



Corporate Report

NO: R237

COUNCIL DATE: November 17,

2003

REGULAR COUNCIL

TO: Mayor & Council DATE: November 12,
2003

FROM: General Manager,
Planning and Development FILE: 3900-20-13656

SUBJECT: Proposed Amendments to Surrey Sign By-law No.
13656

RECOMMENDATION

It is recommended that Council:

1. Receive this report as information;
2. Approve amendments to Surrey Sign By-law, 1999, No. 13656, as documented in Appendix I of this report, to prohibit free-standing signs and fascia signs along Highway No. 1 and Highway No. 99;
3. Approve amendments to Surrey Sign By-law, 1999, No. 13656, as documented in Appendix II of this report, to restrict the location of free-standing signs along the Fraser Highway frontage of East Clayton and to limit the height of free-standing signs in commercial and business areas of East Clayton to no more than 2.44 metres (8 feet); and
4. Authorize the City Clerk to bring forward the necessary amendment by-law for the required readings.

INTENT

The purpose of this report is to obtain Council approval for amendments to the Surrey Sign By-law, 1999, No. 13656 (the "Sign By-law") to prohibit free-standing and fascia signs along Highway No. 1 and Highway No. 99 and to restrict the height of free-standing signs in the commercial and business areas in East Clayton; specifically on 188 Street, Fraser Highway and 64 Avenue.

BACKGROUND

Signage along Highway No. 1 and Highway No. 99

At the Regular Council - Land Use meeting on June 23, 2003, Council considered Development Application No. 7903-0154-00 (Pattison Sign Group/Performance Mall Properties) for a Development Permit that related to signage on an industrial site at 18940 - 94 Avenue and a Development Variance Permit to relax various provisions of the Sign By-law, related to that site. The applications were denied by Council, in accordance with staff recommendations, based on the impacts that the proliferation of signs along the Highway No. 1 could have on the image of the City. Council, at the same meeting, passed a resolution directing staff to amend the Sign By-law to prohibit free-standing and fascia signs along Highway No. 1 and Highway No. 99.

Signage in the East Clayton Area

The East Clayton Neighbourhood Concept Plan ("NCP") was developed around concepts of sustainability. The plan represents an attempt to more closely integrate workplace and residential areas. The Final Stage 2 Report on the East Clayton NCP, which was received by Council March 3, 2003, included a recommendation that staff be instructed to amend the Sign By-law to prohibit free-standing signs along the Fraser Highway frontage of the business areas and to limit the height of free-standing signs within the commercial and business areas in East Clayton to 2.44 metres (8 feet). With the close integration of residential areas and workplaces, the potential impacts resulting from commercial and industrial free standing signs could be significant and would be counter-productive to the intent of the plan. One of the innovations in the East Clayton plan is an area, designated as Special Residential, that provides for innovative housing where the owner of the dwelling may operate a business out of the dwelling on a basis than is not otherwise permitted under the home occupation provisions in the Zoning By-law. Amendments to the Sign By-law are necessary to allow signage for businesses in East Clayton while ensuring that such signs do not result in undue impacts on surrounding development.

DISCUSSION

The design guidelines and development permit guidelines for commercial and industrial areas contained in the Official Community Plan, help to ensure that the image of the City is maintained or enhanced as growth continues. The Sign By-law is another tool that helps to guide development and ensure a well-designed and pleasant built environment. This report proposes a number of amendments to the Sign By-law to ensure that signage will not unduly detract from the visual environment in the City.

Proposed Amendments to Prohibit Free-standing and Fascia Signs on Highway No. 1 and Highway No. 99

Council has directed that the Sign By-law be amended to prohibit free-standing and fascia signs along Highway No. 1 and Highway No. 99.

The necessary amendments to the Sign By-law to satisfy Council's direction are as follows:

1. A new clause is proposed to be inserted in the General Provisions section of the Sign By-law that will prohibit free-standing signs within 60 metres (200 ft) of the property line of Highway No. 1 or Highway No. 99.
2. Where the above clause precludes the installation of a freestanding sign on a lot that would otherwise be eligible for a free-standing sign on a street other than Highway No. 1 or Highway No. 99 under other provisions of the Sign By-law, a free-standing sign may be installed fronting a highway other than Highway No. 1 or Highway No. 99 at a location and with dimensions that satisfy all other provisions of the By-law and further such that the maximum perpendicular separation between the free-standing sign and the right-of-way limit of either Highway No. 1 or Highway No. 99 is achieved.
3. A new clause is proposed be inserted in the General Provisions section of the Sign By-law that will prohibit fascia signs on building faces oriented toward Highway No. 1 or Highway No. 99 on lots abutting either of these major highways.

No changes are proposed to the provisions in the Sign Bylaw, which allow canopy signs, awning signs and projecting signs in commercial and industrial areas. The proposed amendments are intended to prohibit signage, which will be visible from the major highways, while allowing adequate opportunities for signage visible from the local fronting streets for businesses on lots that abut Highway No. 1 or Highway No. 99.

The proposed amendments have been reviewed by Legal Services and are considered satisfactory.

Proposed Amendments to the Height of Free Standing Signs in East Clayton

On March 10, 2003 Council approved the NCP for East Clayton. As part of this approval, Council directed staff to bring forward an amendment to the Sign By-law to incorporate restrictions on the height of signs in the designated commercial and business areas in East Clayton and to restrict the placement of free standing signs along the Fraser Highway frontage to three key locations.

The East Clayton NCP designates lands along 188 Street, Fraser Highway and 64 Avenue for business park and commercial development. It is proposed that the business and commercial areas in East Clayton be designated as "Special Sign Areas" in the Sign By law. Within these special sign areas, free standing signs are limited to a maximum height of 2.4 metres (8 feet) and free standing signs will only be permitted at three key locations along the Fraser Highway, within the East Clayton business park area. Similar provisions related to free standing signs for commercial and business areas have been incorporated in other NCP areas such as Fleetwood and Cloverdale. Appendix II documents the proposed amendments to the Sign By-law that will address the East Clayton business areas.

Appendix III is a map entitled "Special Sign Areas Free Standing Sign Height Map", that illustrates the Special Sign Areas that are proposed to be added to the Sign By-law, related to the East Clayton neighbourhood.

CONCLUSION

In accordance with Council direction, this report recommends amendments to the Sign By-law to prohibit free standing signs along Highway No. 1 and Highway No. 99.

This report also recommends a proposed amendment to the Sign-By-law to restrict the location of free standing signs in the business areas of East Clayton and the height of free standing signs to no more than 2.4 metres (8 feet) so that such signs properly relate to the pedestrian environment that is fundamental to the design of the East Clayton neighbourhood.

Murray Dinwoodie
General Manager
Planning and Development

BK/kms/saw

- Appendix I - Proposed Amendments to Surrey Sign By-law, 1999, No. 13656 to Control Free-Standing and Fascia Signs
- Appendix II - Proposed Amendments to Surrey Sign By-law, 1999, No. 13656, to Limit Sign Height in East Clayton
- Appendix III - Special Sign Areas Free Standing Sign Height Map for East Clayton

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Appendix I

Proposed Amendments to Surrey Sign By-law, 1999, No. 13656

The following amendments are proposed to Surrey Sign By-law, 1999, No. 13656, as amended:

1. In Part 1, Section 6, General Provisions, the following paragraphs are to be inserted as subsections (6) and (7) and the remaining subsections are to be renumbered accordingly:

(6) No *free-standing sign* shall be permitted within 60 metres [200 feet] of the right-of-way

limit of Highway No. 1 or Highway No. 99.

- (7) Where clause (6) of this section precludes the installation of a *free-standing sign* on a *lot* that would otherwise be eligible for a *free-standing sign* on a street other than Highway No. 1 or Highway No. 99 under other provisions of the Sign By-law, a *free-standing sign* may be installed fronting a *highway* other than Highway No. 1 or Highway No. 99 at a location and with dimensions that satisfy all other provisions of this By-law and further such that the maximum perpendicular separation between the *free-standing sign* and the right-of-way limit of Highway No. 1 or Highway No. 99 is achieved.
- (8) For any *lot* adjacent to or which abuts Highway No. 1 or Highway No. 99, no *facia sign* shall be permitted on a building wall or face that is oriented to Highway No. 1 or Highway No. 99.

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Appendix II

Proposed Amendments to Surrey Sign By-law, 1999, No. 13656

The following amendments are proposed to Surrey Sign By-law, 1999, No. 13656, as amended:

Part 8, Section 38 is to be amended by inserting "1.g" after the text "1.f" and before the word "apply".

2. Schedule 1.g: East Clayton - Special Sign Areas Free Standing Sign Height Map is to be appended to the By-law.

Appendix III



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