

City of Surrey
PLANNING & DEVELOPMENT REPORT

Application No.: 7921-0308-00

Planning Report Date: October 3, 2022

PROPOSAL:

- **Development Permit**

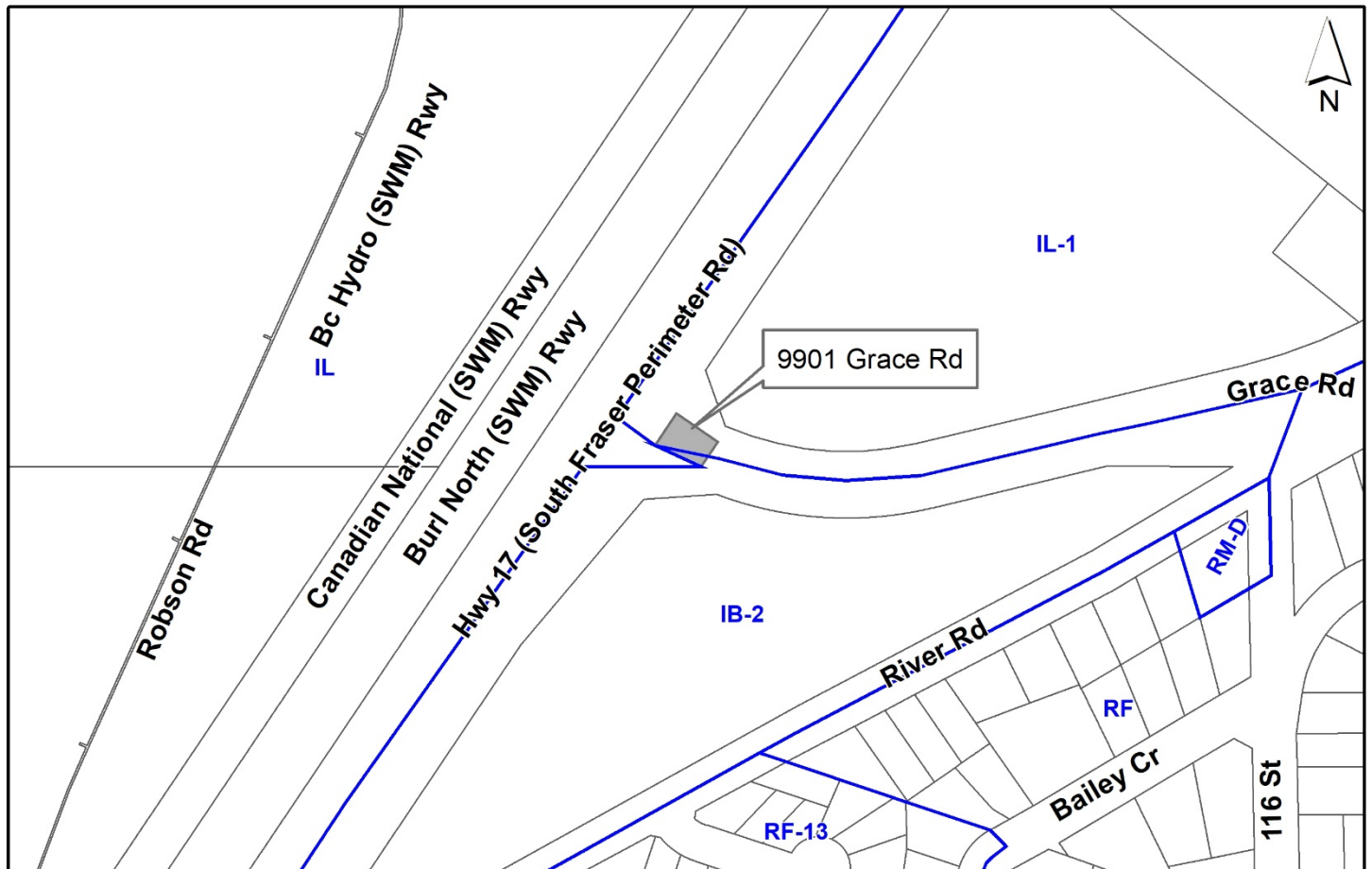
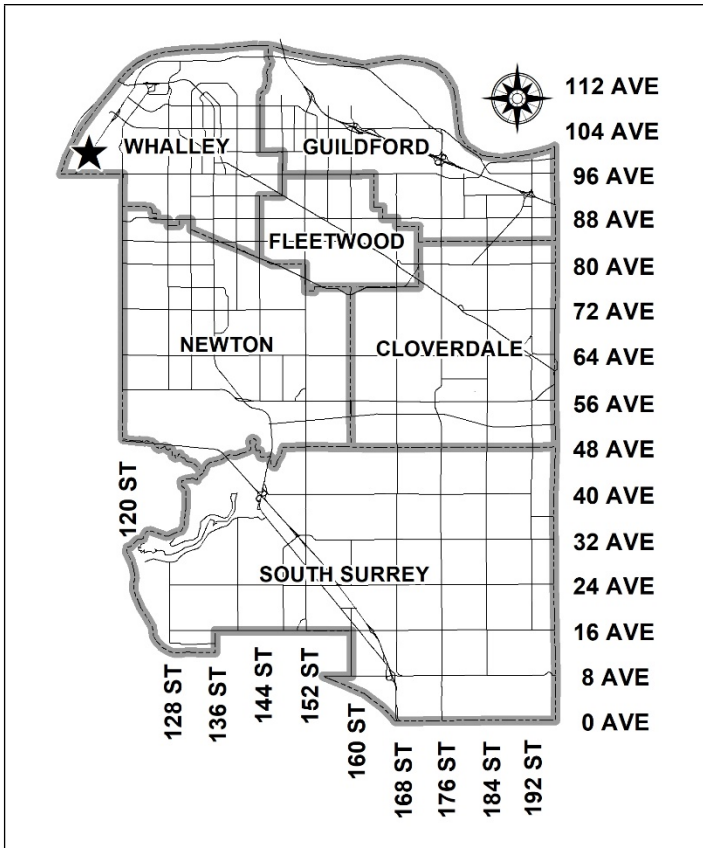
to allow a free-standing, two-sided electronic message board sign in South Westminster along Highway No. 17.

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

ZONING: IL-1, IB-2

OCP DESIGNATION: Industrial

NCP DESIGNATION: Road



RECOMMENDATION SUMMARY

- Approval to vary the Sign By-law through a comprehensive sign design package.
- Approval to draft Development Permit.

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 eight (8) free-standing, two-sided electronic message board signs installed in Surrey. These signs were approved in 2010, 2012, 2014, 2015, and 2018, and 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), at Highway No. 10 and 144 Street, and on the east side of Highway No. 15 at 61A Avenue at the Cloverdale Fairgrounds.
- The subject sign was initially established in 2010 in front of the Surrey Sports and Leisure Centre under Surrey Planning File No. 7910-0036-00. The applicant is intending to relocate this sign to City-owned legal road allowance (formerly Grace Road) abutting Highway No. 17 to accommodate the construction of the Skytrain Expo Line extension to Langley.
- A similar free-standing, two-sided electronic message board sign was considered for the subject site in 2015 (Under Application No. 7914-0234-00). The associated Development Permit and Development and Development Variance were approved and issued April 13, 2015, and April 29, 2015, respectively, however the sign was not installed.
- 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 approve the Applicant's request to vary the Sign By-law as described in Appendix I.
2. Council authorize staff to draft Development Permit No. 7921-0308-00 for a comprehensive sign design package generally in accordance with the attached drawings Appendix II.
3. Council instruct staff to resolve the following issue prior to final approval:
 - (a) Approval from the Ministry of Forests, Lands and Natural Resource Operations under the Water Sustainability Act (WSA) and Riparian Areas Protection Regulation (RAPR).

SITE CONTEXT & BACKGROUND

Direction	Existing Use	OCP/NCP Designation	Existing Zone
Subject Site	City-owned legal road width (Grace Road)	OCP: Industrial NCP: Road	IL-1 and IB-2
West (Across Highway No. 17 and rail rights-of-way):	Surrey Fraser Docks.	OCP: Industrial. NCP: Port-Related Industrial	IL
Northeast:	Truck Parking Facility	OCP: Industrial. NCP: Light Impact Industrial	IL-1
South:	Vacant, vegetated, hillside lot.	OCP: Industrial NCP: Parks and Open Spaces	IB-2

Context & 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, eight (8) free-standing, electronic message board signs have been approved in the City and are all 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	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 of right 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.
Highway No. 15 at 61A Avenue	3.0 m x 10.7 m (10 ft. x 35 ft.)	9.8 metres (32 ft.)	No. 7917-0420-00	January 08, 2018, 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 move 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.
- A similar free-standing, two-sided electronic message board sign was considered for the subject site in 2015 (Under Application No. 7914-0234-00). The associated Development Permit and Development and Development Variance were approved and issued April 13, 2015, and April 29, 2015 respectively, however the sign was not installed.

- As construction did not occur within two years after the Development Variance Permit was issued, and as City requirements related to Development Permits have changed, a new application was required to permit the proposed electronic message board sign.

Current Proposal

- The current proposal is for the larger-format two-sided electronic message board sign located at Surrey Sport and Leisure Centre to be relocated to the subject site at the intersection of the former Grace Road and Highway No. 17. The message board screen is approximately 3.0 m by 6.0 m (10 ft. x 20 ft.).
- The proposed sign height is to be 9.75 metres (32 ft.), which is of a similar scale to that of the free-standing electronic message board sign installed in front of the Surrey Sport and Leisure Centre.
- The proposed sign location is situated immediately southeast of Highway No. 17. The site is City-owned legal road allowance (formerly Grace Road), designated Industrial in the Official Community Plan (OCP) and is zoned Light Impact Industrial 1 Zone (IL-1) and Business Park 2 Zone (IB-2). Maintenance access will be gained via the maintenance road that runs immediately east of the subject site, connecting to Grace Road.

Environmental Considerations

- The subject site is regulated by the provisions in the Official Community Plan's DP3 (Sensitive Ecosystem – Green Infrastructure Areas) section. The subject sign will be located within the 50-metre buffer as measured from the edge of GIN Corridor 110.
- The subject site is regulated by the provisions in the OCP's DP3 (Sensitive Ecosystem – Streamside Setback) section. The subject sign will be located within the 50-metre buffer as measured from the top of bank of two Class-A/O ditches (watercourses 1 & 2) on the southeast side of Highway 17, and two Class-B ditches (watercourses 3 & 5) which are located on the north and south side of the former Grace Road allowance.
- The location of the subject sign complies with the 10-metre setback as measured from the top of bank of the two Class-A/O ditches (watercourses 1 & 2). No variances are required for this aspect of the proposal under Part 7A of the Zoning Bylaw.
- Staff also note that there is a Class-C ditch (watercourse 4) to the south of the subject site. This feature was evaluated and found not to meet the definition of a 'stream' under provincial legislation, and therefore a setback does not apply under Part 7A of the Zoning Bylaw.
- Staff understand that Metro Vancouver is proposing works immediately to the south of the proposed subject sign which form part of their Annacis Water Supply Tunnel project. This project involves construction of a new tunnel under the Fraser River, between the City of Surrey and the City of New Westminster and involves preparatory tree removal works and the infilling of watercourses 3, 4, and 5. This project has been exempted from the Water Sustainability Act permitting requirements. The erection of the subject sign is schedule to occur in conjunction with the construction works for the Annacis Water Supply Tunnel project.

- A Sensitive Ecosystems Development Permit (DP₃) has not been required for the proposed signage installation as the sign is to be located within the road allowance of the previous Grace Road and south side the setback area of the adjacent watercourse 1 and 2. The installation of the sign will be in conjunction with the land preparation activities associated with the Annacis Water Supply Tunnel project.
- Although no impacts are anticipated, the applicant will be required to obtain formal sign-off as required from the Ministry of Forests, Lands and Natural Resource Operations under the Water Sustainability Act (WSA) and Riparian Areas Protection Regulation (RAPR) prior to Development Permit issuance.

Sign By-law Considerations

- The proposed free-standing, two-sided electronic message board sign requires a Development Permit for a comprehensive sign design package, and Council will also need to consider several variances to the Sign By-law, as noted in the following table:

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 a City road right-of-way adjacent to Highway No. 17
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)(i)	Maximum copy area shall not exceed 50% of the sign area	Allow the maximum permitted copy area to exceed 50% of the sign area
Part 5, Signs in Commercial/Industrial Zones (27)(1)(k)	Maximum height of a free-standing sign at this location is 4.5 metres (15 ft.)	Increase the maximum permitted height to 9.75 metres (32 ft.)

Referrals

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

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

Design Proposal and Review

- The proposed free-standing, electronic message board sign is double-sided, is approximately 9.75 metres high, is a total sign area of 18.58 square metres and will be identical to the electronic message board sign installed and in operation at the Surrey Sport and Leisure Centre.
- 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 the passersby. The angled board creates a bold 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 for both westbound and eastbound traffic along Highway No. 17.

Proposed Sign By-Law Variances and Rationale

- The applicant proposes a number of variances to the Sign By-law, which are noted in detail in Appendix I of this report, and are also noted below:
- A variance is proposed to allow the free-standing, two-sided electronic message board sign (the "proposed sign") to be installed on City property adjacent to Highway No. 17.
 - The proposed sign is part of a City program, which generates revenue through advertising and displays valuable City information.
 - The proposed sign is of a high-quality design, and in a highly visible location, which will increase the effectiveness of the messages.
 - The proposed sign will be installed on a vacant City-owned Road right-of-way, which will not impact pedestrian or vehicular traffic, including traffic along Highway No. 17.
 - The subject site is designated industrial in the OCP and is not proximate to residential uses.
 - The Ministry of Transportation and Infrastructure (MOTI) has agreed to the sign relocation and has not raised any other concerns or objections to the proposed sign.
- A variance is proposed to allow third party advertising to exceed 30% of the allowable copy area on the proposed sign.
 - Third party advertising is important to the feasibility of the proposed sign.
 - In addition to acting as a communication tool for the City to relay information to the public, the proposed 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 sign is a significant financial venture. Thus, the success and viability of the proposed sign is contingent on third-party advertising.

- A variance is proposed to allow the maximum permitted copy area of the proposed sign to exceed 50% of the sign area, and to increase the maximum permitted height from 4.5 metres to 9.75 metres.
 - The size of the proposed sign will optimize the impact for the advertiser and provide adequate size and clarity to ensure brand recall and message understanding.
 - The proposed sign is well-designed and utilizes the same state-of-the-art LED technology used in other electronic message board signs currently operating in the City. The sign will reduce glare and light pollution compared to standard digital signs without LED technology and will be energy efficient, particularly at night, as the LED lights automatically adjust to ambient light levels.
 - The proposed size will allow for greater clarity and the ability to easily share advertisements and information with 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 increase in the copy area is reasonable when considering the purpose of the proposed sign and its ability to project larger images and advertisements.
 - The overall height of the proposed sign is 9.75 metres (32 ft.), which includes the decorative element affixed above the electronic message board. The proposed height is consistent with other electronic message board signs currently in operation throughout the City.
 - The proposed sign has been designed and copyrighted by Pattison to incorporate innovative architectural features and design elements that are unique to Surrey.
 - The proposed sign will provide additional revenue source for the City, which can be used to improve infrastructure and facilities.
- Staff support the proposed variances.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

- Appendix I. Proposed Sign By-law Variances Table
- Appendix II. Sign Drawings

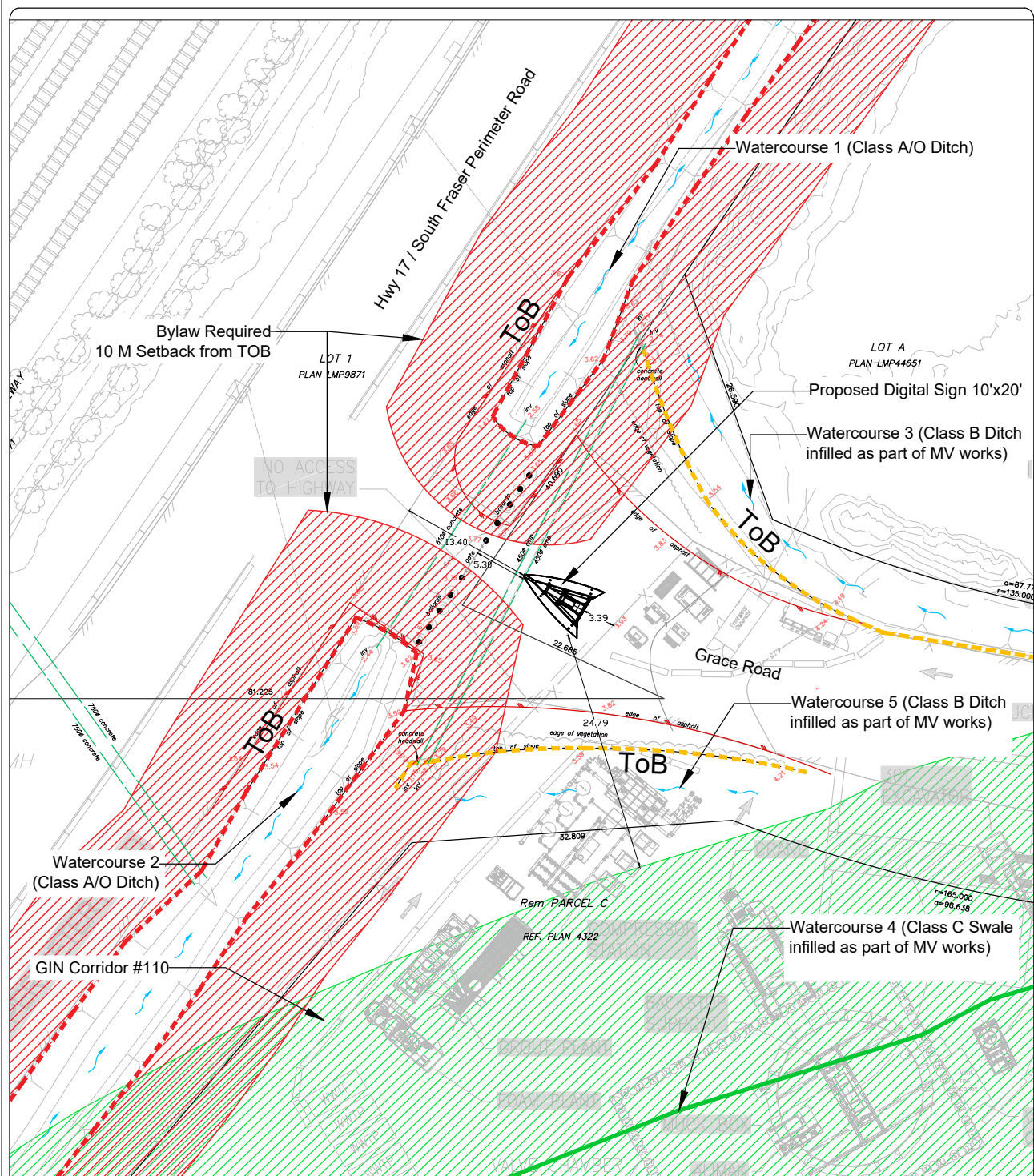
approved by Ron Gill

Jeff Arason
Acting General Manager
Planning and Development

RO/cm

PROPOSED SIGN BY-LAW VARIANCES

#	Proposed Variances	Sign By-law Requirement	Rationale
1	To allow a free-standing, two-sided electronic message board sign to be installed on a City road right-of-way adjacent to Highway No. 17.	Electronic message board signs are prohibited as per Part 1, Prohibited Signs (10)(13).	The proposed free-standing, electronic message board sign will be installed on a vacant City-owned Road right-of-way, which will not impact pedestrian or vehicular traffic. It is part of a City program, which generates revenue through advertising and displays valuable City information.
2	To allow third party advertising to exceed 30% of the allowable copy area on the proposed free-standing, electronic message board sign.	Third party advertising restricted to a maximum of 30% of the copy area as per Part 1, General Provisions (6)(11).	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.
3	To allow the maximum permitted copy area to exceed 50% of the sign area.	Maximum copy area shall not exceed 50% of the sign area as per Part 5, Signs in Commercial/Industrial Zones (27)(1)(i).	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.
4	To increase the maximum permitted height to 9.75 metres (32 ft.).	Maximum height of a free-standing sign at this location is 4.5 metres (15 ft.) as per Part 5, Signs in Commercial/Industrial Zones (27)(1)(k).	The proposed height is consistent with other electronic message board signs currently in operation throughout the City.



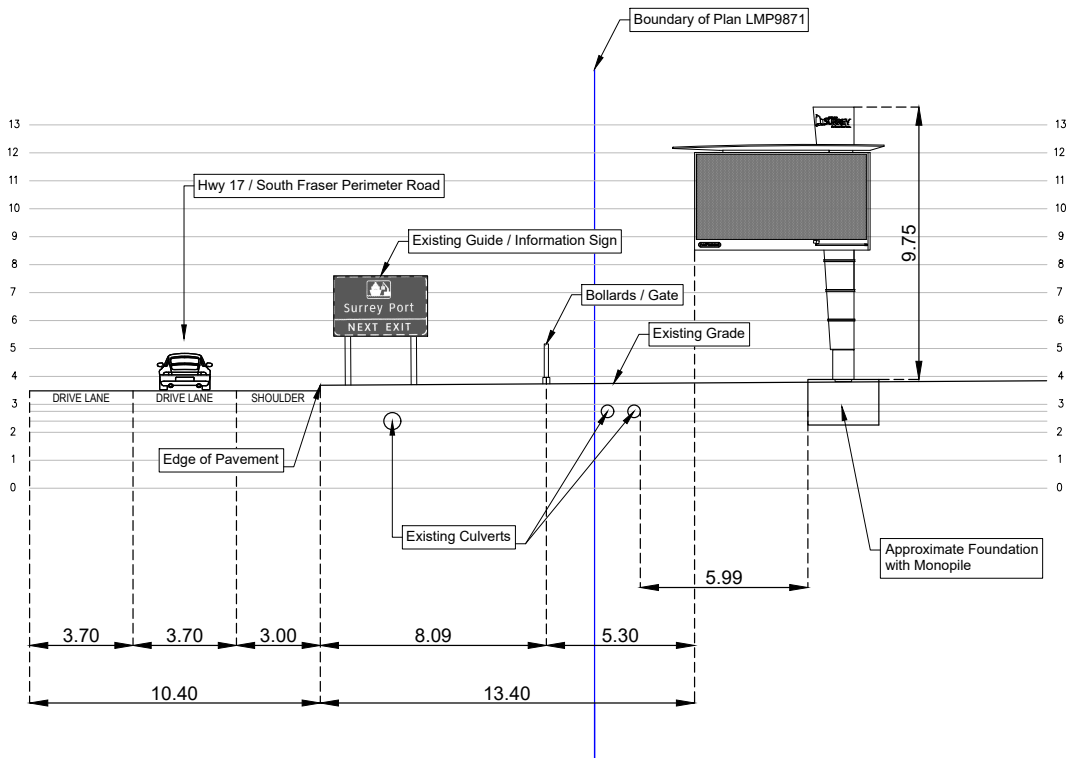
LEGEND

- Surveyed Class A/O (Red-coded) Ditch ToB
- Surveyed Class B (Yellow-coded) Ditch ToB
- COSMOS Mapped Class C (Green-coded) Swale
- Bylaw Required Setback (10 M from surveyed TOB)
- GIN Corridor #110
- Surveyed Drainage Infrastructure
- Anticipated Stream Flow Direction

Note:

- Location of underground utilities derived from COSMOS, to be confirmed by Utility Locator before construction.
- Foundation footprint is 1.5m from the adjacent culvert (Surveyed Drainage Infrastructure).
- It should be noted that a WSA exemption was granted to MV for the proposed infilling of Watercourses 3 and 5.
- Watercourse 4 was confirmed to be a Class C Swale and was evaluated to not meet the definition of a stream under provincial RAPR and WSA legislation.

CLIENT: City of Surrey			<p>Pacific Land Resource Group Inc.</p> <p>Suite 101 - 7485 130 Street Surrey, British Columbia Canada V3W 1H8</p> <p>Tel: 604-501-1624 Fax: 604-501-1625 www.pacificlandgroup.ca info@pacificlandgroup.ca</p>	
PROJECT: Digital Sign Relocation				
DRAWING TITLE: Environmental Setback Plan with Proposed Site Layout - Hwy 17 & Grace Rd				
PROJECT No. 21-2298	DATE: May 26, 2022	DRAWING: 01	SCALE: 1:400	
PRELIMINARY PLAN - SUBJECT TO APPROVAL(S) FROM FEDERAL, PROVINCIAL AND LOCAL AUTHORITIES				



Note:

- Location of underground utilities derived from COSMOS, to be confirmed by Utility Locator before construction.
- Foundation footprint is approximate.

CLIENT: City of Surrey	
PROJECT: Surrey Digital Sign	
DRAWING TITLE: Profile - Hwy 17 & Grace Road	



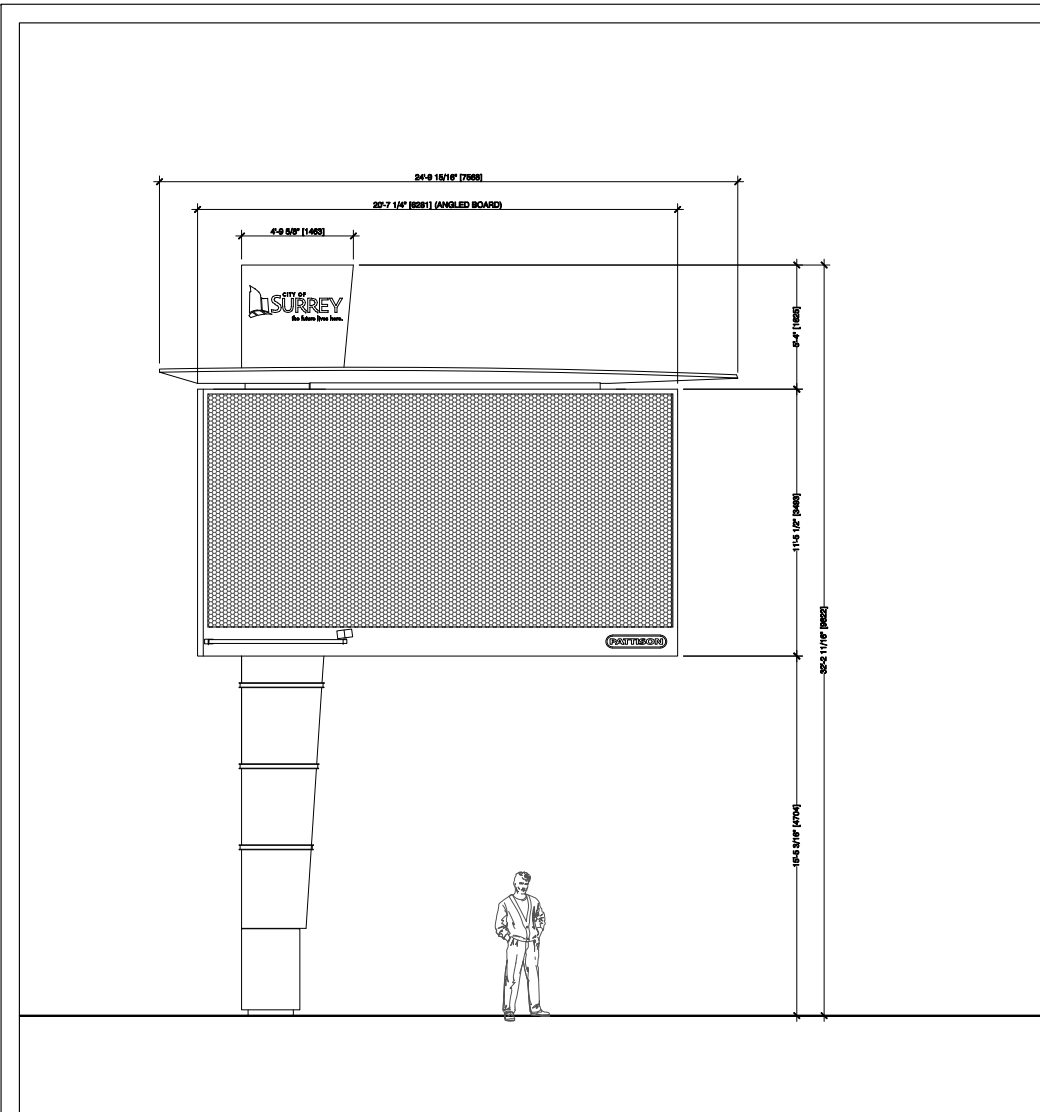
PACIFIC LAND GROUP
Land Use, Development & Environmental Strategists

Pacific Land Resource Group Inc.

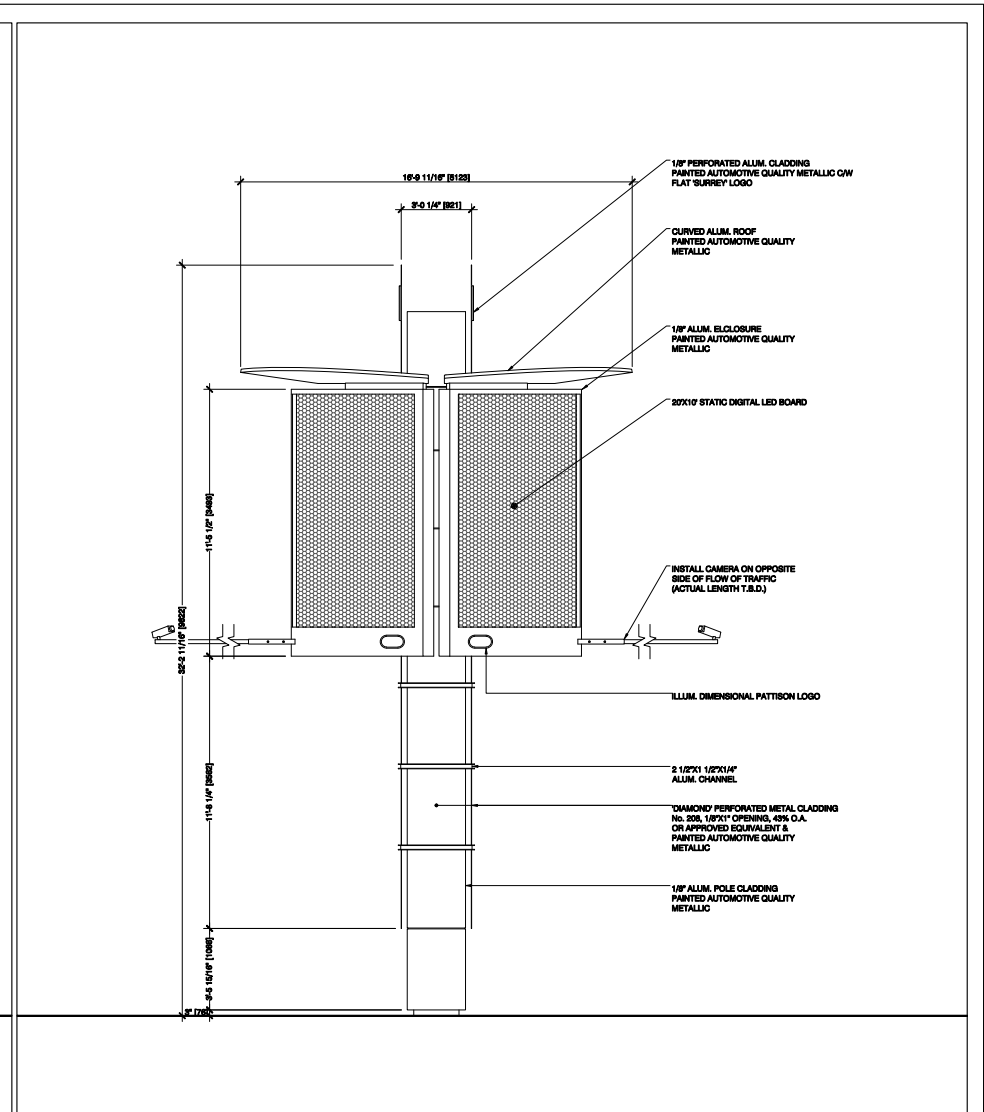
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PROJECT No. 21-2298	DATE: May 26, 2022	DRAWING: 02	SCALE: 1:175
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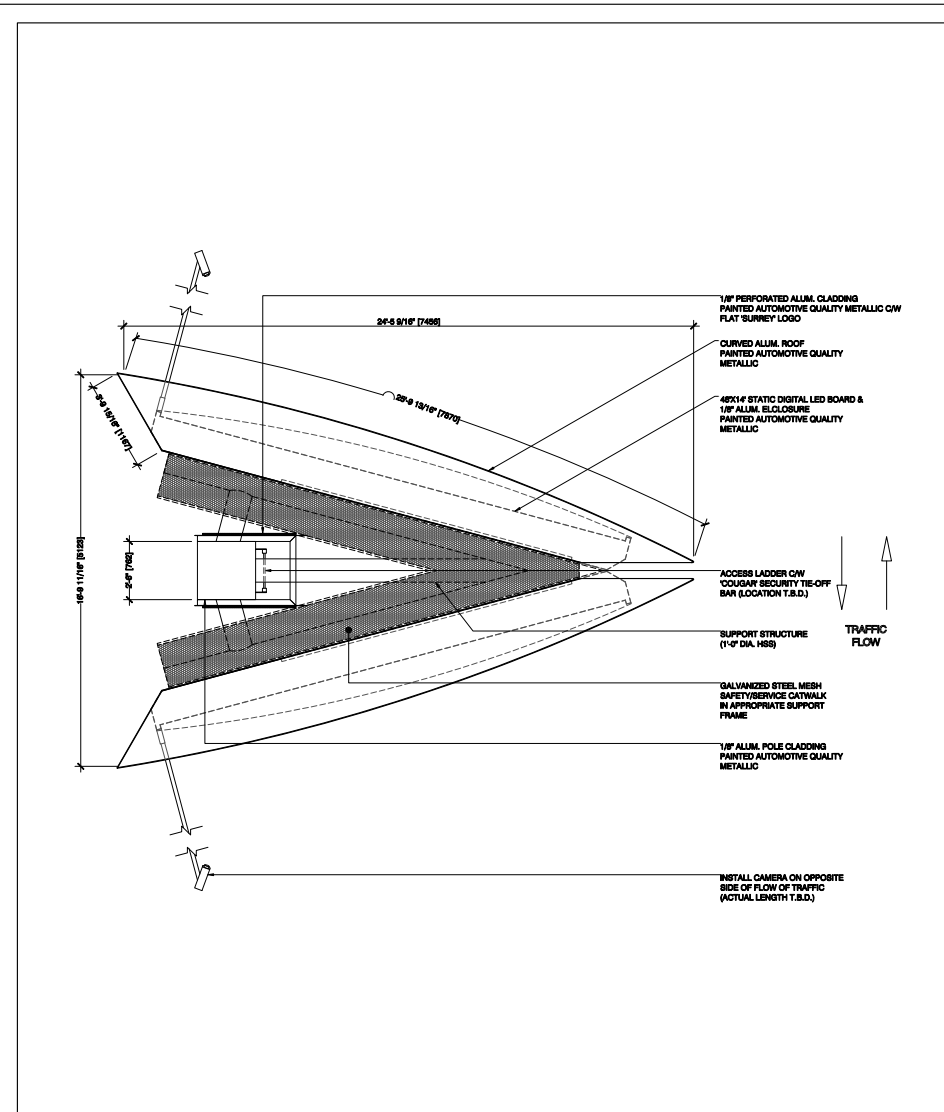


1 10'x20' LED Digital Billboard Board Elevation
W2.0 3/16" = 1'-0"



2 10'x20' LED Digital Billboard Head-on Elevation
W2.0 3/16" = 1'-0"

 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 10'x20' LED Digital Billboard Elevations	DWG No W2.0
	APPROVAL				
	<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 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.</small>				



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
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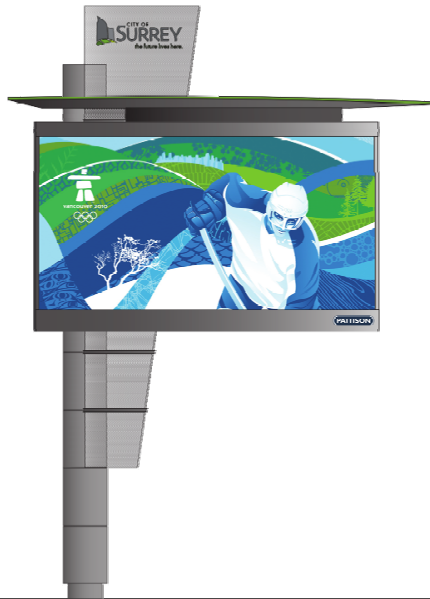
PROJECT	Digital Billboard Program Surrey, British Columbia
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DATE	Issued for Review Jun. 14, 2013
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TITLE	10'X20' LED Digital Billboard Plan
APPROVAL	

DWG No	W2.1
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ORIGINAL 10' X 20'



PROPOSED 10' X 20'



PROPOSED 10' X 35'



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' & 10'X35' LED Digital Billboard Original & Proposed Rendering	DWG No	W4.0
							APPROVAL		

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