

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7911-0041-00

Planning Report Date: May 9, 2011

PROPOSAL:

- **Development Variance Permit**

in order to alter an existing free-standing sign with an electronic message board sign.

LOCATION:

1715 - 152 Street

OWNER:

First Capital (Semiahmoo) Corp.,
 Inc. No. 0883733

ZONING:

CD (By-law No. 13881)

OCP DESIGNATION:

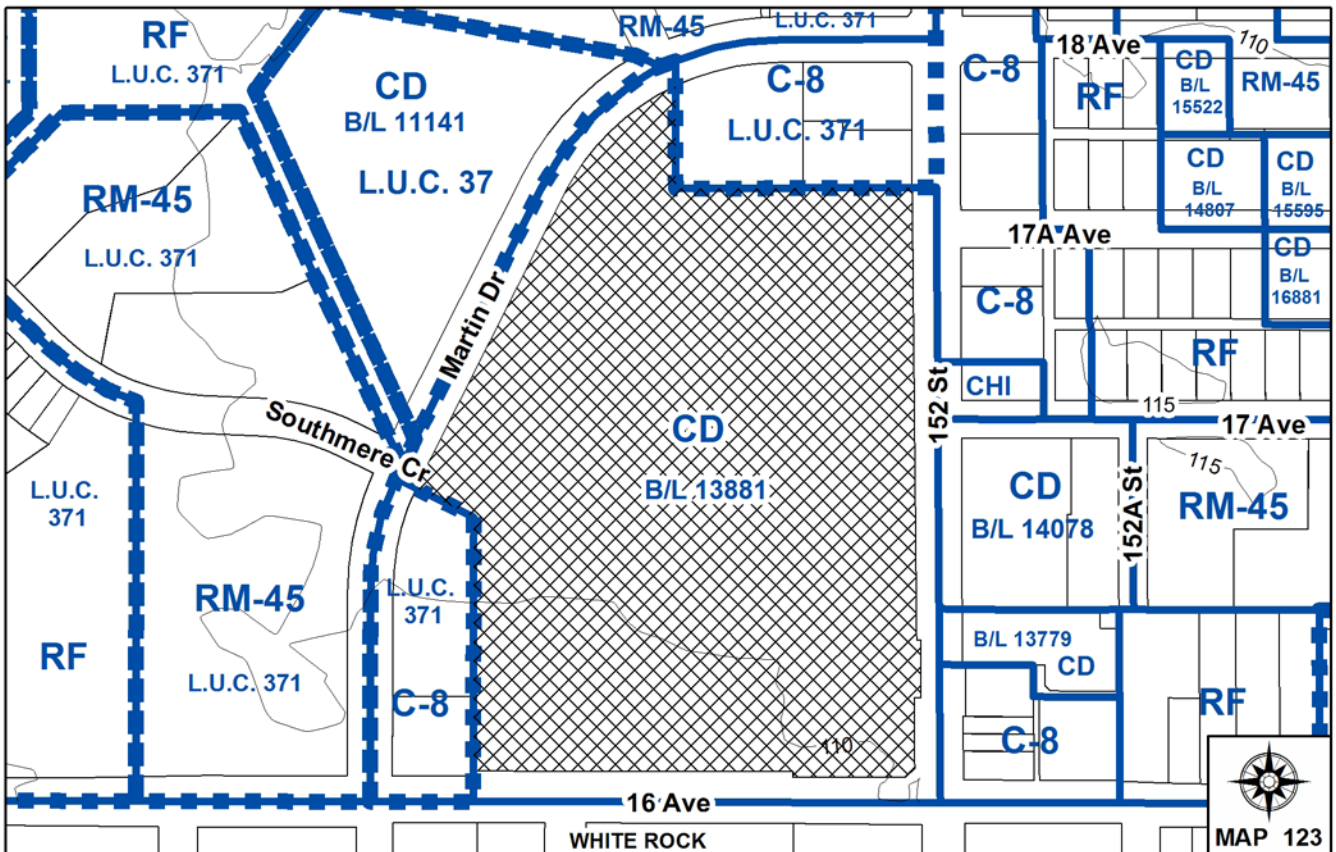
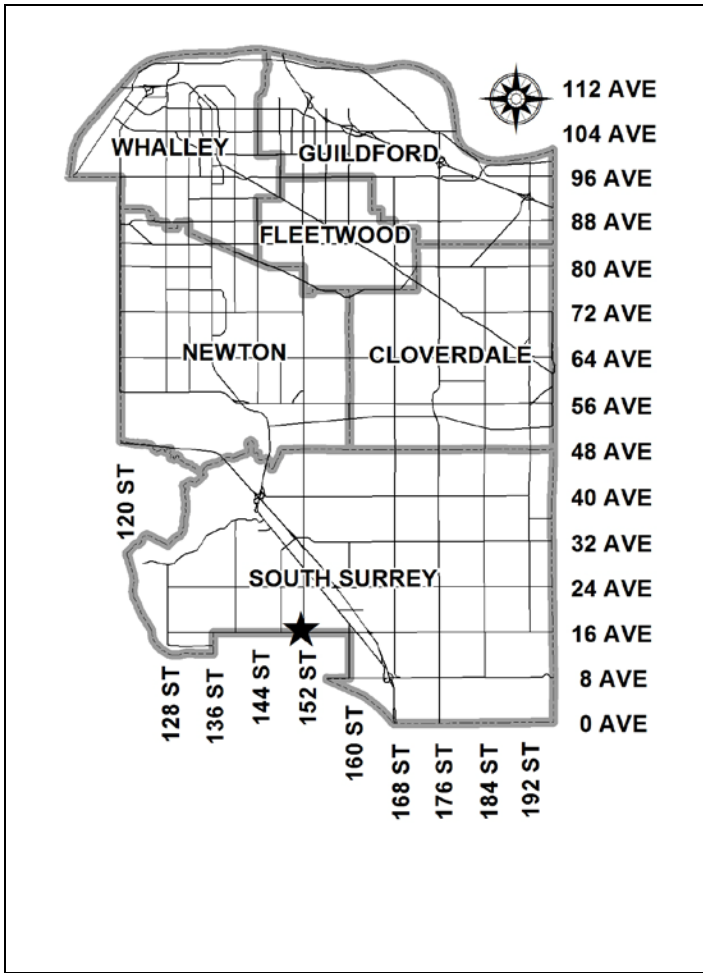
Town Centre

NCP/LAP

Town Centre (Semiahmoo Town
 Centre Plan)

DESIGNATION:

Shopping Centre (LAP)



RECOMMENDATION SUMMARY

- Denial.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The applicant is seeking approval for an existing double-faced electronic message board sign used for advertising businesses located in the Semiahmoo Shopping Centre. The electronic message board sign was erected without the required approvals.

RATIONALE OF RECOMMENDATION

- The Surrey Sign By-law, 1999, By-law No. 13656 41.2 (b), states that "*electronic message board signs shall be permitted on City-owned lots only*". The intent of this restriction is to prevent the wide spread installation of electronic message board signs on privately-owned lands.
- City Council approved a pilot project in 2010 that allows installation of free-standing electronic message board signs for up to 36 months to allow the City to gauge the effectiveness and acceptability of such signs.
- In situations where Staff has supported variances to provide for electronic message board signs the signs have been restricted to City-owned lands and educational institutions. These signs have generally been limited to educational institutions and typically include a significant community advertising component.
- If a significant number of the electronic message board signs were erected it would have an impact on the aesthetics of Surrey's streetscapes. Over time there may be pressure to install more of this type of sign in the area and in Surrey generally, which could ultimately create an unsightly "visual clutter".

RECOMMENDATION

The Planning & Development Department recommends that this application be denied.

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Commercial, Semiahmoo Shopping Centre.

Adjacent Area:

Direction	Existing Use	OCP/Semiahmoo Town Centre Plan	Existing Zone
North:	Parking area, eating establishment.	Town Centre/ Town Centre	CD (By-law No. 13881)
East (Across 152 Street):	Retail store.	Town Centre/ Town Centre	CHI
South:	Eating establishment.	Town Centre/ Town Centre	CD (By-law No. 13881)
West:	Shopping centre.	Town Centre/ Town Centre	CD (By-law No. 13881)

DEVELOPMENT CONSIDERATIONSBackground

- The subject property located at 1715 152 Street is designated "Town Centre" in the Official Community Plan and in the Semiahmoo Town Centre Plan. It is zoned Comprehensive Development Zone (CD By-law No. 13881). The CD Zone allows retail stores, personal service uses, general service uses, eating establishments, neighbourhood pubs, office uses, tourist accommodation etc.
- The sign is located at the northwest corner of 152 Street and 17 Avenue at an eastern entrance to the Semiahmoo Shopping Centre (Appendix II).

Proposal

- The applicant is applying for a Development Variance to amend the Sign By-law to allow an electronic message board sign which has been installed on a free-standing sign for the Semiahmoo Shopping Centre (Appendix III).
- The sign is double-faced, each face with the dimensions of 2.24 metres wide by 0.90 metres high (7.35 feet by 2.94 feet) and a display area of 2.02 square metres (21.74 square feet). Total display area is 4.04 square metres (43.48 square feet).

BY-LAW VARIANCE AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law in order to permit an existing double-faced electronic message board sign on a non-City owned property.

Applicants Reasons:

- The electronic message board sign provides increased visibility and exposure for the numerous businesses operating in the Semiahmoo Shopping Centre.
- An electronic message board sign has been in place at this location since 1992. While there have been subsequent upgrades to the electronic components, approvals were not required as structural changes were not required.

Staff Comments:

- Staff could find no record that a permit was applied for, or issued, to allow an electronic message board sign for this location.
- Staff received a complaint in August 2010 from a sign company which was not involved in this sign, expressing concern that the Sign By-law was not being uniformly applied.
- The Surrey Sign By-law, 1999, By-law No. 13656 41.2 (b), states that "*electronic message board signs shall be permitted on City-owned lots only*". The intent of this restriction is to prevent the wide spread installation of electronic message board signs on privately-owned lands.
- City Council approved a pilot project in 2010 that will allow the installation of free-standing electronic message board signs throughout Surrey on City-owned sites. The pilot project is proposed to run for up to 36 months to allow the City, the public and other agencies to gauge the effectiveness and acceptability of the signs.
- Under Surrey Sign By-law, 1999, By-law No 13656, electronic message board signs are restricted to City-owned lots. Where staff have supported variances allowing electronic message board signs on non-City owned sites, these signs have generally been limited to educational institutions and typically include a significant community advertising component.
- If a significant number of the electronic message board signs were erected it would have an impact on the aesthetics of Surrey's streetscapes. Over time there may be pressure to install more of this type of sign in the area and in Surrey generally, which could ultimately create an unsightly "visual clutter".
- Staff recommends that the proposed Development Variance Permit to allow an existing electronic message sign board be denied.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners, Action Summary and Project Data Sheets and Survey Plan
- Appendix II. Sign Location
- Appendix III. Installed Electronic Message Board Sign

original signed by Nicholas Lai

Jean Lamontagne
General Manager
Planning and Development

SG/kms

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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: Heather Brownell, Priority Permits
 Address: 104 – 713 Columbia Street
 New Westminster, BC
 V3M 1B2
 Tel: 778-397-1394

2. Properties involved in the Application
 - (a) Civic Address: 1715 – 152 Street

 - (b) Civic Address: 1715 – 152 Street
 Owner: First Capital (Semiahmoo) Corporation, Inc. No. 0883733
 PID: 002-321-483
 Lot 2 Section 15 Township 1 New Westminster District Plan 56401 Except Plans
 LMP45557 and BCP44800

3. Summary of Actions for City Clerk's Office



<p>PRIORITY PERMITS Your Sign Permit Solution</p>	<p>PRIORITY PERMITS #104 - 713 COLUMBIA ST. NEW WESTMINSTER, B.C. PH: 778-397-1394</p>	<p>DRAWING BY: 5C</p> <p>DATE: 2011/01/07</p>	<p>DRAWING TITLE: Sign Permit</p>	<p>PROJECT: Semihamoo Shopping Centre 1701 - 152 St. Surrey, BC</p>
<p>SCALE: 1/32" = 1'</p>				

ELECTRONIC MESSAGE BOARD SIGN
INSTALLED ON EXISTING FREE STANDING SIGN

