



CITY OF
Lethbridge

Office of the City Clerk

July 26, 2018

RE: NOTICE OF HEARING - SUBDIVISION AND DEVELOPMENT APPEAL BOARD

An appeal has been filed on the approval of the Development Officer to replace an existing digital panel with a new digital fascia panel that is 5.8m² in area. Original approval DEV00876 at 2303 6 Avenue South, Development Permit DEV10387.

When an appeal is filed with the Subdivision and Development Appeal Board (SDAB), all persons who own property within 200 feet or 60 meters of the development are notified of the hearing by way of this letter. In addition, the owner of the property, the applicant of the development permit, the Community Association and the person(s) who filed the appeal will also receive a copy of this letter.

The Subdivision and Development Appeal Board (SDAB) will hold a Public Hearing as follows:

DATE: Thursday, August 9, 2018
TIME: 5:00 p.m.
LOCATION: Council Chambers, Main Floor, City Hall
910 – 4 Avenue South

Persons affected by this development have the right to present a written, verbal and/or visual submission to the Board. When making a presentation, keep in mind that in accordance with the legislation that governs the SDAB, the Board can only consider relevant planning matters when rendering its decision. It is recommended that you limit your presentation to five minutes.

If you wish to submit written material to the Board, it should be delivered to the Secretary of the SDAB, no later than 12:00 noon on the Wednesday prior to the hearing. If you are unable to meet this submission deadline, please bring 12 copies of the materials to the Hearing and it will be distributed at the start of the Hearing. Any written and/or visual material received will be made available to the public.

We will be pleased to answer any questions you may have regarding the appeal and can also provide information or advice on Board procedures and how to make presentations to the Board. Please feel free to contact me at 403 329 7329 if you have any questions.

Yours truly,

Wendy Smith
Acting Board Secretary,
Subdivision and Development Appeal Board



CITY OF
Lethbridge

NOTICE OF A SUBDIVISION AND DEVELOPMENT APPEAL BOARD HEARING

DATE: Thursday, August 9, 2018

PLACE: Council Chambers, 1st Floor
City Hall - 910 - 4th Avenue South

TIME: 5:00 p.m.

AGENDA:

1. CALL TO ORDER

PRESENTATIONS:

- 2.1 5:00 p.m.
SDAB No. 2018-04
APPEAL OF DEVELOPMENT PERMIT 10387

Appellants: Rena Woss
Address: 2303 6 Avenue S

To replace an existing digital display panel with a new digital fascia panel that is 5.8m² in area. Original approval DEV00876

Land Use District: DC (Direct Control)

From: Rena Woss [mailto:rena.woss@gmail.com]
Sent: Monday, July 23, 2018 2:49 PM
To: David Sarsfield
Subject: DEV 00876 - Digital Billboard appeal

July 23, 2018

**The Secretary; Subdivision & Development Appeal Board
Lethbridge City Hall
910 - 4th Avenue South
Lethbridge, Alberta, T1J 0P6**

**Re: Pet Hospital development permit# DEV 00876 application to increase size
of existing digital billboard sign**

**As a citizen who advocates for responsible lighting practice, I wish to appeal this application.
Reasons for my objection will follow in separate email at a later date.**

**Thank you,
Rena Woss
645- 9 ST. S. Lethbridge, AB T1J 2L5
(403) 795-9554**

RENA WOSS

Email: rena.woss@gmail.com
Phone: (403) 795-9554

July 26, 2018

The Secretary; Subdivision & Development Appeal Board
Lethbridge City Hall
910 - 4th Avenue South
Lethbridge, Alberta, T1J 0P6

Re: Pet Hospital development permit# DEV 10387 application to increase size of existing digital billboard sign

As a citizen who advocates for responsible lighting practice, I wish to appeal this application.

A troublesome issue facing many cities, including Lethbridge, are the new illuminated digital outdoor billboards and signs that are aggressively promoted by outdoor advertisers.

Background

Digital outdoor advertising is a recent phenomenon in society that has caught the public and cities off guard. As has been discovered, one bright LED sign or billboard can dominate and take over an entire street altering its look and feel, distracting drivers and pedestrians; creating safety issues and degrading the wellbeing of a community and the nocturnal environment.

Business owners are actively solicited to add more and larger signs to their premises and many do so out of 'fear of getting left behind'. It's for this reason digital outdoor advertising has exploded in cities and why public outcry is increasing, as is the need for ever stronger regulations. Problems relating to outdoor digital advertising have become so great that some cities have actually outlawed their use in order to restore the peace and quiet of their city thereby forcing businesses to compete on an equal playing field rather than at the expense of the community.

<http://www.scenic.org/billboards-a-sign-control/tools-for-action/33-communities-prohibiting-billboards>

The need for regulations in Lethbridge came about for the same reason - outdoor advertisers were using the worst of industry practices. Prime examples include the huge 10'x20' digital billboard at Pizza 73 on Mayor Magrath Dr. and 6th Ave. S.; a similar one at KIA car dealership on Scenic and Mayor Magrath Dr.; the ones located Crowsnest trail East, one on the CASA building and the huge digital sign on the water tower (3rd Ave. S. & Mayor Magrath Dr.) which can be seen from over 7 km. away in west Lethbridge.

Owners of these non-conforming signs have refused to adopt new regulations which means they continue to push the limit having their signs and billboards spew vast amounts of light, harsh color, flash and motion. Without regulations the limits of what is reasonable is constantly being challenged as is the case before us.

The Pet Hospital is located on Mayor Magrath Dr. and 6th Ave. S. It currently has 2 signs on its building – one consists of huge letters spelling out the words ‘Family Pet Hospital’; the other being the illuminated LED sign above it. Both signs are large; its advertising can easily be seen from the road.

Request by The Pet Hospital to increase its illuminated sign by 50% is an enormous increase which given the following, should not be allowed:

A 50% increase means vast more light pollution will be generated. This is cause for concern being that the Pet Hospital is directly across the street from the unregulated over-bright digital billboard at Pizza 73. Factor in that both are located at a major intersection where traffic lights plus a school are situated. The Pet Hospital is also on a block that is already over-populated with digital outdoor advertising. Coast Hotel which is across the street has 2 double sided LED signs on its premises. Including the sign at the Pet Hospital, on this one block alone we have a total of 7 illuminated signs.

Interference

Digital billboards and signs are not supposed to interfere with traffic control lighting nor should the brightness of the sign be brighter than the brightness of the traffic lights. Adding more light *will* increase interference.

Consider also that the proposed LED sign on the Pet Hospital is close to the same visual height as the traffic lights. Increasing the size of the sign will impact driver's field of view adding distraction and reducing safety for drivers and pedestrians.

In Land Use Bvlaw 5700 9-15 (9.20.7.2) under Decision Criteria, it states that the **Development Authority shall consider:** the possible detrimental effects on vehicular and pedestrian safety. Applications for Digital-Copy Billboards shall be circulated to the City Transportation Department for review of possible visual interference or conflicts with traffic control devices and the potential for driver distraction at decision points.

Elevation

The elevation at which the sign is mounted is also a problem. Increasing the sign by 50% means it will be seen from a greater distance, impacting both the school yard, neighbors' properties and nearby businesses.

In Land Use Bylaw 5700 – 9-11 (9.18.3.1) under Lighting, it states: “avoid undue illumination of the neighbouring parcels”.

At its present elevation impact will be felt.

No one should have to step outside at night and see artificial light streaming onto their property from advertising generated from blocks away. The messages generated by the sign will not be seen, but the annoying, harmful light certainly will. This form of ‘trespass’ is as

intrusive as a radio blaring all night long.

It should be noted that artificial light at night has been well studied and has proven to be extremely disruptive to all of nature including the creatures that live in our cities and birds on their migratory paths. The Pet Hospital is in the business of helping birds and animals; therefore, I hope they will do all they can to mitigate the problem.

Energy Waste

More than ever our City is talking about the need to protect our environment, about our carbon foot print and climate change. Each of us is called upon to do our part and reduce energy consumption wherever we can. Allowing huge illuminated signs to populate our streets does the opposite; it condones energy waste and turns a blind eye to what we are striving for. Business owners need to be part of the solution; not given a free pass just because they can pay their electric bill.

Brightness

Given the sign is located at a major intersection, Dusk to Dawn brightness level should be no more than 100 nits and ideally the sign should be turned off half an hour after business closure. Such course of action would be prudent and is within the discretion of the Development Authority. Verification of brightness levels would be important and this could be accomplished through an independent consultant.

In Land Use Bylaw 9-15 (9.20.7.1): Development Authority shall consider:
de-energizing the Billboard during certain hours.

I sincerely hope that the safety and well-being of our citizens will guide your decision.

Thank You,
Rena Woss

For more information:

- <http://www.scenic.org/billboards-a-sign-control/digital-billboards/112-digital-billboard-safety-studies>
- <http://darksky.org/light-pollution/>
- https://nightsky.jpl.nasa.gov/news-display.cfm?News_ID=745



Mayor Magrath Dr. & 6th Ave. **Major intersection ; traffic lights; School Zone**



MAJOR INTERSECTION



School





French School - Ecole La Verendrye

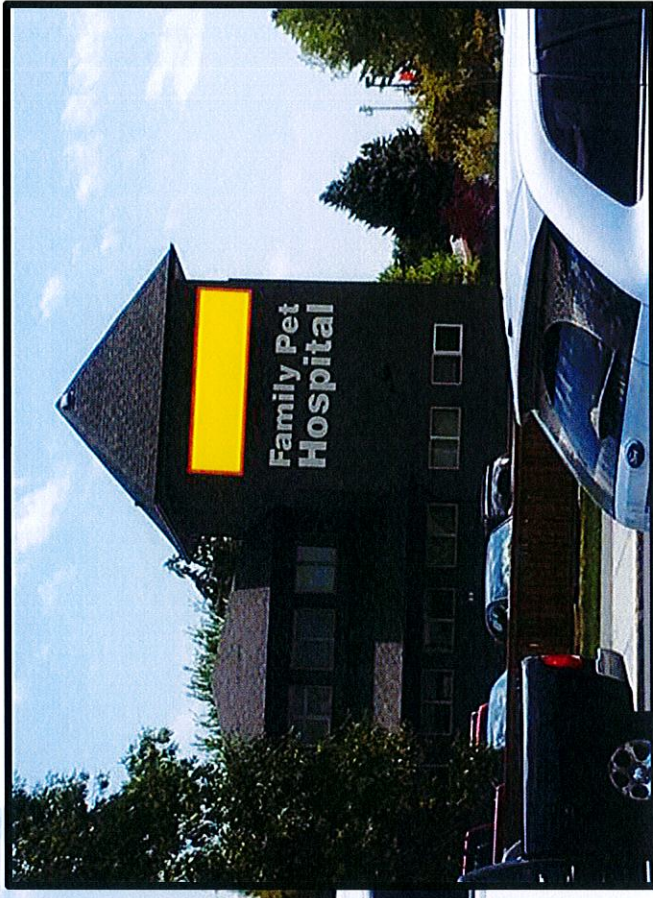
2 LED signs are located across street from the school. An increase in size = increase in safety issues.



FROM 8' X 4.5' to 12' X 5.2'

INCREASE IN SIZE = INCREASE IN

- DISTRACTION / STRESS FOR DRIVERS & PEDESTRIANS
- LIGHT POLLUTION
- ENERGY WASTE
- ECO SYSTEM DISTRUPTION



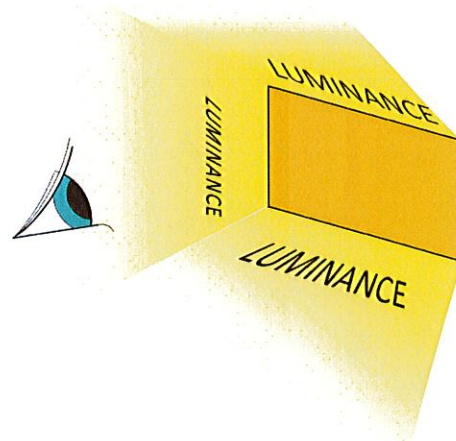
Sign Brightness

Measuring Sign Brightness

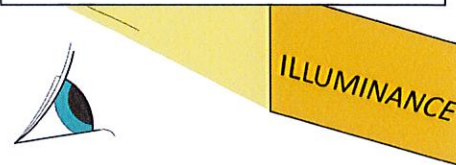
by Gregory Young

Apart from energy consumption, there are the important issues of light trespass and light pollution, which cause distraction, obscure stars in the night sky, and, like any other form of pollution, disrupt ecosystems and cause adverse health effects for humans and wildlife alike. Light trespass¹ is measured in two ways: luminance or illuminance. *Luminance* (measured in nits²) quantifies surface brightness, or the amount of light an object gives off. *Illuminance* (measured in footcandles³) quantifies that amount of light which falls onto an object.

By either measure, digital signage can create significant problems. “During daylight, an unlit static billboard will have a brightness which “fits in” with its surroundings; it will not cause excessive distraction because of excessive luminance” (Carhart, 2010, p.4). But, to capture drivers’ attention, digital signs must be set to very high luminance levels, as they are essentially competing with the sun, which has a luminance level of 6,500 nits. If this extreme brightness is not modulated to fit nighttime conditions, we face issues including very high energy consumption during the day, light pollution in the evening, and potential driver distraction at all times. The OAAA (Outdoor Advertising Association of America) has guidelines to address brightness limits, but they are not mandated.



This sign (above) gives off light. Its **Luminance** is measured in **nits**.



This sign (above) is being lit by a light source. Its **Illuminance** is measured in **footcandles**.

¹ **Light trespass** occurs when unwanted light enters one's property, for instance, by shining over a neighbor's fence. A common light trespass problem occurs when a strong light enters the window of one's home from the outside

² **Nit**—term used to describe a metric unit of luminance. It is defined as candela per square meter (cd/m^2). The unit is based on the candela, the modern metric unit of luminous intensity; and the square meter.

³ **Footcandle** – Unit of light density incident on a plane (assumed to be horizontal unless otherwise specified), and measurable with an illuminance meter, a.k.a. light meter.

Observed and Recommended Levels of Brightness		
Information Source	Product type	Luminance (surface brightness)
(C.Luginbuhl study)	Typical Ambient Roadway Illumination	1 Nit
(C. Luginbuhl study)	Typical Floodlit Billboard	approximately 100 Nits
Digital Billboards: New Regulations for New Technology by Drew Carhart	Traditionally lit static billboards	98% were under 150 Nits, 83% were under 100 Nits (Arizona Study); 124 Nits average (New York Study)
IESNA recommendations	Recommendations for Digital Billboard Luminance	250 Nits (day), 125 Nits (night)
Outdoor Advertising Association of America (Ian Lewin Study)	Recommendations for Digital Billboard Luminance	300-350 Nits suggested (study based on light trespass readings)
Hewlett-Packard (Specifications)	47" LCD Digital Signage Display	500 Nits
Corn Digital (Specifications)	32" & 42" LCD Posters	500 Nits (32") 700 Nits (42")
Carhart study	Daytime sky (sunny)	5,000-7,000 Nits
Virginia Tech Transportation Inst.	The Sun	6,500 Nits
Senzen Top Technology Co., Ltd (specifications)	seires PH12 (14'x48' full-color LED billboard	8,000+ Nits
EraLED (Specifications)	Series P20 full-color LED billboard (assorted sizes)	8,500 Nits
ProVIDEO Billboard Panels (specifications)	Series 1515-4, 14'x48' full-color LED billboard	11,000+ Nits
Optec Displays (specifications)	model 1248, 14'x48' full-color LED billboard	11,000+ Nits
Optec Displays (specifications)	model 2040-5, 14'x48' full-color LED billboard	11,000+ Nits

Limiting Sign Brightness

Proposed limits on sign brightness have caused much debate. Research provided by the Illuminating Engineering Society of North America (IESNA) states that drivers should be subjected to points of brightness no greater than 40 times the average brightness level of their general surroundings; this proportion is known as the contrast ratio. "As roadway lighting and automobile headlights provide ambient nighttime lighting levels of about one nit, this implies signage should appear no brighter than about 40 nits" (Luginbuhl, 2010, p.1). Surprisingly, the IESNA's own recommendations for signage luminance suggest limits between 250-1400 nits---greatly exceeding their stated maximum contrast ratio of 40:1.

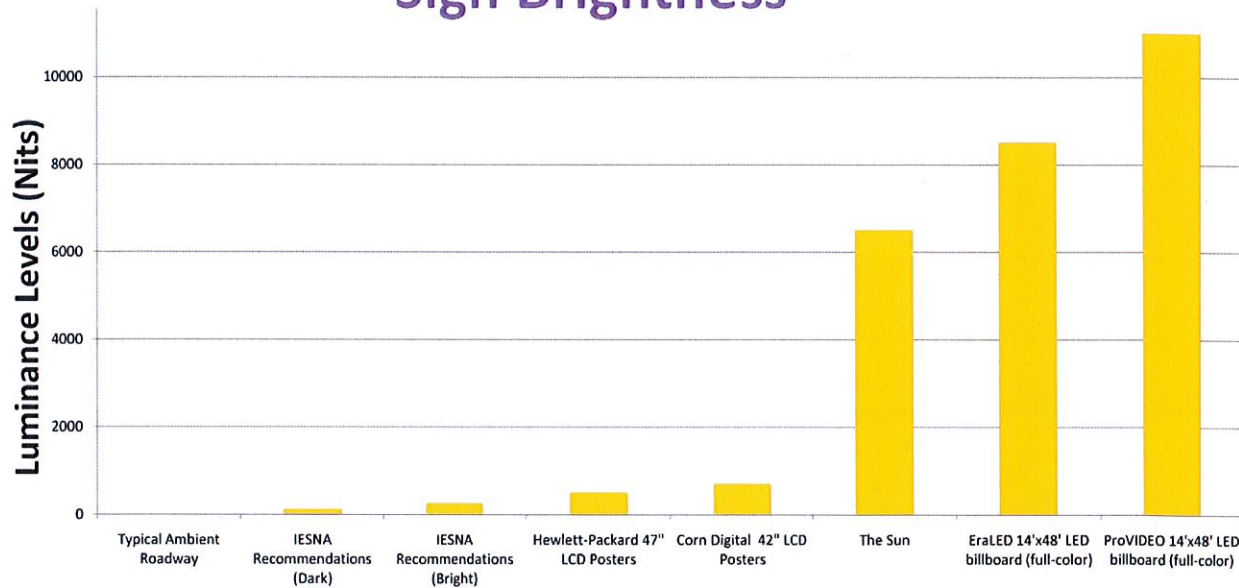
The OAAA, has deemed 300-350 nits an acceptable level of night brightness. However, their guidance is based on the use of the IEEE standard for light trespass (IESNA-TM-11-00), when, for reasons of traffic safety and glare in drivers' eyes, it should have been based on IEEE's standard for roadway sign lighting (IESNA RP-19-01).

Traditionally floodlit static billboards rarely exceed 100 nits; experts on both driver distraction and light pollution recommended that, as a means of compromise, the new technologies should not exceed this value. In many areas, including Philadelphia, brightness levels are currently unregulated, and many manufacturers publicize their signs' capabilities to reach up to 11,000 nits.

Digital signage advocates mention the horizontal louvers⁴ included in many billboards as an effective measure to prevent light pollution. In reality, these louver systems were designed primarily to shade each diode from sunlight (thus increasing their prominence), not to limit nighttime glow.⁵ As Luginbuhl states in "Lighting and Astronomy," horizontal light (that which is emitted between 0° and roughly ±20°, and not restricted by horizontal louvers) contributes even more to skyglow than light emitted at higher angles. The effects of lower-angle lighting----such as that used to captivate approaching drivers-- are visible over a much broader area (Carhart, 2010).

A better option is to simply operate signs at less than maximum brightness. Not surprisingly, sign brightness and energy usage are directly related; beyond reducing light pollution and distraction, lowering luminance reduces total power consumption. One manufacturer experimented with running their digital displays at half-brightness; they were able to reduce power usage by nearly 40%, while maintaining full sign readability (Noventri, see in chart). Another option for reducing unnecessary brightness (and thus power usage) is to equip signs with sensors which automatically lower light output in accordance with atmospheric conditions. For example, sign brightness would mechanically be dimmed during dusk, early morning hours, or during cloudy or overcast weather. Again, OAAA does have guidelines for dimming, but they are not mandatory.

Sign Brightness



⁴ A **louver** is a slat that is angled to keep out rain, direct sunshine, etc. The angle of the slats may be adjustable or fixed.

⁵Retrieved from <http://www.optec.com>

Effects of artificial light at night on the behaviour and physiology of free-living songbirds

Thomas Raap

0122.71

Institution

University of Antwerp

Department

Department of Biology



I am an ecologist currently working on the effect of light pollution as the topic of my FWO PhD fellowship at the University of Antwerp

Urbanization is a serious threat to biodiversity affecting various biological processes. It has a wide range of impacts including habitat destruction and degradation, as well as altered temperatures and exposure to chemical, noise and light pollution. Organisms in urban areas are often exposed simultaneously to a multitude of these anthropogenic pressures which may further exacerbate effects of a single stressor.

Compared to other stressors, light pollution has until recently received relatively little attention.

Artificial light at night (ALAN) has provided substantial benefits to humankind, such as extending the time that can be used for work. The rapid increase of ALAN, expansion of lit areas and increased light intensity over the last 100 years have also resulted in a worldwide loss of darkness with largely unknown consequences for biodiversity, ecosystems, and ecological and evolutionary processes.

Light-dark cycles have driven the development of small and large scale biological phenomena, including metabolic and physiological pathways, the behaviour of individuals, geographical patterns of adaptation and species richness, as well as ecosystem cycles.

The alteration of natural light and dark cycles is likely to be problematic for many species. ALAN disrupts circadian rhythms such as sleep and can lead to a multitude of direct and indirect physiological consequences.

However, the biological consequences of ALAN are primarily studied under laboratory settings. Comparable research on free-living animals is urgently needed as environmental conditions outside of the laboratory may affect behaviour and physiology. The general aim of this research was to gain fundamental insights into the behavioural and physiological effects of ALAN in free-living animals. Great tits, and to a lesser extent blue tits, were used as model species. This PhD is primarily based on experimental work in which we illuminated the inside of nest boxes in which these cavity-nesting birds roost and breed using a newly developed LED lighting system. For our experiments we investigated potential changes in behaviour and

physiology from a dark night compared to when animals were exposed to ALAN for one or two nights, depending on the experiment.

From these experiments it became clear that ALAN disrupts sleep behaviour of wild animals and that these effects are more pronounced during the breeding season. Sleep loss could impact individual health and performance which during the breeding season could subsequently affect developing nestlings. Chronic sleep disruption by ALAN may thus have severe consequences. Interestingly, while great and blue tits are ecologically closely related species, the sleep behaviour of great tits was more disrupted by ALAN than that of blue tits. This indicates that results obtained from a single species are not easily extrapolated to other species. The extent of sleep disruption in great tits was not personality-dependent; slow explorers were equally disrupted in their sleep behaviour when exposed to ALAN than fast explorers. However, to what extent other behavioural and physiological effects of ALAN are personality-dependent is unknown. Personality is heritable and associated with variation in fitness thus it is important to study whether light pollution may select for a certain personality type as it may affect population dynamics. We also investigated the effect of ALAN on nestling physiology as early life experiences may have long lasting effects. We found that after only two nights of ALAN exposure nestlings did no longer gain any body mass and haptoglobin and nitric oxide, two important measures of physiological condition and immunity, were also affected. However, oxidative status, which is related to life-history trade-offs, was unaffected. To what extent this physiological disruption may affect survival needs to be examined but an inappropriate immune response may be costly and detrimental. Furthermore, a lower body mass may reduce survival, and sleep disruption by ALAN may further exacerbate physiological effects. In our behavioural experiments we found that nestlings exposed to ALAN started begging for food at night implying that they also suffered from disrupted sleep. However, in contrast to adults it is difficult to quantify sleep behaviour in nestlings. Potentially sleep loss can be physiologically quantified using oxalate, which is a recently discovered cross-species marker of sleep debt, and can be determined in small blood samples. We found that ALAN increased oxalate, but only in male nestlings, contrary to a reduction in oxalate in sleep-deprived humans and rats. Future studies should determine whether oxalate is a reliable marker of sleep loss in developing great tits but our work may provide a foundation for future work with free-living animals. In a different type of experiment we exposed the entrance of nest boxes to ALAN and found that nest boxes shield great tits from the direct effects of artificial light which has implication for field studies using free-living animals. Furthermore, in great tits (and other cavity-nesting songbirds) the usage of nest boxes/ cavities differs between sexes and season. Exposure to light pollution is therefore highly variable in cavity-nesting species. This might also explain why we found that great tit nestlings in nest boxes exposed to high levels of ambient light pollution did not have any different levels of haptoglobin and nitric oxide than those at low levels of light pollution.

In that study we examined whether nestling physiology was associated with light and/or noise pollution as they often co-occur. Noise but not light pollution, was associated with elevated levels of haptoglobin. Our results suggest that the urban environment, through noise exposure, may entail important physiological costs for developing organisms. However, effects of light pollution, such as disrupted sleep behaviour of the adults, may also play an important role but requires further investigation. While much remains to be examined, we found that short-term exposure to ALAN may have severe behavioural and physiological consequences. Sleep disruption by ALAN may eventually be detrimental for an individual's health. Furthermore, the physiological effects during development may negatively affect short and long-term survival. In this thesis we have also discussed the limitations of our experimental light system such as the short-term exposure that we used. However, our system is highly adaptable and offers many opportunities to examine how ALAN affects free-living animals. We can therefore use it to expand on our current results, for example by using longer periods of exposure to ALAN. Furthermore, we can examine the potential of new lighting strategies to mitigate environmental effects, such as part-night lighting where lights are turned off during part of the night. Taken together, given that ALAN is steadily increasing even with the use of energy efficient LED lights, it is now vitally important to experimentally examine how long-term exposure to ALAN impacts behaviour and physiology and ultimately reproduction and survival and how these effects can be mitigated.

[https://www.researchgate.net/publication/325397518 Effects of artificial light at night on the behaviour and physiology of freeliving songbirds?_sg=e5CO6W56k4LhbNSEkHHTIDxWbFQHQc04uHj6ovk_WD8Kx9YU9MI1I4iJJ-tuJLKBVrmAGgtH2hYNg](https://www.researchgate.net/publication/325397518_Effects_of_artificial_light_at_night_on_the_behaviour_and_physiology_of_freeliving_songbirds?_sg=e5CO6W56k4LhbNSEkHHTIDxWbFQHQc04uHj6ovk_WD8Kx9YU9MI1I4iJJ-tuJLKBVrmAGgtH2hYNg)



CITY OF
Lethbridge

Land Use Bylaw 5700
DEVELOPMENT PERMIT

**PERMIT NO.
DEV10387**

Address: **2303 6 AVE S**
Legal: 0812488;7;23

District: DC

Applicant: FAMILY PET HOSPITAL AND 24 HOUR PET EMERGENCY CENTRE INC Phone: 403-360-5002
Address: 2303 6 AVE S LETHBRIDGE AB T1J 1C5

Development Proposed To replace an existing digital display panel with a new digital fascia panel that is 5.8m² in area.
Original approval DEV00876

District DC DIRECT CONTROL BYLAW (SEE BYLAW #)

Land Use SIGN - DISCRETIONARY

CONDITIONS OF APPROVAL

1. The digital fascia sign(s) shall be developed in accordance with the plans submitted June 19, 2018. Any change to these plans requires the approval of the Development Officer.
2. The message(s) on the digital fascia sign shall relate to the use of the parcel on which the sign is located. No third party advertising permitted.
3. The message on the digital fascia sign shall remain in a fixed position for a minimum of 8 seconds.
4. The transition between messages must be accomplished instantaneously.
5. The digital fascia sign must contain a default design that will freeze the digital copy message in one position if a malfunction occurs.
6. The digital copy face shall continuously and automatically adjust to Ambient Light conditions by following (measured at 10m from the Copy face);
 - Ambient light level + a maximum of 6.5 lux
 - To a maximum lumincance of:
Dawn to dusk 7500 nits
Dusk to dawn 300 nits

NOTE:

- a) An electrical permit is required for all illuminated signs and an inspection may be required.
- b) An electrical inspection is required for all field-assembled "through wall" neon installations.
- c) All illuminated signs excepting field-assembled "through wall" neon must be CSA or comparably certified by the manufacturer with the certification sticker clearly visible on the exterior of each sign.

Decision Date

Jun 26, 2018

Valid Date

Jul 24, 2018

Development Commencement

Provided this decision is not appealed, development shall commence:

- on or after the valid date, and
- within one year of the valid date.

Development may commence before the valid date only if the applicant has signed the "Voluntary Waiver of Claims" and is in receipt of this signed permit.



CITY OF
Lethbridge

Land Use Bylaw 5700
DEVELOPMENT PERMIT

**PERMIT NO.
DEV10387**

Development.
Authority


ANGELA OLSEN, DEVELOPMENT OFFICER

STATUTORY PLANS

The SSRP and applicable municipal statutory plans were considered in rendering this decision.

APPEALS

The applicant has the right to appeal this decision to the Subdivision and Development Appeal Board. An appeal shall contain a statement of the grounds of appeal and shall be delivered either personally or by Registered Mail so as to reach the Secretary of the Subdivision and Development Appeal Board not later than twenty-one (21) days after the decision date indicated on the Development Permit or 'Development Permit Application - Refused' letter.

FOIP

The personal information provided as part of this permit is collected under the Alberta Municipal Government Act and in accordance with section 33(c) of the Freedom of Information and Protection of Privacy Act. The information is required and will be used for issuing permits, Land Use By-law 5700 compliance verification and monitoring, and property assessment purposes. The name of the permit holder and the nature of the permit is available to the public upon request and may be revealed in public appeal processes.

If you have questions about the collection or use of the personal information provided, please contact Information Management at 910 4 Ave S Lethbridge, AB, T1J 0P6 or phone at (403) 329-7329, or email developmentsservices@lethbridge.ca.

Permit No. DEV10387

City of Lethbridge

**Planning and
Development
Services**

910 - 4th Avenue South
Lethbridge, AB
T1J 0P6

General #: 403-320-3920
Inspection #: 403-320-3830
Fax #: 403-327-6571

Development Permit Application

LAND USE BYLAW 5700 - FORM A

BP _____
DEV 10387

Project Address: _____

Unit / Bay # _____ Civic Address 2303 6th ave south Lethbridge AB

Date: 06/18/2018

Access Code: _____

Property Owner

Name: Jacob Adserballe Applicant
Address: 2303 6th avenue south Paid
Lethbridge AB T1J 1C5
Phone: 403-360-5200 Fax: _____
Signature: [Signature]

Land Owner Consent

The owner of this property knows the full details of the proposed development and knows I am making this development application.

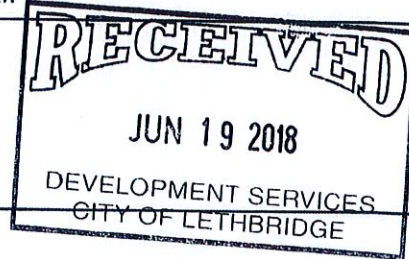
Yes No

Applicant

Name: Family Pet Hospital Applicant
Address: 2303 6th avenue south Paid
Lethbridge AB T1J 1C5
Phone: 403-320-5200 Fax: 403-320-5230
Signature: [Signature]
Email: info@familypet.ca

Details of Proposed Development

We are needing to replace and get a new LED sign. Old sign is approximately 8.5'x4.5' and the new sign is 12'x5.2'. Information displayed is strictly for and by Family Pet Hospital.



**** Providing an email address means you consent to receive all documents via this address. Please ensure accuracy ****

B/L #: _____

Be Advised

Although the Development Officers of the City of Lethbridge are in a position to advise on the principle or details of proposals, such advice must not be taken in any way as an official consent, and is without prejudice to the decision in connection with the formal application. It must be clearly understood that the applicant shall not proceed with the development based on comments made by the Development Officers prior to the issuing of a development permit.

Confirmation

The information I have provided herein and herewith is true, and to the best of my knowledge and abilities, accurate and complete.

Signature: [Signature]

Date: 06/18/18

Version Date: December 27, 2017

Any personal information collected on this form is collected in accordance with Sections 683, 685 and 686 of the Alberta Municipal Government Act and section 33(c) of the Freedom of Information and Protection of Privacy Act. Please note that such information may be made public. If you have any questions about the collection, use or disclosure of the personal information provided, please contact Information Management at 910 4 Ave S, Lethbridge, AB, T1J 0P6 or phone at (403) 329-7329.

wall: 16.23m x 8m = 129.84m²
signs: 5.8m² + 6m² = 11.8m²
9.19%



NEW REPLACEMENT
SIGN 12' x 5.2'

RECEIVED
JUN 19 2018
DEVELOPMENT SERVICES
CITY OF LETHBRIDGE

CITY OF *Lethbridge*
APPROVED AS PER
LAND USE BYLAW 5700
JUN 26 2018
PERMIT #: *DEV10387*
SIGNATURE: *Angela Ols*



Existing sign
approx. 8' x 4.5'

RECEIVED
JUN 19 2018
DEVELOPMENT SERVICES
CITY OF LETHBRIDGE



Wilmer Dueck - 18/05/29

VideoStar Series

6 FT X 12 FT 16MM LED DISPLAY



PIXELBOOM Media Ltd. is proud to introduce our new EnviroSlim LED Billboard Series.

With it's light weight slim design this exciting product provides a cost effective LED advertising solution while providing versatility and ease of installation for any type of application or any environment.



Simple and easy to use software for any application.



"The Best HD LED displays available to the market Today"

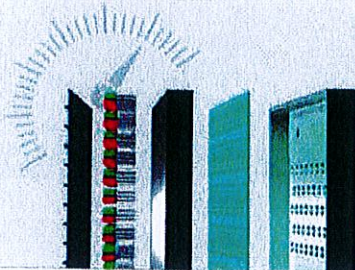




OUR PROPRIETARY TECHNOLOGIES



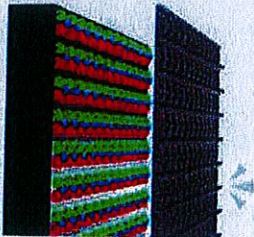
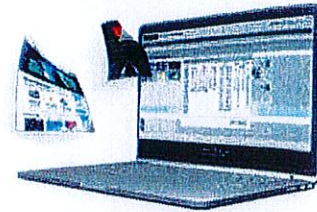
State of the art daylight sensor technology that automatically dims to ambient light levels to decrease light pollution and increase LED life longevity



State of the art heat sink technology (regulates internal temperatures for optimum component longevity)



IntelLED ® Reporting technology which can automatically send scheduling, proof of play, performance and error messages reports to you or your clients

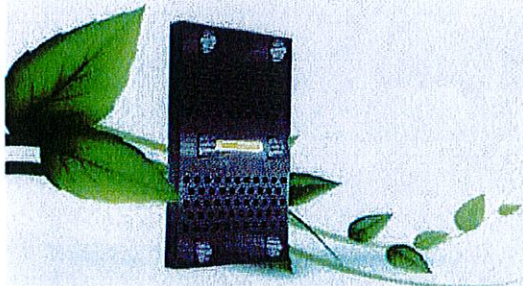
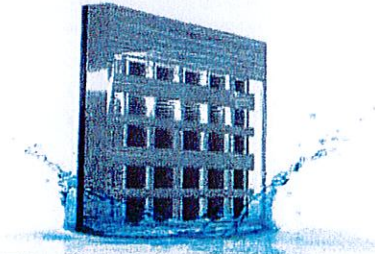


Protruding grill face that protects against vandalism and damage (rocks, bottles etc)



Weatherpro

High grade light weight IP68 Rated weatherproof aluminum cabinets withstands all types of weather conditions



enviroclean

Sealed component technology (eliminates internal dust and debris)



6 FT X 12 FT 16MM LED DISPLAY



FRONT SERVICING

Simple and easy front service access design



LOW ENERGY

67% lower energy consumption to drastically reduce operating costs



LIGHT WEIGHT

75% less weight to reduce installation and structure costs



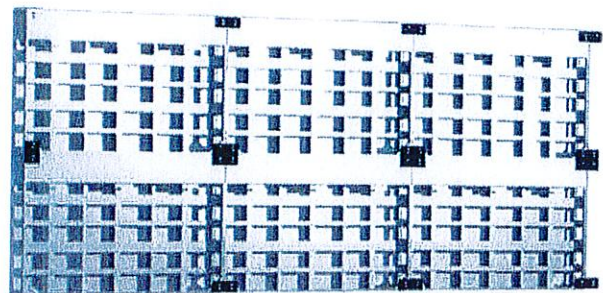
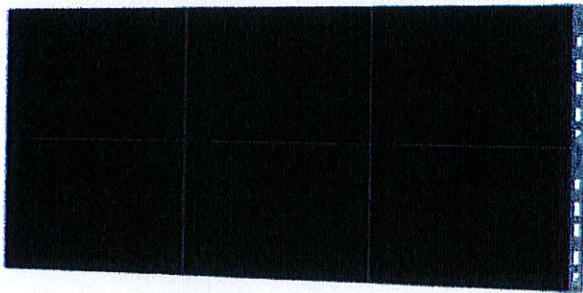
WEATHER PROOF

Breakthrough IP68 sealed module technology to withstand any harsh environment



WARRANTY

Industry's best 10 year Warranty



Sign Specifications:

Cabinet Approx: 62.99"h x 141.73"w
 Actual Display: 62.99"h x 141.73"w
 Text Dimensions: 1-12 lines, 27 characters / line
 Matrix: 96h x 216w
 Total Pixels: 20736
 Model: LSS-FMVS-16
 Pitch: 16mm High Definition
 Software: VideoStar V2.0
 Color Display: Vibrant Full Color System
 Cabinet: Single sided high grade rust proof aluminum
 Cabinet Opening: Front Module
 Cabinet Style: Borderless
 Power Supplies: CE,cULus Approved / Meanwell
 Weight /lbs: 391.56 each side
 Wattage: Max watts 2760 / Average watts 918 each side
 Voltage: 120V each side

Standard Features:

Comm: Cat 5 Ethernet Connection / Wi-Fi / Cellular Modem / Fibre Optic
 LED's Per Pixel: 1R1G1B
 Display Palette: Full Color
 Colors: 281 Trillion Colors
 Software Description: - Web-based software that can be used from any computer that is connected to the internet.
 - Easily upload graphics, text, images, video & more.
 User-friendly software allows users to create a quick Ad, setup drag and drop scheduling and proof-of-play logs.
 Viewing Angles: 160 Horiz/70 Vert
 Graphic: Slideshow playback w/fast transitions 75FPS Motion Animation Video, Image and Text Capable. Full Live Video Capable.
 Processor: 14 Micron Chips, Copper Leads
 Brightness: High brightness
 Warranty: 10 Year Limited Manufacturer's Warranty

Satisfaction Guaranteed
Quote valid for 30 days



1-866-989-SIGN

Simple and easy to use software for any application.

After years of extensive software engineering LED Sign Supply Inc. is proud to introduce our LED Videostar®. We have developed a more versatile user friendly software program for any type of user making it quick and painless to upload eye catching vibrant media content one or multiple networks of LED displays. We have also integrated our IntelLED® Reporting technology which can automatically send scheduling, proof of play, performance and error messages reports to you or your clients.



Easy Ads Design
customize text, colors and animations



Web Based
access your files from the cloud



Timeline & Schedule
schedule multiple play ads



Drag and Drop
easy to upload images and videos

Easily manage your media creations and advertising campaigns and maximize your LED signs potential!

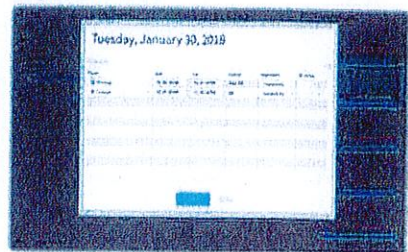
Ads Design



Content Upload



Sign Schedule

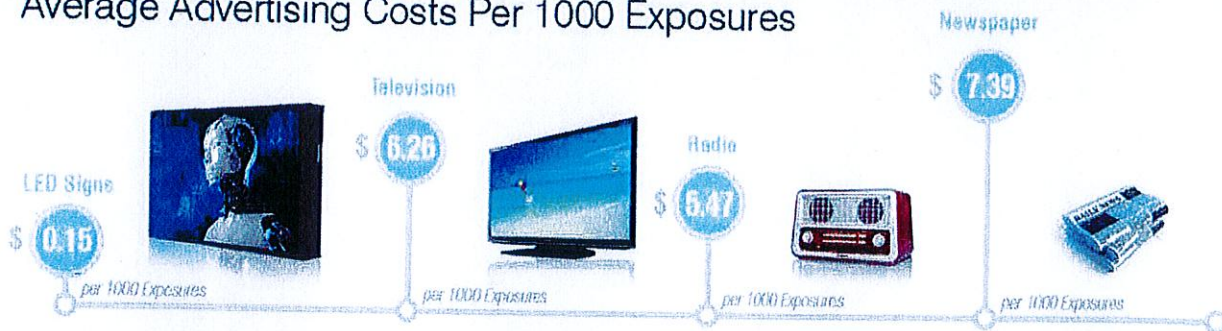


Videostar Software Features

- 100% Uptime and perfect for third party advertising
Works through Web, Wireless
Load up hundreds of media files in one click
Supports all common file types
Create your own content using numerous easy to configure video templates
Advanced user account management
Schedule ad groups through an intuitive web interface
Determine average dwell time using an IP camera
Monitor your signs display remotely
Email alert notifications
Control One display or hundreds
Web based and media manager
Automated LED brightness control

- LED signage is proven to have the highest marketing ROI (Return on Investment)
- LED signs have the lowest cost per 1000 exposures (most cost effective advertising business solution)
- LED signage increases your sales by 30% to 100% or more
- LED signs brand your business to your products & services
- LED signs instantly advertise and directly motivate new and returning customers to buy from your business
- One time investment providing over 10 years of cost effective advertising
- Studies proved an LED sign is 900% more attractive than traditional signage
- 'Effective' messages increase sales and stands out from competitors
- Greater visibility from further distances. 24/hrs a day, 7 days a week
- Great resale value(holds great value and is easy to uninstal and relocate)
- Instantly send multiple messages to your sign to display store specials, promotions, sale items & more

Average Advertising Costs Per 1000 Exposures



Branding

- Remember 85% of your customers live or work within 5 miles of your business
- Each of these customers will drive past your company at least ten times a month
- Do they even know you are there and what you sell?
- Your sign should brand your location and business as well as visually first come to mind to your customers.
- Branding your business – LED Signage builds top of the mind business awareness.

Competition

Can a sign really make a difference between the success and failure of a business? The simple answer is yes. Your signage is critical to your success. The SBA (Small Business Association) believes that inadequate signage is responsible for more than 50% of all business failures. LED Sign Supply Inc's displays drastically increase sales and walk-in traffic for your business, without one you are not taking advantage of your true marketing potential. This proven investment can be a strategic plan not only to make your business look more established, but to ensure your business stands out from all of your competitors.

Time to secure your location – Due to the increased demand for LED signage, many city permitting by-laws are now limiting the amount of LED signs in specific areas and are setting strict guidelines for the distance from one another. This means that if you don't place an LED sign on your property your neighbor or competitor may secure their property before you, enabling you from taking advantage of an LED sign.



THE EXCITING BENEFITS

The Exciting Benefits Of Our Quality LED Displays

- We offer the most vivid, vibrant and attractive LED signs available to the market today
- Superior craftsmanship, manufacturing the highest quality products at the best price, guaranteed!
- High brightness LED which gives much brighter images in direct sunlight
- We have proven to have on of the industry's lowest product failure rates
- We offer the industry's best warranty plan
- We offer free spare parts package with each order
- Free expert lifetime technical support
- Developed and engineered in North America
- Quick and painless installation process
- We manufacture any custom designs and sizes
- Pre configured LED displays "Plug and Play"
- Our easy to use custom built LED VideoStar software
- All networking capabilities (Ethernet, wireless, internet)
- An A+ rating with Better Business Bureau "BBB"
- CSA, UL and ETL North American Electrical Safety Compliant
- IP65/67 rated weatherproof cabinets with custom automatic cooling system
- We only use the highest quality components and LED technologies available to the market
- Over 10 years experience in engineering, manufacturing & distributing innovative LED display technologies
- Our team has built a solid reputation for providing quality products with unmatched customer service



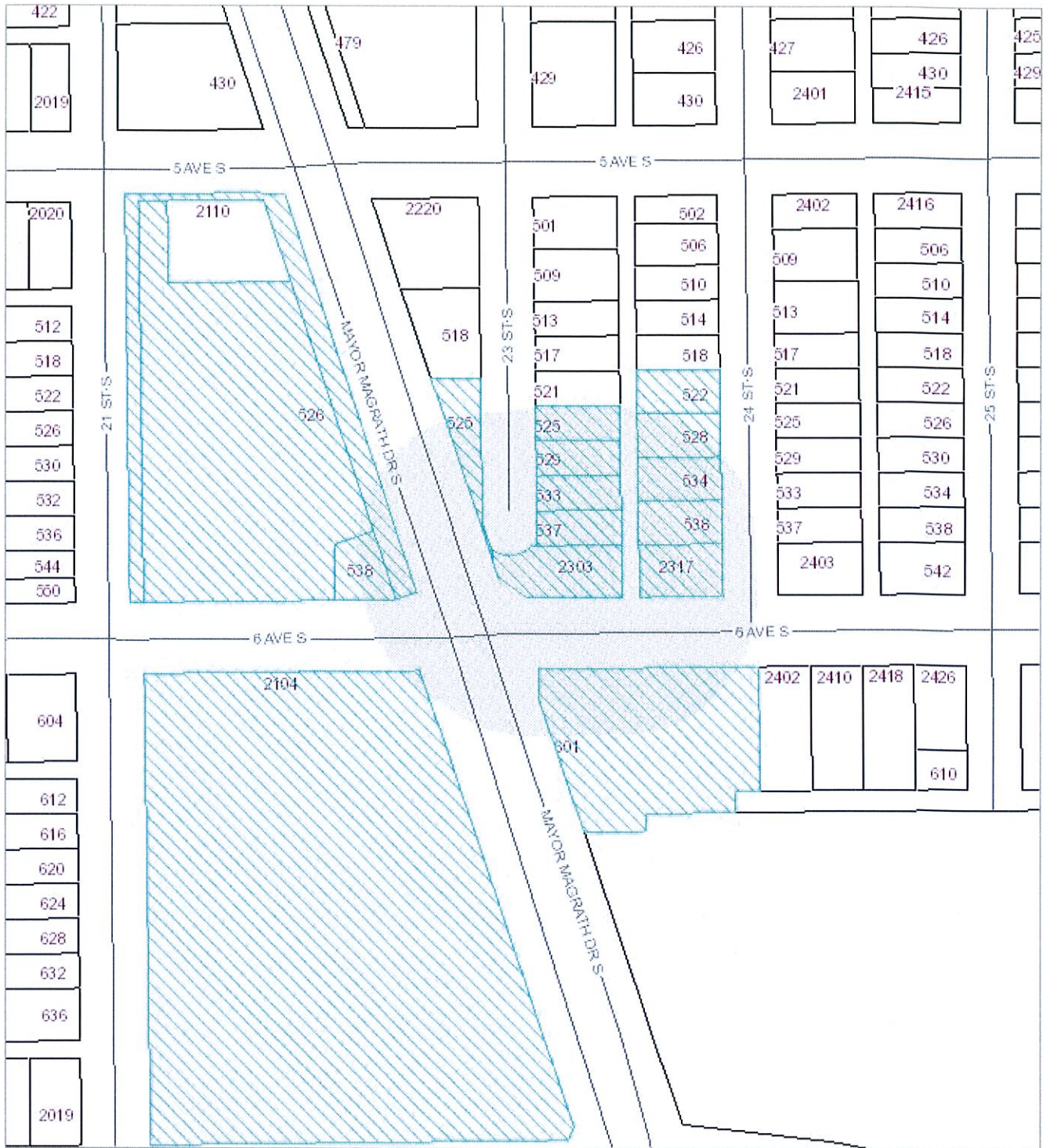
**"Ask about our
Satisfaction & Price
Beat Guarantees"**

Contact us today for more information

We have representatives and authorized dealers across United States and Canada.
Please contact us to find the closest near you.

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PIXELBOOM Media Ltd.
wilmer@pixelboom.ca
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403-315-3214





CITY OF *Lethbridge* **2303 6 Ave S**

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