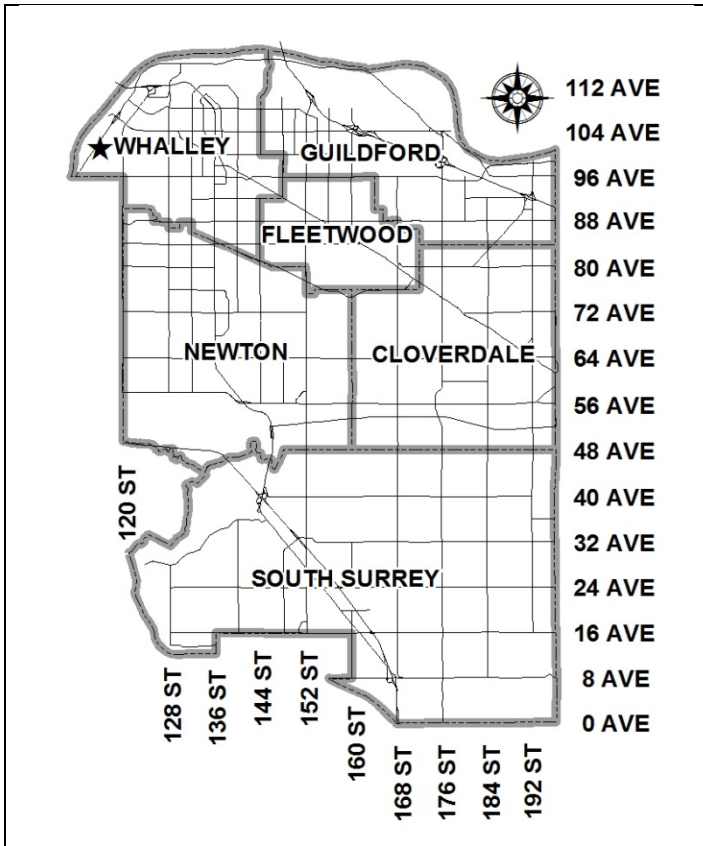


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7914-0234-00

Planning Report Date: April 13, 2015



PROPOSAL:

- **Development Permit**
- **Development Variance Permit**

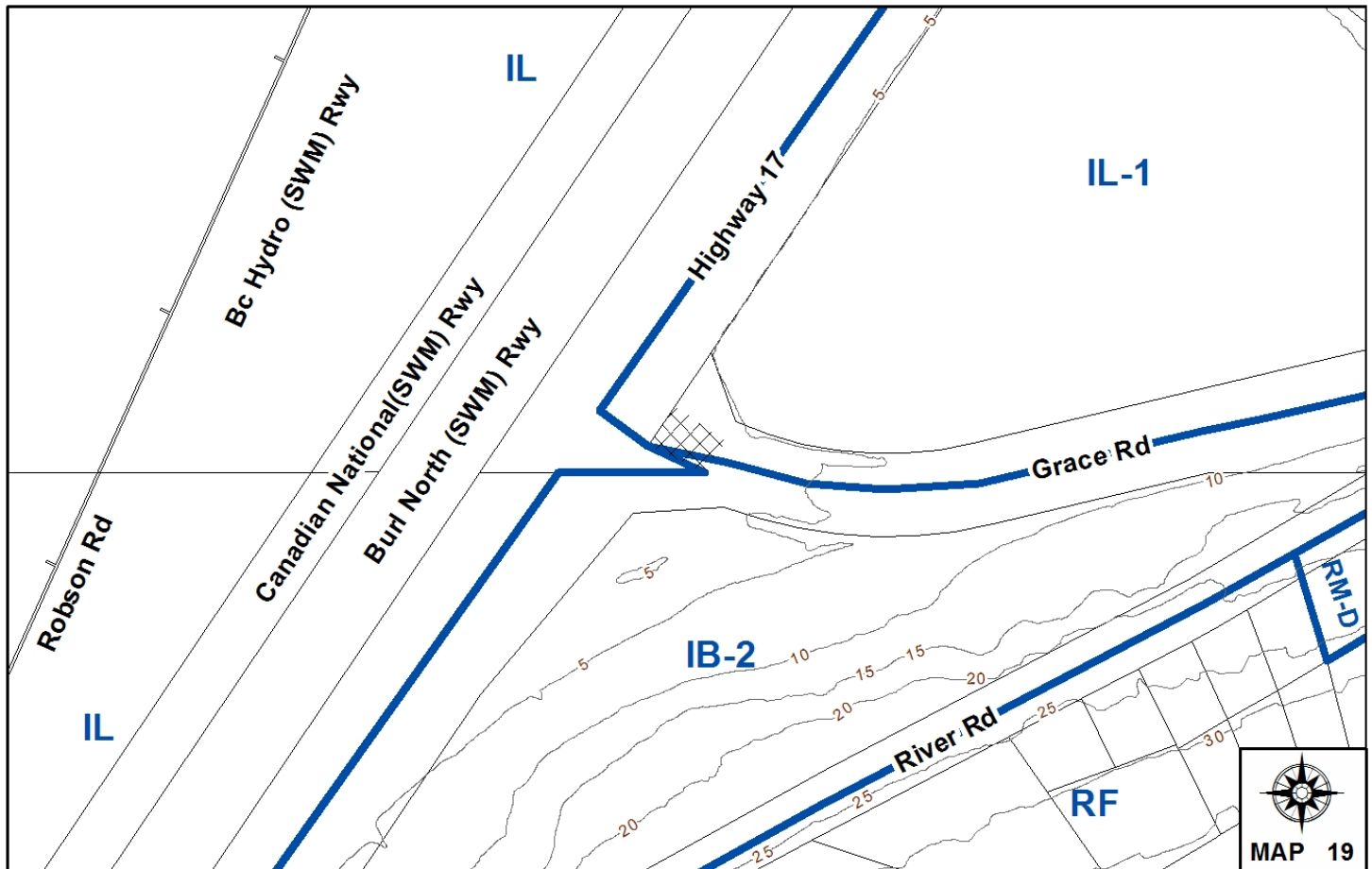
in order to allow a free-standing, two-sided electronic message board sign in South Westminster.

LOCATION: Road Right-of-Way, east of Highway No. 17 (9901 - Grace Road)

OWNER: City of Surrey

ZONING: IL-1

OCP DESIGNATION: Industrial



RECOMMENDATION SUMMARY

- Approval to draft Development Permit.
- Approval for Development Variance Permit to proceed to Public Notification.

DEVIATION FROM PLANS, POLICIES OR REGULATIONS

- The proposed free-standing, two-sided electronic message board sign does not comply with the Sign By-law.

RATIONALE OF RECOMMENDATION

- Currently, there are five (5) free-standing, two-sided electronic message board signs installed in Surrey. These signs were approved in 2010, 2011 and 2014, and they are located at the Guildford Recreation Centre, the Surrey Sports and Leisure Centre, along King George Boulevard (east of the Pattullo Bridge), along Highway No. 1 (east of the Port Mann Bridge), and on a City-owned lot on the south-west corner of Nordel Way and 88 Avenue (12172 - 88 Avenue).
- On February 2, 2015, Council approved the sixth free-standing, two-sided electronic message board sign under Development Application No. 7914-0233-00. This sign will be installed (in June or July of this year) within the road right-of-way (east boulevard) of Scott Road, south of Larson Road.
- The proposed free-standing, two-sided electronic message board sign is of high quality and incorporates the same unique design as the other approved signs.
- The proposed free-standing, two-sided electronic message board sign will allow the City to generate additional revenue and will also be used as a communication tool to relay information to the public.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7914-0234-00 generally in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7914-0234-00 (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to allow the proposed free-standing, two-sided electronic message board sign to be located within the Grace Road right-of-way, directly east of Highway No. 17;
 - (b) to allow third party advertising to exceed 30% of the allowable copy area on the proposed free-standing, two-sided electronic message board sign;
 - (c) to increase the maximum total sign area for the proposed double-sided free-standing, electronic message board sign from 28 square metres (300 sq. ft.) to 60 square metres (650 sq. ft.); and
 - (d) to increase the maximum height of the proposed free-standing sign in Commercial/Industrial Zones from 4.5 metres (15 ft.) to 9.8 metres (32 ft.).

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: City road right-of-way (Grace Road)

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
Northwest (Across Highway No. 17 and rail rights-of-way):	Surrey Fraser Docks.	Industrial	IL
Northeast:	Trucking company.	Industrial	IL-1
Southeast:	Vacant parcel owned by the City.	Industrial	IB-2
Southwest (Across Highway No. 17 and rail rights-of-way):	Surrey Fraser Docks.	Industrial	IL

DEVELOPMENT CONSIDERATIONS

Background

- In September 2009, following a public request for proposals process, Council awarded a digital sign program to Pattison Outdoor Advertising Ltd. As part of this program, six (6) free-standing, electronic message board signs have been approved in the City thus far, five (5) of which are installed and in operation:

Location	Digital Screen Size	Sign Height	Application No.	Date of Approval
Guildford Community Centre	3.0 m x 6.0 m (10 ft. x 20 ft.)	10.5 metres (34.2 ft.)	No. 7910-0012-00	April 12, 2010, and installed
Surrey Sports and Leisure Centre	3.0 m x 6.0 m (10 ft. x 20 ft.)	10.5 metres (34.2 ft.)	No. 7910-0036-00	April 12, 2010, and installed
East of the Pattullo Bridge (road right-of-way)	4.2 m x 14.6 m (14 ft. x 48 ft.)	19.5 metres (64 ft.)	No. 7910-0013-00	October 04, 2010, and installed
East of the Port Mann Bridge	4.2 m x 14.6 m (14 ft. x 48 ft.)	19.5 metres (64 ft.)	No. 7910-0304-00	January 09, 2012, and installed
Nordel Way (east of 120 Street)	3.0 m x 6.0 m (10 ft. x 20 ft.)	9.8 metres (32 ft.)	No. 7914-0148-00	December 1, 2014, and installed
Scott Road, south of Larson Road (east side road right-of-way)	3.0 m x 6.0 m (10 ft. x 20 ft.)	10.5 metres (34.2 ft.)	No. 7914-0233-00	February 2, 2015, to be installed in June or July 2015

- The advertising space on each of the digital signs is presented in continuing one-minute cycles consisting of nine (9) separate advertising spots. Each advertising spot presents a static image that remains on the sign for approximately six (6) seconds, and then moves to the next static advertising message for another six (6) seconds and so on. The signs do not display any streaming or live video.
- The City has been allocated one or more advertising spots in each one-minute cycle on each sign. To date, the City's messages have included information regarding fire prevention, water conservation, recycling services, recreational programs and the promotion of City events.
- Strong support for the digital signs and their advertising opportunities has been shown by the local business community. Pattison is responsible for all aspects of the signs, from selling the advertising spots to maintenance, while the City receives the greater of a guaranteed minimum revenue stream or a percentage of the advertising revenues generated by each sign.
- Pattison will be submitting applications to the City for additional signs in the future. Staff will continue to gauge the effectiveness of the signs, the acceptability of such signs to the public and other related matters, and will provide further reports to Council in due course.

Current Proposal

- The current proposal is for a medium-format electronic message board sign, which is the first sign of this size proposed in the City. The message board screen is approximately 3.0 metres x 10.0 metres (10 ft. x 35 ft.) in size.

- The large-format electronic message board signs (such as the sign installed near the Port Mann Bridge) are approximately 4.2 metres by 14.6 metres (14 x 48 ft.) in size, and the smaller-format electronic message board signs (such as the sign installed at the Guildford Community Centre) are approximately 3.0 metres by 6.0 metres (10 x 20 ft.) in size.
- The proposed sign height is 9.8 metres (32 ft.), which is identical to the height of the smaller-format free-standing electronic message board sign installed along Nordel Way, east of 120 Street.
- The proposed sign location is situated at the west end of the Grace Road right-of-way, directly east of Highway No. 17 (Appendix II). There is no direct vehicle access between Grace Road and Highway No. 17 at this location.
- Grace Road is gated and blocked to public vehicle traffic directly west of the proposed sign location, and is also blocked to public traffic further east on Grace Road, near the entrance to the trucking company property at 9985 Grace Road. Only maintenance vehicles can access the location of the proposed electronic message board sign.
- The proposed free-standing, two-sided electronic message board sign will require a Development Permit, and Council will also need to consider several variances to the Sign By-Law, as noted in the table below:

Part varied	From	To
Part 1, Prohibited Signs (10)(13)	Electronic message board signs are prohibited	Allow a free-standing, two-sided electronic message board sign to be installed within the road right-of-way
Part 1, General Provisions (6)(11)	Third party advertising restricted to a maximum of 30% of the copy area	Allow third party advertising to exceed 30% of the allowable copy area on the proposed free-standing, electronic message board sign
Part 5, Signs in Commercial/Industrial Zones (27)(1)(g)	Maximum sign area is 28 square metres (300 sq. ft.)	Increase the maximum total sign area to 60 square metres (650 sq. ft.)
Part 5, Signs in Commercial/Industrial Zones (27)(1)(k)	Maximum sign height is 4.5 metres (15 ft.)	Increase the maximum height to 9.8 metres (32 ft.)

DESIGN PROPOSAL AND REVIEW

- The proposed free-standing, electronic message board sign is double-sided, approximately 9.8 metres (32 ft.) high, with a total sign area of 60 square metres (650 sq. ft.).
- The sign is supported by a solid pole with aluminum cladding painted metallic, which will be installed on a concrete foundation.
- The proposed sign will be capped with a curved aluminum roof and a perforated aluminum structure that will accommodate the City of Surrey logo.

- The two (2) electronic message boards on the proposed free-standing sign will be angled towards the street, to increase readability for passersby. The angled board creates a bold and distinctive design unlike many standard electronic billboard signs.
- The proposed free-standing, two-sided electronic message board sign is of high-quality with a unique design. The sign utilizes state-of-the-art light-emitting diode (LED) digital technology, which is designed to provide clear, precise reproduction of still images and artwork. The sign has been designed to be more energy efficient and produce less glare compared to standard digital signs without LED technology.
- The sign will be visible from both northbound and southbound traffic along Highway No. 17.
- Both a yellow-coded and a green-coded ditch are located near the proposed sign location. An environmental assessment was submitted by Kate Hagmeier, Registered Professional Biologist, of Pacific Land Group. The report states that the ditches have an insignificant nutrient value and no fish presence. The installation of the proposed electronic message board sign is not expected to impact the ditches, provided no water from excavation and construction activities enter into the drainage. Best management practices should be performed and monitored by a qualified professional.
- The City's Environmental Coordinator supports the findings of the environmental assessment. No peer review is required.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 1, Prohibited Signs (10)(13) of the Sign By-law to allow a free-standing, two-sided electronic message board sign to be installed within the Grace Road right-of-way, directly east of Highway No. 17.

Applicant's Reasons:

- The proposed free-standing, electronic message board sign will be installed in the best location given its proximity to Highway No. 17.
- The proposed free-standing, electronic message board sign is of a high-quality design, and in a highly visible location, which will increase the effectiveness of the messages.

Staff Comments:

- Staff discussed a number of locations for the proposed free-standing, electronic message board sign, and it was determined that the current proposed location was the most appropriate given issues pertaining to functionality, visibility and safety.
- The proposed free-standing, electronic message board sign is not expected to interfere with vehicle traffic along Highway No. 17. There are no existing telephone poles, road signs or structures near the proposed sign location.

- There is no direct vehicle access between Grace Road and Highway No. 17 at this location, and only maintenance vehicles can access the proposed free-standing, electronic message board sign from the east.
- Staff support this variance.

(b) Requested Variance:

- To vary Part 1 General Provision (6)(11) of the Sign By-law to allow third party advertising to exceed 30% of the allowable copy area on the proposed free-standing, two-sided electronic message board sign.

Applicant's Reason:

- Third party advertising is important to the feasibility of the proposed free-standing, electronic message board sign.

Staff Comments:

- In addition to acting as a communication tool for the City to relay information to the public, the proposed free-standing, electronic message board sign will offer third parties an opportunity to advertise their goods and services. At given times, it is expected that third party advertising may occupy 100% of the copy area.
- The proposed free-standing, electronic message board sign is a significant financial venture. Thus, the success and viability of the proposed sign is contingent on third-party advertising.
- Staff support this variance.

(c) Requested Variance:

- To vary Part 5 Commercial / Industrial Sign (27)(1)(g) of the Sign By-law to increase the maximum total sign area for the proposed double-sided free-standing, electronic message board sign from 28 square metres (300 sq. ft.) to 60 square metres (650 sq. ft.).

Applicant's Reasons:

- The size of the free-standing, electronic message board sign will optimize the impact for the advertiser and provide adequate size and clarity to ensure brand recall and message understanding.
- The proposed free-standing sign will reduce glare and light pollution compared to standard digital signs without LED technology. The proposed digital message board sign will be energy efficient, particularly at night, as the LED lights automatically adjust to ambient light levels.

Staff Comments:

- The sign area comprises only the digital messaging screen of the proposed free-standing, electronic message board sign, and does not include the architectural elements or the sign pole.
- The proposed free-standing, electronic message board sign is a medium-format electronic message board sign compared to the other large- and smaller-format signs currently in operation throughout the City.
- The proposed sign is well-designed and utilizes state-of-the-art LED digital technology to relay information to the public. The City will be dedicated at least 10% of the advertising time for real time City, RCMP, public service, emergency, community event, and economic development messaging.
- Staff support this variance.

(d) Requested Variance:

- To vary Part 5 Commercial / Industrial Signs (27)(1)(k) of the Sign By-law to increase the maximum height of the proposed free-standing sign in Commercial/Industrial Zones from 4.5 metres (15 ft.) to 9.8 metres (32 ft.).

Applicant's Reasons:

- The proposed free-standing, electronic message board sign is well-designed and utilizes the same LED technology used in the four (4) other free-standing, electronic message board signs currently operating in the City. The proposed size will allow for greater clarity and the ability to easily share advertisements and information with the public.

Staff Comments:

- The overall height of the proposed free-standing, electronic message board sign is 9.8 metres (32 ft.), which includes the decorative element affixed above the electronic message board. The proposed height is consistent with the smaller-format electronic message board signs currently in operation throughout the City.
- The proposed free-standing, electronic message board sign has been designed and copyrighted by Pattison to incorporate innovative architectural features and design elements that are unique to Surrey.
- The proposed free-standing, electronic message board sign will provide additional revenue source for the City, which can be used to improve infrastructure and facilities.
- Staff support this variance.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Lot Owners, Action Summary and Project Data Sheets
- Appendix II. Aerial Map Showing Sign Location
- Appendix III. Development Variance Permit No. 7914-0234-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

DN/da

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DRV 4/9/15 10:26 AM

Information for City Clerk

Legal Description and Owners of all lots that form part of the application:

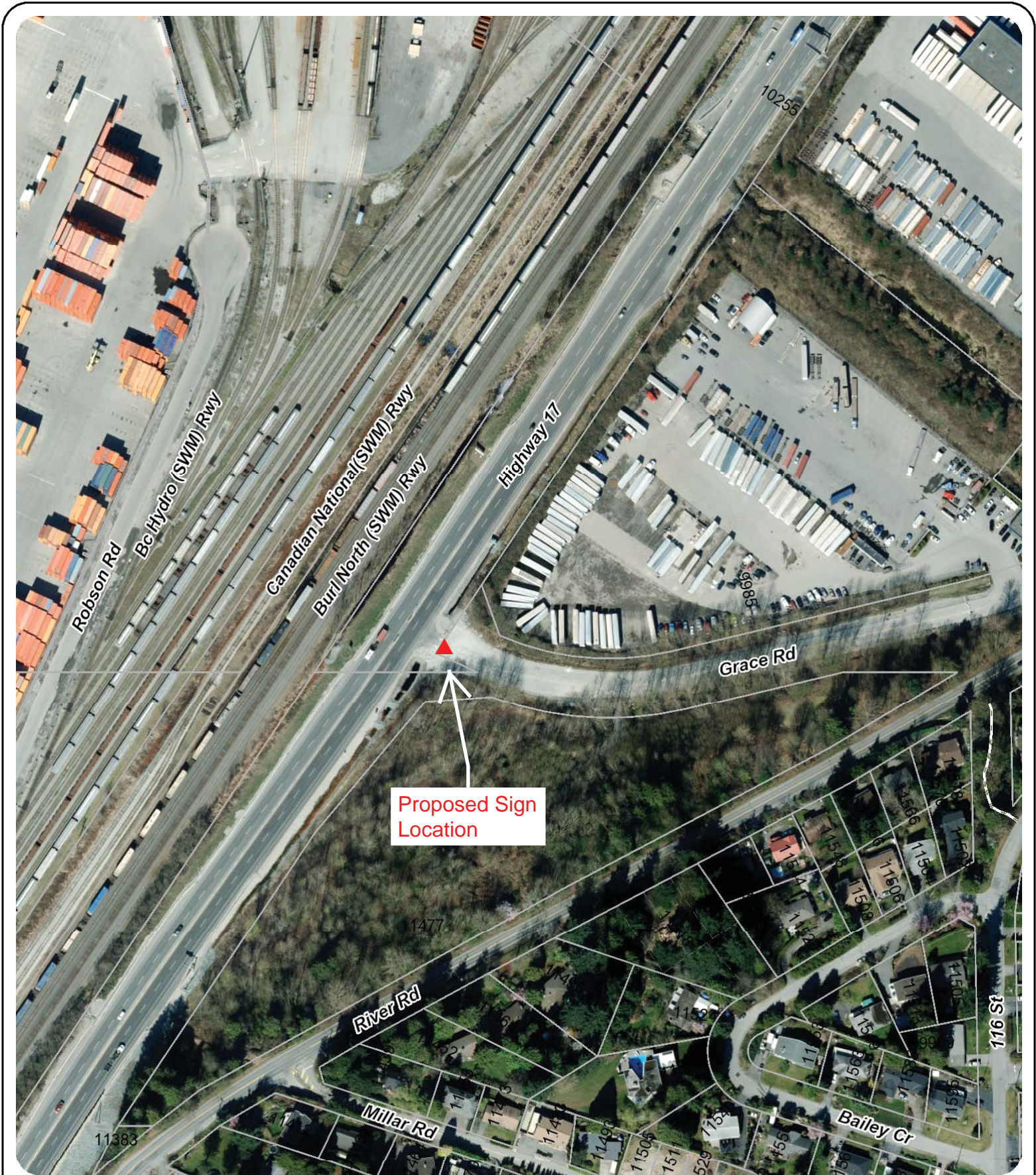
1. (a) Agent: Name: Oleg Verbenkov
 Pacific Land Group
 Address: Suite 101, 7485 - 130 Street
 Surrey, BC V3W 1H8

 Tel: (604) 501-1624

2. Properties involved in the Application
 - (a) Civic Address: 9901 - Grace Road

 - (b) Civic Address: 9901 - Grace Road
 Owner: City of Surrey
 Portion of Grace Road Right-of-Way, directly east of Highway No. 17

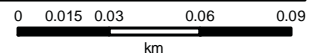
3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7914-0234-00 and bring the Development Variance Permit forward for an indication of support by Council. If supported, the Development Variance Permit will be brought forward for issuance and execution by the Mayor and City Clerk in conjunction with the final approval of the associated Development Permit.



Proposed Sign Location

Scale: 1:2,500

The data provided is compiled from various sources and is NOT warranted as to its accuracy or sufficiency by the City of Surrey. This information is provided for information and convenience purposes only. Lot sizes, legal descriptions and encumbrances must be confirmed at the Land Title Office. Use and distribution of this map is subject to all copyright and disclaimer notices at cosmos.surrey.ca



CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7914-0234-00

Issued To: City of Surrey
("the Owner")

Address of Owner: 13450 - 104 Avenue
Surrey, BC V3T 1V8

1. This development variance permit is issued subject to compliance by the Owner with all statutes, by-laws, orders, regulations or agreements, except as specifically varied by this development variance permit.
2. This development variance permit applies to that real property including land with or without improvements located within the City of Surrey, with the legal description and civic address as follows:

Parcel Identifier:
Portion of Grace Road allowance at Highway No. 17
9901 Grace Road

(the "Land")
3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) To vary Part 1, Prohibited Signs (10)(13) of the Sign By-law to allow a free-standing, double-sided electronic message board sign to be installed within the Grace Road right-of-way, directly east of Highway No. 17 (South Fraser Perimeter Road);
 - (b) To vary Part 1, General Provisions (6)(11) of the Sign By-law to allow third party advertising to exceed 30% of the allowable copy area on the proposed free-standing, electronic message board sign;
 - (c) To vary Part 5, Commercial / Industrial Signs (27)(1)(g) of the Sign By-law to increase the maximum sign area for the proposed double-sided, free-standing, electronic message board sign from 28 square metres (300 sq. ft.) to 60 square metres (650 sq. ft.); and
 - (d) To vary Part 5, Commercial / Industrial Signs (27)(1)(k)(g) of the Sign By-law to increase the maximum height of the proposed free-standing sign in Commercial/Industrial Zones from 6.0 metres (20 ft.) to 9.8 metres (32 ft.).

4. This development variance permit applies to only the free-standing sign on the Land shown on Schedule A, which is attached hereto and forms part of this development variance permit.
5. The Land shall be developed strictly in accordance with the terms and conditions and provisions of this development variance permit.
6. This development variance permit shall lapse if the Owner does not substantially start any construction with respect to which this development variance permit is issued, within two (2) years after the date this development variance permit is issued.
7. The terms of this development variance permit or any amendment to it, are binding on all persons who acquire an interest in the Land.
8. This development variance permit is not a building permit.

AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE _____ DAY OF _____, 2015.
ISSUED THIS _____ DAY OF _____, 2015.

Mayor – Linda Hepner

City Clerk – Jane Sullivan



Note:

- Location of underground utilities derived from COSMOS, to be confirmed by Utility Locator before construction.
- Foundation footprint to be confirmed / modified to provide sufficient setback to existing storm sewer main.
- Sign location subject to MoTI approval.

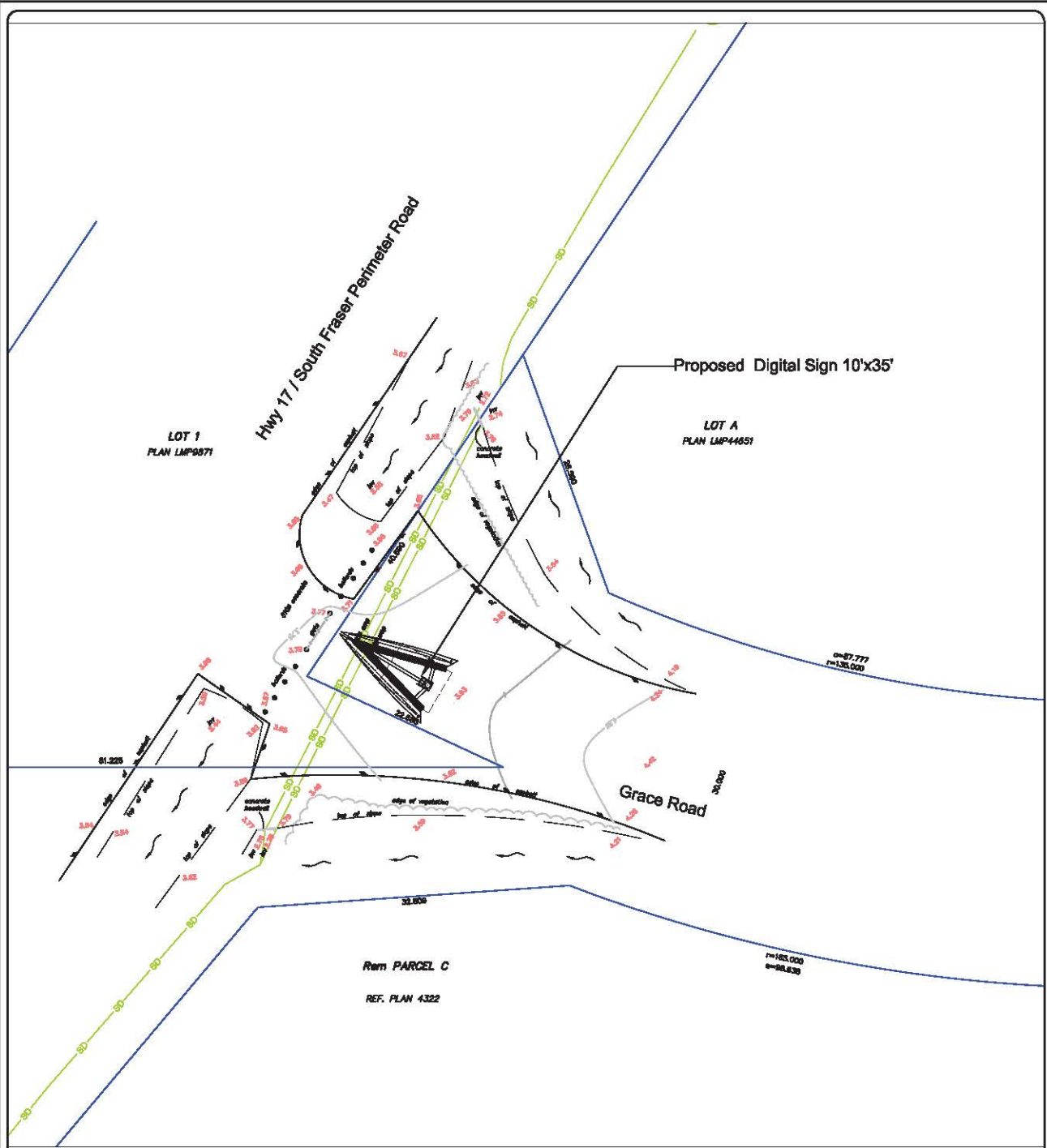
CLIENT: City of Surrey			
PROJECT: Surrey Digital Sign			
DRAWING TITLE: Location Plan - Hwy 17 & Grace Road			
PROJECT No. 13-1131	DATE March 25, 2015	DRAWING: 01	SCALE: 1:1000
PRELIMINARY PLAN - SUBJECT TO APPROVAL(S) FROM FEDERAL, PROVINCIAL AND LOCAL AUTHORITIES			



PACIFIC LAND GROUP
Land Use, Development & Environmental Strategists

Pacific Land Resource Group Inc.

Suite 101 - 7485 130 Street
Surrey, British Columbia
Canada V3W 1H8
Tel: 604-501-1624
Fax: 604-501-1625
www.pacificlandgroup.ca
info@pacificlandgroup.ca



Note:

- Location of underground utilities derived from COSMOS, to be confirmed by Utility Locator before construction.
- Foundation footprint to be confirmed / modified to provide sufficient setback to existing storm sewer main.
- Sign location subject to MoTI approval.

CLIENT:

City of Surrey

PROJECT:

Surrey Digital Sign

DRAWING TITLE:

Key Plan - Hwy 17 & Grace Road

PROJECT No.

13-1131

DATE:

March 25, 2015

DRAWING:

02

SCALE:

1:400

PRELIMINARY PLAN - SUBJECT TO APPROVAL[S] FROM FEDERAL, PROVINCIAL AND LOCAL AUTHORITIES



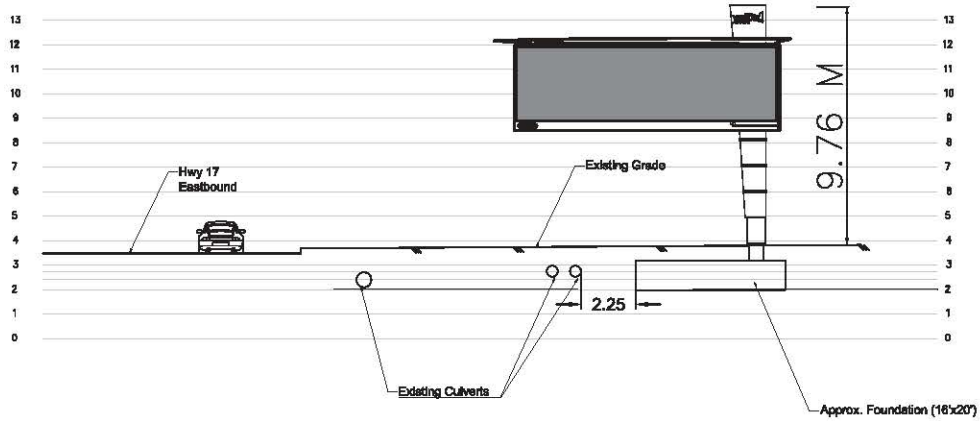
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- Sign location subject to MoTI approval.

CLIENT: City of Surrey			
PROJECT: Surrey Digital Sign			
DRAWING TITLE: Profile - Hwy 17 & Grace Road			
PROJECT No. 13-1131	DATE: March 25, 2015	DRAWING: 03	SCALE: 1:200



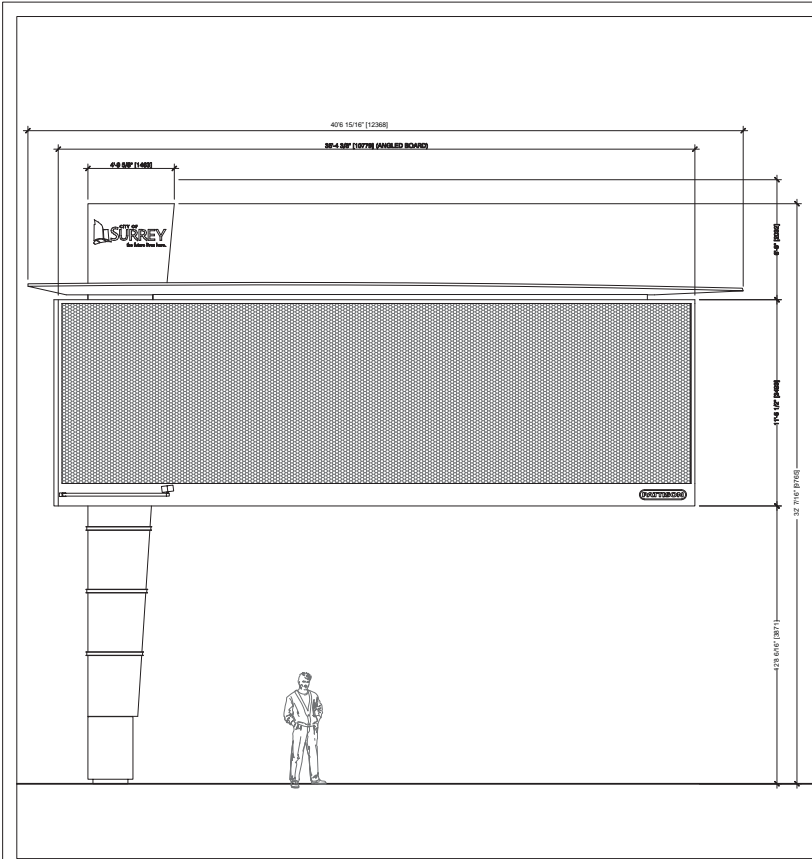
PACIFIC LAND GROUP
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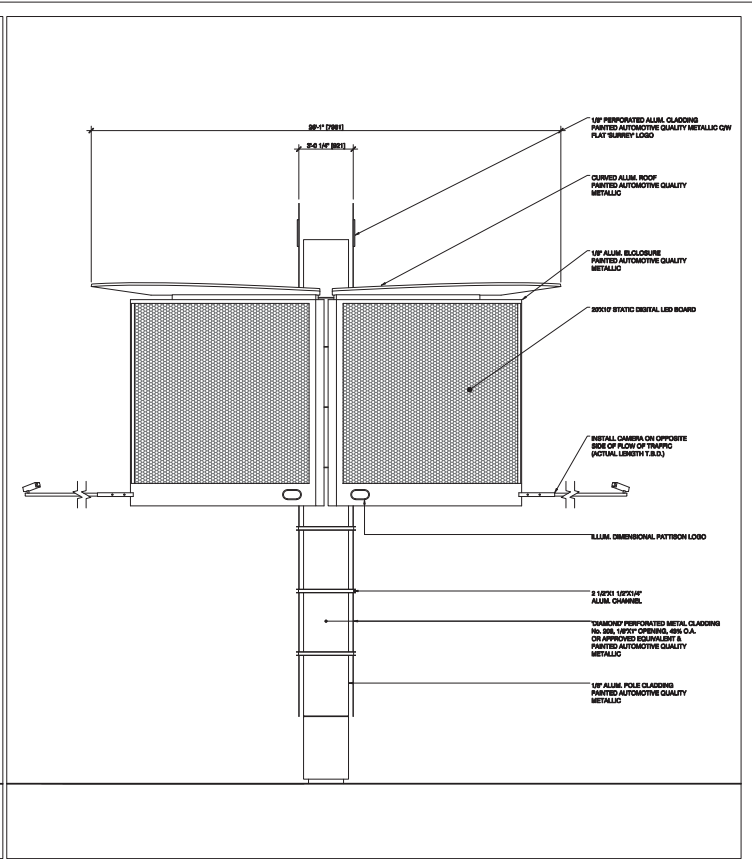
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 info@pacificlandgroup.ca



1
W3.0
10'x35' LED Digital Billboard Board Elevation
3/16\" = 1'-0'

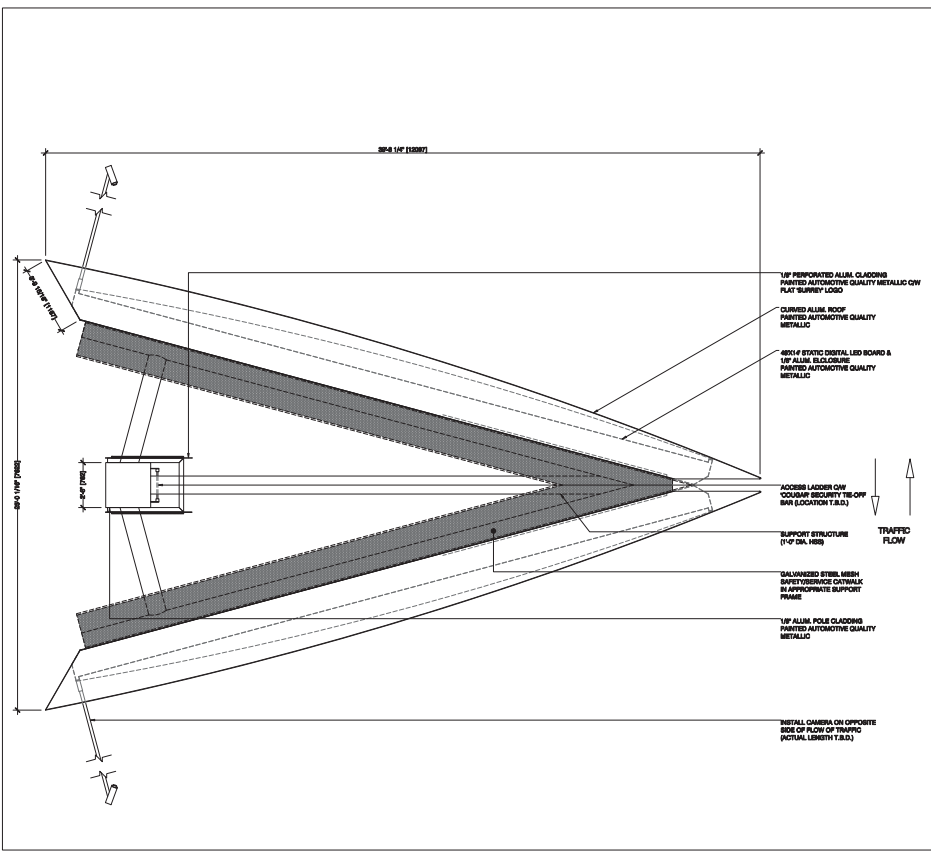


2
W3.0
10'x35' LED Digital Billboard Head-on Elevation
3/16\" = 1'-0'

KDA Kramer Tel: 416.921.1078
Design Fax: 416.921.9934
Associates www.kramer-design.com

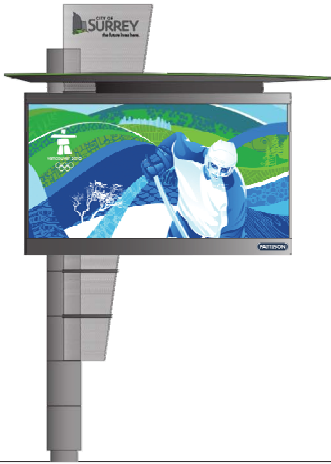
CLIENT	Pattison Outdoor 2285 Wycroft Road, Oakville ON, L6L 5L7	PROJECT	Digital Billboard Program Surrey, British Columbia	DATE	Issued for Review MAR. 25, 2015	TITLE	10'x35' LED Digital Billboard Elevations	DWG No	W3.0
						APPROVAL			

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10X35' LED Digital Billboard
 1 Plan
 W3.1 3/16" = 1'-0"

 Kramer Design Associates Tel: 416.921.1078 Fax: 416.921.9934 www.kramer-design.com	CLIENT Pattison Outdoor 2285 Wyecroft Road, Oakville ON, L6L 5L7	PROJECT Digital Billboard Program Surrey, British Columbia	DATE Issued for Review Jun. 14, 2013	TITLE 10X35' LED Digital Billboard Plan	DWG No W3.1
	<small>These documents are not to be scaled. The design and documents remain the property of KDA and are protected by law. They may not be altered, issued, or reproduced without expressed written consent from KDA. All documents to be returned to KDA in collaboration of work. Contractors to verify all details and dimensions and report any and all discrepancies to KDA before commencing with that related portion of the work. Only signed, sealed and stamped documents are to be used for construction purposes.</small>				
					APPROVAL



ORIGINAL 10' X 20'



PROPOSED 10' X 20'



PROPOSED 10' X 35'

KDA
 Kramer Tel: 416.921.1078
 Associates Design Fax: 416.921.9934
 www.kramer-design.com

CLIENT	Pattison Outdoor 2285 Wyecroft Road, Oakville ON, L6L 5L7	PROJECT	Digital Billboard Program Surrey, British Columbia	DATE	Issued for Review Jun. 14, 2013	TITLE	10X20' & 10X35' LED Digital Billboard Original & Proposed Rendering	DWG No	W4.0
<small>These documents are not to be scaled. The design and documents remain the property of KDA and are protected by law. They may not be altered, issued, or reproduced without expressed written consent from KDA. All documents to be returned to KDA in collaboration of work. Contractors to site verify all details and dimensions and report any and all discrepancies to KDA before commencing with that related portion of the work. Only signed, sealed and stamped documents are to be used for construction purposes.</small>									
						APPROVAL			