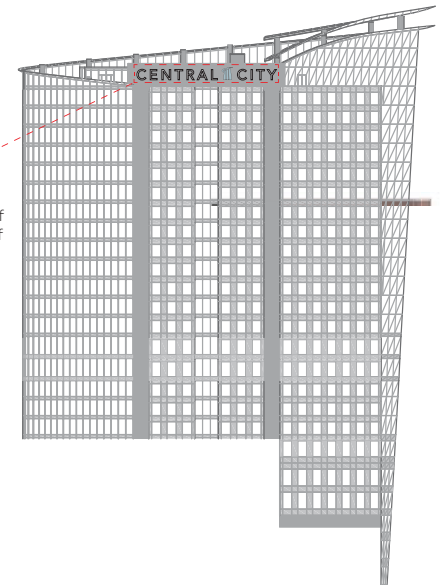
9

12 TENANT FASCIA SIGN
SIZE SPECIFIC TO TENANT IDENTITY

4 BUILDING ID SIGN
72'-0" X 6'-7"

Note: Replacement of existing sign at top of Central City Tower (East face)

Refer to page 3.4 for detail information on this sign



3.0 PROPOSED SIGN TYPES OVERVIEW
NTS



Blackwood Partners/BTA
CENTRAL CITY SURREY REVITALIZATION CSP (DRAFT)

CLIENT NAME: Blackwood Partners
FILE NAME: 11005 3.0 Sign Types Overview.rvt

DATE: 2013-06-02
PROJECT: 11005

DRAWN BY: CK
REVIEW BY: BM

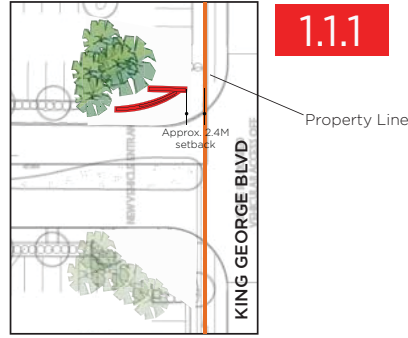
1 Sign Type 1: MAIN SITE GATEWAY SIGN

Quantity: 1

Notes: 14'-0" x 8'-0" HD LED Outdoor Display Screens (16:9 ratio) with changeable graphic 12mm/16mm RGB virtual pixel pitch (by LED Sign Supply (403) 726-9260 or equivalent). Alternate backlit sign cabinet

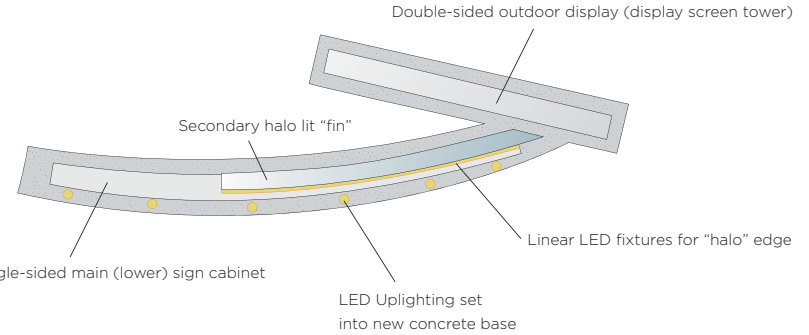
Single sided painted aluminum sign cabinet with taller halo lit painted aluminum "fin"

Individual (white) halo lit reverse channel letters (painted black) and logo (Central City blue)



Plan Detail for locations of Sign 1.1.1

1.1.1

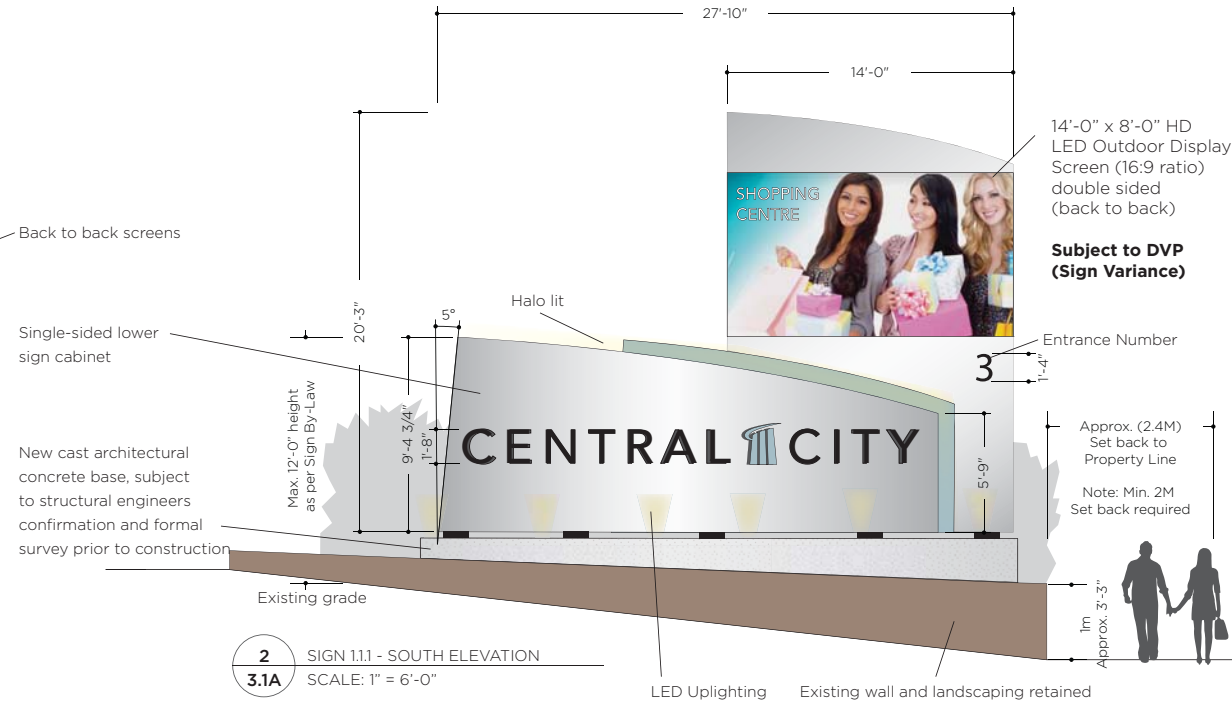


3 SIGN 1.1.1 - PLAN VIEW
3.1A SCALE: 1" = 6'-0"

REVISION NOTE: Sign has been reduced in size, on elevation and plan view by approx. 10%, and main lower sign cabinet is now single-sided. The display screen tower is double-sided.



1 SIGN 1.1.1 - IN SITU - NORTH SIDE/MAIN SITE ENTRANCE @ KING GEORGE BLVD
3.1A NTS



2 SIGN 1.1.1 - SOUTH ELEVATION
3.1A SCALE: 1" = 6'-0"

2 Sign Type 2: SECONDARY SITE GATEWAY SIGN

Quantity: 1

Notes: Single-sided freestanding backlit painted aluminum curved sign cabinet
 Double-sided taller halo lit "fin" & back lit sign cabinet
 Individual (white LED) halo lit reverse channel letters (painted black) and logo (Central City blue)

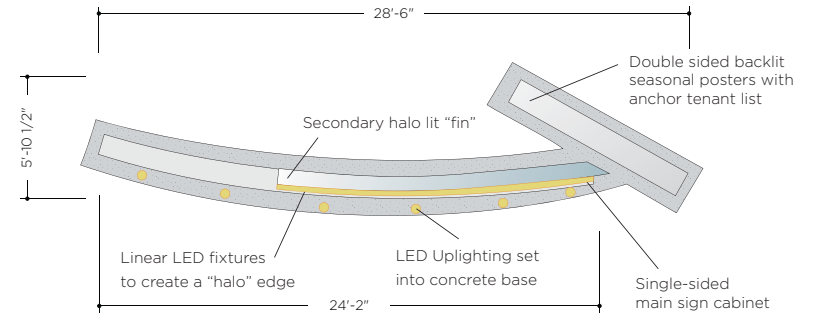
Programmed RGB-LED uplighting

Sign to be set back at least 2M (6'-8") from Property Line

REVISION NOTE: Size has been reduced in size on both elevation and plan. Sign 2.1.1 has also been deleted, so sign 2.1.2 is now the only Sign Type 2. Existing cast concrete base, stairs and accessible ramp and landscape is proposed to remain as a visitor and area resident amenity. It has been measured and revised on these drawings, and the LED messaging system has been replaced with static backlit poster of major tenant listing on side.



PLAN DETAIL LOCATION OF SIGN 2.1.2 ON OLD YALE RD



3 SIGN 2.1.2 - PLAN VIEW
3.2A SCALE: 1" = 6'-0"

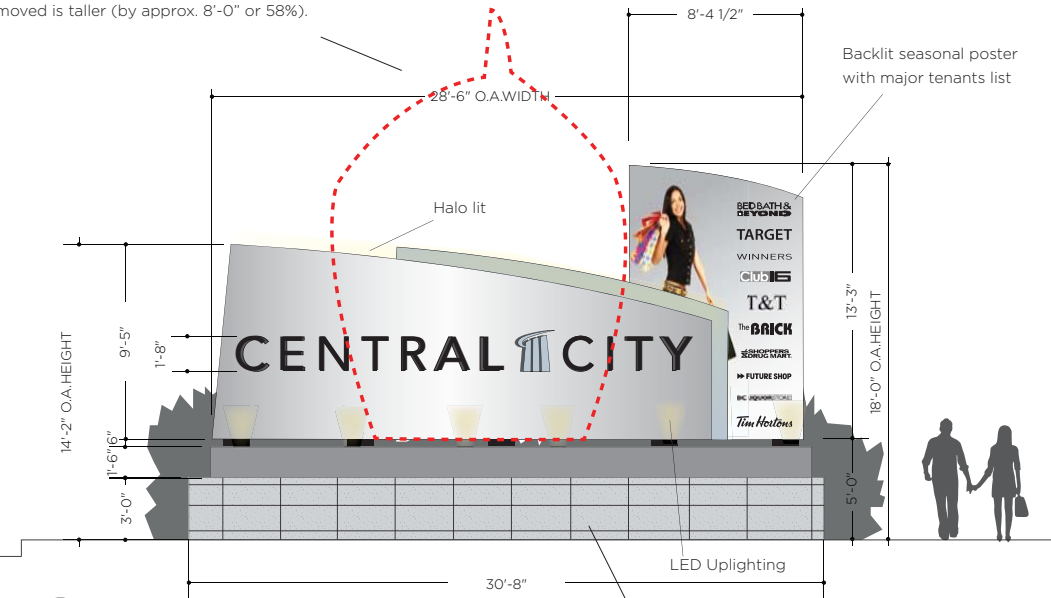
Red outlined represents shape and area of existing corner pylon approx. 14'-0" x 21'-0" (26'-0" O.A. Height including base). Existing sign to be removed is taller (by approx. 8'-0" or 58%).



PROPOSED PYLON SIGN 2.1.2 IN SITU



EXISTING PYLON SIGN (Refer to Pg.3.2B for more detail)



2 SIGN 2.1.2 - SOUTH ELEVATION
3.2A SCALE: 1" = 6'-0"

New signage mounted on existing cast concrete base and supporting concrete retaining wall. Retain or improve the existing planting/landscaping.

1 SIGN 2.1.2 - IN SITU - SE CORNER (KING GEORGE & OLD YALE ROAD)
3.2A NTS



Blackwood Partners/BTA
 CENTRAL CITY SURREY REVITALIZATION CSP (DRAFT)

CLIENT NAME: Blackwood Partners
 FILE NAME: 11005 3.2A Central City Sign Type 2.ai

DATE: 2013-09-04
 PROJECT: 11005

DRAWN BY: CK
 REVIEW BY: BM **3.2A**

3 Sign Type 3: SITE ENTRANCE SIGN

Quantity: 5

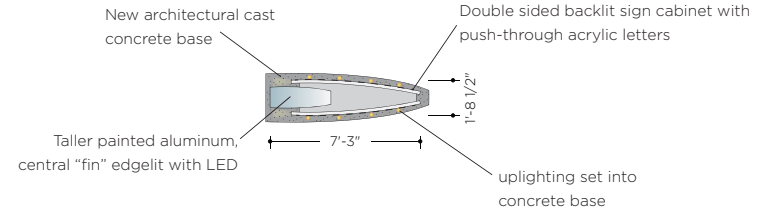
Notes: Double-sided backlit painted aluminum sign cabinet and double sided taller painted aluminum central "fin", edgelit with LED "halo"

Push through acrylic letters (in black) and logo (Central City blue) & applied vinyl

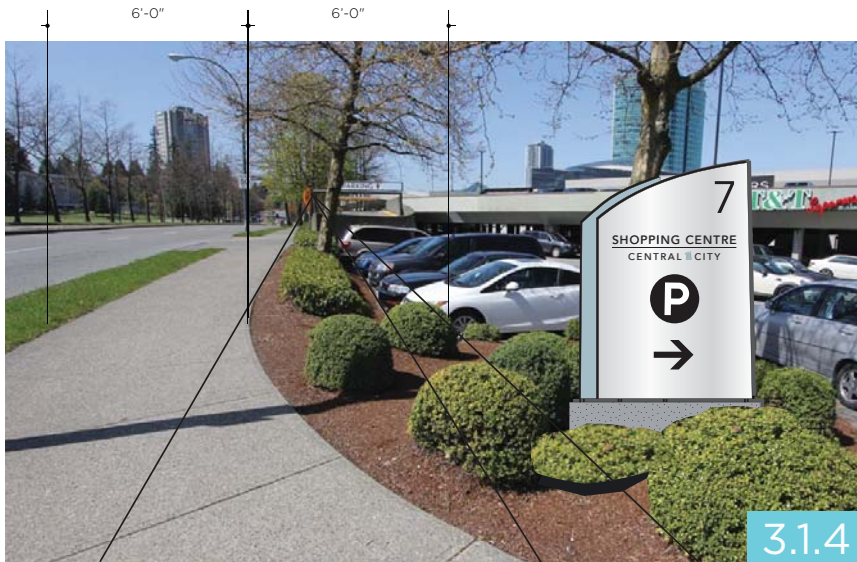
Option: Programmed RGB-LED uplighting to "fin"

Both cabinets set on architectural cast concrete base, with "fins" pointing towards the tower (north), base setback 2M (6'-8") from Property Line

REVISION NOTE: Sign has been reduced in size, both in height and width, including Central City logo and parking pictogram. Sign location revised to better accommodate required setback.

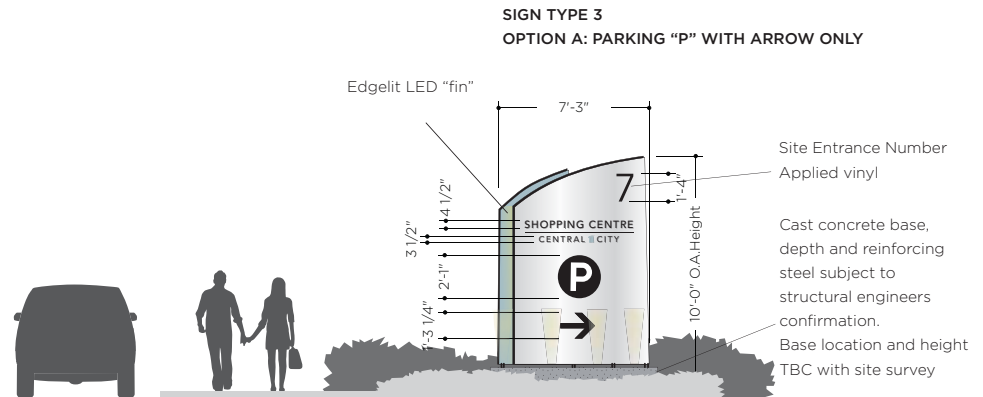


3 SIGN TYPE 3 - PLAN
3.3A SCALE: 1" = 6'-0"



Approx. Property Line Approx. Parking Lot Edge 6'-8" (2M) setback from Property Line

1 SIGN 3.1.4 - IN SITU - SOUTH PARKING ENTRANCE NO.7
3.3A NTS



2 SIGN TYPE 3 - SITE ENTRANCE SIGN - ELEVATION
3.3A SCALE: 1" = 6'-0"

10 Sign Type 10: ENTRANCE NUMBER SIGN

Notes: Number size is 1'-4" in height

Vinyl graphic film applied to outside of glazing adjacent to entrance doors. Graphic to mounted at top of window frame for easy visibility by Emergency services personnel.

Alternate: Vinyl graphic wrapped panel mounted beside entrance doors

10.3 Entrance Number

5 Sign Type 5: BUILDING ENTRANCE IDENTIFICATION

Notes: Max. Overall height 2'-0"

Individual backlit white LED aluminum channel letters with white translucent acrylic face.

All channel letter edges and back to be painted to match natural anodized aluminum.

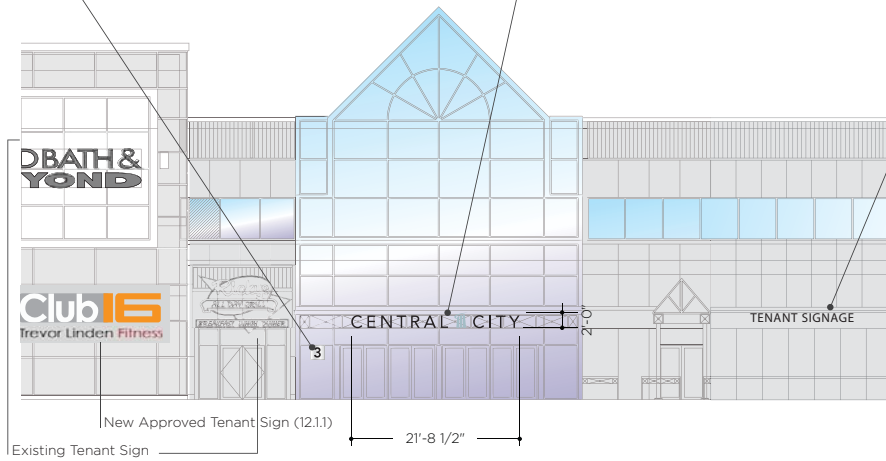
Channel letters are 5" deep

5.1.1 Building Entrance ID

9 Sign Type 9: TENANT CANOPY SIGN

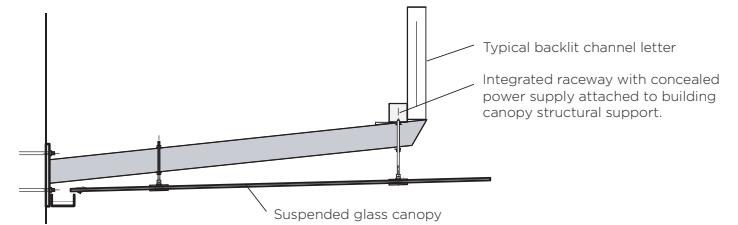
Notes: Tenant signs are max. 2'-6" overall height with logo/shape
1'-6" max letter height individual aluminum channel letters with acrylic face internally-lit with white LED, typical.

9.0 Typical Tenant Sign

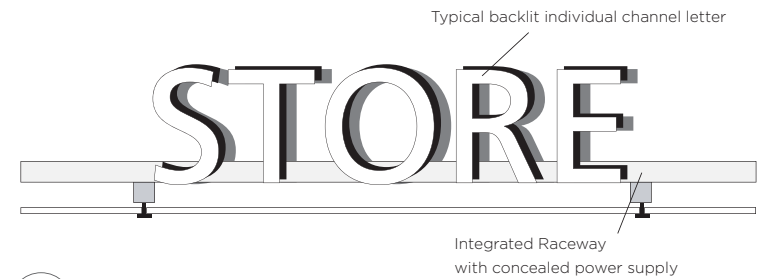


REVISION NOTE: Club16 logo has been revised

1 SIGN TYPES 5, 9, 10 - EAST ELEVATION
3.5 SCALE: 1/16" = 1'



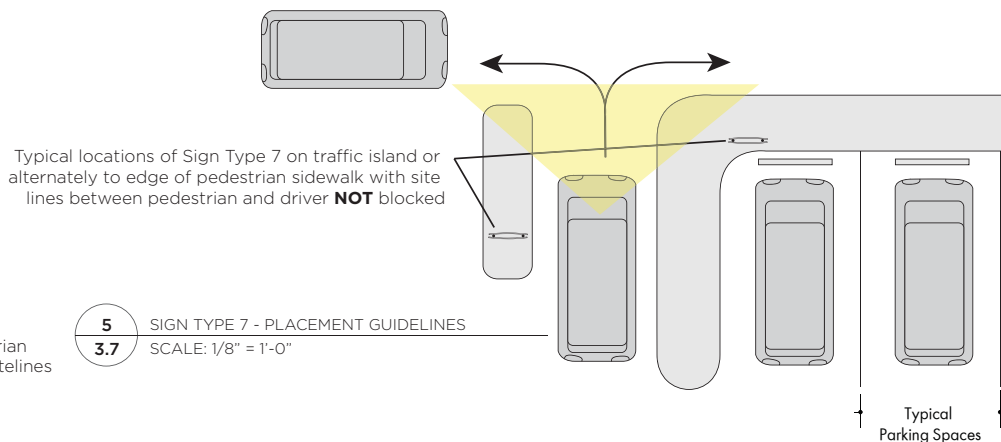
3 SIGN BAND ON CANOPY - TYPICAL SECTION
3.5 SCALE: 1/2" = 1'



2 TENANT SIGN BAND ON CANOPY - TYPICAL ELEVATION
3.5 SCALE: 1/2" = 1'

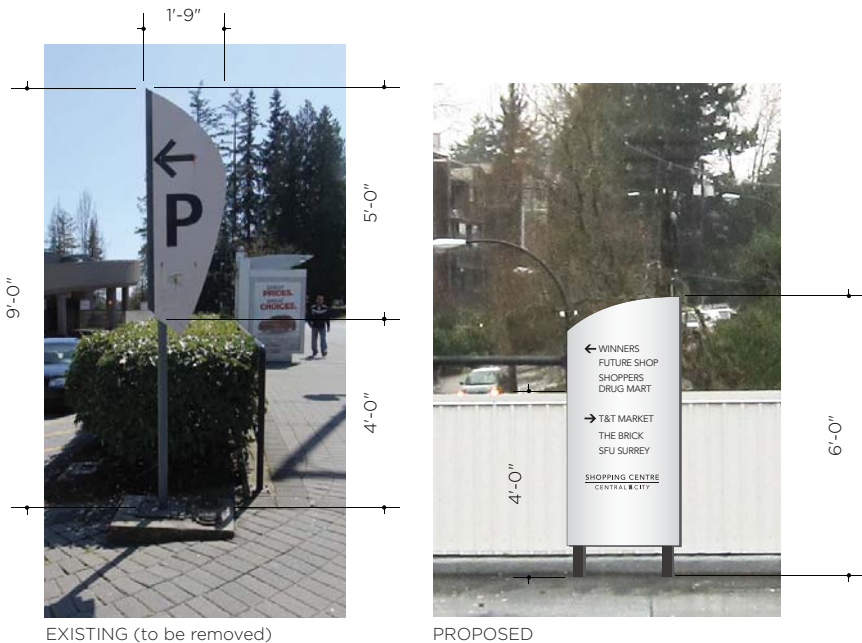
7 Sign Type 7: PARKING/PARKADE DIRECTIONAL SIGN

- Notes:
- Curved (convex) painted surface silver/natural anodized aluminum sign with 7 year exterior rated reflective vinyl (black) text and Central City (blue) logo
 - Freestanding sign with posts 6'-0" total height, sign panel 2'-6" X 5'-4"
 - Typical message size 1'-7" X 2'-6", not including centre logo
 - Max. 2 directional arrows with max. 6 tenants listed for each face
 - Single and double sided, non-illuminated with reflective text only
- Note:** All signs are visible from the drive aisle and are located adjacent to pedestrian areas of the surface parking & parkades drive aisles. (i.e. Located to **NOT** block sitelines between pedestrian sidewalk or circulation and drivers)



5 SIGN TYPE 7 - PLACEMENT GUIDELINES
3.7 SCALE: 1/8" = 1'-0"

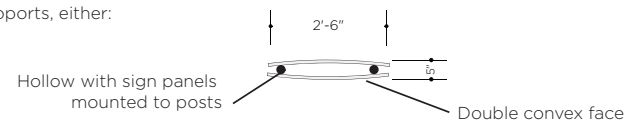
REVISION NOTE: Message area and notes revised, an existing sign image was added for height reference and a partial parking plan added for driver sight lines reference



1 SIGN TYPE 7 - PARKING DIRECTIONAL SIGNS - IN SITU
3.7 APPROX. SCALE: 3/8" = 1'-0"

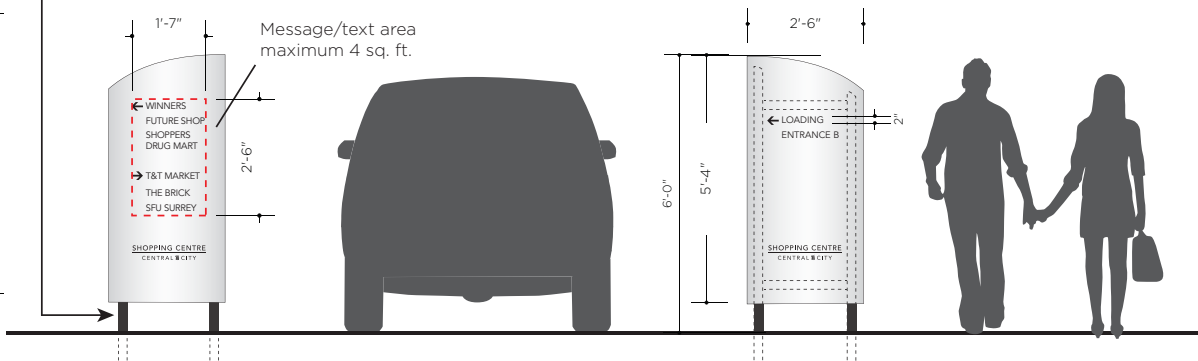
Freestanding Directional Signs with 2x 2" Pipe supports, either:

- A:** Inserted into in-ground pipe sleeve with appropriate setting grout,
- B:** mounted with pipe flange bracket and expansion bolt mounted to appropriate surface such as pavement deck or raised concrete sidewalk



4 SIGN TYPE 7 - PLAN VIEW
3.7 SCALE: 3/8" = 1'-0"

NOTE: Non-illuminated freestanding on site directional (guide) signs with copy area to max. 4 sq. ft. **DO NOT** require a sign permit.



2 SIGN TYPE 7 - FRONT FACE ELEVATION
3.7 SCALE: 3/8" = 1'-0"

3 SIGN TYPE 7 - REVERSE FACE ELEVATION
3.7 SCALE: 3/8" = 1'-0"

SIGN TYPE 4: BUILDING IDENTIFICATION REPLACEMENT SIGN

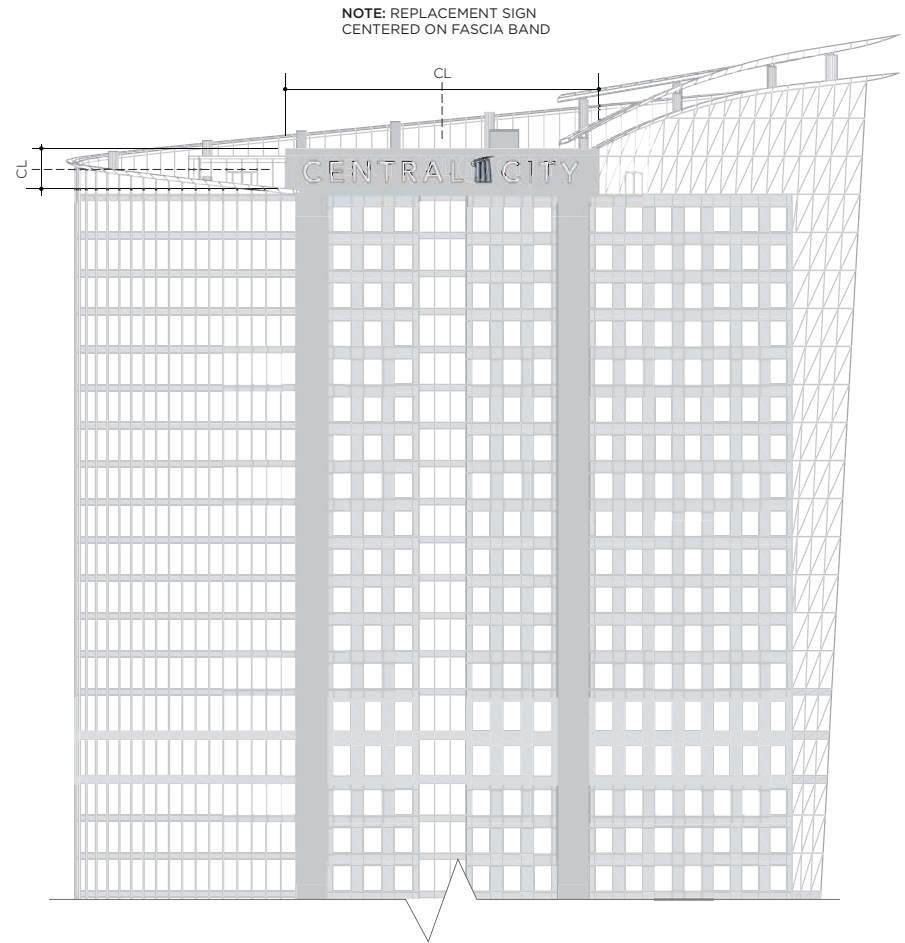


1 SIGN TYPE 4 - EXISTING BUILDING ID SIGN
A2 SCALE: NTS



2 SIGN TYPE 4 - NEW BUILDING ID SIGN
A2 SCALE: NTS

PLEASE NOTE: SIZE OF SIGNAGE IS IN RELATION TO SURROUNDINGS IS APPROXIMATE. THIS OVERLAY IS INTENDED FOR LOCATION PURPOSES ONLY AND MAY NOT ACCURATELY REFLECT THE SCALE OF THE PROPOSED SIGN TO SURROUNDINGS. A SITE SURVEY IS REQUIRED FOR EXACT PROPORTIONS.



3 SIGN TYPE 4 - NEW BUILDING ID SIGN ELEVATION
A2 SCALE: 1/32" = 1'-0"

PROPOSED SIGN BY-LAW VARIANCES (Option A – Recommended by Staff)

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To allow five (5) site entrance free-standing signs, proposed at 3.0 metres (10 ft.) high, to exceed the maximum permitted sign height at this location in City Centre.	The maximum permitted height of a free-standing sign in the City Centre Special Sign Area is 2.4 metres (8 ft.) (Schedule 1.A: City Centre).	The five (5) proposed site entrance free-standing signs are well-designed and will help to identify several key vehicular driveway accesses to the site. The proposed free-standing signs will not block sightlines and are of an appropriate size for the site.
2	To allow seven (7) additional building entrance identification fascia signs on the building for a total of thirteen (13) identification fascia signs.	A maximum of six (6) fascia signs are permitted (Part 5, Section 27(2)(a)).	The proposed building entrance identification fascia signs are small, high-quality and will provide appropriate identification for the individual entrances to the building at Central City.
3	To allow an increase in the maximum permitted height of fifteen (15) directional signs from 1.2 metres (4 ft.) to 1.8 metres (6 ft.), and to increase the maximum permitted sign area of a directional sign from 0.4 sq.m. (4 sq.ft.) to 0.5 sq.m. (5 sq.ft.).	The maximum permitted height of a directional sign is 1.2 metres (4 ft.) and the maximum permitted sign area of a directional sign is 0.4 sq.m. (4 sq.ft.) (Part 1, Section 7(16)).	The proposed directional signs will provide directional information for patrons to Central City. The proposed signs will not block sightlines or impede on vehicle or pedestrian movement.

PROPOSED SIGN BY-LAW VARIANCES (Option B – Not Recommended by Staff)

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To allow five (5) site entrance free-standing signs, proposed at 3.0 metres (10 ft.) high, to exceed the maximum permitted sign height at this location in City Centre.	The maximum permitted height of a free-standing sign in the City Centre Special Sign Area is 2.4 metres (8 ft.) (Schedule 1.A: City Centre).	The five (5) proposed site entrance free-standing signs are well-designed and will help to identify several key vehicular driveway accesses to the site. The proposed free-standing signs will not block sightlines and are of an appropriate size for the site.
2	To allow seven (7) additional building entrance identification fascia signs on the building for a total of thirteen (13) identification fascia signs.	A maximum of six (6) fascia signs are permitted (Part 5, Section 27(2)(a)).	The proposed building entrance identification fascia signs are small, high-quality and will provide appropriate identification for the individual entrances to the building at Central City.
3	To allow an increase in the maximum permitted height of fifteen (15) directional signs from 1.2 metres (4 ft.) to 1.8 metres (6 ft.), and to increase the maximum permitted sign area of a directional sign from 0.4 sq.m. (4 sq.ft.) to 0.5 sq.m. (5 sq.ft.).	The maximum permitted height of a directional sign is 1.2 metres (4 ft.) and the maximum permitted sign area of a directional sign is 0.4 sq.m. (4 sq.ft.) (Part 1, Section 7(16)).	The proposed directional signs will provide directional information for patrons to Central City. The proposed signs will not block sightlines or impede on vehicle or pedestrian movement.
4	To increase the maximum permitted free-standing sign height of the proposed main gateway sign and secondary gateway sign from 2.4 metres (8 ft.) to 7.5 metres (25 ft.) and 5.5 metres (18 ft.), respectively.	The maximum permitted height of a free-standing sign in the City Centre Special Sign Area is 2.4 metres (8 ft.) (Schedule 1.A: City Centre).	The proposed main gateway sign and secondary gateway sign are high-quality and well-designed, and provide Central City with a unified sign design program.
5	To increase the maximum permitted free-standing sign area of the proposed main gateway sign and secondary gateway sign from 28 square metres (300 sq.ft.) to 70 square metres (755 sq.ft.) and 40.5 square metres (437 sq.ft.), respectively.	The maximum permitted sign area of double-sided free-standing sign is 28 square metres (300 ft.) (Part 5, Section 27(1)(g)).	The proposed gateway signs will provide adequate exposure for one of the largest shopping and office complexes in Surrey.
6	To allow an electronic message board sign (proposed main gateway sign). The proposed sign is approximately 7.5 metres (25 ft.) high and includes two (2) 2.4-metre x 4.3 metre (8 ft. x 14 ft.) electronic message boards (one on each side of the proposed sign).	Electronic message board signs are not permitted (Part 1, Section 10(13)).	Electronic message board signs are increasingly used at civic, cultural and commercial developments throughout Metro Vancouver. The proposed main gateway sign can display community events and emergency alerts and messages.