

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7911-0170-00

Planning Report Date: October 17, 2011

PROPOSAL:

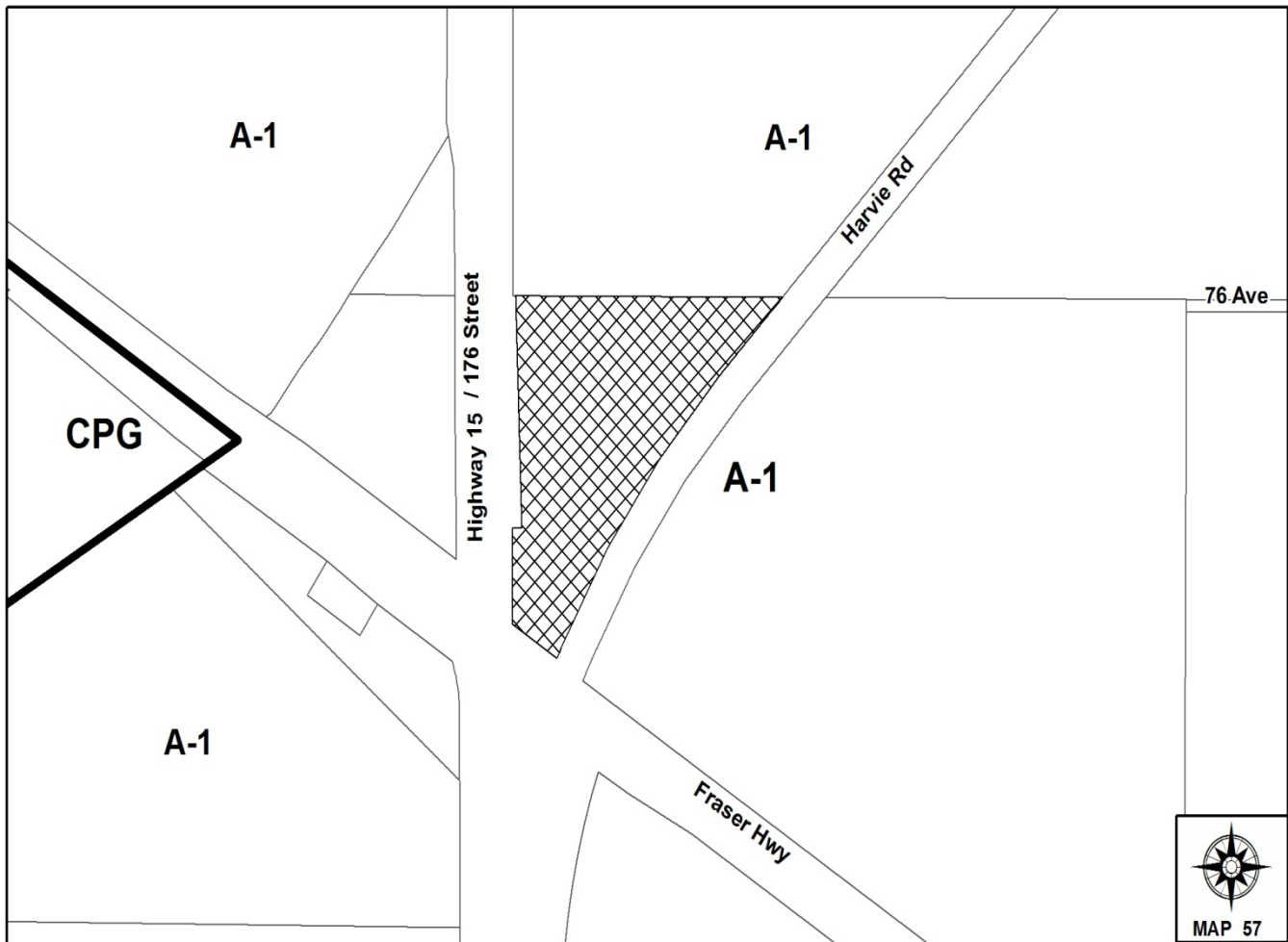
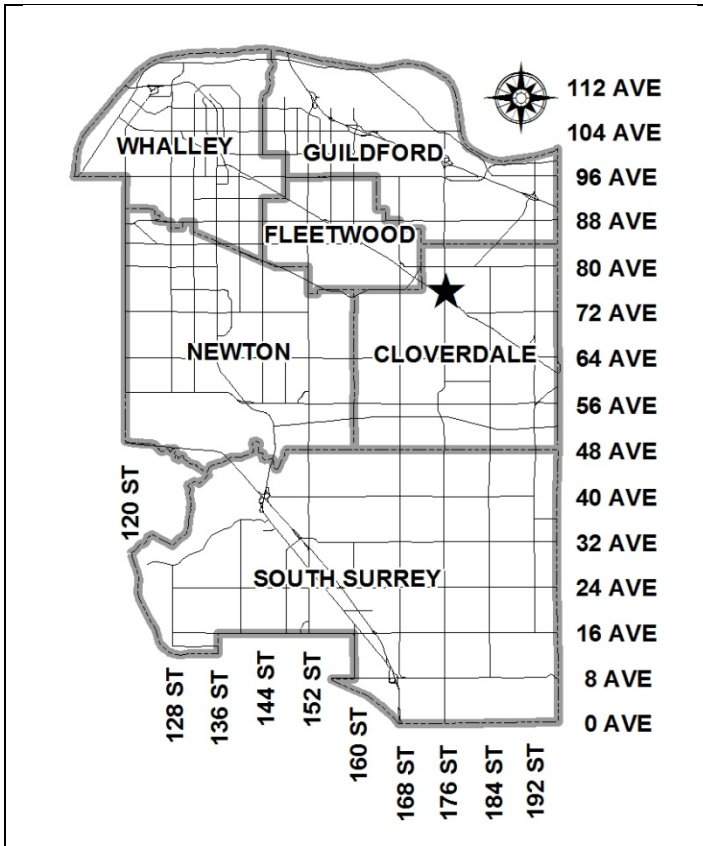
- **Development Variance Permit**
in order to permit an electronic message board sign.

LOCATION: 7480 - 176 Street

OWNER: Bantakaur Gill

ZONING: A-1

OCP DESIGNATION: Agricultural



RECOMMENDATION SUMMARY

- Denial of the Development Variance Permit.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The proposal to permit an electronic message board sign on private property requires a variance to the Sign By-law. In addition, the sign height and sign area require variances.
- The proposed free-standing sign is 4.8 metres (16 ft.) in height which is a variance to the maximum 4.6 metre (15 ft.) sign height permitted in the Sign By-law.
- The sign area of the proposed free-standing sign is 5.12 square metres (55 sq. ft.) which is a variance to the maximum sign area of 3.0 square metres (32 sq. ft.) permitted in the Sign By-law.

RATIONALE OF RECOMMENDATION

- When the Surrey Sign By-law was approved on March 22, 1999, it permitted electronic message board signs on a maximum of 6 City-owned lots. The intent was to limit the proliferation of electronic message board signs on private property. This provision has expired and a variance is required to permit any electronic message board sign.
- Where staff have supported variances in the past to allow electronic message board signs, these signs have been restricted to City-owned property and educational institutions for the purpose of building community awareness about upcoming programs and/or public events.
- The approval of the proposed Development Variance Permit would set a dangerous precedent for similar variances for additional electronic message board signs throughout the City.
- The General Agriculture (A-1) Zone permits one free standing or fascia sign with a maximum sign area of 3.0 square metres (32 sq.ft.) and a maximum sign height of 4.6 metres (15 ft.). The applicant can install a non-electronic free-standing sign that complies with the permitted signage provisions of this zone.

RECOMMENDATION

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

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Honeybee Centre, honey processing and agriculture

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	Pasture and fallow farmland within the ALR.	Agricultural	A-1
East (Across Harvie Road):	Pasture and fallow farmland within the ALR.	Agricultural	A-1
South (Across Fraser Highway):	Pasture and fallow farmland within the ALR.	Agricultural	A-1
West (Across Highway No. 15/176 Street):	Pasture and fallow farmland within the ALR.	Agricultural	A-1

DEVELOPMENT CONSIDERATIONSBackground

- The subject property is located at 7480-176 Street, at the north-east corner of 176 Street and Fraser Highway in Cloverdale. The property is located within the Agricultural Land Reserve (ALR), is zoned General Agriculture (A-1) Zone, and is designated Agricultural in the Official Community Plan (OCP).
- The Honeybee Centre, a honey processing facility, currently occupies the site (Appendix II).
- Until recently, a 6-metre (20 ft.) high, three-sided 'lollipop-style' free-standing sign was located on the subject site, at the southwest corner of the lot (Appendix III). In May 2011, the three-sided sign was removed and replaced with the current single-sided electronic message board sign without a permit (Appendix IV). The current sign is supported by the same pole as the original sign and also is a 'lollipop-style' sign.

- On June 1, 2011, a By-law Enforcement Officer attended the site and subsequently asked the owner to turn off the sign. The By-law Enforcement Officer advised that the appropriate permits must be issued otherwise penalties might be incurred. The sign has been turned off since that time.

Current Proposal

- The applicant is requesting a Development Variance Permit to keep the existing electronic message board sign (Appendix III). The existing electronic message board sign is in the same location as the previous 3-sided free-standing sign. The sign is single-faced, and constructed of LED lights. The sign cabinet is made of steel, and is mounted on a metal monopole.
- The existing sign is approximately 4.8 metres (16 ft.) in height, which exceeds the Sign By-law maximum permitted height of 4.6 metres (15 ft.) for free-standing signs.
- The sign face is approximately 3.2 metres (10 ft.) by 1.6 metres (5.5 ft.), for a total sign area of 5.12 square metres (55 sq.ft.), which exceeds the maximum permitted area of 3.0 square metres (32 sq.ft.) for free-standing signs.
- Because the subject site is located within the Agricultural Land Reserve, it is not located within a Development Permit area. As such, a Development Permit is not required.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variances:

- To vary the Sign By-law to permit the following:
 - To permit an electronic message board sign
 - To increase the permitted sign area from 3.0 square metres (32 sq.ft.) to 5.4 square metres (58 sq.ft.); and
 - To increase the permitted sign height from 4.6 metres (15 ft.) to 4.8 metres (16 ft.).

Applicant's Reasons:

- The applicant stated that during the 24 hours the sign was turned on, the sales noticeably increased, and attracted new customers.
- The sign, in the applicant's opinion, provides the Honeybee Centre with a higher profile that expresses quality and improves the Honeybee Centre's image as an agricultural tourism attraction.
- The applicant reports it is difficult to operate a profitable farming business in the City, where the cost of farmland has been driven much higher than its value by developer speculators.
- The applicant has advised that the electronic message board signage would be operated based on the following guidelines:

- Only billboard-style signage with an image no less than six seconds apart (no moving video);
- No third-party advertising;
- Sign must be used for advertising a product or service that is found only at the business where the sign is located (i.e. not third party);
- 20% of the content will be dedicated for community events such as Tourism Surrey or for the City of Surrey public announcements; and
- Content of the sign must be recorded 24/7 and a copy of the recording held for a minimum of 2 weeks and made available to City staff upon request.

Staff Comments:

- The Honeybee Centre buildings are situated near the southwest corner of the site and benefits from considerable exposure to passing motorists along 176 Street and Fraser Highway.
- The Surrey Sign By-law prohibits electronic message board signs. The intent of this restriction is to limit the proliferation of electronic message board signs in the City.
- In September 2009, City Council approved a pilot project to allow for the installation, for up to 36 months, 3 large-format and 3 smaller-format digital signs on City-owned sites. To date, 3 sites have received approval of the associated Development Variance Permit applications and 3 digital signs have subsequently been installed: Guildford Recreation Centre (File no. 7910-0012-00); Surrey Sports and Leisure Complex (File no. 7910-0036-00), and approach to Pattullo Bridge (File no. 7910-0013-00).
- The approval of the proposed Development Variance Permit would set a dangerous precedent for similar variance requests for additional electronic message board signs on private land throughout the City.
- A similar application for approval of an installed 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.
- The electronic message board guidelines suggested by the applicant would be difficult to control and could be a distraction to drivers.
- Therefore, staff recommend that the proposed Development Variance Permit for an electronic message board sign be denied. The variance requests for sign height and sign area, however, have some merit and staff can work with the applicant to design a more contemporary free-standing sign for this location.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners and Action Summary
- Appendix II. Previous Free-standing Sign
- Appendix III. Existing Free-standing Sign

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

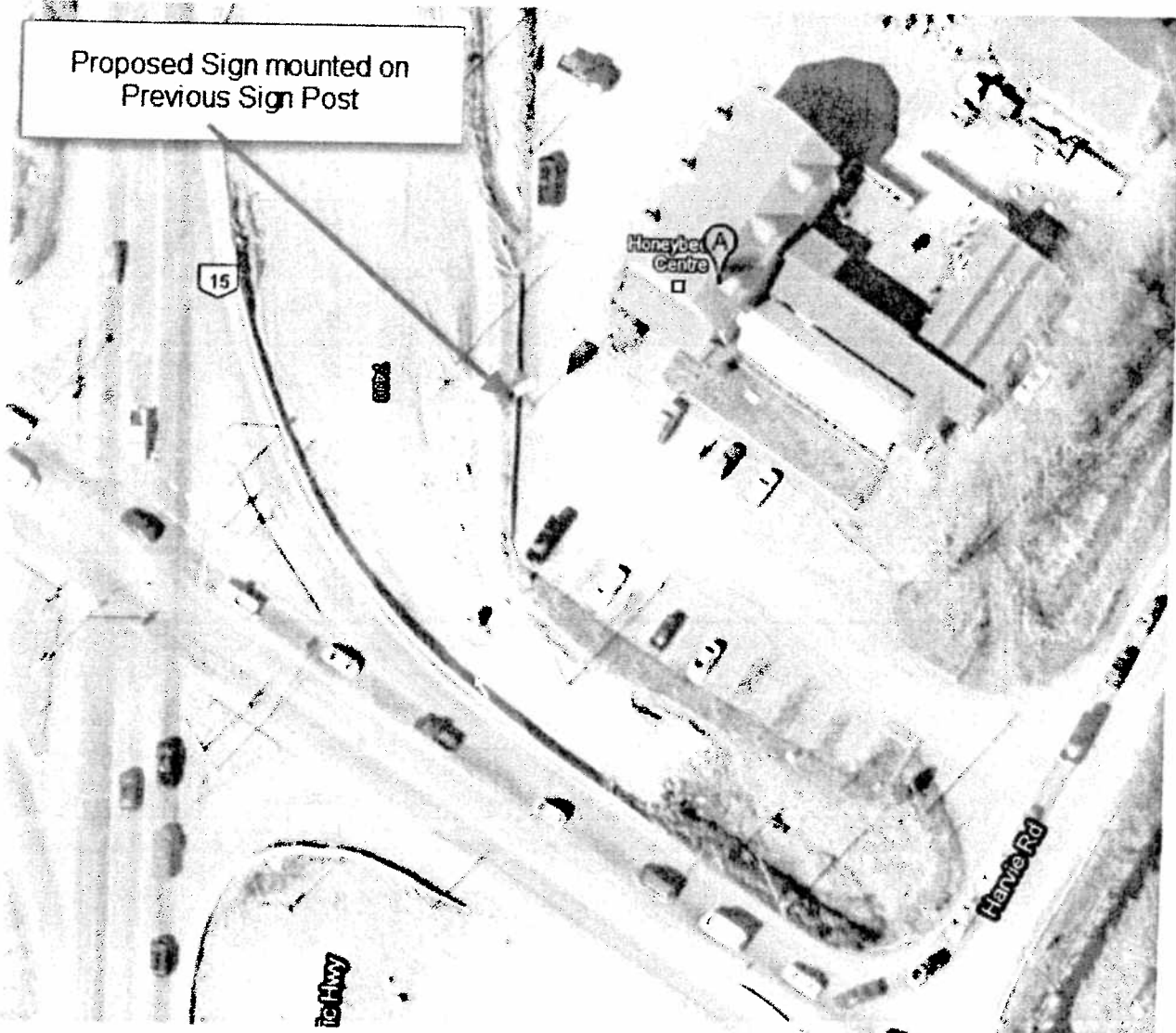
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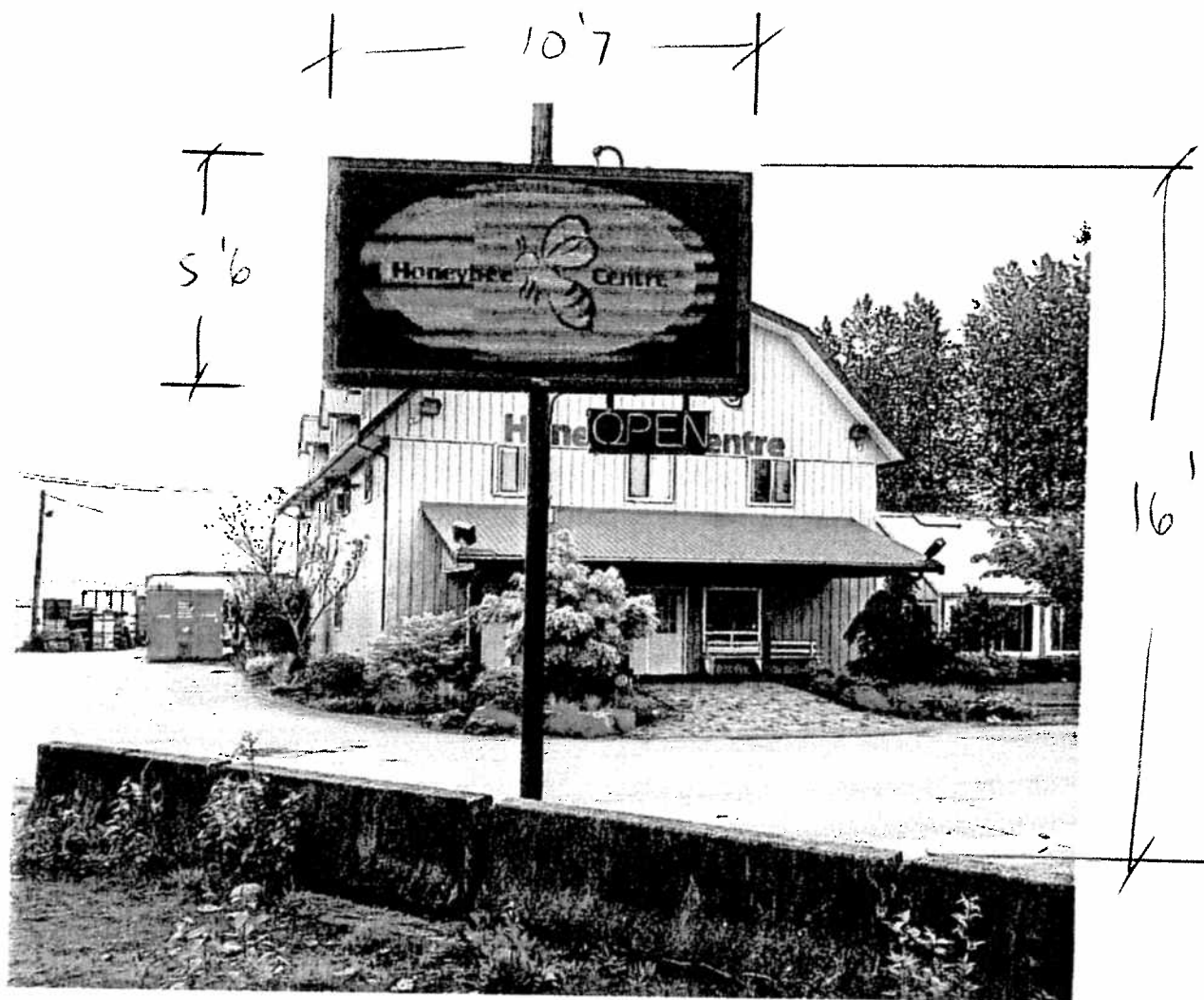


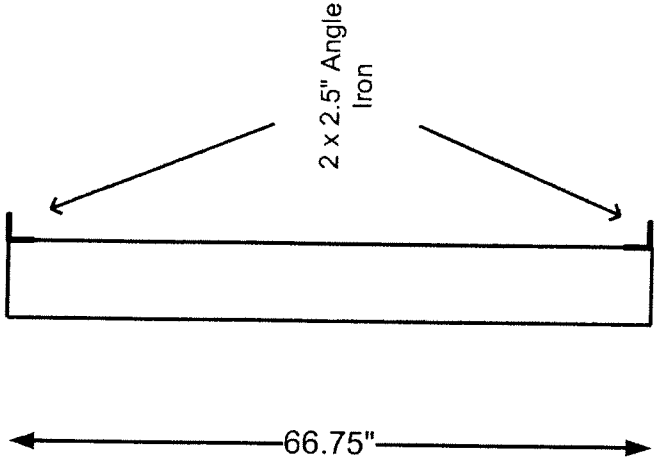
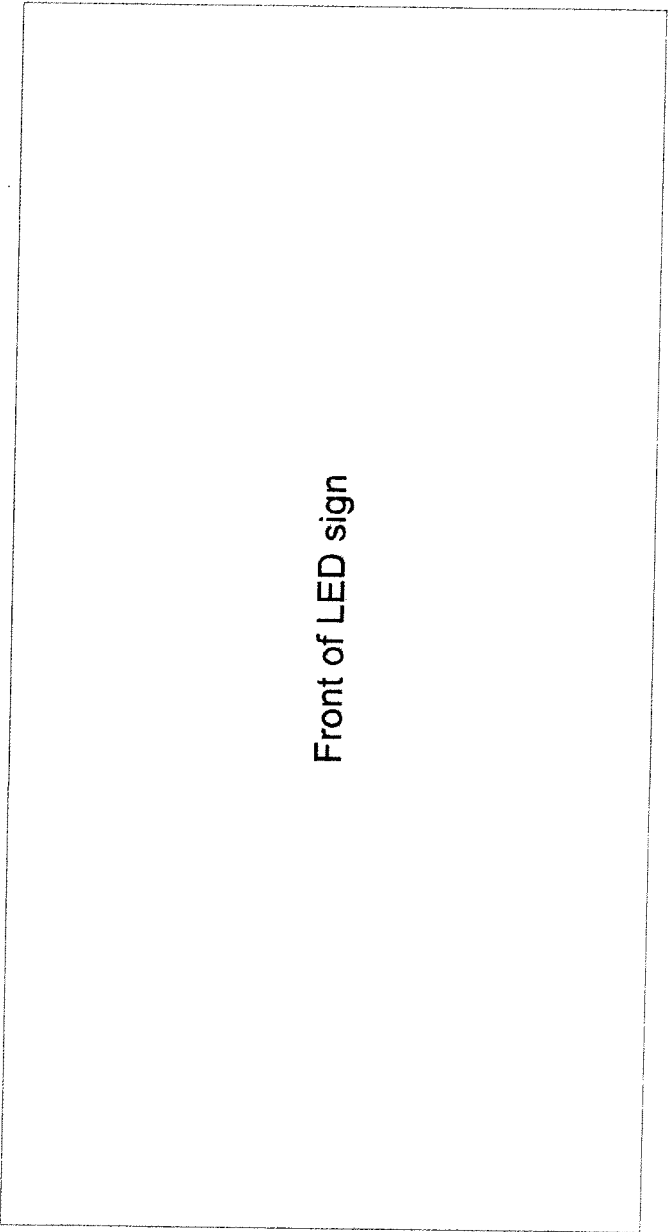
Honeybee Centre Main Sign Permit Application

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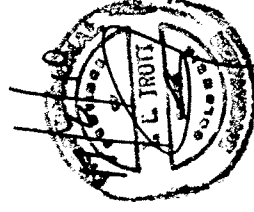
Honeybee Centre Main Sign Permit Application



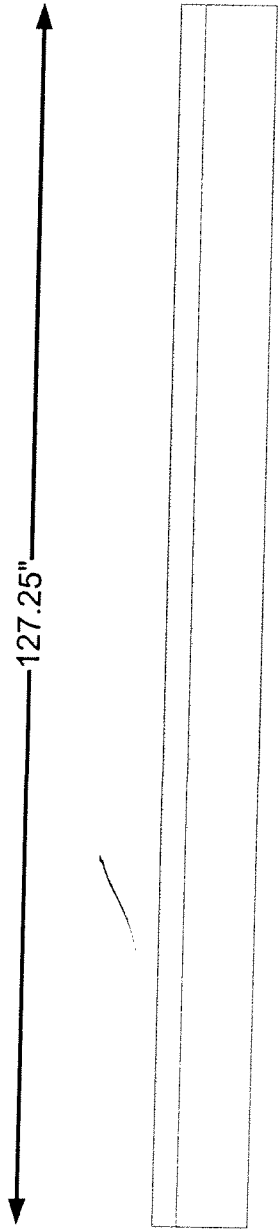


Front View

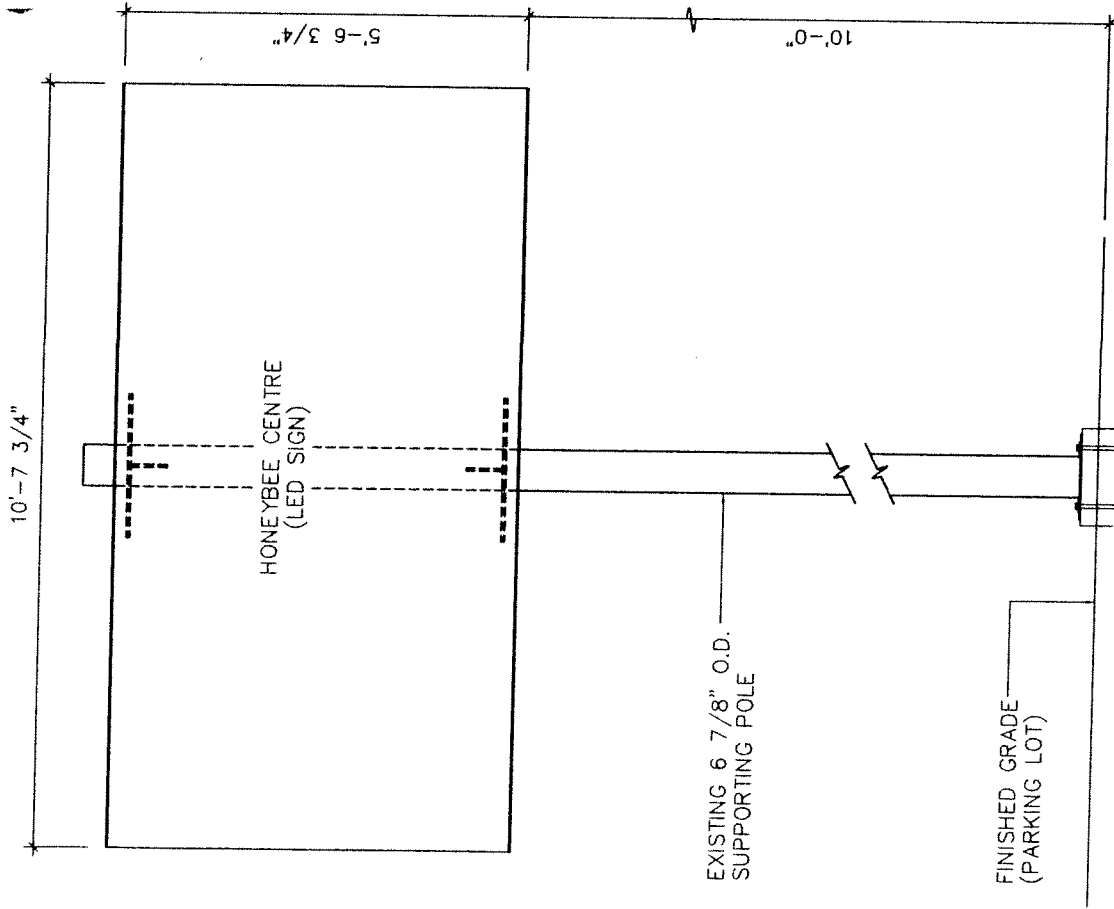
Side View



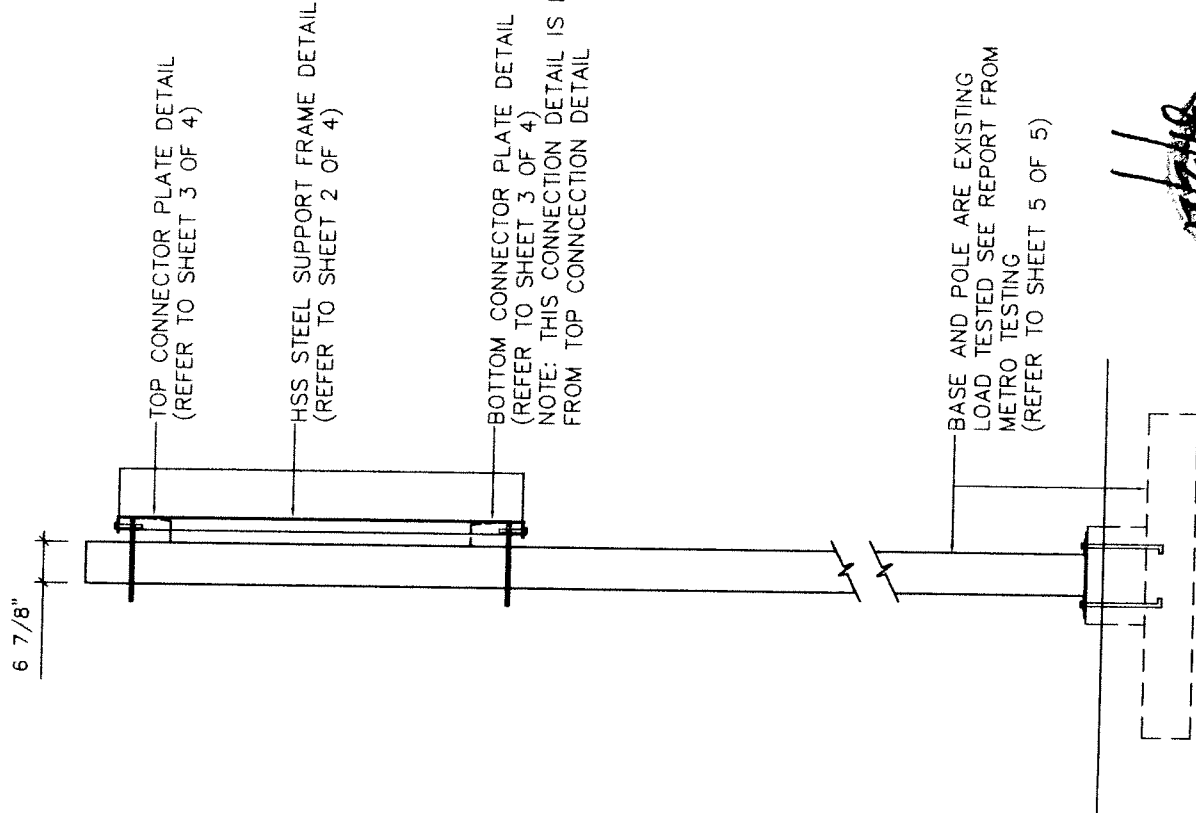
Honeybee Centre LED Sign



Note: Each angle iron has 6 pre-drilled holes approx 5/8" diameter



LED SIGN (FRONT VIEW)
SCALE: 3/8"=1'-0"



LED SIGN (SIDE VIEW)
SCALE: 3/8"=1'-0"

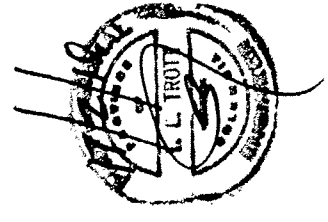
TOP CONNECTOR PLATE DETAIL
(REFER TO SHEET 3 OF 4)

HSS STEEL SUPPORT FRAME DETAIL
(REFER TO SHEET 2 OF 4)

BOTTOM CONNECTOR PLATE DETAIL
(REFER TO SHEET 3 OF 4)

NOTE: THIS CONNECTION DETAIL IS REVERSE
FROM TOP CONNECTION DETAIL

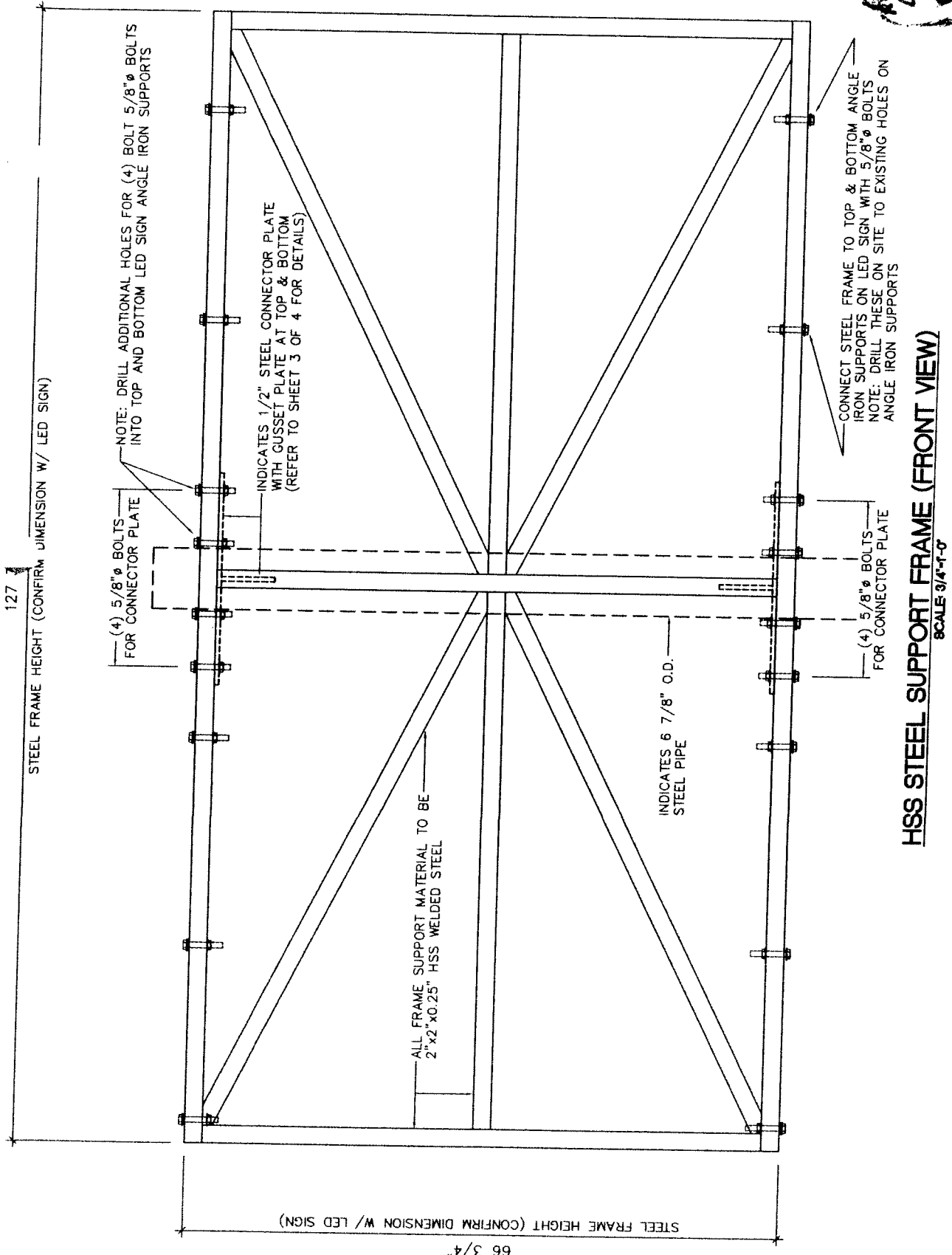
BASE AND POLE ARE EXISTING
LOAD TESTED SEE REPORT FROM
METRO TESTING
(REFER TO SHEET 5 OF 5)



FOR: HONEYBEE CENTRE (LED SIGN MOUNT)

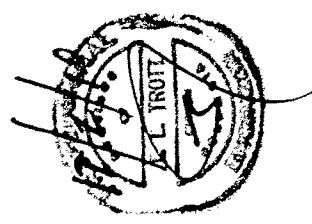
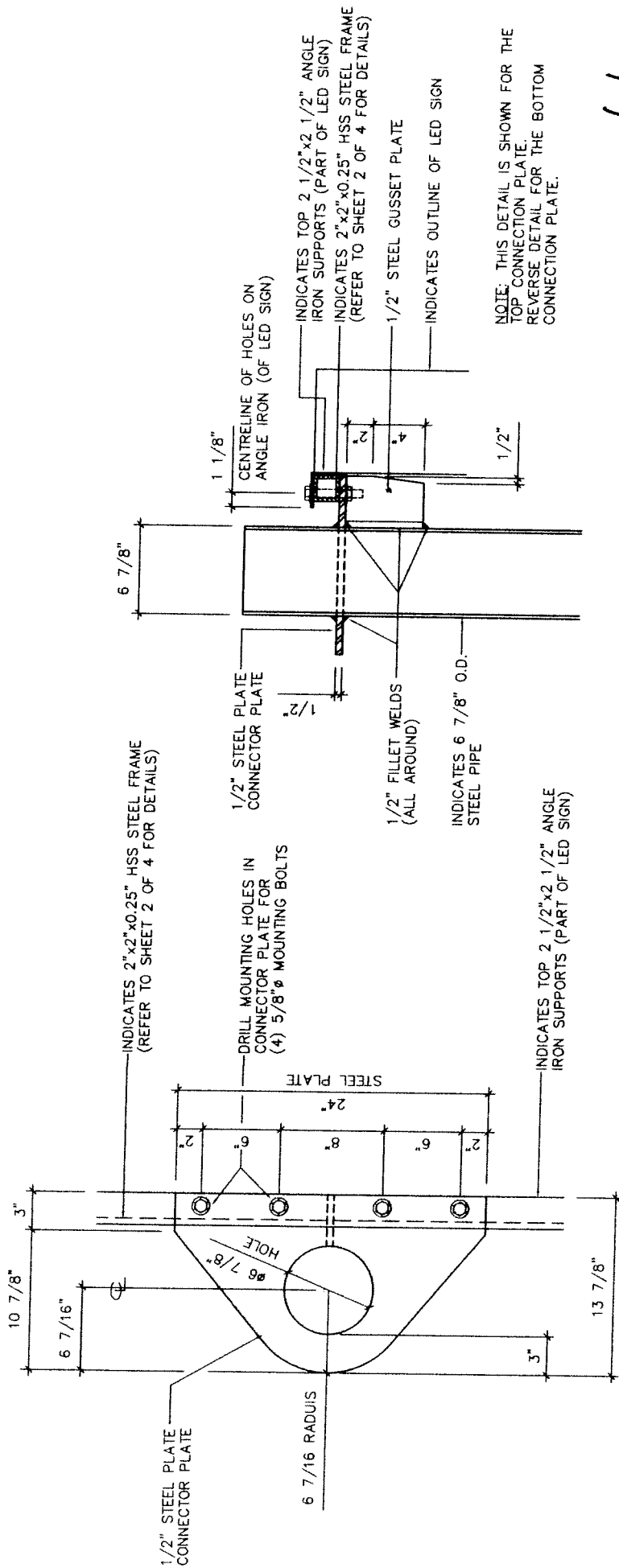
DATE: 3/2/10

SHEET: 1 OF 4



HSS STEEL SUPPORT FRAME (FRONT VIEW)
SCALE 3/4"=1'-0"

FOR: HONEYBEE CENTRE (LED SIGN MOUNT)
DATE: 3/4/10
SHEET: 2 OF 4



TOP VIEW (CONNECTOR PLATE)
SCALE 1"=1'-0"

SECTION THRU (CONNECTOR PLATE)
SCALE 1"=1'-0"

FOR: HONEYBEE CENTRE (LED SIGN MOUNT)

DATE: 3/4/10

SHEET: 3 OF 4

