

# City of Surrey PLANNING & DEVELOPMENT REPORT File: 7915-0105-00

Planning Report Date: July 13, 2015

## **PROPOSAL:**

- Development Permit
- Development Variance Permit

in order to allow a free-standing, electronic message board adjacent to Highway 10.

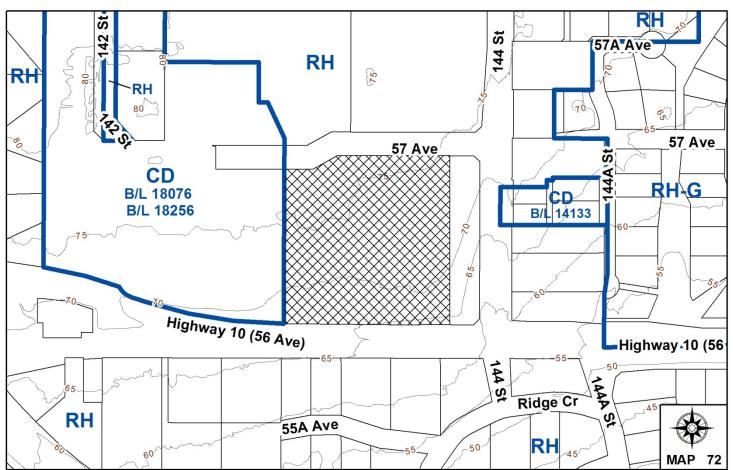
LOCATION: 14340 - 57 Avenue

OWNER: City of Surrey

ZONING: RH

OCP DESIGNATION: Urban

NCP DESIGNATION: Institutional



#### 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, electronic message board sign does not comply with the Sign By-Law.

#### RATIONALE OF RECOMMENDATION

- The proposed free-standing, electronic message board sign is part of a pilot project by the City.
- Currently, there are seven (7) approved and installed free-standing, electronic message board signs in Surrey, as part of the pilot project. Four of these signs were approved in 2010, and 2011, and they are located at the Guildford Recreation Centre, the Surrey Sports and Leisure Centre, east of the Pattullo Bridge, and east of the Port Mann Bridge. The sign on Nordel Way was approved in 2014, and there were two other signs recently approved in 2015, to be installed this fall on Scott Road, south of Larson Road, and on Grace Road at Highway 17.
- The proposed free-standing, electronic message board sign is of high quality and incorporates the same unique design as the five (5) others currently in operation.
- The proposed sign will allow the City to generate additional revenue and also use the sign 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. 7915-0105-00 generally in accordance with the attached drawings (Appendix II).

- 2. Council approve Development Variance Permit No. 7915-0105-00 (Appendix III) varying the following, to proceed to Public Notification:
  - (a) to allow a free-standing electronic message board sign to be installed on City property;
  - (b) to allow third party advertising to exceed 30% of the allowable copy area on the proposed free-standing electronic message board sign;
  - (c) to reduce the minimum setback from any lot line from 2 metres [6.5 ft.] to o.o metres [o ft.].
  - (d) 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 65 square metres [700 sq. ft.]; and
  - (e) to increase the maximum height of the proposed free-standing sign in Commercial/Industrial Zones from 4.5 metres [15 ft.] to 8.9 metres [29.2 ft.].

## **REFERRALS**

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

Ministry of Transportation & Infrastructure (MOTI):

The MOTI has no concerns with this application, and has granted a setback permit to allow the proposed sign to encroach on the

typical 2 m setback from Highway 10.

## **SITE CHARACTERISTICS**

Existing Land Use: RCMP headquarters / Provincial Court of British Columbia

# **Adjacent Area:**

Direction	Existing Use	OCP / NCP Designation	Existing Zone
North (Across 57 Avenue):	RCMP headquarters	Urban / Institutional	RH

Direction	Existing Use	OCP / NCP	<b>Existing Zone</b>
		Designation	
F ( ( A C ( ) )	Single family	Urban / Single	RH / CD (By-Law
East (Across 144 Street):	dwellings	Family Residential	No. 14133)
South (Across Highway 10):	Single family dwellings	Suburban / -	RH
West:	Office building (Old City Hall)	Urban / Office Park	CD (By-Laws No. 18076 and 18256)

## **DEVELOPMENT CONSIDERATIONS**

## **Background**

• In September 2009, following a public request for proposals process, Council awarded a digital sign program to Pattison Outdoor Advertising Ltd. ("Pattison"). As part of this program, five (5) signs have been installed so far. An additional two (2) recently approved will also be installed this fall. The following is the list of signs:

Location	Size	Height	Application No.	Date of Approval
Guildford Community	3 m x 6 m	10.5 m	No. 7910-0012-00	April 12, 2010
Centre on 152 Street	[10 ft. x 20 ft.]	[34.2 ft.]		
Surrey Sports and	3 m x 6 m	10.5 m	No. 7910-0036-00	April 12, 2010
Leisure Centre	[10 ft. x 20 ft.]	[34.2 ft.]		
East of the Pattullo	4.2 m x 14.6 m	19.5 m	No. 7910-0013-00	October 04, 2010
Bridge	[14 ft. x 48 ft.]	[64 ft.]		
East of the Port Mann	4.2 m x 14.6 m	19.5 m	No. 7910-0304-00	January 09, 2012
Bridge	[14 ft. x 48 ft.]	[64 ft.]		
Nordel Way (east of	3 m x 6 m	9.8 m	No. 7914-0148-00	December 1, 2014
120 Street)	[10 ft. x 20 ft.]	[32 ft.]		
Scott Road, south of	3 m x 6 m	10.5 m	No. 7914-0233-00	February 02, 2015
Larson Road	[10 ft. x 20 ft.]	[34 ft.]		(to be installed in
				the fall)
Grace Road at	3 m x 10.7 m	9.8 m	No. 7914-0234-00	April 27, 2015 (to be
Highway 17	[10 ft. x 35 ft.]	[32 ft.]		installed in the fall)

- 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 promotion of City events.

• Pattison has advised that advertising sales for the signs have exceeded expectations, with all five [5] signs having achieved nearly full capacity. Advertisers include Alaska Airlines, B.C. Lotteries, Langley Hyundai, Guildford Mall, McDonald's, Sheraton Guildford, Surrey Auto Mall and Purdy's. The City receives the greater of a guaranteed minimum revenue stream or a percentage of the advertising revenues generated by each sign.

- Strong support for the digital signs and their advertising opportunities has been shown by the local business community. Once the signs became operational, staff received a high volume of calls from businesses regarding advertising availability. Pattison is responsible for all aspects of the signs, from selling the advertising spots to maintenance. Pattison is now displaying a sales contact phone number in one of the digital display spots.
- Pattison will be making applications to the City for additional signs. 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 application proposes a smaller format double-sided, free-standing, electronic message board sign. The format proposed here is different from the ones previously installed. The proposal is for a shorter and wider sign, at 3 m x 10.7 m [10 ft. x 35 ft.], and 8.9 metres [29.2 ft.] in height.
- The proposed sign location is on a City-owned lot on the northwest corner of Highway 10 and 144 Street. The site is occupied by the Provincial Court of British Columbia. The sign is proposed 90 m from the Highway 10 and 144 Street intersection.
- This proposed sign is lower in height as most of the other existing digital signs, as the sign is proposed on an existing berm. The proposed height is 8.9 m [29.2 ft.].
- The proposed free-standing, electronic message board will require a Development Permit, and Council will also need to consider several variances to the Sign By-Law:

Part varied	From	То
Part 1	Electronic message board sign	Allow a free-standing electronic message
	are prohibited	board sign to be installed on City property
Part 1	Third party advertising	Allow third party advertising to exceed 30%
	restricted to a maximum of	of the allowable copy area on the proposed
	30% of the copy area	free-standing electronic message board sign
Part 5	Minimum setback from any lot	Reduce minimum setback to o.o m
	line is 2 metres [6.5 ft.]	
Part 5	Maximum total sign area is 28	Increase maximum total sign area to
	square metres [300 sq. ft.]	65 square metres [700 sq. ft.]
Part 5	Maximum height is 4.5 metres	Increase maximum height to 8.9 metres
	[15 ft.]	[29.2 ft.]

#### PRE-NOTIFICATION

 Pre-notification letters were not required as part of the development application, however, the City Clerk will initiate the Public Notification process as a result of the Development Variance Permit, should Council allow the application to proceed.

• The applicant contacted the East Panorama Ridge Ratepayers Association for feedback in May 2015, but did not receive any response.

## **DESIGN PROPOSAL AND REVIEW**

- The proposed free-standing electronic message board sign is 8.9 metres [29.2 ft.] high, double-sided, with a total sign area of 65 square metres [700 sq. ft.].
- The sign is proposed to be supported by a solid pole with aluminum cladding painted metallic, which will be installed on a concrete foundation. The existing grass lawn will be re-sod after sign installation. The base of the sign is setback approximately 10 m [32 ft.] from the sidewalk along the north side of Highway 10, and approximately 2 m [6.5 ft.] from the pathway along the berm on the City's property. The height of the base of the sign at the sidewalk is 6.67 m [21.9 ft.].
- 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, 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 edge of the sign is proposed to align with the property line. The lowest part of the sign is proposed at 6.67 m [22 ft.] from the ground floor at the property line. The Ministry of Transportation and Highways does not have concerns with the proposed sign location and has issued a permit for the installation of the sign.
- The sign will be visible from both eastbound and westbound traffic on Highway 10.
- At least 10% of the advertising time will be dedicated to real-time City, RCMP, public service, emergency situations, and economic development messaging. The messaging on the proposed free-standing sign will not include streaming or live videos (static images will be displayed for six [6] seconds each).

## **TREES**

• Thomas Walz, ISA Certified Arborist of BC Plant Health Care Inc. prepared an Arborist Assessment for the subject property (the area in proximity to the proposed sign). The table below provides a summary of the tree retention and removal by tree species:

**Table 1: Summary of Tree Preservation by Tree Species:** 

Tree Species	Existing		Remove	Retain
	Deciduous Trees			
Sweetgum	4		4 0	
Coniferous Trees				
Spruce	1		0	1
<b>Total</b> (excluding Alder and Cottonwood Trees)	5		o	5
Total Replacement Trees Proposed		n/a		
Total Retained and Replacement Trees		5		
Contribution to the Green City Fund		n/a		

- The Arborist Assessment states that there are a total of 5 protected trees in the vicinity of the sign, none of which are Alder or Cottonwood trees. It was determined that all 5 trees can be retained as part of this development proposal. The proposed tree retention was assessed taking into consideration the digital sign footprint and work easement.
- In summary, a total of 5 trees are proposed to be retained, with no replacement trees required or contribution to the Green City Fund.

## BY-LAW VARIANCE AND JUSTIFICATION

# (a) Requested Variance:

• to allow a free-standing electronic message board sign to be installed on City property.

## Applicant's Reasons:

• The proposed sign is part of a City-program to generate revenue and provide high-quality electronic message board for City use and for third party advertising.

# **Staff Comments:**

• The proposed free-standing, electronic message board is of high-quality design, in a highly visible location, which will increase the effectiveness of the messages.

• The site and surrounding area is primarily institutional, and along a provincial highway (Highway 10), which makes it an appropriate candidate site for this type of sign.

- The existing single family dwellings on the south side of Highway 10 are screened from the sign by an existing noise attenuation wall, as well as existing landscaping. The sign is approximately 46 m [150 ft.] away from the closest dwelling.
- Staff support this variance proceeding to Public notification.

# (b) Requested Variance:

• to allow third party advertising to exceed 30% of the allowable copy area on the proposed free-standing electronic message board sign.

# Applicant's Reasons:

• 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 reduce the minimum setback from any lot line from 2 metres [6.5 ft.] to 0.0 metres [0 ft.].

# Applicant's Reasons:

• The proposed sign is 6.67 m [22 ft.] above ground at the property line and will not impact pedestrian or vehicular traffic.

## **Staff Comments:**

• The Ministry of Transportation and Highways does not have concerns with the proposed sign location and has issued a permit for the installation of the sign.

• The proposed sign will maintain adequate clearance from pedestrian and vehicular traffic on Highway 10, as well as pedestrian traffic on the pathway north of the proposed sign location.

• Staff support this variance.

# (d) Requested Variance:

• 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 65 square metres [700 sq. ft.]

# Applicant's Reasons:

- The size of the proposed free-standing 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 area of the proposed free-standing, electronic message board sign, and does not include the architectural elements or the sign pole. 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.
- The proposed sign area of a single side of the double-sided free-standing sign is  $32.5 \text{ m}^2$  [350 sq. ft.], 3.05 metres by 10.7 metres or [10 ft. x 35 ft.]
- Staff support this variance.

# (e) Requested Variance:

• to increase the maximum height of the proposed free-standing sign from 4.5 metres [15 ft.] to 8.9 metres [29.2 ft.].

# Applicant's Reasons:

• The proposed free-standing sign is well-designed and utilizes the same LED technology used in the five (5) other 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 is 8.9 metres [29.2 ft.], which includes the decorative element affixed above the electronic message board. The height of the sign from the ground at property line to the top of the electronic message board is 12.15 metres [40 ft.].

- The proposed sign has been designed and copyrighted by Pattison to incorporate innovative architectural features and design elements that are unique to Surrey.
- The height of this sign is lower when compared to other digital signs in the City, because the sign is proposed to be located on the existing berm.
- The proposed 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. Signage Location and Details

Appendix III. Development Variance Permit No. 7915-0105-00

original signed by Nicholas Lai

Jean Lamontagne General Manager Planning and Development

#### LFM/da

# **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 V<sub>3</sub>W <sub>1</sub>H8

Tel: 604-501-1624 - Primary

604-501-1624 - Fax

2. Properties involved in the Application

(a) Civic Address: 14340 - 57 Avenue

(b) Civic Address: 14340 - 57 Avenue Owner: City of Surrey

PID: 017-234-719

Lot 5 Except: Part Dedicated Road On Plan BCP19075 Section 9 Township 2 New

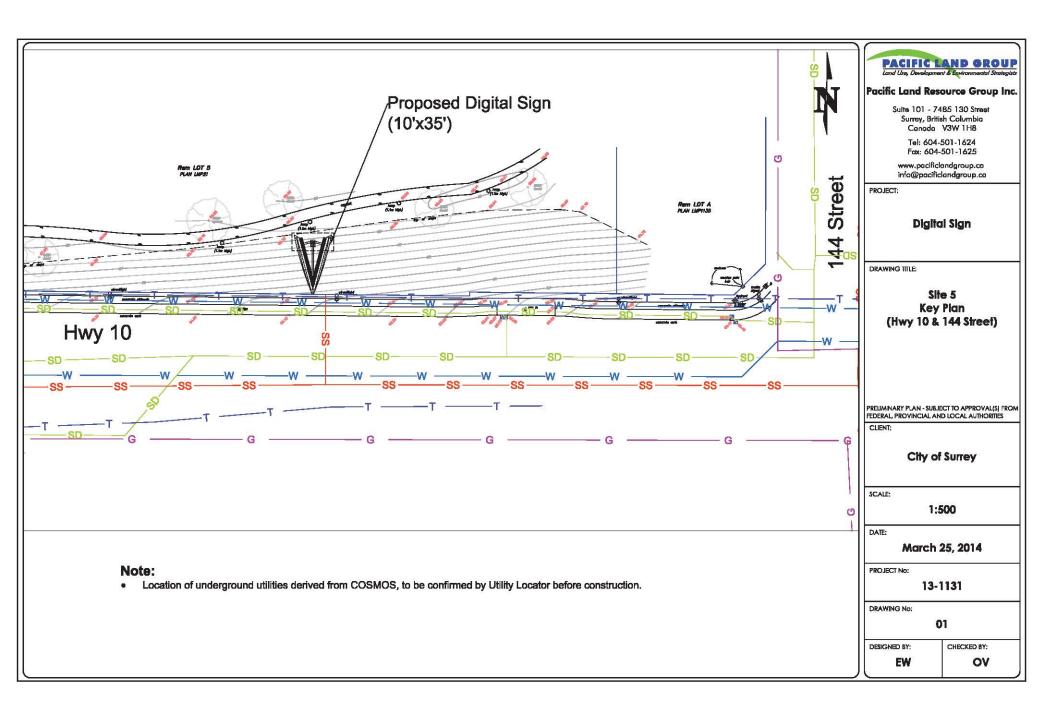
Westminster District Plan LMP21

3. Summary of Actions for City Clerk's Office

(a) Application is under the jurisdiction of MOTI. YES

MOTI File No. 2015-02210

(b) Proceed with Public Notification for Development Variance Permit No. 7915-0105-00 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.



## **CITY OF SURREY**

(the "City")

#### **DEVELOPMENT VARIANCE PERMIT**

NO.: 7915-0105-00

Issued To: CITY OF SURREY

("the Owner")

Address of Owner: 13450 - 104 Avenue

Surrey, BC V<sub>3</sub>T <sub>1</sub>V8

- 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: 017-234-719

Lot 5 Except: Part Dedicated Road On Plan BCP19075 Section 9 Township 2 New Westminster Disrict Plan LMP21

14340 - 57 Avenue

(the "Land")

- 3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
  - (a) In Part 1, Prohibited Signs (10)(13), to allow a free-standing Electronic Message Board sign to be installed on the Land;
  - (b) In Part 1, General Provisions (6)(11) to allow third party advertising to exceed 30% of the allowable copy area on the proposed free-standing electronic message board sign;
  - (c) In Part 5, Signs in Commercial/Industrial Zones (27)(1)(e) to reduce the minimum setback from any lot line from 2 metres [6.5 ft.] to 0.0 metres [0 ft.];
  - (d) In Part 5, Signs in Commercial/Industrial Zones (27)(1)(g) 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 65 square metres [700 sq. ft.]; and

	(e)	In Part 5, Signs in Commercial/Industrial Zones (27)(1)(k) to increase the maximum height of the proposed free-standing sign in Commercial/Industrial Zones from 4.5 metres (15 ft.) to 8.9 metres (29.2 ft.).		
4.	The siting of buildings and structures shall be in accordance with the drawings numbered 7915-0105-00 (A) through to and including 7915-0105-00 (D) (the "Drawings") which are attached hereto and form 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.		rms of this development variance permit or any amendment to it, are binding on all is who acquire an interest in the Land.		
8.	This do	evelopment variance permit is not a building permit.		
	ORIZIN D THIS	IG RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , 20 . DAY OF , 20 .		
		Mayor – Linda Hepner		
		Mayor Enida reprier		

City Clerk – Jane Sullivan

