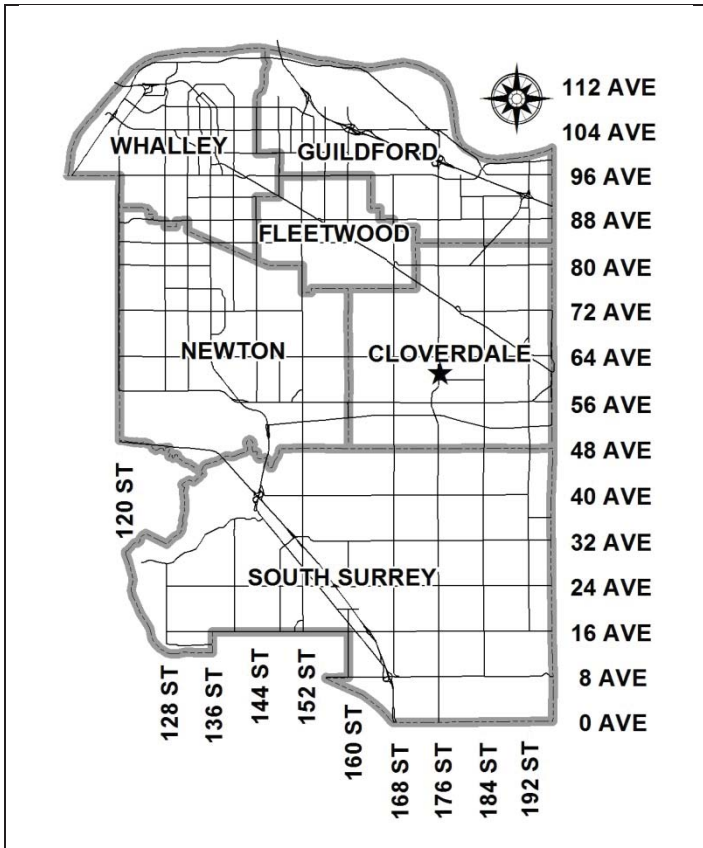


City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7917-0420-00

Planning Report Date: December 18, 2017



PROPOSAL:

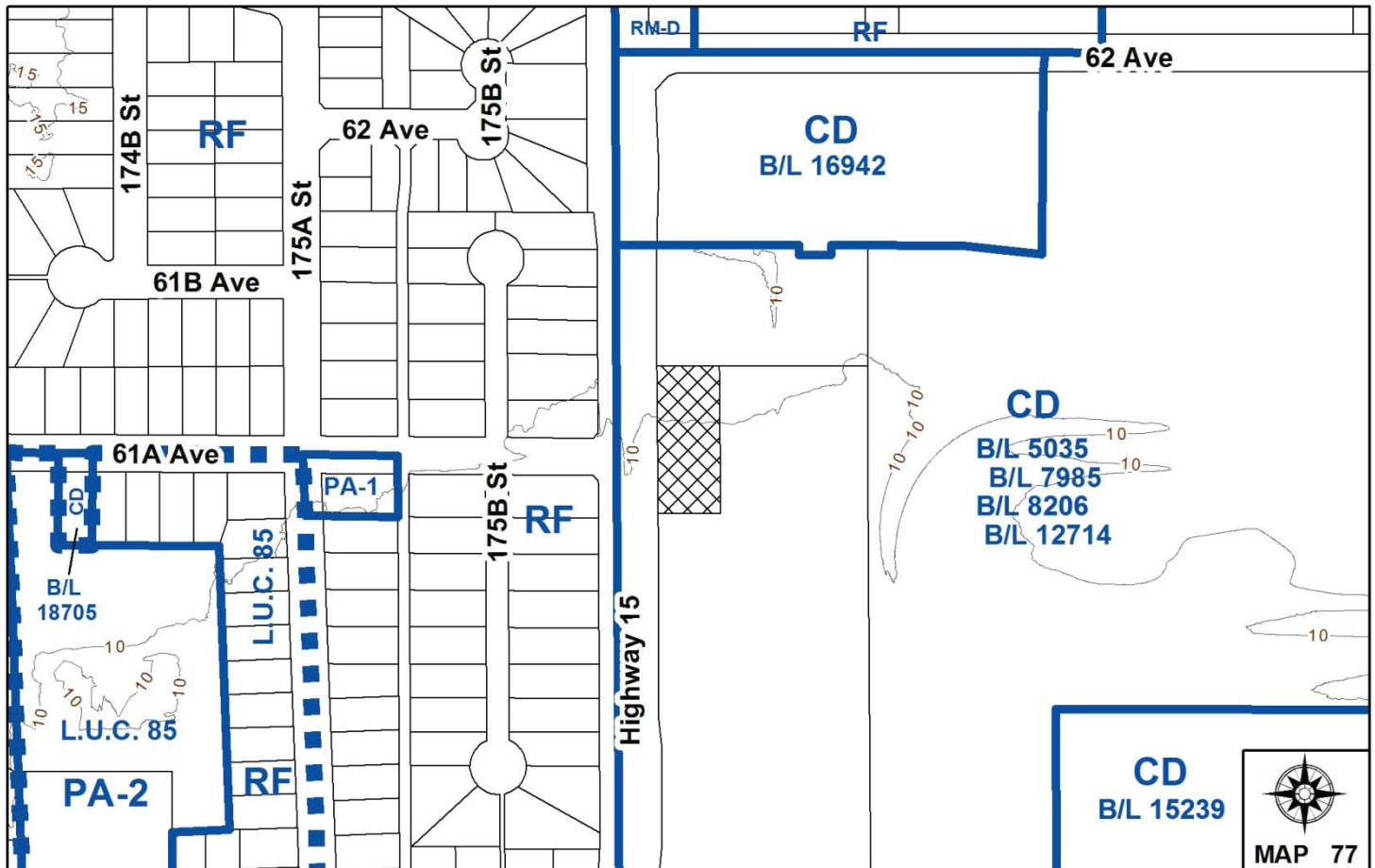
- Development Permit
- Development Variance Permit

to allow a free-standing, two-sided electronic message board sign in Cloverdale.

LOCATION: 6128 - 176 Street

ZONING: CD (By-law No. 5035 as amended by 7985, 8206 and 12714).

OCP DESIGNATION: Urban



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 seven (7) free-standing, two-sided electronic message board signs installed in Surrey. These signs were approved in 2010, 2011, 2014 and 2015, 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), on a City-owned lot on the south-west corner of Nordel Way and 88 Avenue (12172 - 88 Avenue), and at Highway No. 10 and 144 Street.
- 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. To date, the City's messages have included information regarding fire prevention, water conservation, recycling services, recreational programs and the promotion of City events.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7917-0420-00 generally in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7917-0420-00 (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to allow a free-standing, two-sided electronic message board sign to be installed on City property adjacent to Highway No. 15;
 - (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 two-sided free-standing, electronic message board sign from 28 square metres (300 sq. ft.) to 43.9 square metres (473 sq. ft.);
 - (d) to increase the maximum height of the proposed free-standing, two-sided, electronic message board sign in Commercial / Industrial Zones from 4.5 metres (15 ft.) to 9.8 metres (32 ft.);
 - (e) to increase the maximum copy area of the proposed free-standing, two-sided, electronic message board sign from 14 square metres (150 sq. ft.) to 37.2 square metres (400 sq. ft.); and
 - (f) to reduce the minimum setback from the western property line for the proposed free-standing electronic message board sign from 2 metres (6.5 ft.) to 1.5 metres (5 ft.).

REFERRALS

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

Ministry of Transportation & Infrastructure (MOTI): MOTI has no objection to the proposal.

SITE CHARACTERISTICS

Existing Land Use: Parking lot and south half of Cloverdale Curling Rink

Adjacent Area:

| Direction | Existing Use | OCP Designation | Existing Zone |
|-----------|-------------------------|-----------------|--|
| North: | Cloverdale Curling Rink | Urban | CD (By-law No. 5035 as amended by 7985, 8206 and 12714). |

| Direction | Existing Use | OCP Designation | Existing Zone |
|-------------------------------|-------------------------|-----------------|--|
| North: | Cloverdale Curling Rink | Urban | CD (By-law No. 5035 as amended by 7985, 8206 and 12714). |
| East: | Cloverdale Fairgrounds | Urban | CD (By-law No. 5035 as amended by 7985, 8206 and 12714). |
| South: | Cloverdale Ice Arena | Urban | CD (By-law No. 5035 as amended by 7985, 8206 and 12714). |
| West (Across Highway No. 15): | Single family dwellings | Urban | RF |

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, seven (7) free-standing, electronic message board signs have been approved in the City thus far, all 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, and installed |
| Highway No. 10 at 144 Street. | 3.0 m x 10.7 m (10 ft. x 35 ft.) | 8.9 metres (29.2 ft.) | No. 7915-0105-00 | July 27, 2015, and installed |

- 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 smaller-format two-sided electronic message board sign, which is similar to four (4) other signs that have been previously installed throughout the City. The message board screen is approximately 3.0 metres x 6.0 metres (10 ft. x 20 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 ft. 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 ft. 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 on the Cloverdale Fairgrounds, directly south of the Cloverdale Curling Rink and north of the Cloverdale Ice Arena, along the east side of Highway No. 15 at 61A Avenue.
- The proposed free-standing, two-sided electronic message board sign requires 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 on City property adjacent to Highway No. 15. |
| 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 43.9 square metres (473 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.). |
| Part 5, Signs in Commercial/Industrial Zones (27)(1)(c) | Sign shall be located at a minimum 2.0 metres (6.5 ft.) from any lot line. | Allow a free-standing sign to be located 1.5 metres (5 ft.) from the west lot line. |

| Part varied | From | To |
|---|---|---|
| Part 5, Signs in Commercial/Industrial Zones (27)(1)(i) | Maximum copy area is 14 square metres (150 sq. ft.) | Increase the maximum copy area to 37.2 square metres (400 sq. 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 43.9 square metres (473 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. 15.

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 on City property adjacent to Highway No. 15.

Applicant's Reasons:

- The proposed free-standing, electronic message board sign will be installed in the best location given its proximity to Highway No. 15.
- 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 located adjacent the Cloverdale Fairgrounds, with a variety of recreational and entertainment uses, and along a provincial highway, which is an appropriate candidate location for this type of sign.
- Existing single family dwellings on the west side of Highway No. 15 are screened from the sign by an existing sound attenuation wall and existing landscaping.
- 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 43.9 square metres (473 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 small-format electronic message board sign compared to the other large-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 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.

(e) Requested Variance:

- To vary Part 5 Commercial / Industrial Signs (27)(1)(c) of the Sign By-law to reduce the minimum setback for a free-standing sign along the western property line from 2 metres (6.5 ft.) to 1.5 metres (5 ft.).

Applicant's Reasons:

- The proposed free-standing, electronic message board sign will be installed in the existing parking area, which will not impact pedestrian or vehicular traffic.

Staff Comments:

- The proposed setback from the western property line is reasonable in order to ensure that the electronic sign has the best line of sight to traffic along Highway No. 15.
- MOTI has raised no objections to the proposed location of the sign.
- Staff support this variance.

(f) Requested Variance:

- To vary Part 5 Commercial / Industrial Signs (27)(1)(i) of the Sign By-law to increase the copy area of the proposed free-standing, electronic message board sign from a maximum of 14 square metres (150 sq. ft.) to 37.2 square metres (400 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.

Staff Comments:

- The proposed increase in the copy area is reasonable when considering the nature of the electronic message board sign and its ability to project larger advertisements.
- Staff support this variance.

INFORMATION ATTACHED TO THIS REPORT

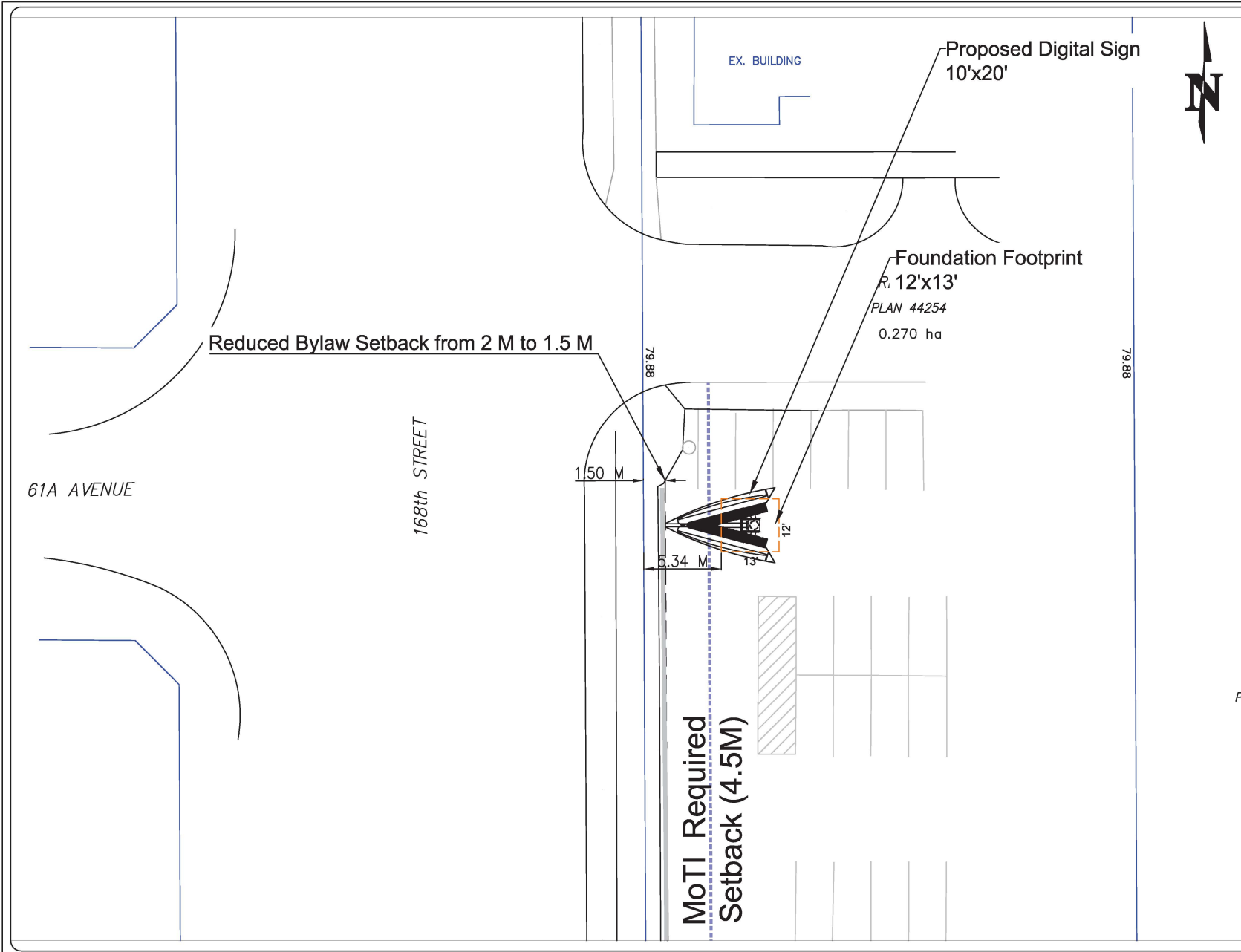
- Appendix I. Lot Owners and Action Summary
- Appendix II. Aerial Map Showing Sign Location
- Appendix III. Development Variance Permit No. 7917-0420-00

original signed by Ron Gill

Jean Lamontagne
General Manager
Planning and Development

RT/da

APPENDIX I HAS BEEN
REMOVED AS IT CONTAINS
CONFIDENTIAL INFORMATION



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

PROJECT:

Digital Sign

DRAWING TITLE:

**Sign Location Map
 (Hwy 15 & 61A Ave)**

PRELIMINARY PLAN - SUBJECT TO APPROVAL(S) FROM
 FEDERAL, PROVINCIAL AND LOCAL AUTHORITIES

CLIENT:

City of Surrey

SCALE:

1:250

DATE:

December 8, 2017

PROJECT No:

13-1131

DRAWING No:

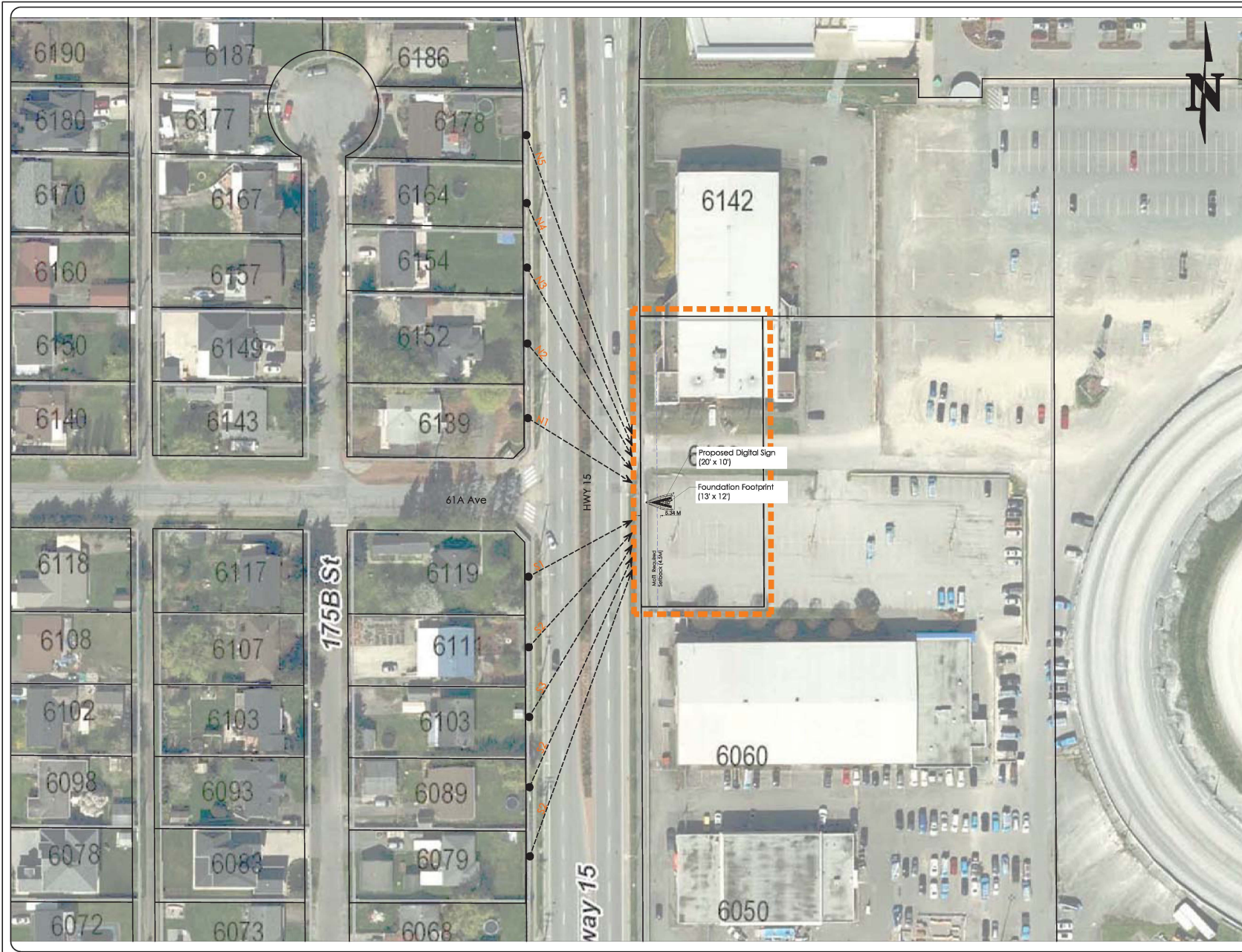
01

DESIGNED BY: CHECKED BY:

EW

OV

Appendix II



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

PROJECT:

**Digital Sign
 Hwy 15 & 61A Ave, Surrey**

DRAWING TITLE:

View Context Plan

PRELIMINARY PLAN - SUBJECT TO APPROVAL(S) FROM
 FEDERAL, PROVINCIAL AND LOCAL AUTHORITIES

CLIENT:

City of Surrey

SCALE:

1:1000

DATE:

November 28, 2017

PROJECT No:

13-1131

DRAWING No:

00

DESIGNED BY:

EW

CHECKED BY:

OV

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7917-0420-00

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: 007-358-423

Lot 30, Except Part Dedicated Road on Plan BCP17122, Section 8 Township 8 New
Westminster District Plan 44252

6128 - 176 Street

(the "Land")

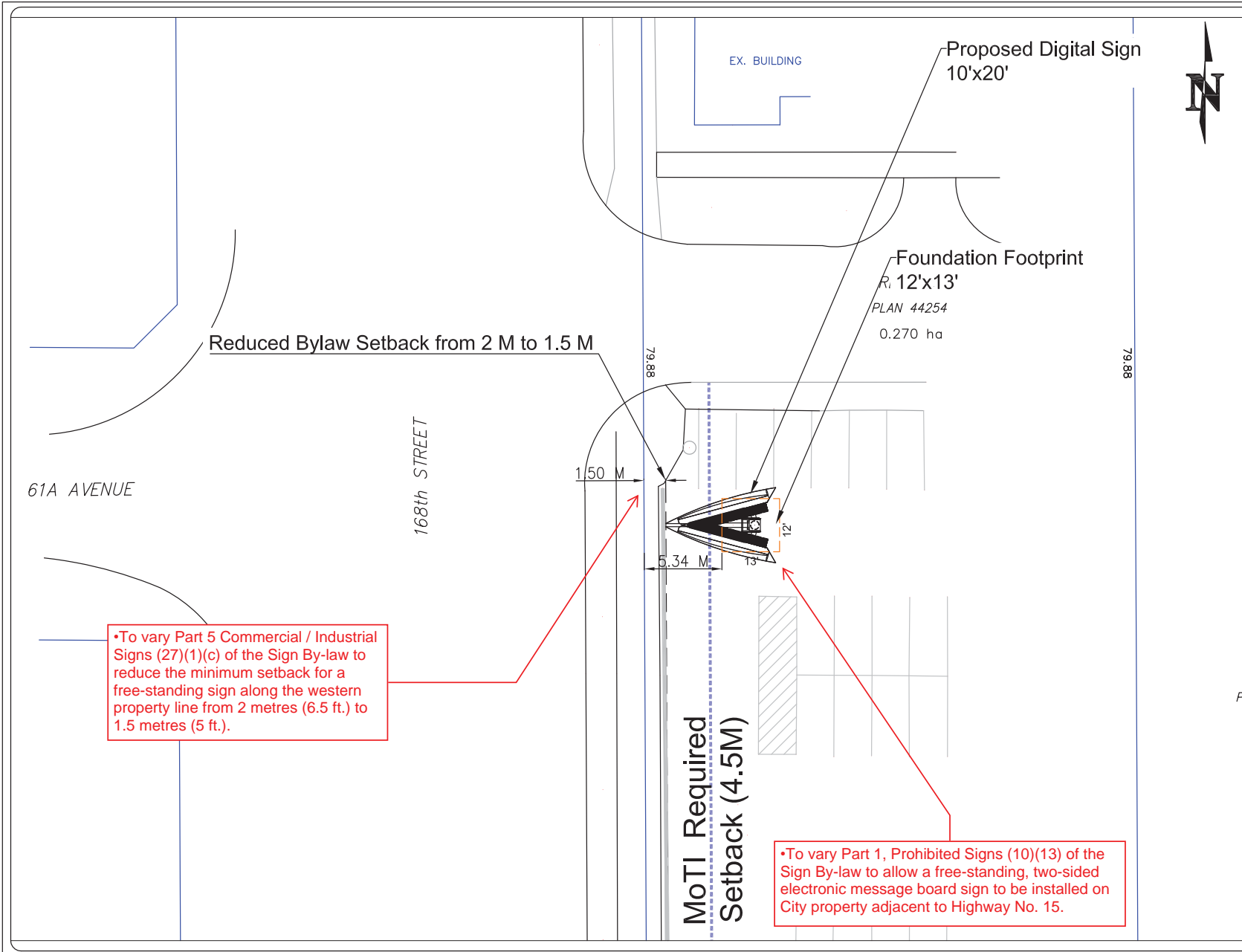
3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) To vary Part 1, Prohibited Signs (10)(13) of the Sign By-law to allow a free-standing, double-sided electronic message board sign to be installed on the Land adjacent to Highway No. 15;
 - (b) To vary Part 1, General Provisions (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 43.9 square metres (473 sq. ft.);

- (d) 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.).
 - (e) To vary Part 5, Commercial / Industrial Signs (27)(1)(c) of the Sign By-law to reduce the minimum setback for a free-standing sign from the western property line from 2 metres (6.5 ft.) to 1.5 metres (4.9 ft.);
 - (f) To vary Part 5, Commercial / Industrial Signs (27)(1)(i) of the Sign By-law to increase the maximum copy area of the proposed free-standing sign in Commercial/Industrial Zones from 14 square metres (150 sq. ft.) to 37.2 square metres (400 sq. 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 , 20 .
ISSUED THIS DAY OF , 20 .

Mayor – Linda Hepner

City Clerk – Jane Sullivan



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

PROJECT:

Digital Sign

DRAWING TITLE:

**Sign Location Map
(Hwy 15 & 61A Ave)**

PRELIMINARY PLAN - SUBJECT TO APPROVAL(S) FROM
FEDERAL, PROVINCIAL AND LOCAL AUTHORITIES

CLIENT:

City of Surrey

SCALE:

1:250

DATE:

December 8, 2017

PROJECT No:

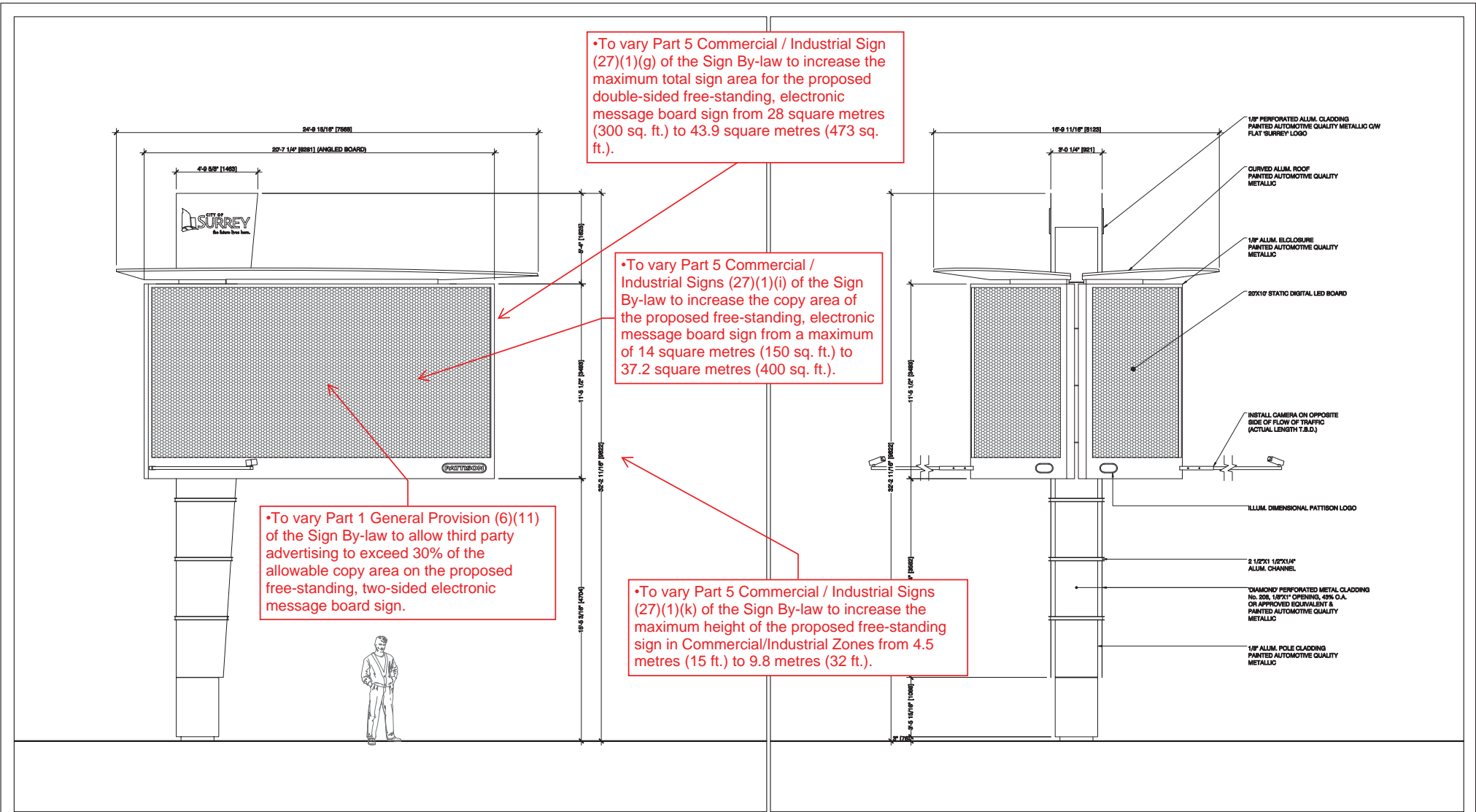
13-1131

DRAWING No:

01

DESIGNED BY: **EW** CHECKED BY: **OV**

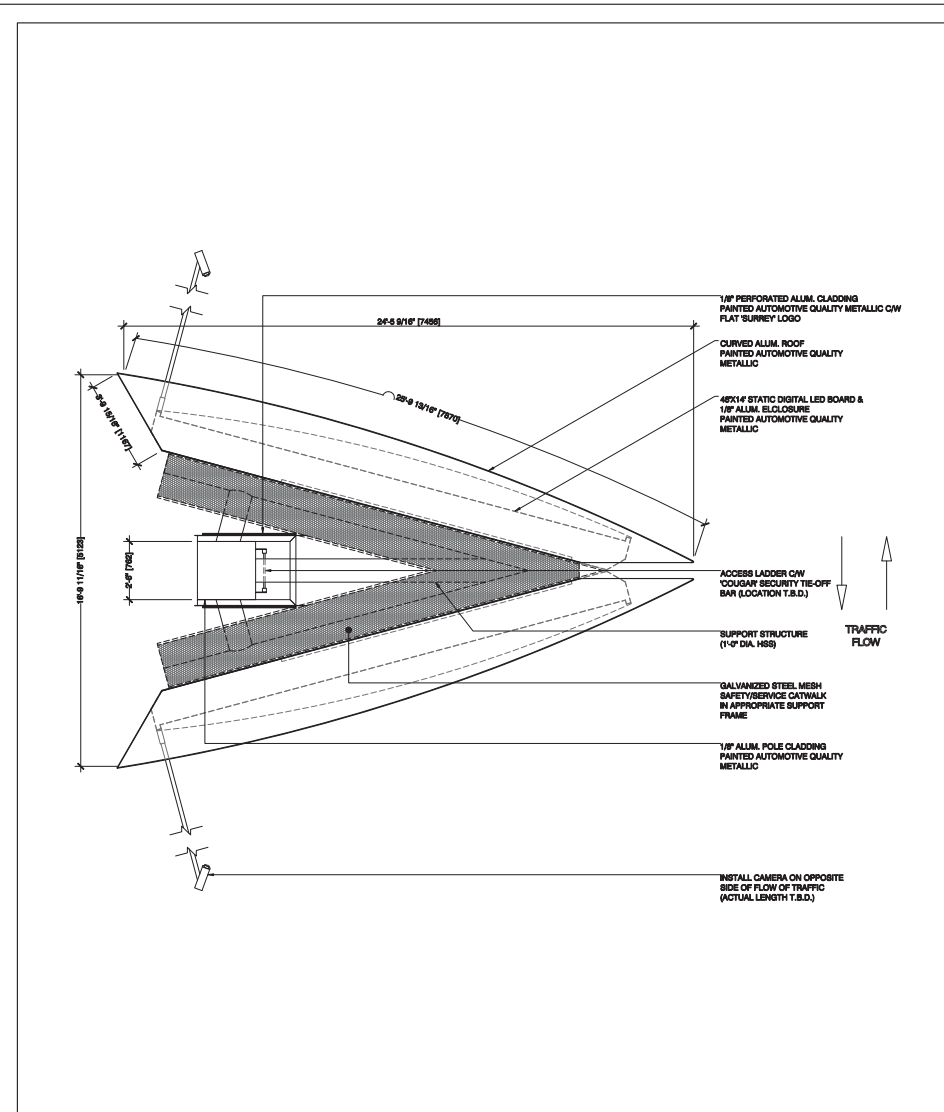
Schedule A



1 10'X20' LED Digital Billboard Board Elevation
W2.0 3/16" = 1'-0"

2 10'X20' LED Digital Billboard Head-on Elevation
W2.0 3/16" = 1'-0"

| | | | | | | | | | | |
|--|--|---|----------------|---|-------------|------------------------------------|--------------|--|---------------|------|
| <p>Kramer Associates Tel: 416.921.1078 Fax: 416.921.9934 www.kramer-design.com</p> | 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 | 10'X20' LED Digital Billboard Elevations | DWG No | W2.0 |
| | <p>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 at completion of work. Contractor 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.</p> | | | | | | | | | |
| | | | | | | | | APPROVAL | | |



10'X20' LED Digital Billboard
1
Plan
W2.1 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 Jun. 14, 2013

TITLE 10'X20' LED Digital Billboard
Plan
APPROVAL

DWG No
W2.1

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