

Illuminated and Electronic Signs

Final Report and Recommendations



Planning and Growth Management Committee
December 4, 2013

Outline

- Study Process
- Public and Stakeholder Consultations
- Staff recommendations
 - Administrative Changes
 - Signs in Residential Areas
 - Electronic Static Signs
 - Other Sign Types Reviewed
- Questions

Study Purpose:

- Requested by Council and the Planning and Growth Management Committee to review the impacts of electronic and illuminated signs
- Increasing numbers of sign variance and sign bylaw amendment applications for electronic signs
 - 16 electronic signs (30% of the electronic signs in the city) have been approved by variance or bylaw amendment since 2010

Study Process:

- Planning and Design Review
 - Reviewed potential impacts of electronic and illuminated signs and reviewed regulations in other jurisdictions
 - Identified changes to regulations
- Public Opinion Poll
 - Gathered public attitudes and opinions on electronic and illuminated signs

Study Process cont:

- Transportation Safety Study
 - Reviewed the relationship between electronic signs and traffic safety
- Status report to Planning and Growth Management in September
 - Supported further public and stakeholder consultation
- Public and Stakeholder Consultations

Public and Stakeholder Consultation

- In early September, communications and invitations sent to:
 - Identified Stakeholders and Interested Parties
 - Business Improvement Areas
 - 83 Ratepayer Groups
 - Councillors and Mayor
 - Press Release and Local Newspapers
- Public Consultations - September 23-26
 - One session held in each district
- Stakeholder Consultation Sessions:
 - 6 meetings held in August and September

Staff Recommendations

Changes to General Regulations

- Reduction in maximum brightness levels between sunset and sunrise by 40%
- Reduction in allowable light trespass levels by more than 50%

Administrative Changes

- Establishing separate sign types for all signs displaying electronic copy
 - Will require third party electronic signs to be considered as amendments to the bylaw when sign type not permitted in sign district
- Annual reporting on amendments to the Sign Bylaw
 - Will allow a more comprehensive review of the impacts of sign bylaw amendment applications prior to reporting

Signs in Residential Areas

- Permit illuminated and non-electronic readograph signs for institutional uses
- Reduce hours of illumination from 11pm to 9pm for signs located in Residential Sign Districts and all signs within 30 metres of Residential Sign Districts

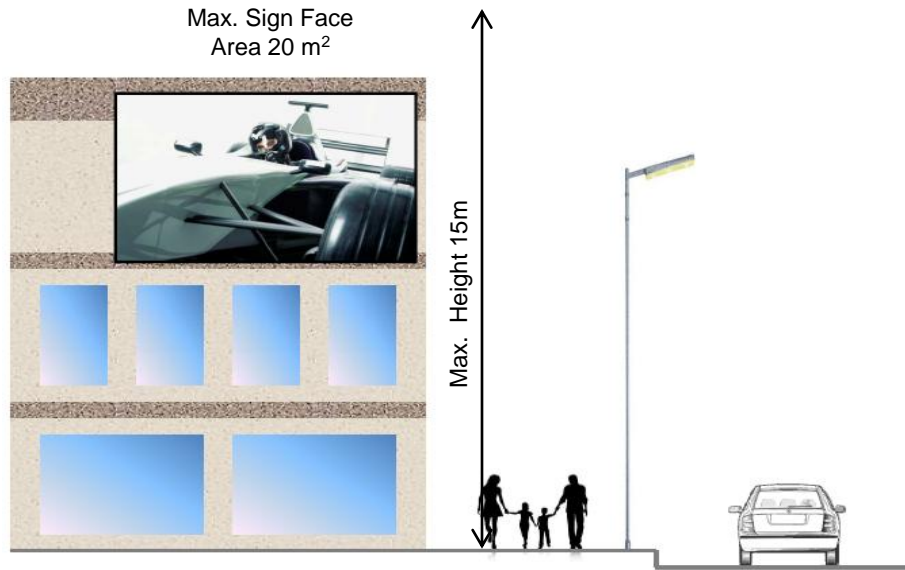
Non-Electronic
Readograph Sign



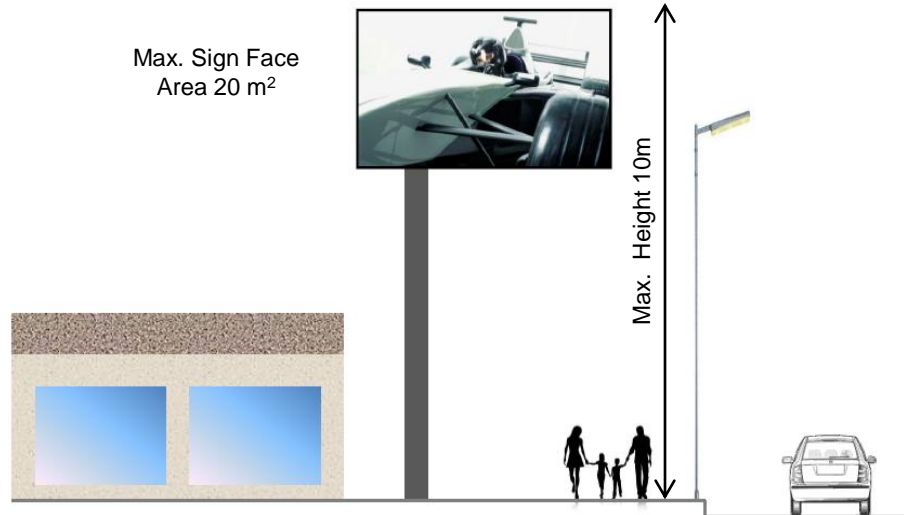
Third Party Electronic Signs in C, E and U Sign Districts

- Max sign face of 20.0 m²
- Min of 30m setback from an intersection
- Same illumination requirements and hours of operation as other signs
- Min setback of 60m from an R, RA, CR, I or OS Sign District
- Min 500m from another electronic third party sign
- Min of 150 m from any other third party sign
- Where located within a 250m radius of an R, RA, OS or I Sign District, the sign shall not be permitted to be facing any premise in the R, RA, OS or I Sign District

Third Party Electronic Signs



Electronic Wall Sign
proposed for
Commercial (C) and
Utility (U) Sign Districts

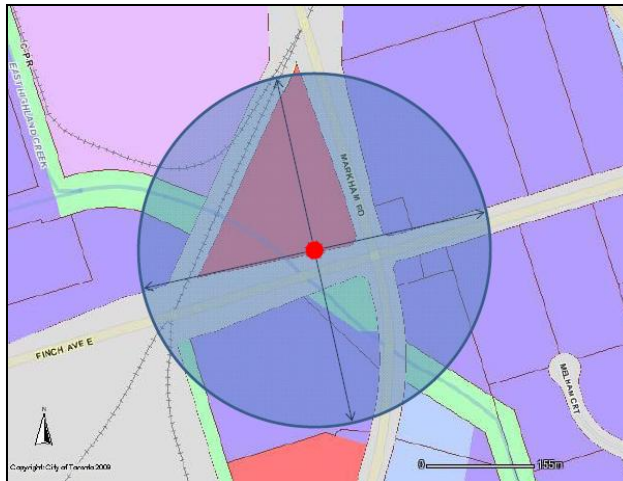


Electronic Ground Sign
proposed for
Employment (E) and
Utility (U) Sign Districts

Third Party Electronic Signs in C, E, and U Sign Districts



Electronic Sign location more than 250m away from an R, RA, CR, OS or I Sign District; no restriction on the sign district that the sign faces*



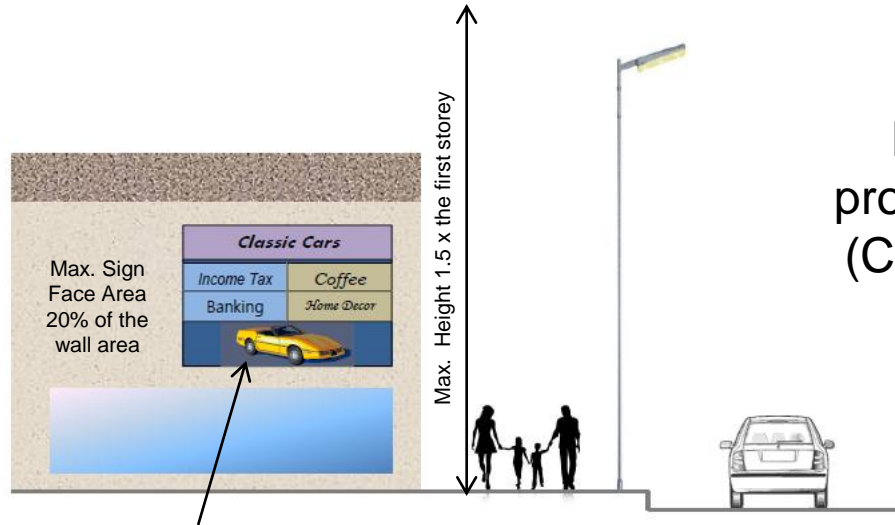
Electronic Sign location within 250m of an OS Sign District, sign could not face the OS Sign District*

* Does not take into account other third party signs that may be within 150m of each location or electronic signs within 500m of each location, Wall sign could not face a street

First Party Electronic Signs in C and E Sign Districts

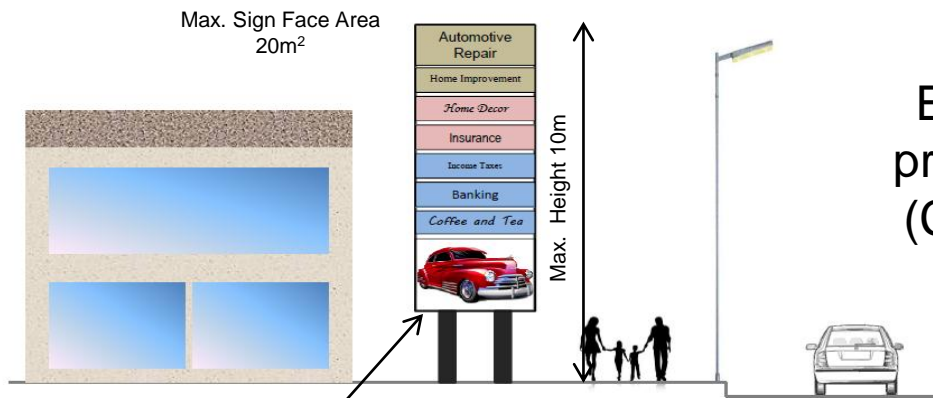
- Only one electronic sign per property
- Max 30% of sign can display electronic copy to a max of 5 m² for a ground sign & 3m² for a wall sign
- Electronic copy must be in lower 50% of sign face
- Min of 30m setback from an intersection
- Min setback of 60m from an R, RA, CR, I or OS Sign District
- There must be a minimum lot frontage of 100m
- There property where the sign is located must be a commercial development with 10 or more tenants
- Same size and height and illumination requirements as other first party signs

First Party Electronic Signs in C and E Sign Districts



Electronic Wall Sign proposed for Commercial (C) and Employment (E) Sign Districts

Max. Sign Face Area displaying electronic copy
30% (max 3 m²) located at bottom of sign



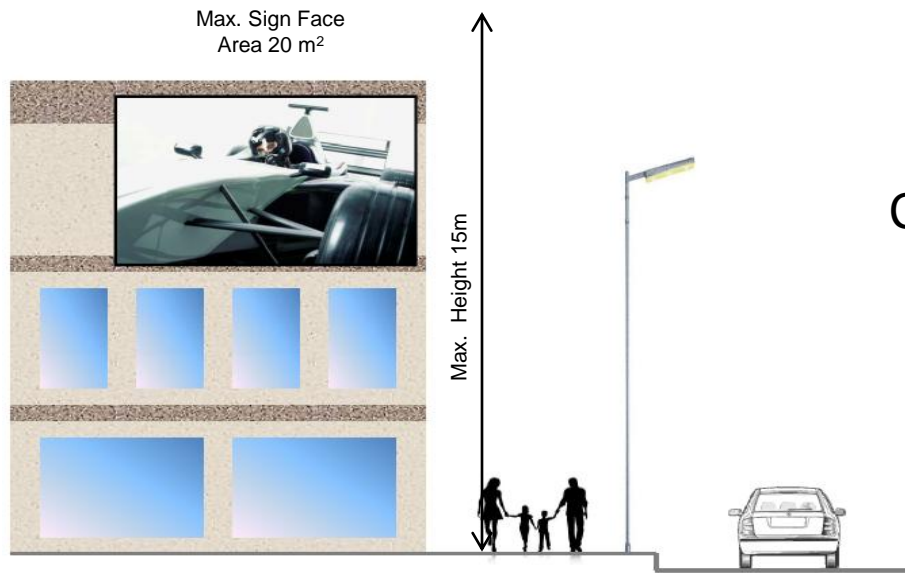
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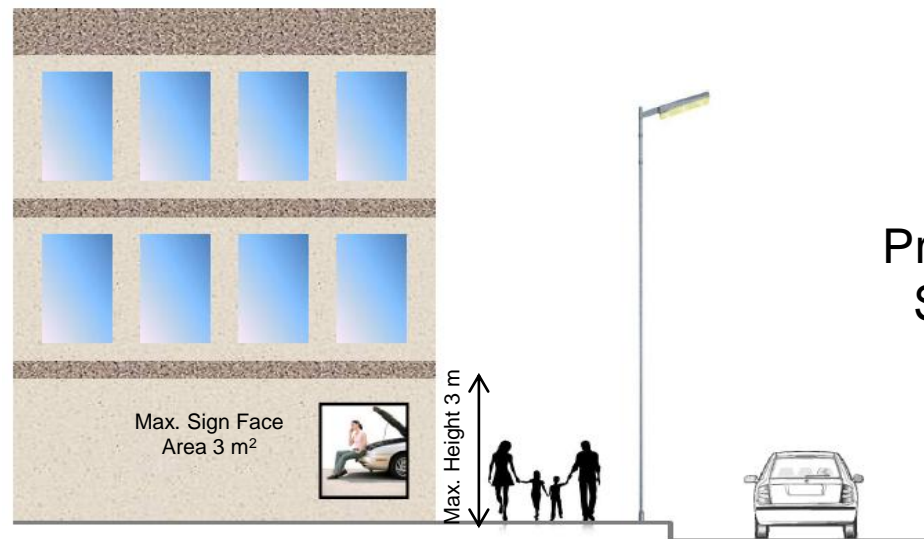
Signs in CR Sign Districts

- Maximum sign face of 3.0 m²
- Minimum of 30 m setback from an intersection;
- Maximum height of 3.0m
- Sign cannot face a street
- Minimum of 100 metres from any other third party sign
- Same illumination requirements and hours of operation as other signs
- For electronic signs - Where located within a 100m radius of an R, RA, OS or I Sign District, the sign shall not be permitted to be facing any premise in the R, RA, OS or I Sign District

Third Party Signs in CR Sign Districts

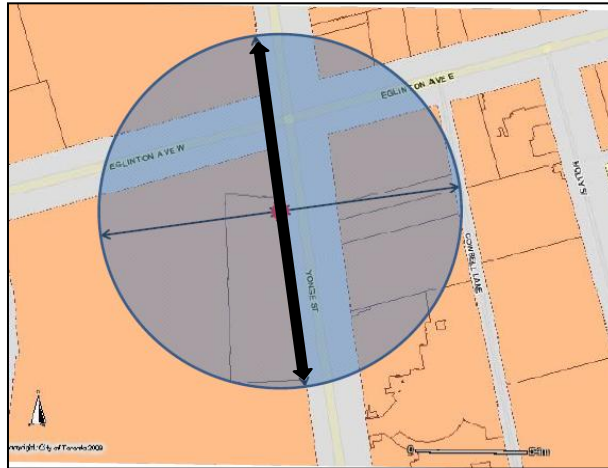


Current permissions for Static and Mechanical Wall Signs



Proposed permissions for Static, Mechanical and Electronic Wall Signs

Electronic Signs in CR Sign Districts



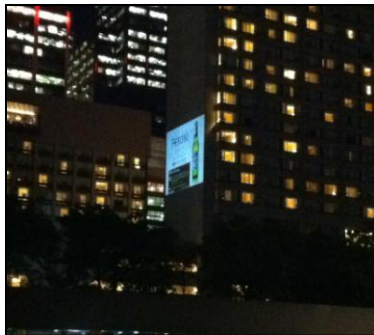
Electronic Sign location more than 100m away from an R, RA, OS or I Sign District; no restriction on the sign district that the sign faces*



Electronic Sign location within 100m of an R Sign District, sign could not face the R Sign District*

* Does not take into account other third party signs that may be within 100m of each location, signs would not be permitted to face a street

Other Sign Types



Projected Image Signs

- First party signs considered as a variance only when part of a signage Master Plan
- Approved by General Manager of Economic Development for a Special Event
- All others would require a sign bylaw amendment



Electronic Moving Copy Signs

- No changes recommended
- First party signs considered as a variance
- All others would require a sign bylaw amendment

Questions