



SUBJECT: Request for an area specific amendment to Sign By-law 34-2007

TO: Planning and Development Committee

FROM: Department of City Building - Planning Building and Culture

Report Number: PB-58-18

Wards Affected: 4

File Numbers: 790-01

Date to Committee: September 11, 2018

Date to Council: September 24, 2018

Recommendation:

Approve By-law XX- 2018 to amend Sign By-law 34-2007 to permit one (1) additional static digital billboard in the City of Burlington attached as Appendix "D" to department of city building report PB-58-18.

Purpose:

To remove 3 existing paper billboards and to install one digital billboard located on the Metrolinx corridor near Fairview St. and Guelph Line, as described in Appendix "A".

A City that Grows

- Promoting Economic Growth

An Engaging City

- Good Governance

Background and Discussion:

There are currently two site specific electronic billboards installed in the City of Burlington. The first location is at the north side of Fairview Street, west of Walkers Line and the second location is at Upper Middle Road west of Huron Way. Pattison Signs

has requested to add one (1) additional electronic billboard in the City at Guelph Line north of Fairview as described in Appendix "A" to this report.

In 2016, there were 75 billboards in the City of Burlington. In response to a growing concern from the public and members of Council, it became necessary to address the proliferation of billboards within the community. A number of municipalities across the province have implemented caps on the number of billboards permitted in their communities. A cap provides a balance between the interests of the public and the commercial sign companies. Staff at that time recommended that the City of Burlington impose a cap of 50 billboards, but allow the existing billboards to remain until they were altered or removed altogether. As a result, and as of today, there are now 47 billboards in Burlington.

Strategy/process

Advancements in the digital advertising world have led to an increase in requests for installations of electronic billboards.

The Municipal Act provides Ontario municipalities with the jurisdiction to regulate signs. The City has Sign By-law 34-2007 in effect. However, it does not speak to electronic signage. As such, a review of best practices across the country was undertaken and found that there are a number of municipalities that have permitted either the conversion of paper based billboards to digital billboards, or completely new installations, (Vancouver, Calgary, Ottawa, Milton, Waterloo, Newmarket and Windsor).

Signage Proposal:

Pattison Signs is requesting an area specific amendment to the sign by-law, to provide permission to allow for the removal of three existing wooden plywood display faces and replace with one high resolution digital display face, bringing the total amount of billboards to 45 in the City. A summary of Pattison's digital billboard proposal is attached as Appendix "B" to this report.

The proposal includes the following:

1. Replace three paper posted billboards as per Appendix "A" with one static digital billboard;
2. Static messages only with the digital display of a minimum of 10 seconds;
3. No motion or flashing effect;
4. Sign illumination levels within appropriate levels in relation to ambient light levels; and
5. Owner authorization from CN Railway and Metrolinx as per Appendix "C".

The criteria for the new electronic billboard was gathered from the report used in 2016 from which the 2 existing electronic billboards were approved by council.

The Applicant will be responsible for satisfying the technical requirements related to the structural adequacy as determined through the sign permit review process.

Financial Matters:

Sign Permit Fee was received.

Total Financial Impact

Not applicable

Source of Funding

Not applicable

Other Resource Impacts

Not applicable

Public Engagement Matters:

None as this was already undertaken in 2016.

Conclusion:

Staff recommends that Council allow the request from Pattison Signs, to allow this electronic billboard for this additional site.

Respectfully submitted,

Grant Ziliotto, CPSO, CBCO

Manager of By-Law Enforcement, Licensing and Animal Services

905-335-7600, ext. 7628

Appendices:

- A. Photograph of existing billboards and new install
- B. Application for Sign By-law Amendment-Pattison Outdoor Signs
- C. Owner Authorization (April 26, 2018)
- D. Draft of amending By-Law

Report Approval:

All reports are reviewed and/or approved by Department Director, Director of Finance and Director of Legal. Final approval is by the City Manager.