

City of Surrey PLANNING & DEVELOPMENT REPORT File: 7916-0170-00

Planning Report Date: June 27, 2016

PROPOSAL:

• Development Permit

to allow two, double-faced, free-standing signs and a projecting sign for each tenant within an existing shopping centre.

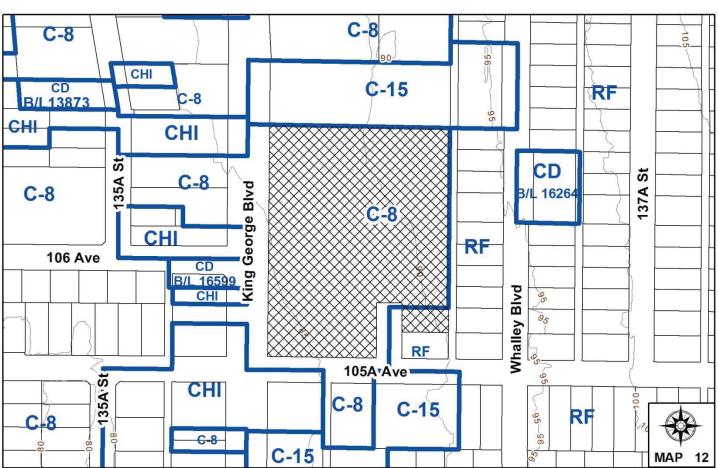
LOCATION: 10650 - King George Boulevard

OWNER: The Dells Holdings Ltd., Inc. No.

46204

ZONING: C-8 and RF

OCP DESIGNATION: Central Business District



RECOMMENDATION SUMMARY

- Approval to vary the Sign By-law, through a comprehensive sign design package, the
 maximum permitted height of two free-standing signs and the location of projecting (blade)
 signage.
- Approval and issuance of Development Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

• Seeking variances to the Sign By-law to increase the maximum permitted sign height for two double-faced, free-standing signs and the location of the proposed projecting (blade) signage, through a comprehensive sign design package.

RATIONALE OF RECOMMENDATION

- All of the proposed signage consists of high-quality, durable materials, and is appropriate in design and scale for the existing Dell Shopping Centre located on King George Boulevard, which is currently undergoing extensive renovations.
- The total sign area proposed for two larger, double-faced free-standing signs (32 square metres/344 sq. ft.) is less than the total allowable sign area permitted for three, smaller, double-faced, free-standing signs (84 square metres/904 sq. ft.) which would be permitted under the Sign By-law based on the 183-metre (600 ft.) lot frontage.
- The proposed free-standing signs will replace a previously existing four-sided, 6.o-metre (20 ft.) high cube sign that has recently been removed.
- The proposed projecting (blade) signs are proposed to be pedestrian scale, located perpendicular to the storefront for pedestrian wayfinding, and due to the building setback, will not be visible from the street.

RECOMMENDATION

1. Council approve the applicant's request to vary the Sign By-law as described in Appendix II.

2. Council approve Development Permit No. 7916-0170-00 for a comprehensive sign design package and authorize the Mayor and Clerk to execute the Permit (see Appendix III).

NOTE: If the Development Permit as presented, is not acceptable to Council in relation to the character of the development, including landscaping and

signage, Council may refer the Development Permit back to staff with

direction regarding any of these matters.

REFERRALS

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

SITE CHARACTERISTICS

<u>Existing Land Use:</u> The Dell Shopping Centre, undergoing extensive renovations.

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	Vacant site (formerly Dell Hotel).	Central Business District	C-15
East (Across lane):	Single family dwellings.	Central Business District	RF
South (Across 105A Avenue):	One-storey restaurant with drive- through, two-storey commercial building with a restaurant and a tobacconist and a two-storey office building (Ministry of Child and Family Development).	Central Business District	CHI, C-8 and C-15
West (Across King George Boulevard):	Range of retail stores including pawnshop and motorcycle sales, general and personal service uses, community services, restaurants and office uses.	Central Business District	C-8, CHI and CD (By- law No. 16599)

DEVELOPMENT CONSIDERATIONS

Background

- The subject site is located at 10604 King George Boulevard in City Centre and is approximately 2.4 hectares (6.0 acres) in size. The site is designated Central Business District in the Official Community Plan (OCP) and is zoned "Community Commercial Zone (C-8)" with a small portion at the south-east corner zoned "Single Family Residential Zone (RF)".
- The existing commercial development on the subject site was constructed in 1958 as a multitenant shopping centre called the Dell Shopping Centre.
- The existing commercial development consists of 9,806 square metres (105,553 sq. ft.) of commercial retail space in two buildings. Some of the current tenants are Pharmasave, Planet Fitness, Pet Solutions, Dollar Tree and Dell Lanes.
- On June 15, 2015, Council approved Development Permit (DP) No. 7914-0146-00 to allow exterior renovations to the existing buildings, including new fascia signage, improvements to the existing parking lot and site landscaping as well as a 186-square metre (2,000-sq.ft.) addition for refrigeration storage at the rear of Building A on the east façade.
- The site is currently undergoing extensive renovations in accordance with the approved DP.

Current Proposal

- The applicant is proposing a comprehensive sign design package for two (2) free-standing signs and twenty-three (23) projecting signs (one per tenant) in addition to the already approved building fascia signs on the subject site. Variances to the Sign By-law are required to increase the maximum permitted sign height of the free-standing signs and to accommodate the proposed projecting sign locations. Staff are supportive of the variances as part of a comprehensive sign design package for the Dell Shopping Centre.
- The two (2) proposed free-standing signs fronting King George Boulevard are double-faced, approximately 4.57 metres (15 ft.) high, with a total sign area of 32 sq. metres (344 sq.ft.). As per the Sign By-law, the maximum height allowed for a free-standing sign in the City Centre Special Sign Area is 2.4 metres (8 ft.). The maximum sign height is therefore proposed to be varied.
- Based on the 183-metre (600 ft.) King George Boulevard lot frontage, three (3) 2.4-metre (8 ft.) tall free-standing signs are permitted with a maximum allowable sign area of 84 sq. metres (904 sq.ft.). The proposed overall sign area of the two, double-faced free-standing signs is 32 sq. metres (344 sq.ft.). The applicant has submitted a letter indicating that they have no intent of adding a third free-standing sign.
- Taller free-standing signage has merit at this location given the existing shopping centre configuration with the buildings positioned a considerable distance from the street.
- The applicant has removed the existing four-sided, 6-metre (20-ft.) high, free-standing sign on the site. The new free-standing signs are proposed to be located at a minimum of 2.0 metres

(6.5 ft.) from the property line as per the Sign By-law, with landscaping beds at the base of each.

- A total of twenty-three (23) projecting (blade) signs are proposed, one for each tenant. Two types of projecting signs are proposed, Type A and Type B, as follows:
 - Six (6) Type A blade signs along the west building elevation of Building 1 (the larger, northerly building);
 - o Five (5) Type A blade signs along the north building elevation of Building 2 (the smaller, southerly building);
 - o Four (4) Type B blade signs along the west building elevation of Building 2; and
 - Eight (8) Type B blade signs located in the breezeway located at the south end of Building 2.
- Proposed Type A blade signs are each 0.53 metre (1.7 ft.) high and 1.83 metres (6 ft.) wide, with an approximate 2.6-metre (8.5-ft.) vertical clearance between the ground and the underside of each proposed blade sign.
- Proposed Type B blade signs are each 0.38 metre (1.2 ft.) high and 1.52 metres (5 ft.) in size, with an approximate 2.6-metre (8.5-ft.) vertical clearance between the ground and the underside of each proposed blade sign.
- The sign area for both types of projecting (blade) signs is less than the maximum permitted 3.0 square metres (32 sq. ft.) under the Sign By-law.
- The projecting signs are proposed to be suspended from the underside of the arcade ceiling rather than attached to the building face of the premise to which it pertains, which is the requirement under the Sign By-law. Suspending the signs is more practical and will look more attractive given the existing "arcade" design of the commercial building statements and therefore, this provision is proposed to be varied.

DESIGN PROPOSAL AND REVIEW

- The two (2) proposed free-standing signs are double-faced and 4.57 metres (15 ft.) in height and 2.57 metres (8.4 ft.) wide. The design is modern, consisting of a poured-in-place concrete base and support tower in an architectural concrete finish. The word "dell" will be cast into the concrete tower.
- The metal composite tenant sign panels in the free-standing signs will be mounted on a
 backing panel in metal composite and will reflect the colour scheme of the individual tenant's
 fascia signage.
- The proposed projecting (blade) signs will be suspended from the underside of the arcade ceiling by black support rods and will consist of a black shaped di-bond panel with colour vinyl background applied to reflect the individual tenant signage.

• The proposed signage design has been reviewed by staff and found to be generally acceptable.

• Staff support the proposed variances as a comprehensive design package.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I. Lot Owners and Action Summary
Appendix II. Proposed Sign By-law Variances Table
Appendix III. Development Permit No. 7916-0170-00

original signed by Judith Robertson

Jean Lamontagne General Manager Planning and Development

JLM/dk

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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: Rick Jones

Urban Design Group Architects Ltd.

Address: Suite 600 - 1140 West Pender Street

Vancouver, BC V6E 4G1

Tel: 604-687-2334

2. Properties involved in the Application

(a) Civic Address: 10650 King George Boulevard

(b) Civic Address: 10650 King George Blvd

Owner: The Dells Holdings Ltd., Inc. No. 46204

PID: 019-180-438

Parcel A Section 23 Block 5 North Range 2 West New Westminster District Reference Plan

Lmp22087

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To increase the allowable height of 2 free-standing signs in the City Centre Special Sign Area from 2.4 metres (8 ft.) to 4.57 (15 ft.)	The height of a free-standing sign in the City Centre Special Sign Area shall not exceed 2.4 metres (8 ft.) (as per Part 8, Schedule 1.A)	The 2 proposed free- standing signs are of an appropriate size and scale in relation to the existing shopping centre and are modern and simple in design.
2	To allow projecting (blade) signs to be suspended from the underside of the arcade ceiling.	A projecting sign means a sign which is attached to the wall of a building face and projects from the wall by more than 0.5 metres (1.6 ft.). (Part 1, Section 4(1) A projecting sign shall be attached to the premises to which it pertains (Part 5, Section 27(4)(a)(ii)a.) The distance between the sign and the exterior wall of the building to which it is attached shall not exceed 0.3 metre (1 ft.) (Part 5, Section 27(4)(a)(ii)g.)	The suspended projecting (blade) signs are located perpendicular to each premise and will provide a pedestrian scale storefront identification for customers. Suspending the signs from the existing arcade ceiling is a practical and attractive approach.

CITY OF SURREY

(the "City")

DEVELOPMENT PERMIT

NO.: 7916-0170-00

Issued To: THE DELLS HOLDINGS LTD

("the Owner")

Address of Owner: The Dells Holdings Ltd., Inc. No. 46204

1800, 4555 - Kingsway Burnaby, BC V5H 4T8

- 1. This development 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 permit.
- 2. This development 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: 019-180-438 Parcel A Section 23 Block 5 North Range 2 West New Westminster District Reference Plan LMP22087

10650 - King George Boulevard

(the "Land")

- 3. This development permit applies to only to that portion of the buildings and structures on the Land shown on Schedule A which is attached hereto and forms part of this development permit.
- 4. The Land has been designated as a Development Permit Area in Surrey Official Community Plan By-law, 2013, No. 18020, as amended.
- 5. The character of the signage, including landscaping, shall be in accordance with the drawings numbered 7916-0170-00(A) through to and including 7916-0170-00(H) (the "Drawings") which are attached hereto and form part of this development permit.

6.	Minor changes to the Drawings that do not affect the general form and character, may be permitted subject to the approval of the City.		
7.	The landscaping shall conform to drawings numbered 7916-0170-00 (F) through to and including 7916-0170-00(H)(the "Landscaping").		
8.	Surrey Sign By-law, 1999, No. 13656, as amended, is varied as outlined on Schedule A which is attached hereto and forms part of this development permit, and as shown on the comprehensive sign design package Drawings numbered 7916-0170-00(A) through to an including 7916-0170-00(E).		
9.	This development permit supplements Development Permit No. 7914-0146-00.		
10.	The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development permit.		
11.	This development permit shall lapse if the Owner does not substantially start any construction with respect to which this development permit is issued, within two (2) years after the date this development permit is issued.		
12.	The terms of this development permit or any amendment to it, are binding on all persons who acquire an interest in the Land.		
13.	This development permit is not a building permit.		
	ORIZING RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , 20 . D THIS DAY OF , 20 .		
	Mayor – Linda Hepner		
	City Clerk – Jane Sullivan		

IN CONSIDERATION OF COUNCIL'S APPROVAL OF THIS DEVELOPMENT PERMIT AND OTHER GOOD AND VALUABLE CONSIDERATION, I/WE THE UNDERSIGNED AGREED TO THE TERMS AND CONDITIONS OF THIS DEVELOPMENT PERMIT AND ACKNOWLEDGE THAT WE HAVE READ AND UNDERSTOOD IT.

Authorized Agent: (Signature)

R.G. JONES

Name: (Please Print)

OR

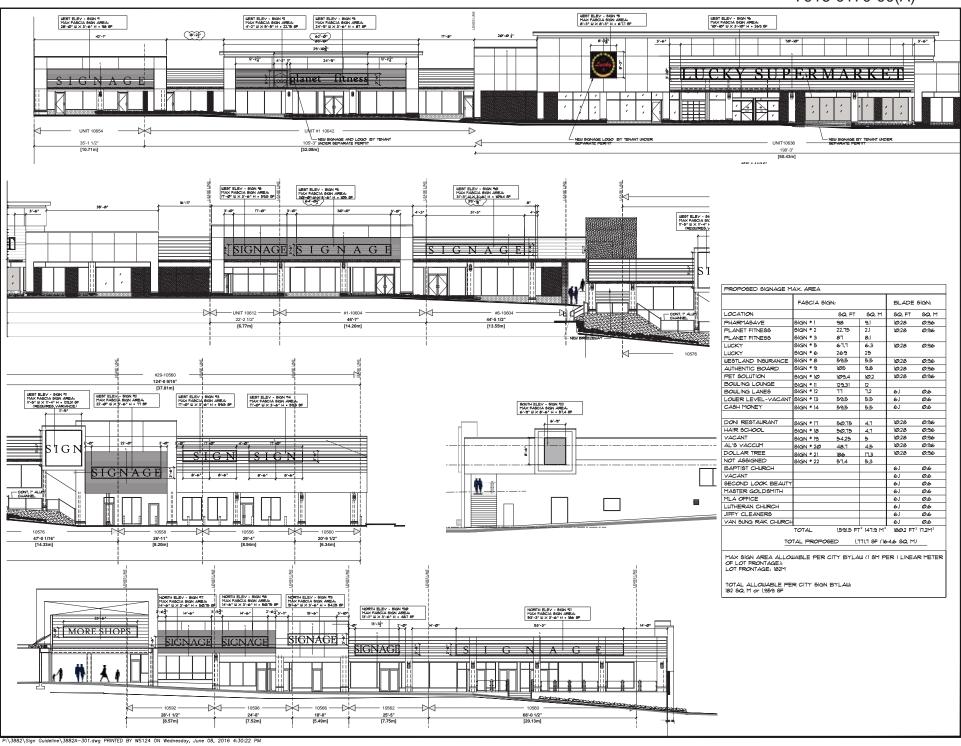
Owner: (Signature)

Name: (Please Print)

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Sign By-law Variances

#	Variance	Sign By-law Requirement
1	To increase the allowable height for 2 free- standing signs in the City Centre Special Sign Area from 2.4 metres (8 ft.) to 4.57 (15 ft.)	The height of a free-standing sign in the City Centre Special Sign Area shall not exceed 2.4 metres (8 ft.) (as
	Area from 2.4 metres (8 ft.) to 4.57 (15 ft.)	per Part 8, Schedule 1.A)
2	To allow projecting (blade) signs to be suspended from the underside of the arcade ceiling, perpendicular to each tenant.	A projecting sign means a sign which is attached to the wall of a building face and projects from the wall by more than 0.5 metres (1.6 ft.). (Part 1, Section 4(1)
		A projecting sign shall be attached to the premises to which it pertains (Part 5, Section 27(4)(a)(ii)a.)
		The distance between the sign and the exterior wall of the building to which it is attached shall not exceed 0.3 metre (1 ft.) (Part 5, Section 27(4)(a)(ii)g.)

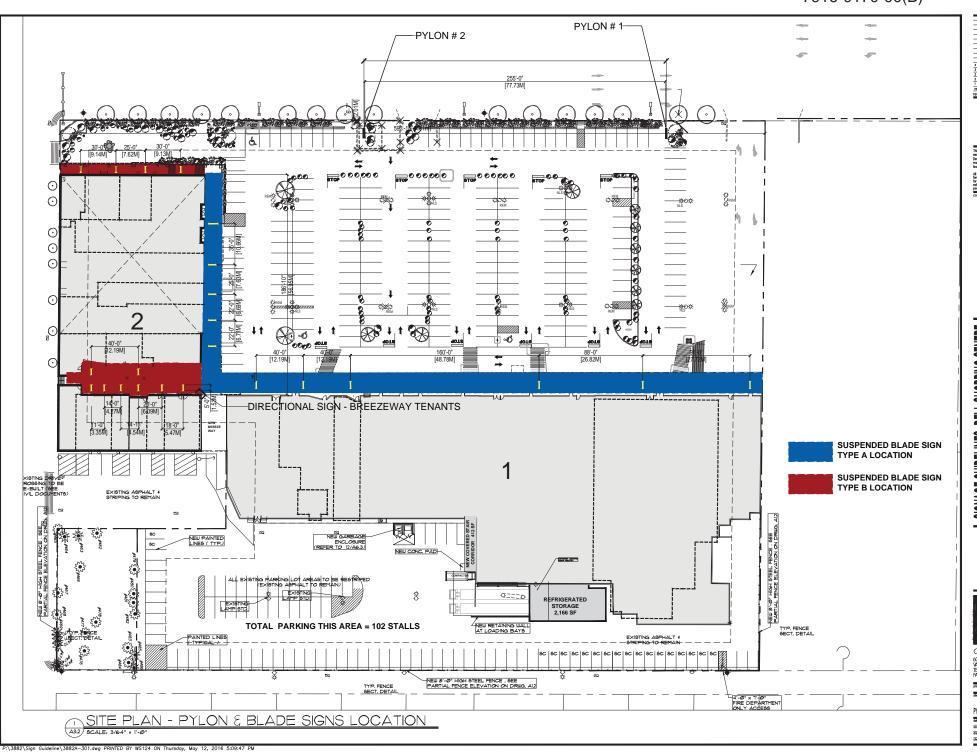


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SIGNAGE GUIDELINES. DELL SHOPPING CENTRE

Orchite 600-li40 \ VANCOWER FACSIMLE Project number

600-1140 \
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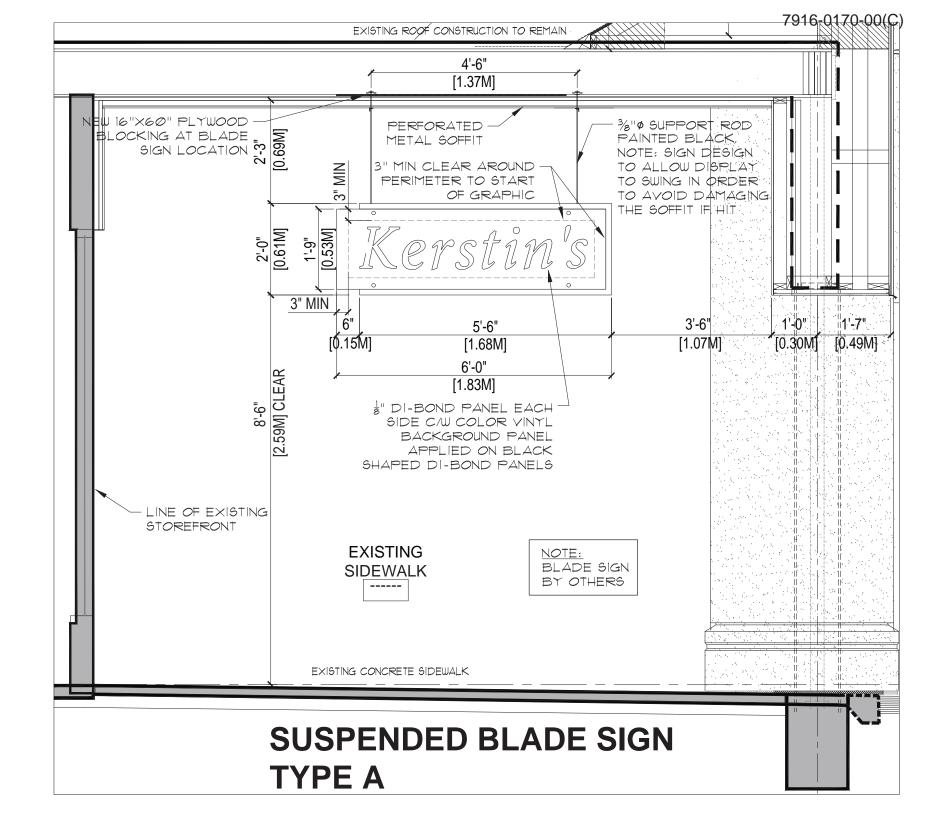
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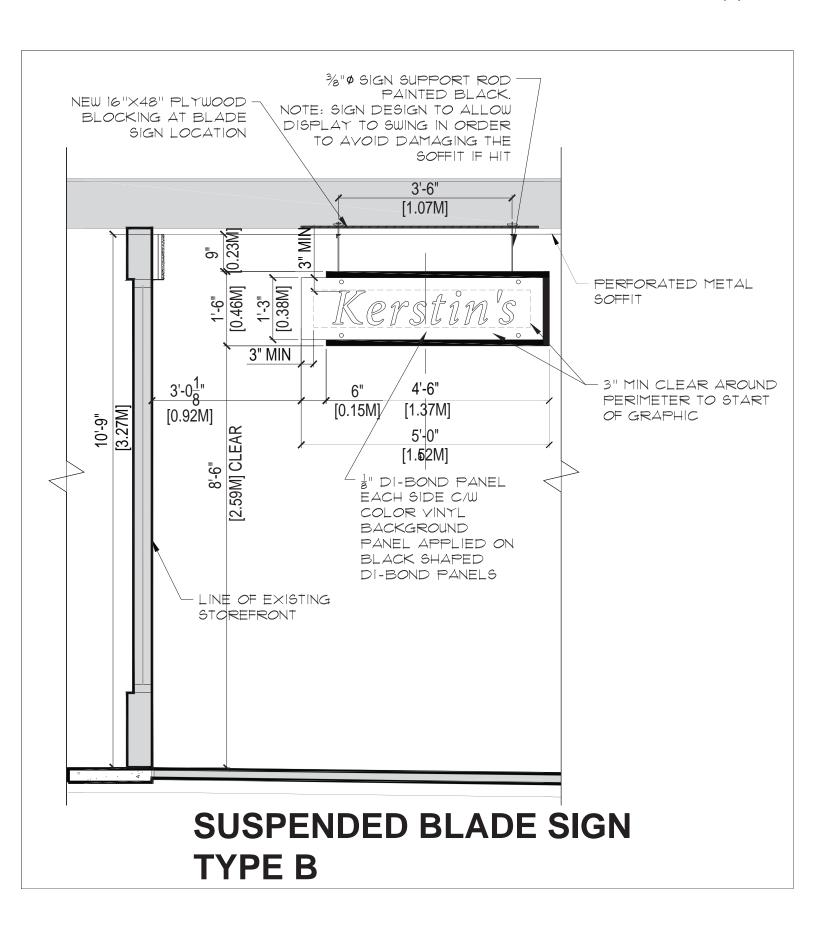


Orchitects Itc 600-1140 WEST PENDE WINCOUVER, BC VEE 46 TELEPHONE (604) 687-233 FACSIMLE (604) 688-748

SITE PLAN

PYLON & BLADE SIGN LOCATION scale AS MOTED Green LN/AM/YO Checked SW



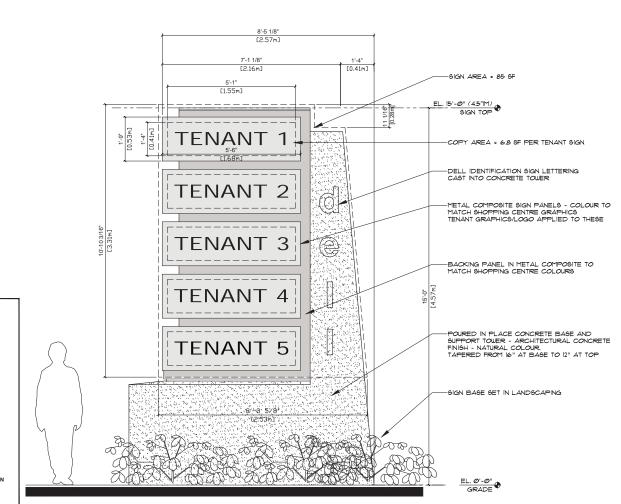


SIGNAGE GUIDELINES, DELL SHOPPING CENTRE 10650 KING GEORGE BLVD, SURREY, BC FOR THE DELLS HOLDINGS LTD.



project number 3882 PYLON SIGN

ELEVATION droam S.W checkfts/RJ/SW



FREE-STANDING SIGN / BYLAW NOTES -

SIGN BYLAW ZONE DESIGNATION: CITY CENTRE - SPECIAL SIGN AREA (PART 8 APPLICABLE)

PER BYLAW:

MAXIMUM HEIGHT PERMITTED: 2.4 M (7.87 FEET)

MAXIMUM SIGN AREA PERMITTED: 28 Sq. M double sided

NO. OF SIGNS PERMITTED = 3 TOTAL (ONE PER 50m OF SITE FRONTAGE AT HIGHWAYS -SITE IS 182.3 M (598'-4") AT KING GEORGE BOULEVARD THUS 3 SIGNS).

TOTAL AGGREGATE SIGN AREA PERMITTED: 28 Sq. M X 3 = 84 Sq. M

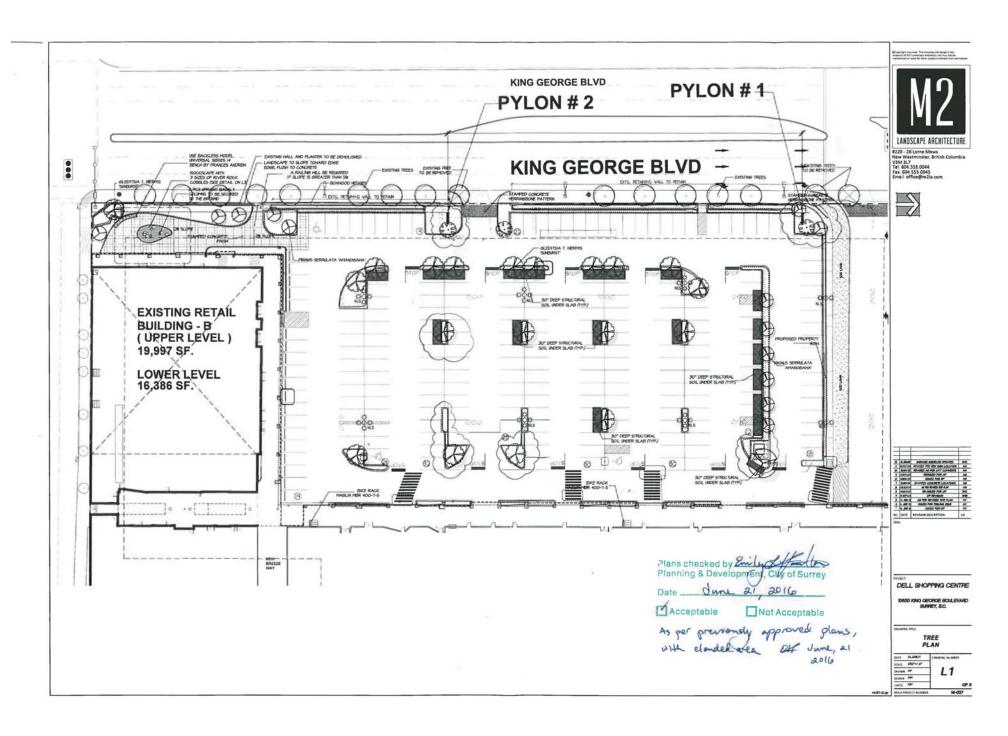
PROPOSED TWO-SIGN OPTION:

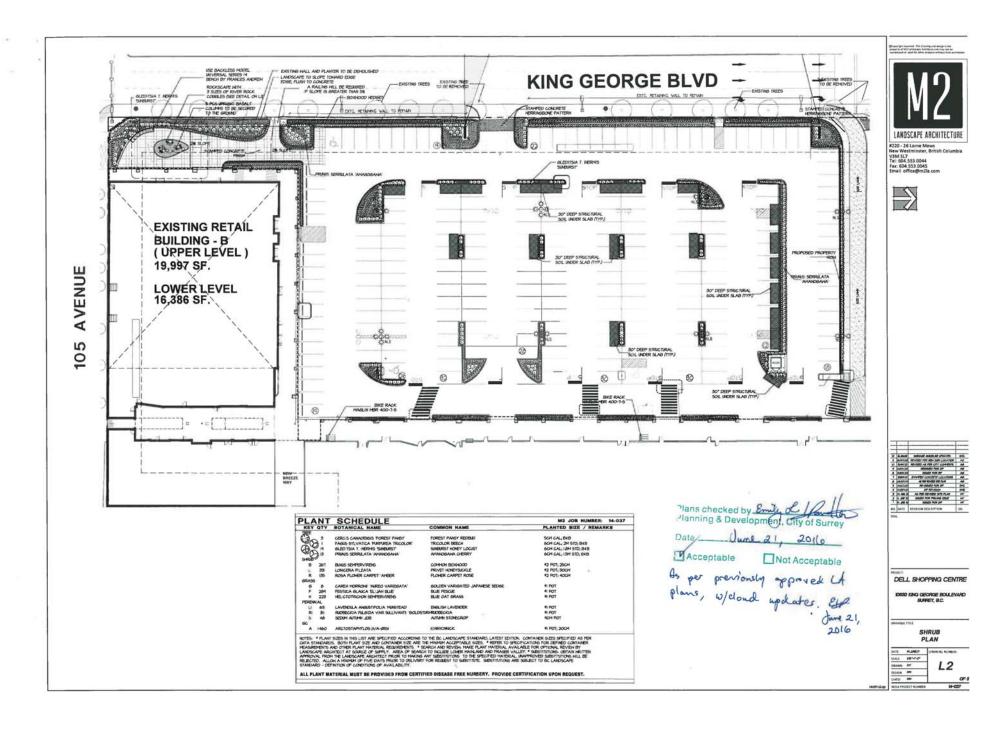
HEIGHT: 4.57 m (15 FEET) - VARIANCE REQUESTED

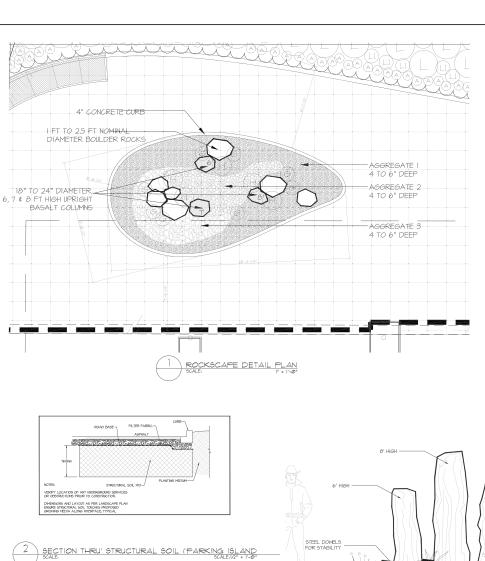
TOTAL AGGREGATE SIGN AREA = 7.9 Sq. M (85 SF) each face = 31.6 Sq. M (340 SF) 2 signs double faced 84 Sq. M PERMITTED ON SITE - COMPLIES)

TOTAL COPY AREA = 3.16 SQ. M (34 SF) PER FACE = 6.32 SQ. M (68 SF) = 40% OF SIGN AREA (MAX. 50% PERMITTED IN

PROPOSED - PYLON SIGN (SEE SITE PLAN FOR LOCATION)









AGGREGATE #I

DALTEX GOLDEN PEA RESIN AGGREGATE SIZE: 2-5MMø



AGGREGATE #2

BLUE METAL AGGREGATE SIZE: 10-20MMø



AGGREGATE #3

RIVER ROCK SIZE: 40-50MMø



#220 - 26 Lorne Mews
New Westminster, British Columbia
V3M 3L7
Tel: 604.553.0044
Fax: 604.553.0045
Email: office@m2la.com



ROCKSCAPE IMAGE

I' TO 25' NOMINAL DIA, BOULDERS



BASALT ROCK IMAGE



BIKE RACK MAGLIN MBR 400-7-5





BACKLESS MODEL TO BE USED



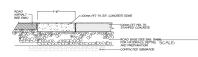


DELL SHOPPING CENTRE

10650 KING GEORGE BOULEVARD

DETAILS

ı	DATE:	14_UNE/7	DRAWING NUMBER:	
ı	SCALE:	U16"=1"-O"		
ı	DRAWN:	HY	1.3	
ı	DESIGN:	мн		
ı	CHK'D:	HH	c	Ŋ
ı		DIFCT NUMBER	14.007	





CONCRETE FOUNDATION TO BE DESIGNED BY STRUCTURAL ENGINEER

