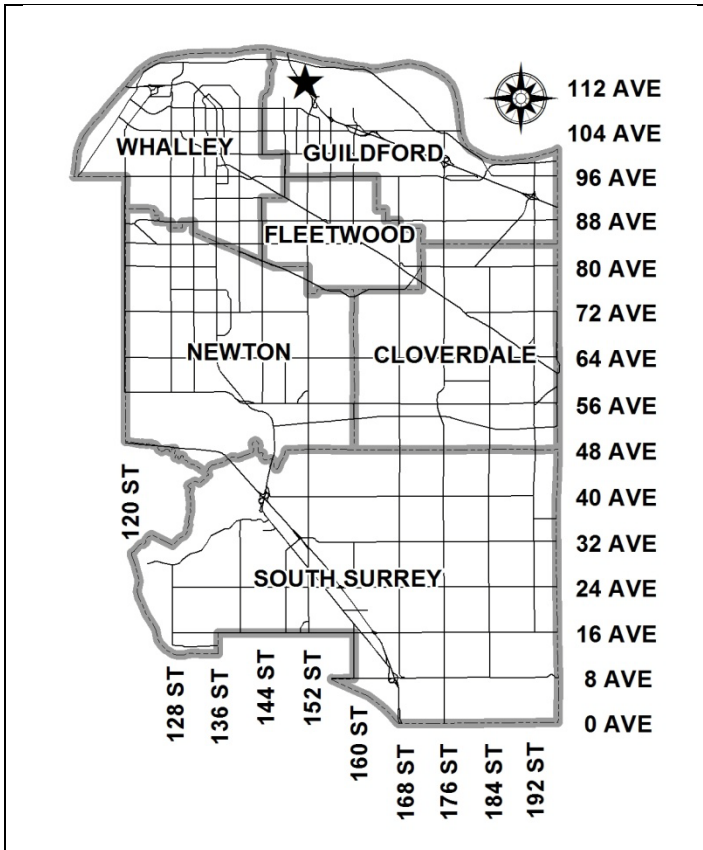


City of Surrey  
**PLANNING & DEVELOPMENT REPORT**

File: 7910-0304-00

Planning Report Date: December 12, 2011

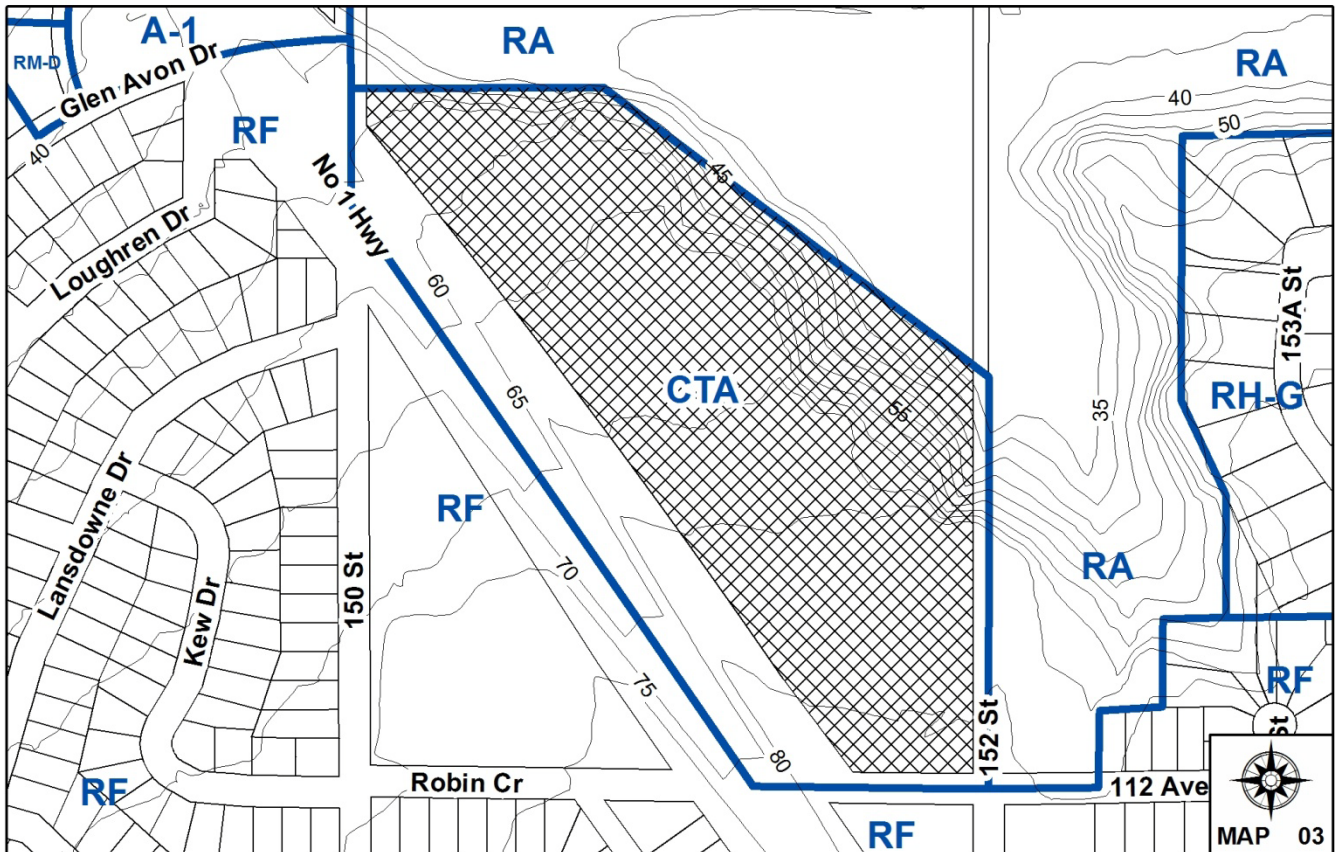


**PROPOSAL:**

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

in order to allow a free-standing, electronic message board sign near the Port Mann Bridge.

**LOCATION:** 15151 - 112 Avenue  
**OWNER:** City of Surrey  
**ZONING:** CTA  
**OCP DESIGNATION:** Suburban



### 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 three (3) approved and installed free-standing, electronic message board signs in Surrey, as part of the pilot project. The three (3) existing signs, located at the Guildford Recreation Centre, the Surrey Sports and Leisure Centre and east of the Pattullo Bridge along King George Boulevard, were approved through separate Development Variance Permit processes.
- The proposed free-standing, electronic message board sign is of high quality and incorporates the same unique design as the three (3) 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. 7910-0304-00 generally in accordance with the attached drawings (Appendix II).
2. Council approve Development Variance Permit No. 7910-0304-00 (Appendix III) varying the following Sign By-law regulations, to proceed to Public Notification:
  - (a) to allow an increase in the maximum height of the proposed free-standing, electronic message board sign from 7.6 metres (25 ft.) to 19.5 metres (64 ft.);
  - (b) to increase the maximum total sign area for the proposed double-sided free-standing, electronic message board sign from 43 square metres (460 sq.ft.) to 125 square metres (1,344 sq.ft.);
  - (c) to allow third party advertising to exceed 70% of the allowable copy area on the proposed free-standing, electronic message board sign;
  - (d) to allow a free-standing, electronic message board sign with third party advertising to be installed within 150 metres (500 ft.) and be visible from Highway No. 1; and
  - (e) to allow a free-standing, electronic message board sign to be located within 60 metres (200 ft.) of Highway No. 1.
3. Council instruct staff to resolve the following issues prior to approval:
  - (a) ensure that all engineering requirements and issues including restrictive covenants, dedications, and rights-of-way where necessary, are addressed to the satisfaction of the General Manager, Engineering; and
  - (b) indication of support by Council of Development Variance Permit No. 7910-0304-00.

REFERRALS

Engineering:	The Engineering Department has no objection to the project, but requires the registration of a SRW for the digital sign and foundation, as well as for sign servicing, access and maintenance.
Parks, Recreation & Culture:	Parks has no concerns with the proposed sign.
Ministry of Transportation & Infrastructure (MOTI):	MOTI has no objection to the proposal.
FortisBC:	FortisBC has no objection to the proposal.
BC Hydro:	BC Hydro has no objection to the proposal.

SITE CHARACTERISTICS

Existing Land Use: Dogwood Campground and R.V. Park

Adjacent Area:

Direction	Existing Use	OCP Designation	Existing Zone
North:	Former sanitary landfill.	Suburban	RA
East:	City-owned greenbelt.	Suburban / Urban	RA
South (Across Highway No. 1):	City park. Single family dwellings.	Urban	RF
West (Across Highway No. 1):	Park.	Urban	RF

DEVELOPMENT CONSIDERATIONSBackground

- In September 2009, following a public request for proposals process, Council awarded a digital sign pilot program to Pattison Outdoor Advertising Ltd. ("Pattison"). The program calls for the installation on a pilot basis for up to 36 months, of a number of large-format and smaller-format digital signs on City-owned sites. The large-format electronic message board signs are approximately 4.26 metres by 14.6 metres (14 x 48 ft.), while the smaller-format electronic message board signs are approximately 3.0 metres by 6.0 metres (10 x 20 ft.) in size.
- The first two (2) digital signs installed under the pilot program, being two smaller-scale (10 ft. x 20 ft.) signs, began operation on July 27, 2010. One sign is located at the Guildford Community Centre fronting 152 Street (Development Application No. 7910-0012-00), and the second sign is located at the Surrey Sports and Leisure Complex on Fraser Highway (Development Application No. 7910-0036-00). Both Development Permits were approved by Council on April 12, 2010.
- The first large-format (14 x 48 ft) digital sign was approved by Council on October 4, 2010, and was installed on December 18, 2010 within the road right-of-way of King George Boulevard near 124 Street, east of the Pattullo Bridge.
- Pattison has advised that advertising sales for the signs have exceeded expectations, with the installed signs having achieved near full capacity. The City receives the greater of a guaranteed minimum revenue stream or a percentage of the advertising revenue generated by each sign.
- Strong support for the digital signs and the corresponding advertising opportunities have 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 intends to submit applications to the City for additional signs under the digital sign pilot program over the course of the next several months. 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 large-format, double-sided, free-standing, electronic message board sign. The proposed location is situated along Highway No. 1 on a City-owned parcel (15151 – 112 Avenue), which is currently leased by the operators of the Dogwood Campground and R.V. Park (Appendix II).
- The proposed free-standing, electronic message board sign will require a Development Permit, and Council will also need to consider several variances to the Sign By-law.
- Two (2) statutory rights-of-way are registered on the subject property. One is in favour of BC Hydro, while the second is jointly held by BC Hydro and FortisBC (formerly Terasen Gas). Referrals were sent to both agencies, and they have no concerns regarding the proposed free-standing, electronic message board sign, as the rights-of-way are not near the proposed sign location.

### 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.

### DESIGN PROPOSAL AND REVIEW

- The proposed free-standing, electronic message board sign is 19.5 metres (64 ft.) high, 17.0 metres (55 ft.) wide and will be double-faced with a total sign area of approximately 125 square metres (1,344 sq. ft.). The proposed size and design is identical to the free-standing, electronic message board sign that was installed along King George Boulevard near 124 Street, east of the Pattullo Bridge.
- The proposed free-standing, electronic message board sign is supported by a solid pole with aluminum cladding painted metallic and capped with a curved aluminum roof and a perforated aluminum structure that will accommodate the City of Surrey logo.

- The proposed 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 angled message boards create better readability for passersby and contribute to a bold and distinctive design unlike most standard electronic billboard signs.
- The proposed electronic message board has been designed to be more energy efficient and produce less glare compared to standard digital signs without LED technology.
- The proposed free-standing, electronic message board sign will be visible from the south end of the Port Mann Bridge as one travels eastbound into Surrey from Coquitlam, given the proposed height of the sign and grade difference.
- No trees are impacted or proposed for removal due to the proposed free-standing sign.
- The proposed sign will not impact the operation of the campground and R.V. park.

#### BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary the Sign By-law to allow an increase in the maximum height of a free-standing, sign from 7.6 metres (25 ft.) to 19.5 metres (64 ft.).

Applicant's Reason:

- The proposed free-standing sign is well-designed and utilizes the same LED technology used in the three (3) 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 sign is 19.5 metres (64 ft.), which includes the decorative element affixed above the electronic message board. The height of the sign from the ground to the top of the electronic message board is 15.2 metres (50 ft.).
- The proposed sign has been designed and copyrighted by Pattison Outdoor Advertising to incorporate innovative architectural features and design elements that are unique to Surrey.
- The proposed free-standing, electronic message board sign will provide an additional revenue source for the City, which can be used to improve infrastructure and facilities.

## (b) Requested Variance:

- To vary the Sign By-law to allow an increase in the sign area of the proposed free-standing, electronic message board sign from a maximum 43.0 square metres (460 sq.ft.) to 125 square metres (1,344 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-faced free-standing sign is 62.4 square metres (672 sq.ft.) or 4.2 metres by 14.6 metres (14 ft. x 48 ft.).

## (c) Requested Variance:

- To vary Part 9 Special Permit Signs of the Sign By-law to allow third party advertising on the proposed free-standing, electronic message board sign to exceed 70% of the allowable copy area.

## 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 regular intervals, it is expected that third party advertising will occupy 100% of the allowable 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.

## (d) Requested Variances:

- To vary Part 1 'General Provisions' of the Sign By-law to allow a free-standing, electronic message board sign with third party advertising to be installed within 150 metres (500 ft.) and be visible from Highway No. 1; and
- To vary Part 1 'General Provisions' of the Sign By-law to allow a free-standing sign to be located within 60 metres (200 ft.) of the Highway No. 1 right-of-way.

## Applicant's Reason:

- The proposed free-standing, electronic message board sign will be installed in the best location given its proximity to and the constraints of the Port Mann Bridge, the Gateway Project expansion, and land uses in the area.

## Staff Comments:

- Staff reviewed a number of locations for the proposed free-standing sign in the vicinity of the Port Mann Bridge. With input from the Ministry of Transportation and Infrastructure (MOTI), it was determined that the proposed location is the most appropriate given issues pertaining to visibility, safety and road requirements.
- Third party advertising and exposure to Highway No. 1 are important to the viability of the proposed free-standing sign.
- The proposed free-standing, electronic message board sign will not interfere with existing road signs, the pedestrian bridge or vehicle traffic.

INFORMATION ATTACHED TO THIS REPORT

The following information is attached to this Report:

Appendix I.	Lot Owners and Action Summary
Appendix II.	Sign Drawings
Appendix III	Development Variance Permit No. 7910-0304-00

*original signed by Judith Robertson*

Jean Lamontagne  
General Manager  
Planning and Development

DN/kms

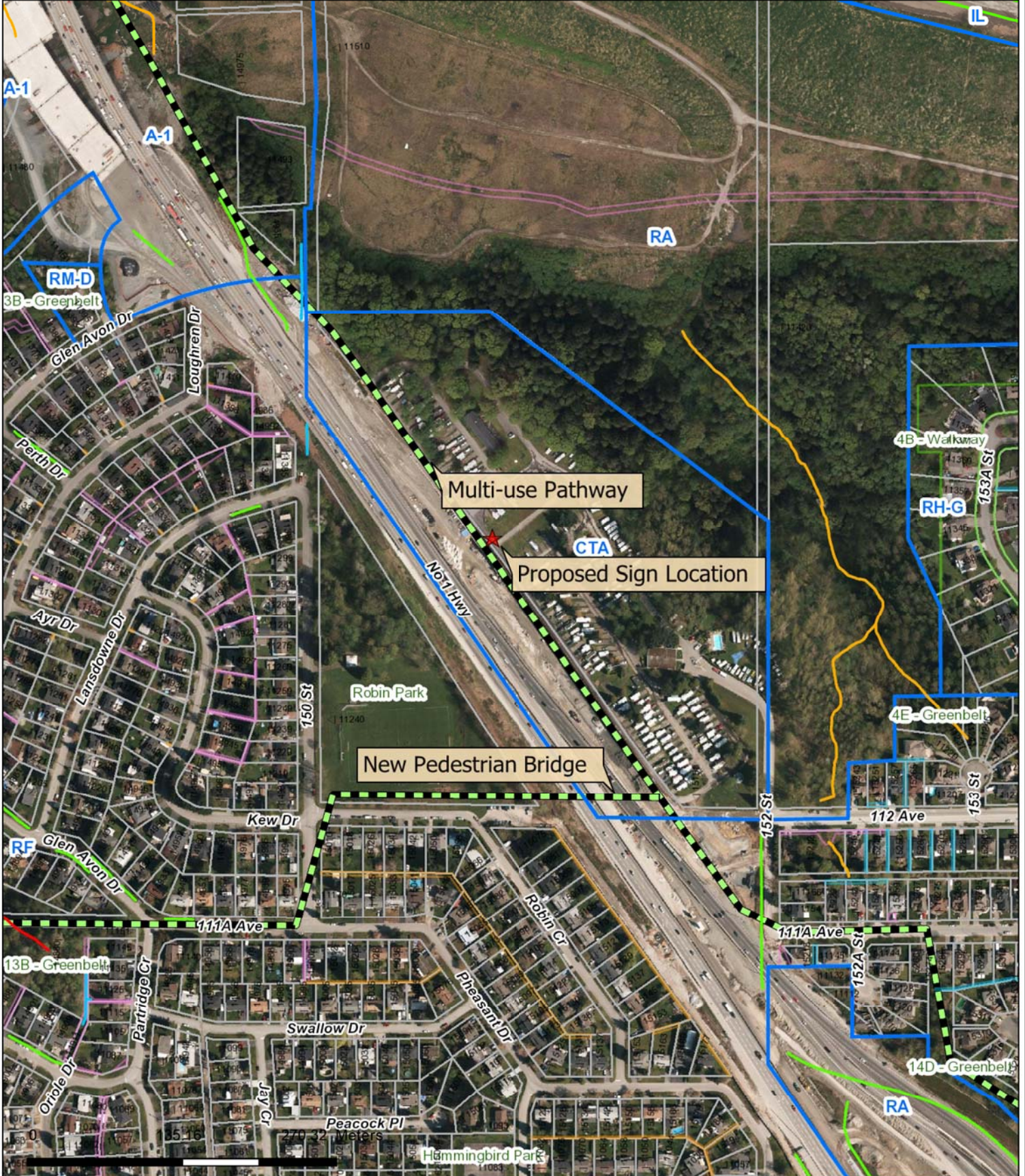
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Information for City Clerk


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

1. (a) Agent:      Name:                      Mr. Oleg Verbenkov  
   Pacific Land Group  
   Address:                      Suite 101, 7485 - 130 Street  
   Surrey, BC V3W 1H8  
  
   Tel:                              (604) 501-1624 - Primary  
                                        (604) 501-1625 - Fax
  
2.                      Properties involved in the Application
  - (a)                      Civic Address:                      15151 - 112 Avenue
  
  - (b)                      Civic Address:                      15151 - 112 Avenue  
   Owner:                              City Of Surrey  
                                        Dogwood Campgrounds BC Ltd.  
   PID:                                      005-818-125  
   Lot 1 Section 8 Block 5 North Range 1 West New Westminster District Plan 40784 Except  
   Plans EPP5809 and EPP5810
  
3.                      Summary of Actions for City Clerk's Office
  - (a)                      Proceed with Public Notification for Development Variance Permit No. 7910-0304-00 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.

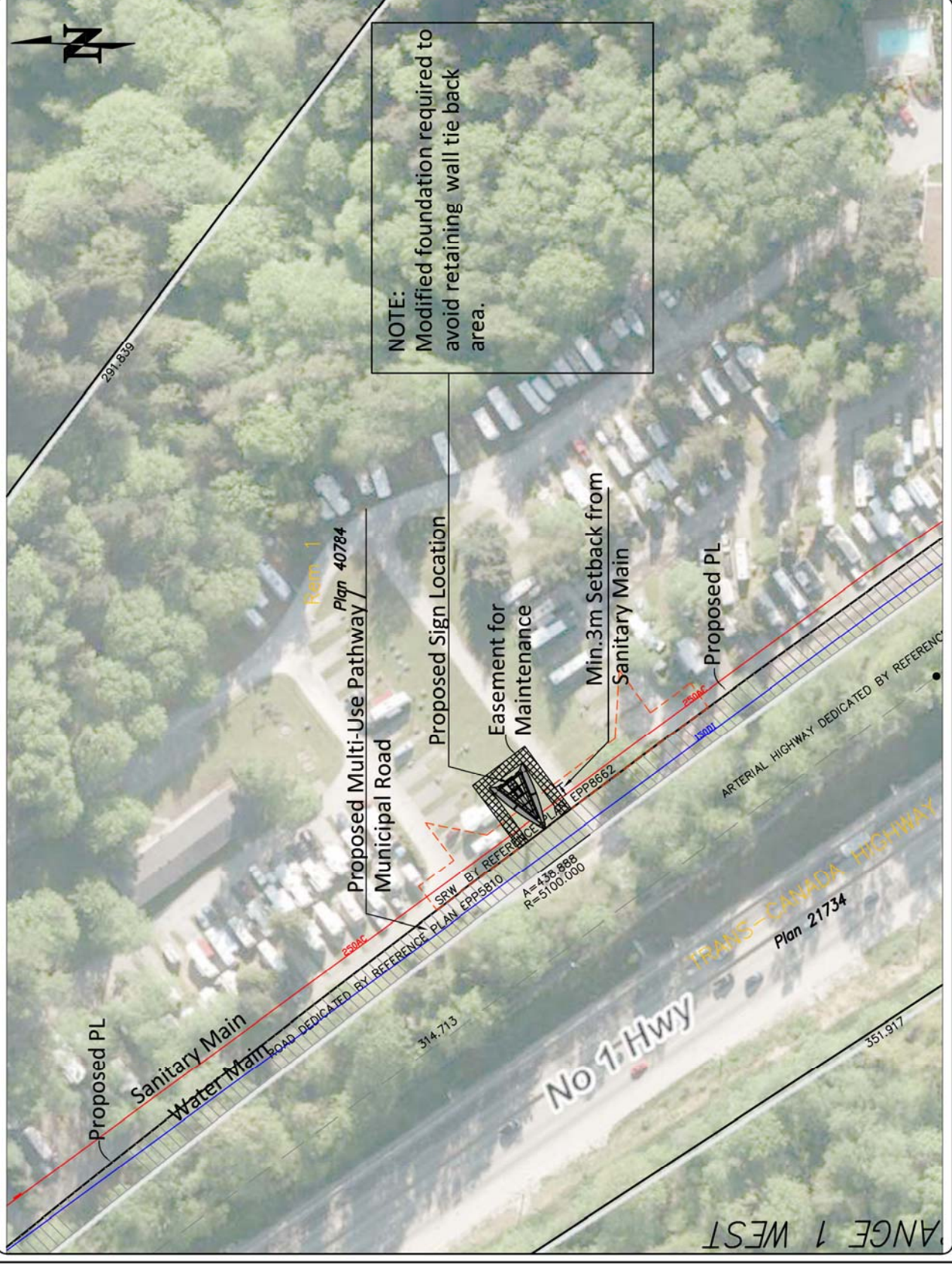


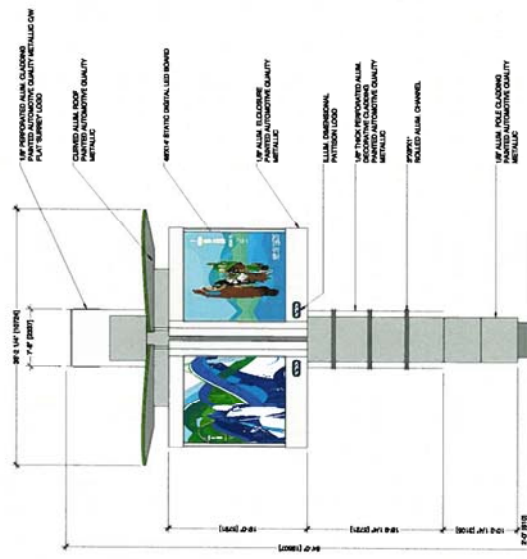
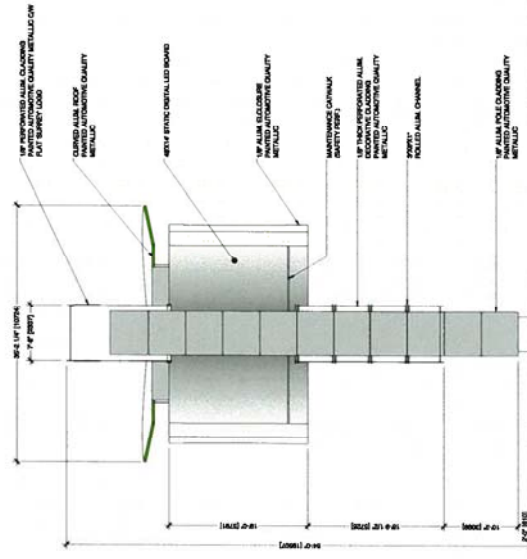
The data provided is compiled from various sources and is NOT warranted as to its accuracy or sufficiency by the City of Surrey. This information is provided for information and convenience purposes only. Lot sizes, legal descriptions and encumbrances must be confirmed at the Land Title Office. Use and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

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Map created on: Friday, 18 November 2011

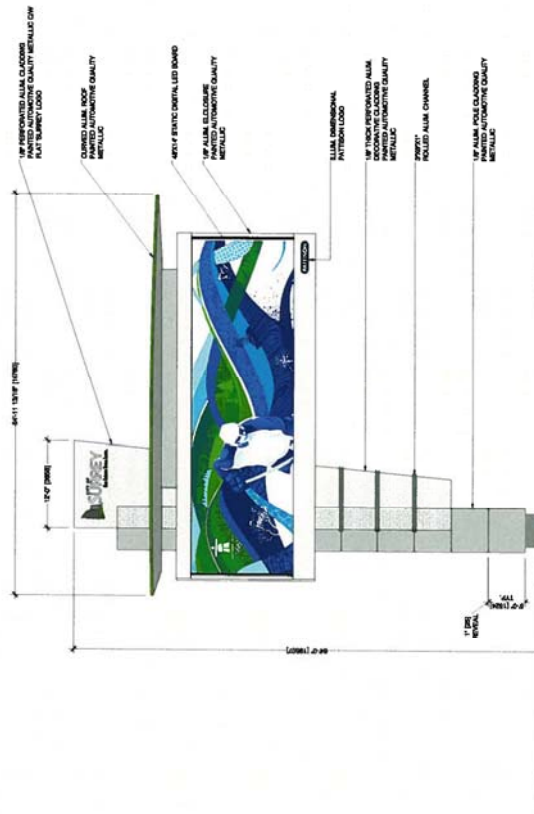




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 14 X 48' DISPLAY - CITY LAND SITES





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 14 X 48' DISPLAY - CITY LAND SITES





**Pacific Land Resource Group Inc.**  
Suite 101 - 7485 130th Street  
Surrey, BC  
Canada, V3W 1H8  
Tel: 604-501-1624  
Fax: 604-501-1625  
info@pacificlandgroup.ca  
www.pacificlandgroup.ca

**Project Title:**

**City of Surrey Digital Signage**

**Client:**

**City of Surrey**

**Drawing Title:**

**Port Mann Sign Views**

**Notes / Comments:**

**Preliminary Plan - Subject to Approval from Federal, Provincial & Local Authorities.**

**Prepared by:**

**Checked by:**

**Date:**

**November 25, 2010**

**Project No.**

**10-826**

**Drawing No.**



**View 1**



**Pacific Land Resource Group Inc.**  
Suite 101 - 7485 130th Street  
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**Checked by:**

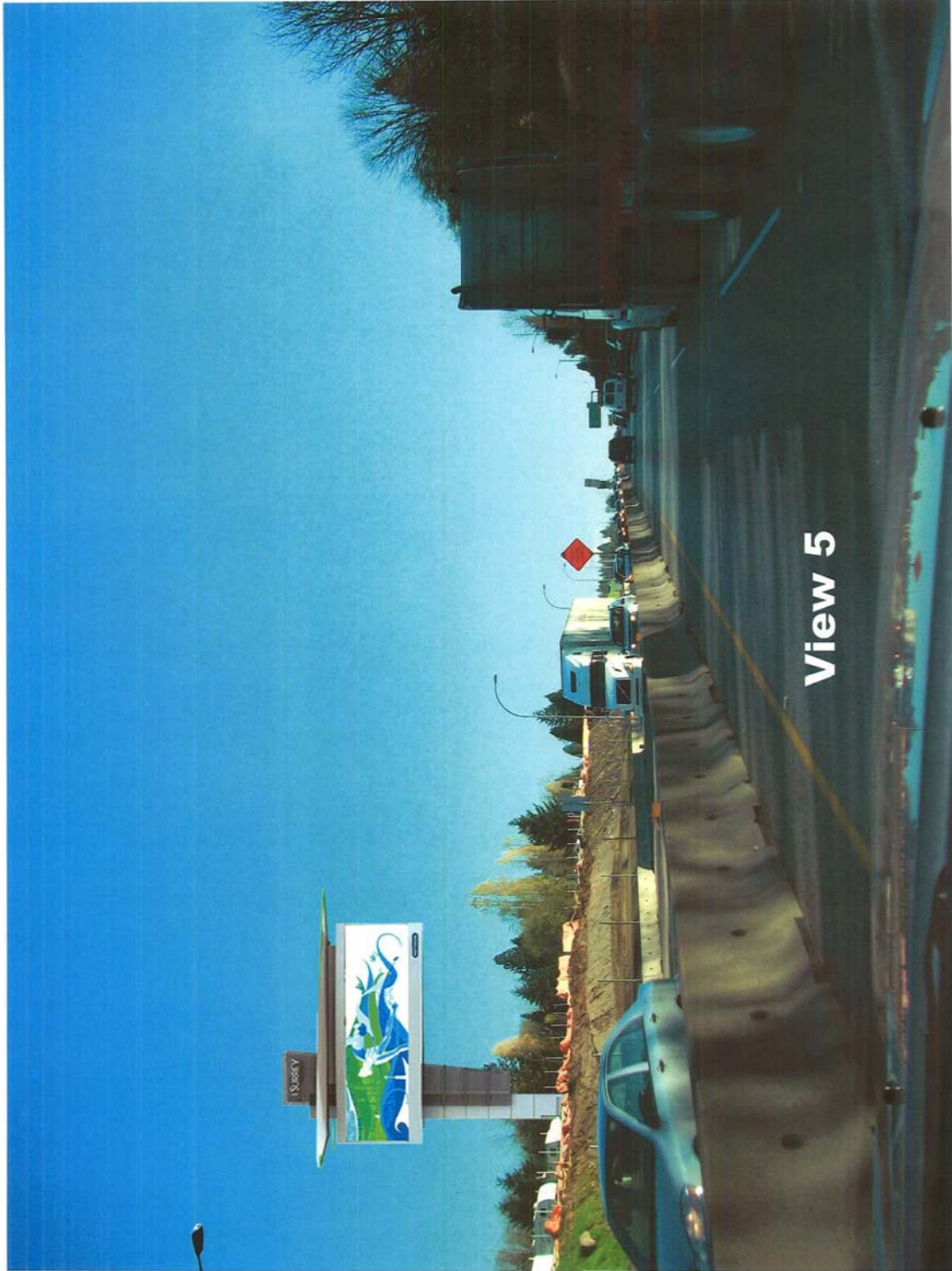
**Date:**

**November 25, 2010**

**Project No.**

**10-826**

**Drawing No.**



**View 5**

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7910-0304-00

Issued To: CITY OF SURREY

("the Owner")

Address of Owner: c/o Ken Woodward, Realty Services Division  
14245 - 56 Avenue  
Surrey, BC  
V3X 3A2

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: 005-818-125

Lot 1 Section 8 Block 5 North Range 1 West New Westminster District Plan 40784 Except  
Plans EPP5809 and EPP5810

15151 - 112 Avenue

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
  - (a) Sub-section 27(1)(k) of Part 5 Signs in Commercial / Industrial Zones is varied to allow an increase in the height of the proposed free-standing electronic message board sign from 4.5 metres (15 ft.) to 19.5 metres (64 ft.);
  - (b) Sub-section 41(2)(f) of Part 9 Special Permit Signs is varied to allow an increase in the sign area for a double-faced free-standing electronic message board sign from 43.0 square metres (460 sq.ft.) to 125 square metres (1,344 sq.ft.);
  - (c) Sub-section 41(2)(g) of Part 9 Special Permit Signs is varied to allow third party advertising on an electronic message board sign to exceed 70% of the allowable copy area;



- (d) Sub-section 6(5) General Provisions is varied to allow the proposed free-standing electronic message board sign with third party advertising to be installed within 150 metres (500 ft.) and be visible from Highway No. 1; and
  - (e) Sub-section 6(6) General Provisions is varied to allow the proposed free-standing electronic message board sign to be located within 60 metres (200 ft.) of the Highway No. 1 right-of-way.
4. This development variance permit applies to only that portion of the buildings and structures on the Land shown on Schedule A, which is attached hereto and forms part of this development variance permit. This development variance permit does not apply to additions to, or replacement of, any of the existing buildings shown on attached 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 – Dianne L. Watts

---

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:  
**City of Surrey  
 Digital Signage**

DRAWING TITLE:  
**Port Mann Bridge  
 Proposed Sign Location  
 (14'X48')**

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

CLIENT:  
**City of Surrey**

SCALE:  
**NTS**

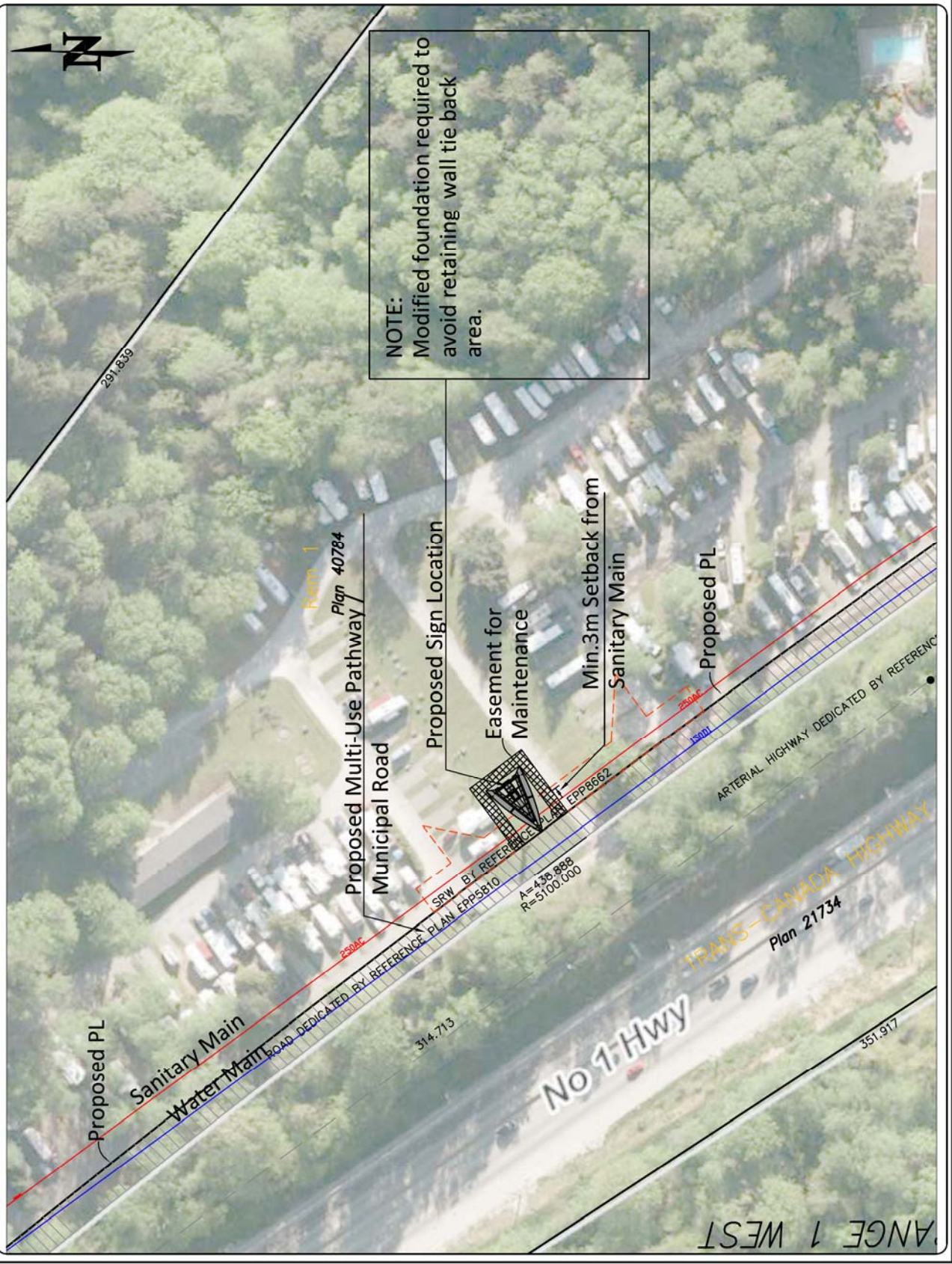
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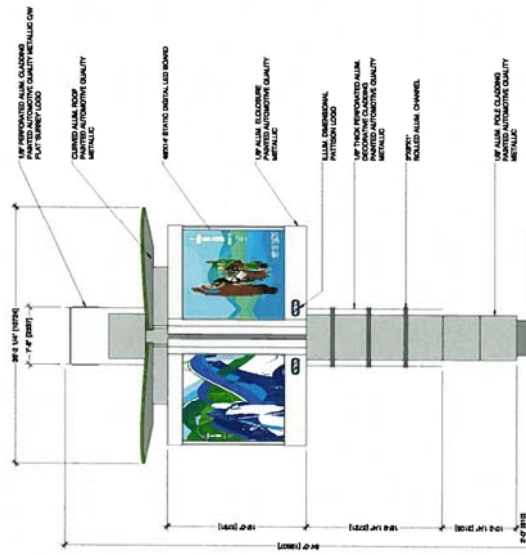
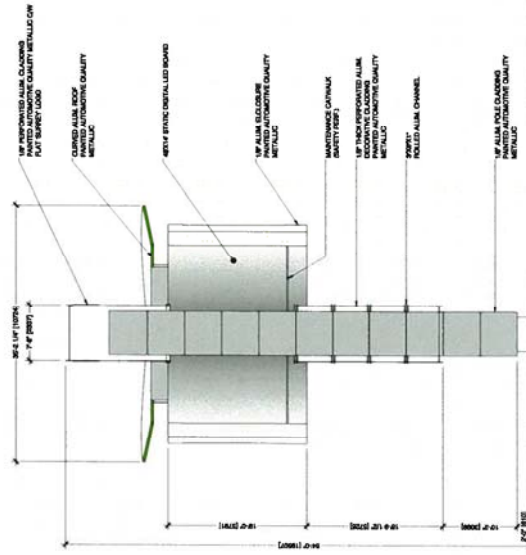
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**10-826**

DRAWING No:  
**01**

DESIGNED BY:  
**EW**

CHECKED BY:  
**OV**

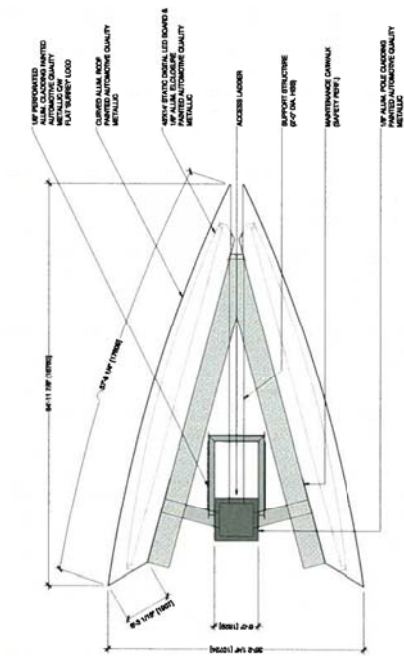
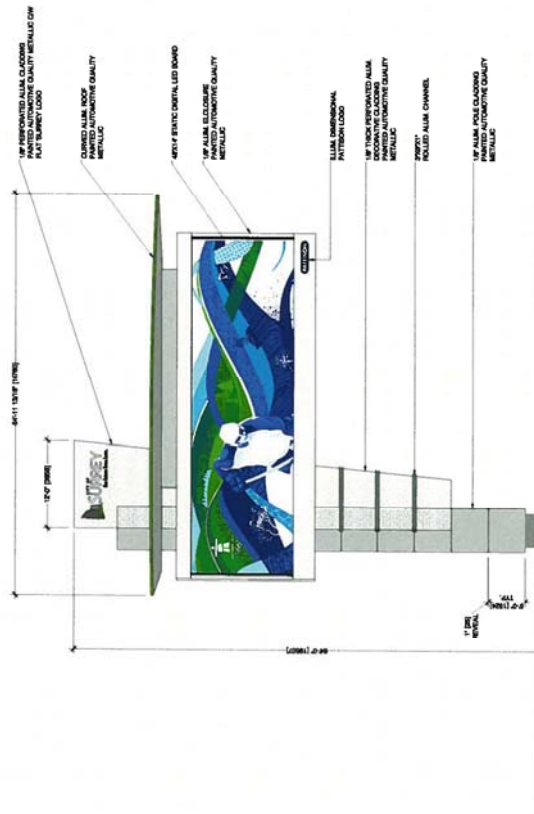




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RFP REFERENCE NO. 1220-30-17-09  
14 X 48' DISPLAY - CITY LAND SITES





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 14 X 48' DISPLAY - CITY LAND SITES

