



# Corporate Report

NO: R192

COUNCIL DATE: July 19, 2004

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## REGULAR COUNCIL

TO: Mayor & Council                      DATE: July 5, 2004  
FROM: General Manager, Planning and Development      FILE: 3900-20-13656  
SUBJECT: Proposed Amendments to Surrey Sign By-law, 1999,  
No. 13656

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## 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 implement the policy direction of recently-adopted Neighbourhood Concept Plans as follows:
  - By limiting the location of free-standing signs within the Yale Road Core and in business park developments within the Riverfront Realm of South Westminster and illuminated free-standing signs within the Scott Road Core;
  - By limiting the height of free-standing signs in specific commercial and industrial areas of South Westminster to no more than 2.5 metres (8 feet);
  - By limiting the height of free-standing signs along King George Highway within South Westminster to no more than 4.5 metres (15 feet);
  - By limiting the height of free-standing signs in Phase I of Campbell Heights to no more than 2.4 metres (8 feet);
  - By limiting the height of free-standing signs in the Highway 99 Corridor to no more than 2.5 metres (8 feet);
  - By making minor punctuation changes to Section 27 of Part 5 of the Sign By law; and
3. 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 implement policies related to signage that are contained in three secondary plans that were recently adopted by Council, being the South Westminster Neighbourhood Concept Plan ("NCP"), Phase I of the Campbell Heights Local Area Plan and the Highway 99 Corridor Local Area Plan.

## BACKGROUND

### **South Westminster**

The South Westminster NCP responds to the City's objective to develop a new vision that will transform an under-utilized industrial area into parks and public spaces, new industrial and business districts, special residential communities and waterfront recreation areas.

At its meeting on December 8, 2003, Council adopted the recommendations of Corporate Report No. C014 approving the NCP and design guidelines for South Westminster and further directed as follows:

*"That staff review the Surrey Sign By-law, 1999, No. 13656 to determine whether amendments are required to incorporate restrictions on the height of signs in South Westminster, in accordance with the provisions of the South Westminster NCP".*

### **Campbell Heights**

At its meeting on January 26, 2004, Council considered Corporate Report No. L001 and approved the Campbell Heights Development Design Guidelines as a basis for evaluating site specific development proposals within the Campbell Heights Business Park. At the same meeting, Council also resolved to:

*"Authorize staff to bring forward amendments to the Surrey Sign By-law, 1999, No. 13656 to reflect the provisions of the Campbell Heights Design Guidelines".*

### **Highway 99 Corridor**

The final plan report and design guidelines for the Highway 99 Corridor Local Area Plan, was approved by Council at its meeting on February 23, 2004. At that meeting Council also resolved to:

*"Authorize staff to bring forward amendments to the Surrey Sign By-law, 1999, No. 13656 to reflect the provisions of the Highway 99 Corridor Design Guidelines".*

## **DISCUSSION**

The design guidelines and development permit guidelines for commercial and industrial areas, contained in the Official Community Plan and in area-specific NCPs, help to ensure that the image of the City is maintained or enhanced as the City continues to develop. The Sign By-law is another tool that assists in guiding development and promoting a well-designed and pleasant built environment. In accordance with Council's instructions, as noted above, this report recommends a number of amendments to the Sign By-law, as noted in the following. It should be noted that the amendments to the Sign By-law recommended in this report are consistent with previous amendments related to other commercial and business areas in the City, such as Fleetwood, Cloverdale, and East Clayton.

### **1. Proposed Amendments to the Height of Free-Standing Signs in South Westminster**

The design guidelines for South Westminster are intended to reinforce and enhance the historic connection to the Fraser Riverfront along Old Yale Road to the west of Scott Road and to improve the views and image of the South Westminster area as a gateway to Surrey and its overview from the uphill residential area.

It is proposed that business and commercial areas in South Westminster be designated as "Special Sign Areas" in the Sign By-law and that the following be incorporated:

- Free-standing signs be prohibited within the Yale Road Core and in business park developments within the Riverfront Realm;
- Free-standing signs within the Scott Road Core, except along Scott Road itself, are limited to a maximum height of 2.5 metres (8 feet);
- Illuminated free-standing signs be prohibited in the area of the Scott Road Core abutting the proposed road parallel to and to the east of Scott Road;
- Within the Transit-Oriented Urban Village Realm, free-standing signs are limited to 2.5 metres (8 feet) in height south of King George Highway and east of Scott road and to 4.5 metres (15 feet) in height along King George Highway;
- For the portion of the Business Park/Light Impact Industrial Area south of Tannery Road/104 Avenue and east of Scott Road, illuminated free-standing signs are limited to a height of 2.5 metres (8 feet).

## 2. **Proposed Amendments to the Height of Free-Standing Signs in Campbell Heights**

The overall development concept for the Campbell Heights Business Park envisions a high quality industrial business park that reflects the natural characteristics inherent in its setting and builds on and extends an existing road and servicing infrastructure. The design objectives for the Campbell Heights Business Park include urban design excellence by promoting a high level of visual identity and quality.

To meet the design objectives it is recommended that the business and commercial uses within the Phase I lands of Campbell Heights be designated as a "Special Sign Area" in the Sign By-law. Within the special sign area, free standing signs will be limited to a maximum height of 2.4 metres (8 feet).

## 3. **Proposed Amendments to the Height of Free-Standing Signs in the Highway 99 Corridor**

The design guidelines for the Highway 99 Corridor are intended to ensure that development is enhanced through careful planning and design based on a high quality of urban design, architecture and landscaping, with special attention to development along Highway 99 and arterial and collector roads. A further objective is to provide an appropriate and attractive interface between the Highway 99 Corridor and non-commercial/industrial uses to the east.

To meet these objectives, it is proposed that the business, commercial and industrial areas within the Highway 99 Corridor be designated as a "Special Sign Area" in the Sign By-law. Within this special sign area, free-standing signs are limited to a maximum height of 2.5 metres (8 feet).

Appendix I documents the above-referenced recommended amendments to the Sign By law. Appendices II, III and IV are maps that illustrate the Special Sign Areas that are proposed to be added to the Sign By-law, related to the South Westminster, Campbell Heights and the Highway 99 Corridor areas, respectively.

## **CONCLUSION**

In accordance with Council's direction, this report recommends amendments to the Sign By-law to regulate the location and height of free-standing signs in the business areas of South Westminster, Phase I of Campbell Heights and the Highway 99 Corridor, to ensure that signage in these areas supports the overall urban design objectives for these areas.

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General Manager  
Planning and Development

MJ/kms/saw

Attachments:

- Appendix I - Proposed Amendments to Surrey Sign By-law, 1999, No. 13656, to Limit Sign Height in South Westminster, Campbell Heights, and the Highway 99 Corridor
- Appendix II - Special Sign Areas Free Standing Sign Height Map for South Westminster
- Appendix III - Special Sign Areas Free Standing Sign Height Map for Campbell Heights
- Appendix IV - Special Sign Areas Free Standing Sign Height Map for the Highway 99 Corridor

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Appendix I

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

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

1. The definition of "*Special Sign Areas*" contained in Part 1, Subsection 4(1) is to be amended by deleting the word "and" before the word "1.f" and inserting the following ", 1.g, 1.h, 1.i and 1.j" after the word "1.f".
2. Part 5, Section 27, Subsection (k) 1 is to be amended by deleting the word "where" after the word "*areas*" and inserting a comma after the word "*areas*" and by deleting the period after the word "[20 ft.]" and inserting a semi-colon after the word "[20 ft.]".
3. Part 5, Section 27, Subsection (k) 2 is to be amended by inserting a comma after the word "*areas*".
4. Part 8, Section 38 is to be amended by deleting the word "and" after the word "1.f" and inserting a comma after the word "1.f" and by inserting "1.h, 1.i and 1.j" after the word "1.g" and before the word "apply".
5. The attached map labelled "Schedule 1.h: South Westminster – Special Sign Areas Free Standing Sign Height Map" is to be appended to the By-law.
6. The attached map labelled "Schedule 1.i: Campbell Heights – Special Sign Areas Free Standing Sign Height Map" is to be appended to the By-law.
7. The attached map labelled "Schedule 1.j: Highway 99 Corridor – Special Sign Areas Free Standing Sign Height Map" is to be appended to the By-law.

## Appendix II



## Appendix III



Appendix IV



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