



BOARD REPORT

TO:

Chair and Directors

File No:	BL701-86 PL20160132
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SUBJECT:

South Shuswap Zoning Amendment (CSR)
BL 701-86

DESCRIPTION:

Report from Candice Benner, Development Services Assistant, dated April 28, 2017. An amendment to address third party advertising signs for Cedar Heights Community Association and Sorrento Memorial Hall.

RECOMMENDATION

THAT: "South Shuswap Zoning Amendment (CSR) Bylaw No. 701-86", be read a third time, this 20th day of July, 2017.

SHORT SUMMARY:

The proposed bylaw amendment would allow the Sorrento Memorial Hall Association and the Cedar Heights Community Association, each located on properties zoned P1 –Public and Institutional in accordance with South Shuswap Zoning Bylaw No. 701, to display advertisements which are considered off-site signage, on these properties only. The proposed amendment will also introduce regulations for third party signs which are consistent with regulations recently adopted and proposed in other CSRD zoning bylaws.

The Board gave second reading, as amended and delegated a public hearing at the December 2, 2016 regular meeting. A public hearing was held on January 25, 2017 at the CSRD Salmon Arm office.

VOTING:	Unweighted Corporate	<input type="checkbox"/>	LGA Part 14 (Unweighted)	<input checked="" type="checkbox"/>	Weighted Corporate	<input type="checkbox"/>	Stakeholder (Weighted)	<input type="checkbox"/>
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BACKGROUND:

See attached December 2, 2016 Board Report.

POLICY:

See attached December 2, 2016 Board Report for Second reading, as amended proposed policy.

The following definition will be included in the Definitions section of Bylaw No. 701:

Section 1 Definitions

SIGN is an identification, description, illustration, contrivance, or device visible from a public place which is intended to direct attention to a product, service, place, activity, person, institution, business, or solicitation;

The following wording is proposed to be included in the General Regulations section of Bylaw No. 701:

Proposed Zoning Amendment at Third reading

Section 3 General Regulations

Third Party Off-Site Signage

3.20 Notwithstanding any other provisions of this bylaw, including Section 25.1.15, where third party off-site signage is permitted, it must comply with the following criteria:

.1 Sign Area:

.1 the maximum *sign* area shall be not greater than:

- .1 the square root of (the total wall area x 10) m² - for wall *signs* and projecting *signs*; or
- .2 3 m² for free standing *signs*.

.2 Height of Signs:

- .1 The height of free standing *signs* shall not exceed 9 m.

.3 Setbacks:

- .1 The setback of free standing *signs* (any part thereof) from all property lines shall be not less than 1 m;
- .2 *Signs* shall not be placed in an area where an easement or covenant restricts such structures; and
- .3 No free standing *sign* shall be permitted to be located within a distance of 6 m from:
(a) a lot corner adjacent to the intersection of two public highways.

.4 Illumination:

- .1 Internal and external illumination of *signs* shall be permitted provided that the light source does not cause a nuisance that might distract the operator of a vehicle on or near a provincial public undertaking or impair the operator's ability to drive safely or that will create a nuisance to adjacent properties.

.5 Changeable Copy:

- .1 Changes of the message or image shall be substantially instantaneous as seen by the human eye and shall not use fading, rolling, window shading, dissolving, or similar effects as part of the change; and
- .2 There shall be no effects of movement, flashing, scintillation, or similar effects in the individual message or image.

.6 Number of Signs:

- .1 The maximum number of free standing *signs* permitted shall be one (1) per *parcel*.

.7 Landscaping:

- .1 Free standing *signs* shall be placed in and co-ordinated with the landscaped areas of the *parcel*.

.8 Design Standards:

- .1 All signage shall be professionally prepared;

- .2 All *signs* affixed to the exterior of a *building* shall be architecturally compatible with the style, composition, materials, colours and details of the buildings, as well as with other *signs* used on the *building* or its vicinity;
- .3 All *signs* should be mounted so that the method of installation is hidden – including all services to the *sign*;
- .4 Guy-wires are not permitted as a method to affix or stabilize *signs*;
- .5 All *signs* shall meet BC Building Code standards as required;
- .6 All *signs* shall be visible, legible and readable and located with consideration to street appearance, traffic and pedestrian safety, and in accordance to general regulations as set within this section; and
- .7 All *signs* shall not project into areas used by the public.

.9 Maintenance:

- .1 All *signs* shall be properly maintained and any *sign* located on a property which becomes vacant and unoccupied for a period of six months, and any *sign* which pertains to a time, event, or purpose which no longer applies, shall be deemed to have been abandoned, and shall be removed by the owner of the land within thirty (30) days of receipt of a written notification by CSRD Administration.
- .2 CSRD Administration, may by written notice, require any *sign* that is in an unsafe condition be repaired or removed within ten (10) days from the date of the letter.

FINANCIAL:

See attached December 2, 2016 Board Report.

KEY ISSUES/CONCEPTS:

A public hearing was held on January 25, 2017 at the CSRD Salmon Arm office, public hearing notes are attached. Six members of the public were in attendance including representatives for the Cedar Heights Community Association. Staff also received five letters in opposition to the signs.

There were few concerns regarding the third party advertising portion of the amendment; most concerns expressed were in regard to the brightness, illumination and hours of operation of the signs, in particular operation in the evenings. Both from residents in attendance of the public hearing and from the written submissions, concerns were expressed regarding the disruption the light causes in this residential area while distracted driving concerns pertaining to the Sorrento Memorial Hall sign were raised.

Staff have considered the comments of the public and researched further into other local governments regarding illuminated signs regulation. As a result, the Board may consider including further wording in the General Regulations section of Bylaw No. 701, including limiting the hours of operation and limiting the flashing and change copy of advertisements.

The following are examples of optional wording to include in the General Regulations of Bylaw No. 701:

- No sign shall be illuminated between: 7 pm and 7 am, seven days a week; and

- Such technology shall be programmed so that the message or image on the sign changes no more than every 10 seconds.

These proposed changes may help reduce the impact of the signs on surrounding residential properties and drivers on nearby roads and highways.

IMPLEMENTATION:

Should the Board give this amendment bylaw 701-86 third reading or third reading as amended if the Board wishes to add additional wording to the General Regulations, staff will forward the bylaw to Ministry of Transportation for final approval. Staff will then bring the bylaw back to the Board for adoption.

SUMMARY:

Staff is recommending third reading of this bylaw. Public consultation revealed that the public has concerns regarding the signs having negative impact on the residential nature of the community (Cedar Heights Hall) and distracted driver potential (Sorrento Memorial Hall). Staff has provided two options the Board may consider to include in the General Regulations section of Bylaw No. 701 to limit the hours of operation and to limit the flashing and change copy of the signs.

COMMUNICATIONS:

A public hearing was held on January 25, 2017 at the CSRD Salmon Arm office. Six members of the public were in attendance and staff received 5 letters in opposition.

DESIRED OUTCOMES:

Endorse staff recommendation to give BL701-86 third reading.

BOARD'S OPTIONS:

1. *Endorse the Recommendation.*
2. *Deny the Recommendation.*
3. *Defer.*
4. *Any other action deemed appropriate by the Board.*

LIST NAME OF REPORT(S) / DOCUMENT(S) AVAILABLE FROM STAFF:

1. First Reading Board Report, August 18, 2016

Report Approval Details

Document Title:	2017-07-20_Board_DS_BL701-86_CSRD_3rdPartyadvertising.docx
Attachments:	<ul style="list-style-type: none">- Bylaw 701-86 third as amended.docx- BL701-86_PublicHearingNotes.pdf- BL701-86_PublicHearingSubmissions.pdf- BL701_86_Board Report_Signage_2ndReading.pdf
Final Approval Date:	Jul 17, 2017

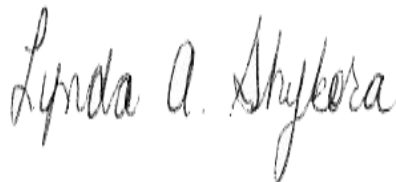
This report and all of its attachments were approved and signed as outlined below:

No Signature - Task assigned to Corey Paiement was completed by workflow administrator Brad Payne

Corey Paiement - Jul 13, 2017 - 9:21 AM



Gerald Christie - Jul 13, 2017 - 1:06 PM



Lynda Shykora - Jul 17, 2017 - 9:50 AM



Charles Hamilton - Jul 17, 2017 - 10:22 AM