

City of Surrey
PLANNING & DEVELOPMENT REPORT

File: 7914-0233-00

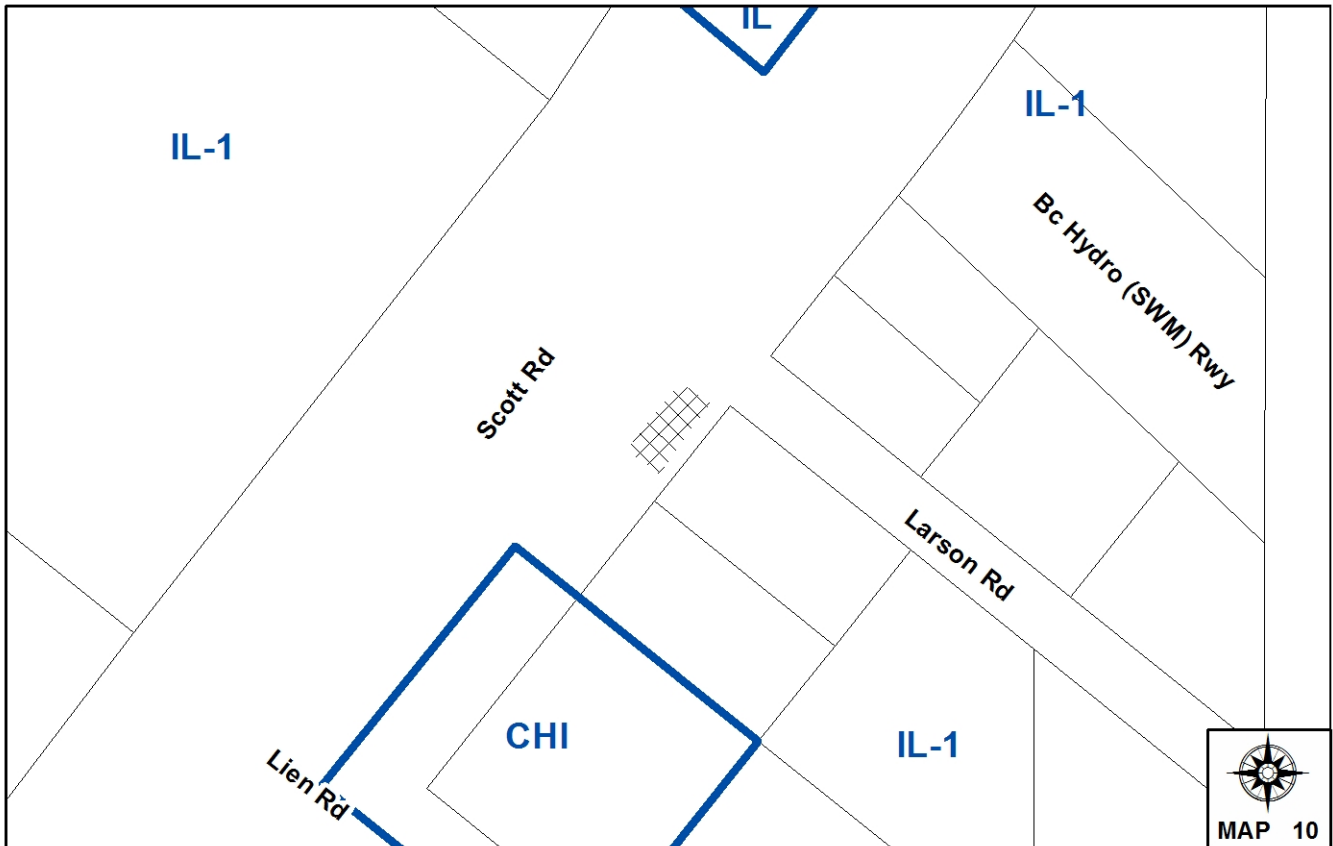
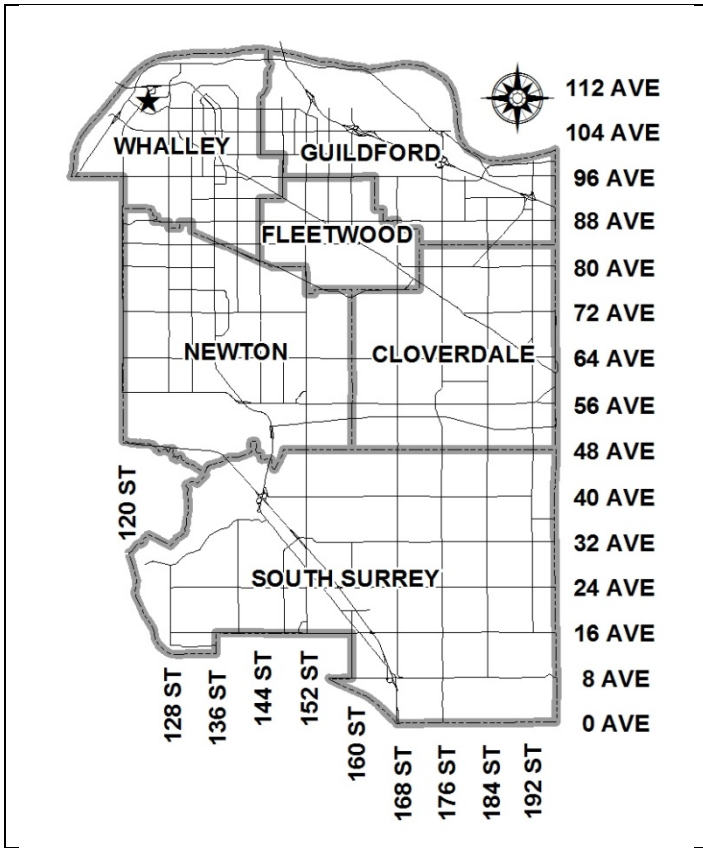
Planning Report Date: February 2, 2015

PROPOSAL:

- Development Permit
- Development Variance Permit

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

LOCATION: Road Right-of-Way, south of Larson Road (10912 Scott Road)
OWNER: City of Surrey
ZONING: IL-1
OCP DESIGNATION: Mixed Employment
NCP DESIGNATION: Parks & Open Spaces



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 four (4) free-standing, two-sided electronic message board signs installed in Surrey. These signs were approved in 2010 and 2011, and they are located at the Guildford Recreation Centre, the Surrey Sports and Leisure Centre, along King George Boulevard (east of the Pattullo Bridge), and along Highway No. 1 (east of the Port Mann Bridge).
- On December 1, 2014, Council approved a fifth free-standing, two-sided electronic message board sign under Development Application No. 7914-0148-00. This sign will be installed on a City-owned lot at the south-west corner of Nordel Way and 88 Avenue (12172 – 88 Avenue).
- The proposed free-standing, two-sided electronic message board sign is of high quality and incorporates the same unique design as the four (4) others currently in operation and the fifth one, which will be installed soon.
- The proposed free-standing, electronic message board sign will allow the City to generate additional revenue and also be used as a communication tool to relay information to the public.

RECOMMENDATION

The Planning & Development Department recommends that:

1. Council authorize staff to draft Development Permit No. 7914-0233-00 generally in accordance with the attached drawings (Appendix III).
2. Council approve Development Variance Permit No. 7914-0233-00 (Appendix III) varying the following, to proceed to Public Notification:
 - (a) to allow the proposed free-standing, electronic message board sign to be located within the Scott Road right-of-way, south of Larson Road;
 - (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 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 37 square metres (400 sq. ft.); and
 - (d) to increase the maximum height of the proposed free-standing, sign in Commercial/Industrial Zones from 4.5 metres (15 ft.) to 10.5 metres (34.5 ft.).

REFERRALS

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

SITE CHARACTERISTICS

Existing Land Use: Boulevard portion of City road right-of-way (Scott Road)

Adjacent Area:

Direction	Existing Use	OCP/NCP Designation	Existing Zone
North (Across Larson Road):	Vacant lot.	Mixed Employment / Business Park	IL-1
East:	Unauthorized vehicle storage	Mixed Employment / Business Park	IL-1
South:	Unauthorized vehicle storage	Mixed Employment / Business Park	CHI
West (Across Scott Road):	Vacant lot	Commercial / Business/Residential Park	IL-1

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) free-standing, electronic message board signs have been approved in the City thus far, four (4) of which are installed and in operation:

Location	Digital Screen Size	Sign Height	Application No.	Date of Approval
Guildford Recreation Centre	3.0 m x 6.0 m (10 ft. x 20 ft.)	10.5 metres (34.5 ft.)	No. 7910-0012-00	April 12, 2010, and in operation
Surrey Sports and Leisure Centre	3.0 m x 6.0 m (10 ft. x 20 ft.)	10.5 metres (34.5 ft.)	No. 7910-0036-00	April 12, 2010, and in operation
East of the Pattullo Bridge (within 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 in operation
East of the Port Mann Bridge (City-owned lot, 15151 - 112 Avenue)	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 in operation
Nordel Way (City-owned lot, east of 120 Street)	3.0 m x 6.0 m (10 ft. x 20 ft.)	10.5 metres (34.5 ft.)	No. 7914-0148-00	December 1, 2014, to be installed soon

- If approved, the proposed free-standing, electronic message board sign will be the sixth free-standing, electronic message board sign in the City. Another free-standing, electronic message board sign is proposed in South Westminster under Development Application No. 7914-0234-00, and will be forwarded for Council's consideration once the precise location is confirmed.
- 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.
- Pattison has advised that advertising sales for the signs have exceeded expectations, with all four (4) signs currently in operation having achieved nearly full capacity. Pattison is responsible for all aspects of the signs, from selling the advertising spots to maintenance. 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 development 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 free-standing, electronic message board sign, with a digital screen approximately 3.0 metres x 6.0 metres (10 ft. x 20 ft.) in size. This is the same screen size as the two (2) smaller-format free-standing, electronic message board signs currently in operation at the Guildford Recreation Centre and the Surrey Sports and Leisure Centre.
- The proposed sign location is situated within the road right-of-way (east boulevard) of Scott Road, south of Larson Road (Appendix II).
- The proposed free-standing, electronic message board sign will not encroach into the existing travel lanes along Scott Road or Larson Road. Future road widening will also not result in any encroachment, and therefore, the proposed free-standing, electronic message board sign will not interfere with traffic.
- 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 as noted in the table below:

Regulation Proposed to be Varied	From	To
Part 1, Prohibited Signs (10)(13)	Electronic message board signs are prohibited	Allow a free-standing, two-sided electronic message board sign to be installed within the road right-of-way
Part 1, General Provisions (6)(11)	Third party advertising restricted to a maximum of 30% of the copy area	Allow third party advertising to exceed 30% of the allowable copy area on the proposed free-standing, electronic message board sign
Part 5, Signs in Commercial/Industrial Zones (27)(1)(g)	Maximum sign area is 28 square metres (300 sq. ft.)	Increase the maximum sign area to 37 square metres (400 sq. ft.)
Part 5, Signs in Commercial/Industrial Zones (27)(1)(k)(g)	Maximum sign height is 6.0 metres (20 ft.)	Increase the maximum sign height to 10.5 metres (34.5 ft.)

DESIGN PROPOSAL AND REVIEW

- The proposed free-standing, electronic message board sign is double-sided, approximately 10.5 metres (34.5 ft.) high, with a total sign area of 37.2 square metres (400 sq. ft.).
- The design of the proposed free-standing, electronic message board sign is consistent with the other free-standing, electronic message board signs that were previously approved by Council and currently in operation.
- The proposed 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, 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 northbound and southbound traffic along Scott Road.
- A green-coded ditch is located adjacent to the proposed sign location. An environmental assessment was submitted by Kate Hagmeier, Registered Professional Biologist, of Pacific Land Group. The report states that the ditch has an insignificant nutrient value and no fish presence. The installation of the proposed electronic message board sign will not impact the ditch.
- The City's Environmental Coordinator supports the findings of the environmental assessment.
- An existing water main and sanitary sewer pipe are located directly east of the proposed sign location. The final drawings will be modified, if required, to ensure that the utility pipes are not impacted. Currently, the Engineering Department has no concerns with the proposal.

BY-LAW VARIANCES AND JUSTIFICATION

(a) Requested Variance:

- To vary Part 1, Prohibited Signs (10)(13) of the Sign By-law to allow a free-standing, two-sided electronic message board sign to be installed within the Scott Road right-of-way, south of Larson Road.

Applicant's Reasons:

- The proposed free-standing, electronic message board sign will be installed in an ideal location given its proximity to the Pattullo Bridge, and local businesses, and the nature of existing land uses in the area.
- The proposed free-standing, electronic message board sign is of a high-quality design, and in a highly visible and busy location, which will increase the effectiveness of the messages.

Staff Comments:

- Staff discussed a number of locations for the proposed free-standing, electronic message board sign, and it was determined that the current proposed location was the most appropriate given issues pertaining to functionality, visibility and safety.

- The proposed free-standing, electronic message board sign is not expected to interfere with existing telephone poles, road signs, and vehicle traffic.
- The proposed location for the free-standing, electronic message board sign is within a commercial / industrial area along Scott Road, which makes it an appropriate candidate location for this type of sign.
- Staff support this variance.

(b) Requested Variance:

- 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, two-sided electronic message board sign.

Applicant's Reasons:

- Third party advertising is important to the feasibility of the proposed free-standing, two-sided 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 goods and services. At given times, it is expected that third party advertising may occupy up to 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 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 37 square metres (400 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 digital message boards 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 similar to the other smaller-format electronic message board signs currently in operation in 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 allotted 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)(g) of the Sign By-law to increase the maximum height of the proposed free-standing sign in Commercial/Industrial Zones from 6.0 metres (20 ft.) to 10.5 metres (34.5 ft.).

Applicant's Reasons:

- The proposed free-standing, electronic message board sign is well-designed, and 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 10.5 metres (34.5 ft.), which includes the decorative element affixed above the electronic message board. The proposed height is consistent with the other smaller-format electronic message board signs currently in operation in 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 an 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. Sign Location
- Appendix III. Development Variance Permit No. 7914-0233-00

original signed by Judith Robertson

Jean Lamontagne
General Manager
Planning and Development

DN/da

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DRV 1/28/15 2:25 PM

Information for City Clerk

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

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

 Tel: (604) 501-1624

2. Properties involved in the Application
 - (a) Civic Address: 10912 Scott Road

 - (b) Civic Address: 10912 Scott Road
 Owner: City of Surrey
 Portion of the Scott Road Right-of-Way (east boulevard), directly south of Larson Road

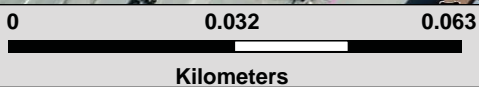
3. Summary of Actions for City Clerk's Office
 - (a) Proceed with Public Notification for Development Variance Permit No. 7914-0233-00 and bring the Development Variance Permit forward for an indication of support by Council. If supported, the Development Variance Permit will be brought forward for issuance and execution by the Mayor and City Clerk in conjunction with the final approval of the associated Development Permit.



City of Surrey Mapping Online System



Proposed sign location



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.

Enter Map Description



Scale: 1: 1,051

Map created on: January-20-15

CITY OF SURREY

(the "City")

DEVELOPMENT VARIANCE PERMIT

NO.: 7914-0233-00

Issued To: CITY OF SURREY

("the Owner")

Address of Owner: 13450 - 102 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:

Portion of the Scott Road Right-of-Way (east boulevard), south of Larson Road

10912 Scott Road

(the "Land")

3. Surrey Sign By-law, 1999, No. 13656, as amended is varied as follows:
 - (a) To vary Part 1, Prohibited Signs (10)(13) of the Sign By-law to allow a free-standing, double-sided electronic message board sign to be installed within the Scott Road right-of-way, south of Larson Road;
 - (b) To vary Part 1, General Provisions (6)(11) of the Sign By-law to allow third party advertising to exceed 30% of the allowable copy area on the proposed free-standing, electronic message board sign;
 - (c) To vary Part 5, Commercial / Industrial Signs (27)(1)(g) of the Sign By-law to increase the maximum sign area for the proposed double-sided, free-standing, electronic message board sign from 28 square metres (300 sq. ft.) to 37 square metres (400 sq. ft.); and
 - (d) To vary Part 5, Commercial / Industrial Signs (27)(1)(k)(g) of the Sign By-law to increase the maximum height of the proposed free-standing sign in Commercial/Industrial Zones from 6.0 metres (20 ft.) to 10.5 metres (34.5 ft.).


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

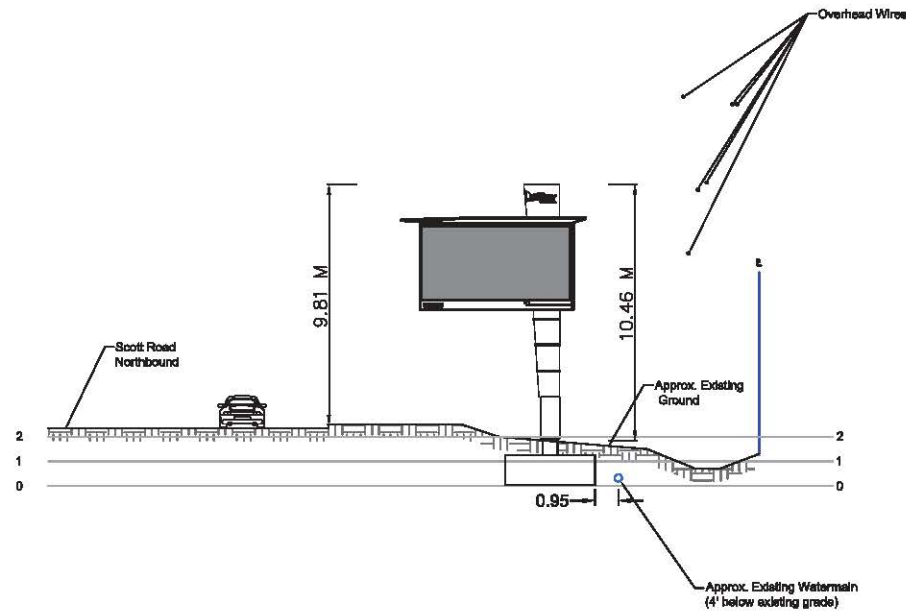
AUTHORIZING RESOLUTION PASSED BY THE COUNCIL, THE DAY OF , 2015.
ISSUED THIS DAY OF , 2015.

Mayor – Linda Hepner

City Clerk – Jane Sullivan



 PACIFIC LAND GROUP <i>Land Use, Development & Environmental Strategists</i>	
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: <p style="text-align: center;">Digital Sign</p>	
DRAWING TITLE: <p style="text-align: center;">Location Plan - Site 34 (Scott Road at Larson Road)</p>	
PRELIMINARY PLAN - SUBJECT TO APPROVAL(S) FROM FEDERAL, PROVINCIAL AND LOCAL AUTHORITIES CLIENT: <p style="text-align: center;">City of Surrey</p>	
SCALE: <p style="text-align: center;">1:1000</p>	
DATE: <p style="text-align: center;">February 24, 2014</p>	
PROJECT No: <p style="text-align: center;">13-1131</p>	
DRAWING No: <p style="text-align: center;">02</p>	
DESIGNED BY: <p style="text-align: center;">EW</p>	CHECKED BY: <p style="text-align: center;">OV</p>



Note:

- Location of underground utilities derived from COSMOS, to be confirmed by Utility Locator before construction.
- Foundation footprint to be confirmed / modified to provide sufficient setback to existing water main.



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:

**Profile
- Site 34 (Scott Road at
Larson Road)**

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

CLIENT:

City of Surrey

SCALE:

1:200

DATE:

January 26, 2015

PROJECT No:

13-1131

DRAWING No:

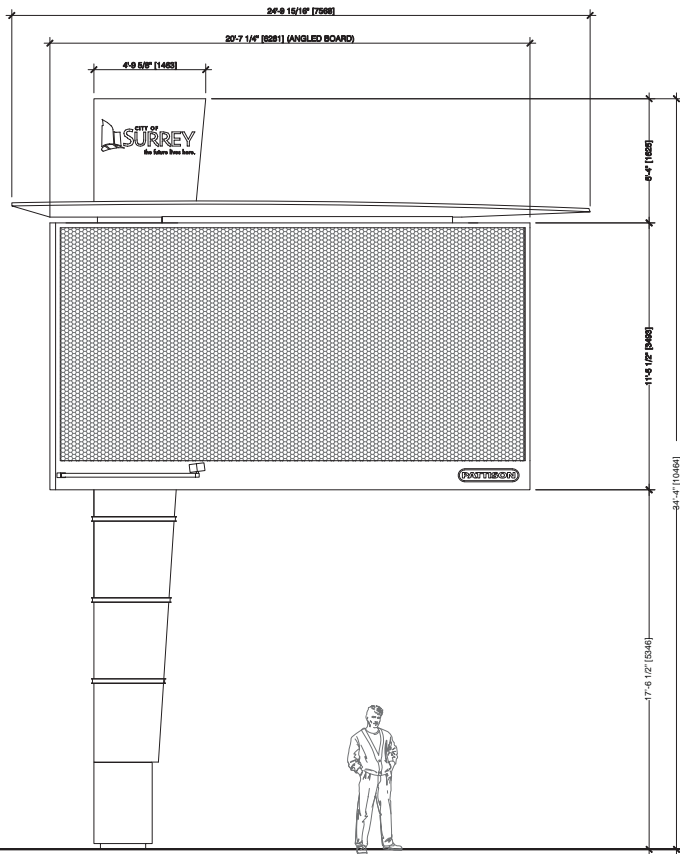
02

DESIGNED BY:

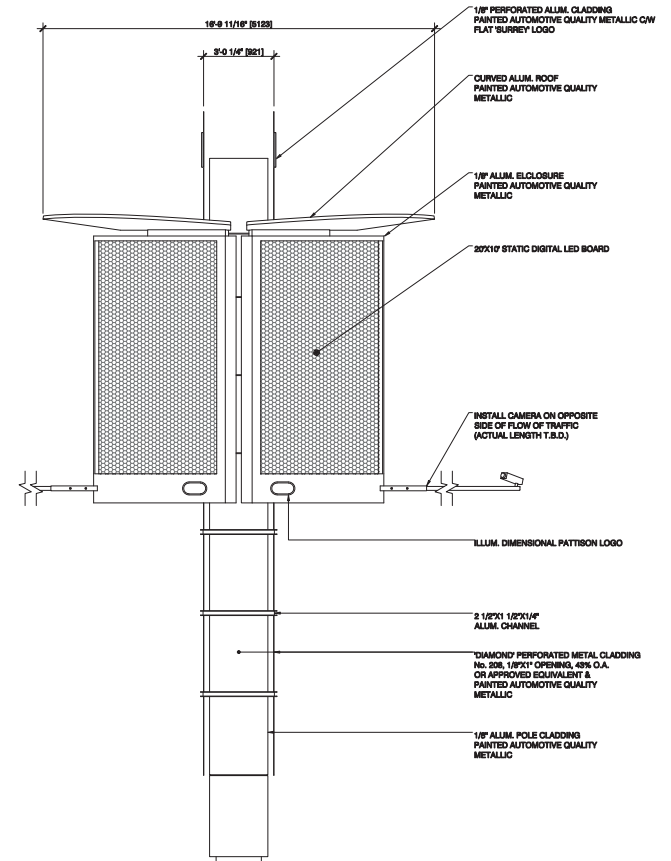
EW

CHECKED BY:

OV



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



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

KDA Associates
Kramer Design
Tel: 416.921.1078
Fax: 416.921.9934
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
Jan 26, 2015

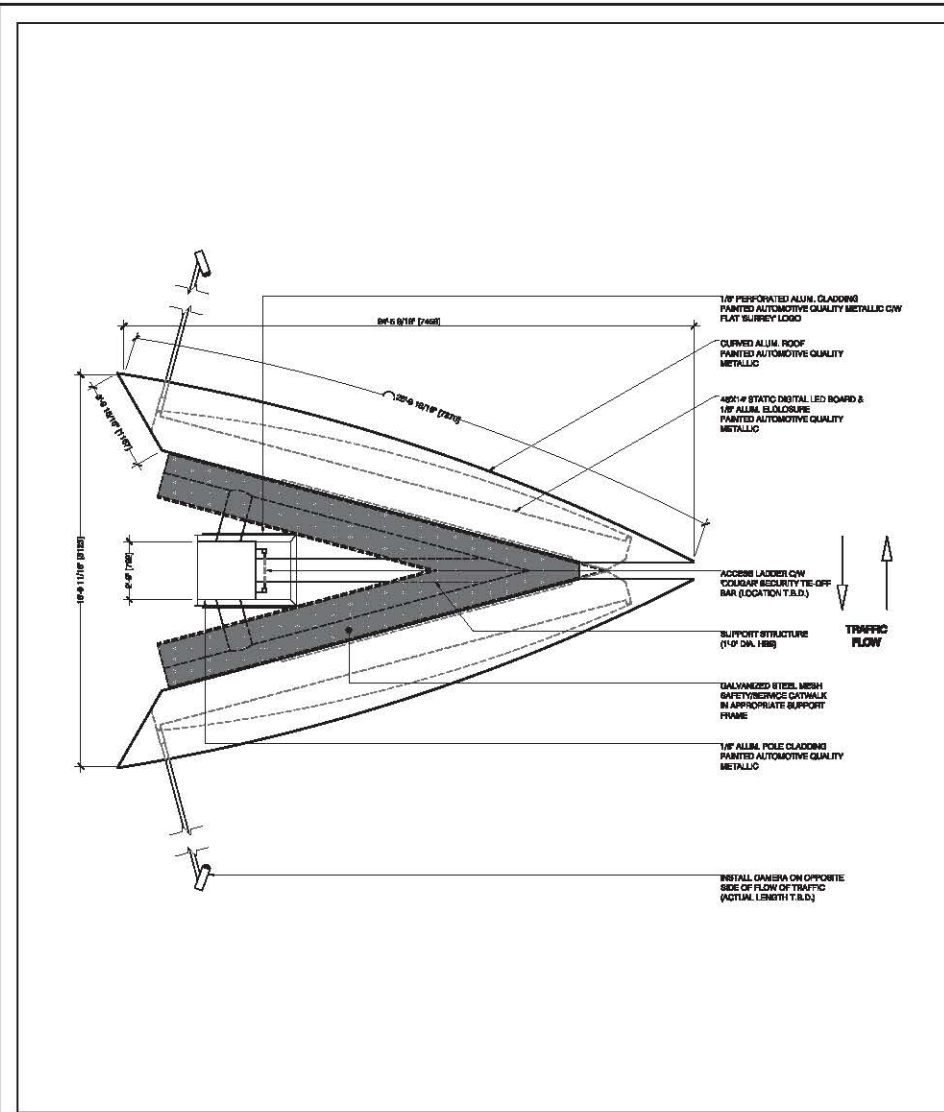
TITLE
10'x20' LED Digital Billboard
Elevations

DWG No


W2.0

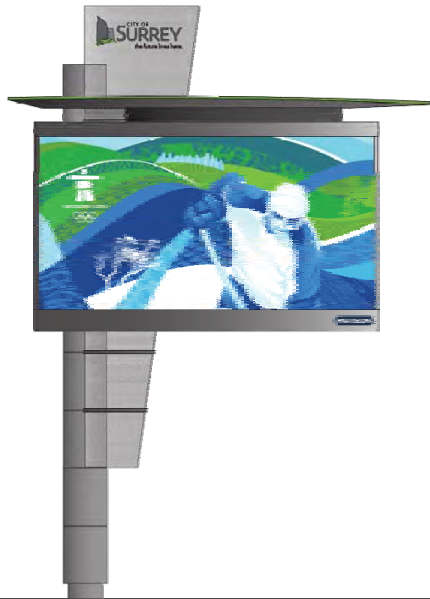
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APPROVAL



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

 Kramer Design Associates Tel: 416.921.1078 Fax: 416.921.9934 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	DWG No	W2.1
	<small>These documents are not to be scaled. The design and documents remain the property of KDA and are protected by law. They may not be altered, issued, or reproduced without expressed written consent from KDA. All documents to be returned to KDA 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>							APPROVAL		



O



P O P O D



P O P O D



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

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APPROVAL

Site 34 Scott Road (Larson Road) Northbound



Site 34 Scott Road (Larson Road) Southbound

