



BOARD REPORT

TO: Chair and Directors

File No: BL701-86 PL20160132
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SUBJECT: South Shuswap Zoning Amendment (CSR) Bylaw No. 701-86

DESCRIPTION: Report from Candice Benner, Development Services Assistant, dated October 31, 2017. An amendment to address third party advertising signs for Cedar Heights Community Association and Sorrento Memorial Hall.

RECOMMENDATION #1: THAT: third reading as amended given to "South Shuswap Zoning Amendment (CSR) Bylaw No. 701-86", on July 20, 2017 be rescinded this 16th day of November, 2017.

RECOMMENDATION #2: THAT: "South Shuswap Zoning Amendment (CSR) Bylaw No. 701-86", be amended this 16th day of November, 2017:

1. To include a Changeable Copy Sign definition; and
2. To include hours of operation in the General Regulations.

RECOMMENDATION #3: THAT: "South Shuswap Zoning Amendment (CSR) Bylaw No. 701-86", be read a Third Time as amended, this 16th day of November, 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 and illuminated signs which are consistent with regulations recently adopted and proposed in other CSR zoning bylaws.

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:

The Board gave this amendment third reading at its July 20, 2017 Board meeting and added an amendment to include the wording:

- No sign shall be illuminated between dusk and dawn, seven days a week, and,
- Such technology shall be programmed so that the message or image on the sign changes no more than every ten (10) seconds.

After the Board meeting, CSR staff followed-up with the representatives of the two halls to ensure that their signs could accommodate the proposed regulations. Both halls replied that their signs do not have dusk to dawn program capabilities and Cedar Heights Hall also informed staff that their sign has two different displays that have different program capabilities; the upper display is illuminated to show the Cedar Heights Community Association name and does not have program capabilities while the lower display is changeable copy that advertises events, etc. and is programmable.

Due to the programming abilities of the Sorrento and Cedar Heights signs, staff is proposing at this time, third reading, as amended, an additional definition for changeable copy sign (Section 1 Definitions CHANGEABLE COPY SIGN) and proposing new General Regulation wording regarding hours of operation (Section 3 General Regulations Section 4.1.1 and 4.1.2).

At the Board meeting held in July 2017, the Board approved an amendment to include no copy changes less than ten (10) seconds, therefore, staff have included this wording in the General Regulations Section of this bylaw amendment (Section 3 General Regulations Section 4.5.3).

POLICY:

Proposed Zoning Amendment:

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

Section 1 Definitions

CHANGEABLE COPY SIGN means a sign on which the copy can be changed electronically or manually through the use of attachable letters, numerals and pictorial panels or electronic switching of lamps or illuminated tubes;

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:

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 lot corner adjacent to the intersection of two public highways.

.4 Illumination:

- .1 No changeable copy sign shall be illuminated between:
 - .1 8 pm and 8 am, seven days a week, for Lot 74, Section 24, Township 22, Range 11, W6M, KDYD, Plan 26582, Except Plan KAP85511 (Cedar Heights Community Association) only; and,
 - .2 10 pm and 6 am, seven days a week, for Lot A, Section 16, Township 22, Range 11, W6M, KDYD, Plan 35143 (Sorrento Memorial Hall) only;
- .2 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;
- .3 Such technology shall be programmed so that the message or image on the sign changes no more than every ten (10) seconds.

.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.

Section 24 P1 –Public and Institutional Zone

The proposed amendment is to add a new permitted use to Section 24.1 as follows:

18. Third party off-site signage, permitted only on Lot A, Section 16, Township 22, Range 11, W6M, KDYD, Plan 35143 (Sorrento Memorial Hall); and on Lot 74, Section 24, Township 22, Range 11, W6M, KDYD, Plan 26582, Except Plan KAP85511 (Cedar Heights Community Association).

FINANCIAL:

This bylaw amendment is not the result of bylaw enforcement; however, the Sorrento Memorial Hall is located on CSRD owned lands and is currently advertising third party off-site signage. If the Board does not adopt the proposed amendment, staff will follow up with the Board regarding next steps for resolving the illegal use.

KEY ISSUES/CONCEPTS:

CSRD staff are proposing this bylaw amendment to allow third party off-site signage only for the properties upon which the Sorrento Memorial Hall and the Cedar Heights Community Hall are located.

Following the July 2017 Board meeting, at which the Board gave this amendment third reading, staff contacted representatives of Sorrento Memorial Hall and Cedar Heights Community Association to confirm that their signs had dusk to dawn program capabilities. Both halls replied that neither sign had such capability but they both are programmable for set hours of operation, e.g. 8 pm to 8 am.

Cedar Heights also indicated that their sign has two separate displays with different programming capabilities; the upper display illuminating the "Cedar Heights Community Association" name does not have programming or dimming capability. They specifically designed the sign this way as they use the upper display to illuminate the upper and lower parking lots in the evenings for centre users to locate the hall as well as for security and safety lighting.

Cedar Heights Hall representatives indicated that since the public hearing in January 2017, they implemented 8 pm to 8 am hours of operation for their sign and have indicated that since making this change they have not received any further complaints from the community.

Sorrento Hall representatives expressed concerns of limiting their hours of operation to 8 pm to 8 am hours of operation like Cedar Heights has, as it would significantly limit advertising potential and they may lose clients with this restriction.

With the feedback received from the two halls, staff is proposing an additional "changeable copy sign" definition and amending the wording for the General Regulations, with the express purpose of exempting the upper display portion of the Cedar Heights sign.

Staff is also proposing to identify separate, set hours of operation for changeable copy sign illumination to 8 pm to 8 am for Cedar Heights Hall and 10 pm to 6 am for Sorrento Hall. Staff believe this separation of hours of operation is appropriate as the two halls are located in significantly different community settings; Cedar Heights Hall is within a residential neighbourhood while Sorrento Hall is located beside the Trans-Canada Highway and is surrounded by commercial properties.

Representatives from both halls have indicated that they have implemented the 10 second change copy regulation that the Board approved at its July 2017 meeting.

SUMMARY:

Staff is bringing this bylaw amendment back to the Board for third reading, as amended. Neither Sorrento Memorial Hall nor Cedar Heights Hall have dusk to dawn programming capabilities that were approved by the Board for hours of operation. This amendment proposes setting scheduled hours of operation for both halls and includes a new changeable copy definition to the General Regulations to accommodate the design of the Cedar Heights Hall sign.

IMPLEMENTATION:

If Board gives BL 701-86 third reading, as amended, staff will forward they bylaw to Ministry of Transportation for review and approval. Staff will then bring the bylaw back to the Board for adoption.

COMMUNICATIONS:

Staff have been in consultation with representatives with both Halls regarding the dusk to dawn settings for the signs and alternate options for hours of operation for the halls as the dusk to dawn option is not available to the halls. Both halls are aware of the set hours of operation proposed in this amendment and are agreeable to them.

DESIRED OUTCOMES:

Endorse staff recommendations.

BOARD'S OPTIONS:

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

Report Approval Details

Document Title:	2017-11-16_Board_DS_BL701-86_Third_Party_Ads_CSRD.docx
Attachments:	<ul style="list-style-type: none">- BL701-86_third-amended_2.pdf- Maps_Photos_BL701-86.pdf- 2017-07-20_Board_DS_BL701-86_CSRD_3rd_Party_Ads.pdf- BL701-86_third_amended.pdf- 2017-11-21_Board_DS_BL701-86_second_amended.pdf- Public_hearing_notes_BL701-86.pdf- Public_hearing_submissions_BL701-86.pdf
Final Approval Date:	Nov 6, 2017

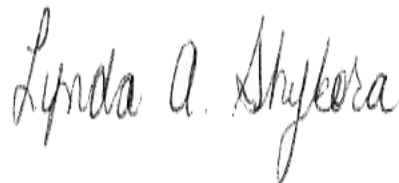
This report and all of its attachments were approved and signed as outlined below:



Corey Paiement - Nov 3, 2017 - 10:20 AM



Gerald Christie - Nov 3, 2017 - 2:14 PM



Lynda Shykora - Nov 6, 2017 - 2:08 PM



Charles Hamilton - Nov 6, 2017 - 3:35 PM