Appendix A: Digital Sign and Billboard Regulations and Fees

Category 1: SIGN DEFINITIONS

These definitions provide increased clarity and alignment with current industry standards.

REFERENCE

- Appendix B: Background Report (Section 2)
- Winnipeg Zoning By-Law

Proposed Regulations	
Existing Definitions (Winnipeg Zoning By-Law)	**Proposed Definitions**
	Billboards (Non-Accessory Signs)
"advertising sign" means a sign or billboard directing attention to a business, commodity, service, thing, message, or entertainment conducted, sold, or offered elsewhere than upon the same zoning lot on which that sign is located.	**Poster Billboard:** means a sign or billboard that does not utilize digital message technology, and that directs attention to a business, commodity, service, thing, message, or entertainment conducted, sold, or offered elsewhere than upon the same zoning lot on which that sign is located.
"advertising sign" & **"electronic message board sign"**	**Digital Billboard:** means a sign or billboard capable of changing the message or copy on the sign electronically, where the sign copy is fixed for a set period of time, and which directs attention to a business, commodity, service, thing, message, or entertainment conducted, sold, or offered elsewhere than upon the same zoning lot on which that sign is located.
	Digital Moving Copy Billboard: means a sign or billboard with copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other electronic technology where the sign copy displays moving images, and which directs attention to a business, commodity, service, thing, message, or entertainment conducted, sold, or offered elsewhere than upon the same zoning lot on which that sign is located.
	Digital Accessory Signs
"electronic message board sign" means a sign or component of a sign on which the copy can be changed by electrical or electronic means.	**Digital Reader Board:** means a changeable copy sign that uses light emitting diodes. Messages are composed of an ordered sequence of alphanumeric characters on a blank background.
	Digital Static Copy: means a sign with copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other electronic technology where the sign copy is fixed for a set period of time.
	Digital Moving Copy: means a sign with copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other electronic technology where the sign copy displays moving images.
	24-Hour Hold Digital Copy: means a sign with copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other electronic technology where the sign copy is fixed for 24 hours through the use of a factory preset that is not altered.

Category 2: BILLBOARD SIGN LOCATIONS – PROPOSED REGULATIONS

Summary:
Compared to the current Winnipeg Zoning By-law, the proposed regulation has the following differences:

- "C2, C3" - Digital Moving Copy Billboards go from conditional to not allowed
- "M1, M2, M3" –Digital Moving Copy Billboards go from conditional to not allowed

	Proposed Regulation					
Zoning District	**Poster Billboards**		**Digital Billboards**		**Digital Moving Copy Billboards**	
	Current	Proposed	Current	Proposed	Current	Proposed
"C1"	-	-	-	-	-	-
"C2"	C	C	C	C	C	-
"C2" PDO-1 Neighbourhood	-	-	-	-	-	-
"C3"	C	C	C	C	C	-
"C4"	-	-	-	-	-	-
"CMU"	-	-	-	-	-	-
"RMU"	-	-	-	-	-	-
"M1"	C	C	C	C	C	-
"M2"	C	C	C	C	C	-
"M3"	C	C	C	C	C	-
"MMU"	-	-	-	-	-	-
PR Districts	-	-	-	-	-	-
"R & RMF" Districts	-	-	-	-	-	-
"EI"	-	-	-	-	-	-
"A"	-	-	-	-	-	-

More restrictive than existing regulations

A = Allowed
C = Conditional
(-) = not allowed
*for community use facilities

Category 3: BILLBOARD SIGN SIZES – PROPOSED REGULATIONS

Summary:
Compared to the current Winnipeg Zoning By-law, the proposed regulation has the following differences:

- All Billboards go from no size standards to maximum 200 square feet. Eighty-eight percent of billboards installed in Winnipeg in the last 10 years are 200 sq. ft. or less.

Proposed Regulation					
Poster Billboards			**Digital Billboards**		
Free standing	**Attached to Building**	**Roof**	**Free standing**	**Attached to Building**	**Roof**
max 200ft^2	max 200ft^2	prohibit on roofs	max 200ft^2	max 200ft^2	prohibit on roofs

A 200ft^2 Billboard



Category 3: BILLBOARD SIGN SIZES – BACKGROUND

The proposed regulation above provides direction with respect to sizes of Billboards, to ensure alignment with current Canadian best practice and with policies of the *Complete Communities Direction Strategy*.

REFERENCE

- Appendix B: Background Report (Section 2)
- *Complete Communities Direction Strategy* (Section 12)
- Winnipeg Zoning By-Law

RATIONALE

The *Complete Communities Direction Strategy* identifies design and context as important objectives for Winnipeg over the next 20 years; and issues relating to proportion and context of Billboards have emerged as more common issues in public hearings in Winnipeg in recent years.

Currently, the Winnipeg Zoning By-Law does not provide dimensional standards for Billboards. Canadian cities that have recently updated their by-law regulations pertaining to Billboards have included specific size regulations. Poster and Digital Billboards are proposed to have a maximum size of 200 sq. ft. in all districts. Eighty-eight percent of billboards installed in Winnipeg in the last 10 years are 200 sq. ft. or less.

CITY OF WINNIPEG EXISTING REGULATIONS

Poster Billboards			Digital Billboards		
Free standing	**Attached to Building**	**Roof**	**Free standing**	**Attached to Building**	**Roof**
No standards; Conditional Use process	No standards; Conditional Use process	No standards; Conditional Use process	No standards; Conditional Use process	No standards; Conditional Use process	No standards; Conditional Use process

OTHER JURISDICTIONS

Poster Billboards			Digital Billboards		
Free standing	**Attached to Building**	**Roof**	**Free standing**	**Attached to Building**	**Roof**
Ottawa – maximum 200ft^2 Edmonton - scale compatible with building, land, development Toronto – prohibited other than employment lands – 215ft^2	Ottawa – maximum 200ft^2 Edmonton - scale compatible with building, land, development Toronto – 215ft^2; less in Special Sign Districts Calgary – 270ft^2	Prohibited in Ottawa Prohibited in Edmonton Prohibited in Toronto Prohibited in Calgary	Prohibited in Ottawa Edmonton – 107-130ft^2 for motion/ effects/video; 33-700ft^2 for static Prohibited in Toronto except Gardiner Gateway – static only 540ft^2	Prohibited in Ottawa Edmonton – 107ft^2 Calgary – 270ft^2 Prohibited in Toronto	Prohibited in Ottawa Prohibited in Edmonton Prohibited in Toronto Prohibited in Calgary

Category 4: BILLBOARD SIGN HEIGHTS – PROPOSED REGULATIONS

Summary:

Compared to the current Winnipeg Zoning By-law, the proposed regulation has the following differences:

- Free standing Billboards go from no height standards to maximum 30 feet. Eighty percent of free standing billboards installed in Winnipeg in the last 10 years are 30 feet high or less.
- Billboards attached to a wall can be as high as the wall, and Billboards cannot be mounted on roofs. All Canadian cities studied prohibit billboards on roofs.

Proposed Regulation					
Poster Billboards			**Digital Billboards**		
Free standing	**Attached to Building or within 5' of building**	**Roof**	**Free standing**	**Attached to Building or within 5' of building**	**Roof**
max 30 ft.	Building wall height	Prohibit on roofs	max 30 ft.	Building wall height	Prohibit on roofs

A 30 ft. high Billboard



Category 4: BILLBOARD SIGN HEIGHTS – BACKGROUND

The proposed regulation above provides direction with respect to heights of Billboards, to ensure alignment with current Canadian best practice and with policies of the *Complete Communities Direction Strategy*.

REFERENCE

- Appendix B: Background Report (Section 2)
- *Complete Communities Direction Strategy* (Section 12), Winnipeg Zoning By-Law

RATIONALE

The *Complete Communities Direction Strategy* identifies design and context as important objectives for Winnipeg over the next 20 years; and issues relating to proportion and context of Billboards have emerged as more common issues in public hearings in Winnipeg in recent years.

Currently, the Winnipeg Zoning By-Law does not provide height standards for Billboards. Canadian cities that have recently updated their by-law regulations pertaining to Billboards have included specific height standards. In these cities, Poster and Digital Billboard heights range from 26-33 feet with restrictions above rooflines. Free standing Poster and Digital Billboards are proposed to have a maximum height of 30 ft in all districts. Eighty percent of free standing billboards installed in Winnipeg in the last 10 years are 30 feet high or less. Those attached to a building are proposed to be allowed building wall height.

CITY OF WINNIPEG EXISTING REGULATIONS

Poster Billboards			Digital Billboards		
Free standing	**Attached to Building**	**Roof**	**Free standing**	**Attached to Building**	**Roof**
No standards; Conditional Use process	No standards; Conditional Use process	No standards; Conditional Use process	No standards; Conditional Use process	No standards; Conditional Use process	No standards; Conditional Use process

OTHER JURISDICTIONS

Poster Billboards			Digital Billboards		
Free standing	**Attached to Building**	**Roof**	**Free standing**	**Attached to Building**	**Roof**
Ottawa – maximum 26ft Edmonton - no more than 12in above roof Prohibited in Toronto except employment lands – 33ft Calgary – street level sign max 7ft; cannot project above roof	Ottawa - 1st or 2nd storey only Edmonton - no more than 12in above roof Toronto – 33-50ft Calgary – cannot project above roof	Ottawa – cannot project above roof; 1st or 2nd storey on residential MF Edmonton - no more than 12in above roof Prohibited in Toronto Prohibited in Calgary	Prohibited in Ottawa Edmonton – 26ft; no more than 12in above roof Calgary – street level sign max 7ft; cannot project above roof Prohibited in Toronto except Gardiner Gateway – static only 50ft	Prohibited in Ottawa Edmonton – 26ft; no more than 12in above roof Prohibited in Toronto Calgary – cannot project above roof	Prohibited in Ottawa Prohibited in Edmonton Prohibited in Toronto Prohibited in Calgary

Category 5: BILLBOARD SEPARATION DISTANCE FROM OTHER LAND USES – PROPOSED REGULATIONS

Summary:
Compared to the current Winnipeg Zoning By-law, the proposed regulation has the following differences:

- Billboards go from being able to face residential to not being allowed to face residential, unless the sign is not visible from residential
- Billboards are required to be 250 feet from Parks and Natural areas; and 150 feet from historic buildings and hospitals, unless the sign is not visible from those areas/buildings.
- Digital Billboards are required to be turned off at night in residential areas
- Billboards cannot be mounted on listed historic buildings

Proposed Regulation					
Poster Billboards			**Digital Billboards**		
Residential	**Parks, Riverbanks (floodway fringe lines) and ESNL**	**Listed Historic Buildings & Hospitals**	**Residential**	**Parks, Riverbanks (floodway fringe lines) and ESNL**	**Listed Historic Buildings & Hospitals**
Cannot face residential use unless not visible from residential use	250 ft; cannot face Parks, Riverbanks and Natural Areas unless not visible from them	150 ft; cannot face building unless not visible from it; and cannot be mounted on listed historic buildings	Cannot face residential use unless not visible from residential use; Within 100 feet sign must be turned off between 10:00 PM and 7:00 AM	250 ft; cannot face Parks, Riverbanks and Natural Areas unless not visible from them	150 ft; cannot face building unless not visible from it; and cannot be mounted on listed historic buildings

Category 5: BILLBOARD SEPARATION DISTANCE FROM OTHER LAND USES - BACKGROUND

The proposed regulation above provides direction with respect to impact of Billboards on other land uses, to ensure alignment with current Canadian best practice and with policies of the *Complete Communities Direction Strategy*.

REFERENCE

- Appendix B: Background Report (Section 2)
- *Complete Communities Direction Strategy* (Section 3-12)
- Winnipeg Zoning By-Law

RATIONALE

Centres and Corridors are identified in Complete Communities as strategic opportunities for residential intensification. Sign regulations should support the goal of these areas evolving into vibrant, pedestrian-friendly destinations for Winnipeggers to live, work, and play. Issues relating to context and impact on other land uses have emerged as more common issues in public hearings in Winnipeg in recent years.

Currently, the Winnipeg Zoning By-Law does not provide separation distances between Billboards and other land uses. Canadian cities that have recently updated their by-law regulations pertaining to billboards include minimum separation distances from residential properties and other land uses. In these cities, common separation distances from residential properties range from 100 – 985 ft; and from other land uses range from 100 – 1476 ft.

CITY OF WINNIPEG EXISTING REGULATIONS

Poster Billboards			Digital Billboards		
Residential	**Parks, Riverbanks (floodway fringe lines) and ESNL**	**Listed Historic Buildings & Hospitals**	**Residential**	**Parks, Riverbanks (floodway fringe lines) and ESNL**	**Listed Historic Buildings & Hospitals**
No standards; Conditional Use process	No standards; Conditional Use process	No standards; Conditional Use process	No standards; Conditional Use process	No standards; Conditional Use process	No standards; Conditional Use process

OTHER JURISDICTIONS

Poster Billboards			Digital Billboards		
Residential	**Parks, Riverbanks (floodway fringe lines) and ESNL**	**Listed Historic Buildings & Hospitals**	**Residential**	**Parks, Riverbanks (floodway fringe lines) and ESNL**	**Listed Historic Buildings & Hospitals**
Vancouver 197 ft. (60m) Edmonton varies by sign schedule Toronto 100ft. (30m) Ottawa: 985 ft. (300m) Halifax 250 ft. (76m) Calgary 165 ft (50 m) Remove or convert to Street Level Sign if dwelling unit approved within 165 ft. (50) m	Calgary 1,476 ft. (450m) from major parks Halifax 250 ft. (76m) from a lot zoned or used for park.	Ottawa 100 ft. (30m) from a heritage building, and 100 ft. (30m) from an institutional use.	Calgary 990 ft (300 m). Remove or convert to Street Level Sign if dwelling unit approved within 990 ft (300 m) Edmonton Digital signs cannot face residential zones	Calgary: 1,476 ft. (450m) from all parks. Edmonton Digital signs across from parks must be turned off at night.	Edmonton Digital signs cannot face medical facilities

Category 6: BILLBOARD SEPARATION BETWEEN SIGNS – PROPOSED REGULATIONS

Summary:

Compared to the current Winnipeg Zoning By-law, the proposed regulation has the following differences:

- Billboards go from having no separation distances between them to having a minimum separation of 500 ft. 500 ft is approximately 1.5 city blocks on a regional corridor.

Proposed Regulation	
Poster Billboards	**Digital Billboards**
150m (500 ft – approx. 1.5 city blocks on regional corridor) from another Poster or Digital Billboard on same street facing same direction	150m (500 ft – approx. 1.5 city blocks on regional corridor) from another Poster or Digital Billboard on same street facing same direction



No separation between billboards



500’ separation between billboards

Category 6: BILLBOARD SEPARATION BETWEEN SIGNS – BACKGROUND

The proposed regulation above provides direction with respect to separation distances between Billboards, to ensure alignment with current Canadian best practice and with policies of the *Complete Communities Direction Strategy*.

REFERENCE

- Appendix B: Background Report (Section 2)
- *Complete Communities Direction Strategy* (Section 12)
- Winnipeg Zoning By-Law

RATIONALE

The *Complete Communities Direction Strategy* identifies aesthetics and context as important objectives for Winnipeg over the next 20 years. Separation distances between Billboards can help to ensure that these signs align with Complete Communities objectives.

Currently, the Winnipeg Zoning By-Law does not specify separation distances for Billboards. Canadian cities that have recently updated their by-law regulations pertaining to Billboards have included separation distances between these signs. In these cities, separation distances between Billboards range from 215 – 985 feet. The proposed regulation above provides a balanced option for Billboards relative to other jurisdictions and incorporates Winnipeg city block sizes to customize local regulations.

CITY OF WINNIPEG EXISTING REGULATIONS

Poster Billboards	Digital Billboards
No standards; Conditional Use process	No standards; Conditional Use process

OTHER JURISDICTIONS

Poster Billboards	Digital Billboards
Toronto – 100m (330 ft) from another billboard Calgary – 65m (215 ft) from other non-digital third party advertising sign Ottawa – 150m (490 ft) from another billboard Edmonton – distance dependent on size of each sign	Toronto – prohibited except in Special Sign Districts Calgary – 65m (215 ft) from other non-digital third party advertising sign Prohibited in Ottawa Edmonton – from other third party signs or digital signs larger than 85 sq ft: - 85 sq. ft – 215 sq. ft: 330 ft - 215 sq. ft - 430 sq. ft: 650 ft - Greater than 430 sq. ft: 985 ft

Category 7: BILLBOARD EXPIRY DATES - PROPOSED REGULATIONS AND BACKGROUND

Summary: The current Winnipeg Zoning By-law has no mandatory expiry dates for Billboards. The proposed regulation proposes a 5-year expiry date for all Billboards.

Proposed Regulation	
Poster Billboards	**Digital Billboards**
5 years	5 years

The proposed regulation above allows Billboard permits to be reviewed to reflect land use changes, and aligns with current Canadian best practice and with policies of the *Complete Communities Direction Strategy*.

REFERENCE

- Appendix B: Background Report (Section 2)
- *Complete Communities Direction Strategy* and Winnipeg Zoning By-Law

RATIONALE

Currently, the Winnipeg Zoning By-Law does not provide mandatory expiry dates for Billboards. All Canadian cities researched were found to have mandatory expiry dates for all Billboards, to allow for review of the sign's appropriateness in its location. The owner of the sign would need to re-apply and be subject to the usual process for a Conditional Use upon expiry of a Conditional Use order, for new signs only. This process allows for the periodic review of sign locations and standards to ensure the required conditions are still current given recent trends and development characteristics within the immediate area. Alternatives may be considered to relocate the sign to achieve local planning objectives. Renewal of a Conditional Use permit also provides a needed source of ongoing revenue to support administration and enforcement of sign regulations.

Commonly applied expiry dates in Canadian cities are 3 or 5 years for Poster Billboards, and 3 years for Digital Signs. The proposed regulation above reflects current practice in Canadian cities, but is slightly more permissive.

CITY OF WINNIPEG EXISTING REGULATIONS

Poster Billboards	Digital Billboards
No required expiry dates	No required expiry dates

OTHER JURISDICTIONS

Poster Billboards	Digital Billboards
Edmonton, Calgary, Toronto and Ottawa: 5 years	Calgary: 3 years, Toronto: not allowed, Ottawa: unknown

Category 8: DIGITAL ACCESSORY SIGN LOCATIONS – PROPOSED REGULATIONS

Summary:

Compared to the current Winnipeg Zoning By-law, the proposed regulation has the following differences:

- "PR, R, RMF, EI" - Digital Reader Boards go from not allowed to allowed; and in "C1, A" they go from not allowed to conditional
- "RMU, EI, PR, R & RMF" – Digital Static Copy Accessory goes from not allowed to conditional
- "C2 PDO-1, CMU" - Digital Static Copy Accessory goes from allowed to conditional
- Digital Moving Copy goes from being allowed in some districts to not being allowed in any district

	Proposed Regulation					
Zoning District	**Digital Reader Boards**		**Digital Static Copy**		**Digital Moving Copy**	
	Current	Proposed	Current	Proposed	Current	Proposed
"C1"	-	C	-	-	-	-
"C2"	A	A	A	A	A	-
"C2" PDO-1 Neighbourhood	A	A	A	C	A	-
"C3"	A	A	A	A	A	-
"C4"	A	A	A	A	A	-
"CMU"	A	A	A	C	A	-
"RMU"	A	A	-	C	-	-
"M1"	A	A	A	A	A	-
"M2"	A	A	A	A	A	-
"M3"	A	A	A	A	A	-
"MMU"	A	A	A	A	A	-
PR Districts	-	A [1]	-	C [1,2]	-	-
"R & RMF" Districts	-	A [1]	-	C [1,2]	-	-
"EI"	-	A	-	C	-	-
"A"	-	C	-	-	-	-

More restrictive than existing regulations
Less restrictive than existing regulations

A = Allowed
C = Conditional
(-) = not allowed
[1] for community use facilities
[2] turned off 10PM-7AM

Category 9: DIGITAL ACCESSORY SIGN SIZES – PROPOSED REGULATIONS AND BACKGROUND

Summary:
The proposed regulation contains no differences from the current Winnipeg Zoning By-law.

Proposed Regulation		
Digital Reader Board Accessory Signs Digital Static Copy Accessory Signs Digital Moving Copy Accessory Signs 24-Hour Hold Digital Signs		
Free standing	**Attached to Building**	**Roof**
-No change from existing by-law for accessory signs	-No change from existing by-law for accessory signs	-No change from existing by-law for accessory signs

The Winnipeg Zoning By-Law currently has size regulations for Accessory Signs, which are proposed to be retained.

CITY OF WINNIPEG EXISTING REGULATIONS

Free standing	Attached to Building	Roof
A (Agricultural) - 100 sq ft R (Residential) RR5, RR2, R1, R2 - 48 sq. ft. per lot containing a permitted non-residential principal use.* P (Park) PR1, RMF (Residential Multi Family), RMU (Residential Mixed Use), RMH (Residential Mobile Home) 48 sq. ft. per lot.* P (Park) PR2, PR3, C1 (Commercial) M1 (Manufacturing) 48 sq. ft. per lot.* EI (Educational Institutional), C2, CMU (Commercial Mixed Use), MMU (Manufacturing Mixed Use), M2, M3 1.25 sq. ft. per foot of frontage to a maximum of 323 sq. ft. (Commercial) C3, C4 1.25 sq. ft. per foot of frontage to a maximum of 323 sq. ft. *School, community centre, religious institution -100 sq ft if a bulletin board is included.	A 25% of building wall RR5, RR2, R1, R2 1.5 sq. ft. per dwelling unit PR1, RMF, RMU, RMH 25% of building wall - 48 sq. ft. max PR2, PR3, C1, M1 25% of building wall maximum EI, C2, CMU, MMU, M2, M3 25% of building wall maximum C3, C4 25% of building wall maximum	Not permitted

OTHER JURISDICTIONS

Free standing	Attached to Building	Roof
Edmonton – 107ft^2 Toronto – readograph only permitted, max 55 ft^2 Ottawa - unknown	Edmonton – 107ft^2 max 25% wall coverage Toronto – readograph only permitted, max 55 ft^2 Ottawa - unknown	Prohibited in Edmonton, Toronto, Calgary Ottawa - unknown

Category 10: DIGITAL ACCESSORY SIGN HEIGHTS – PROPOSED REGULATIONS AND BACKGROUND

Summary: The proposed regulation contains no differences from the current Winnipeg Zoning By-law

Proposed Regulation		
Digital Reader Board Accessory Signs, Digital Static Copy Accessory Signs Digital Moving Copy Accessory Signs 24-Hour Hold Digital Signs		
Free standing	**Attached to Building**	**Roof**
-No change from existing by-law regulations for accessory signs	-No change from existing by-law regulations for accessory signs	-No change from existing by-law regulations for accessory signs

The Winnipeg Zoning By-Law currently has height regulations for Accessory Signs, which are proposed to be retained.

CITY OF WINNIPEG EXISTING REGULATIONS

Free standing	Attached to Building	Roof
A (Agricultural) 25 feet above grade R (Residential) RR5, RR2, R1, R2 – 20 feet above grade for lot containing a permitted non-residential principal use P (Park) PR1, RMF (Residential Multi Family), RMU (Residential Mixed Use), RMH (Residential Mobile Home) 8 feet above grade* P (Park) PR2, PR3, C1 (Commercial) M1 (Manufacturing) 8 feet above grade* EI (Educational Institutional), C2, CMU (Commercial Mixed Use), MMU (Manufacturing Mixed Use), M2, M3 20 feet above grade (Commercial) C3, C4 30 feet above grade *Maximum height of a sign accessory to a school or community centre is 20 feet.	All zoning districts: building wall height	Prohibited in Winnipeg

OTHER JURISDICTIONS

Free standing	Attached to Building	Roof
Edmonton - 26ft; no more than 12in above roof Ottawa - unknown Calgary – none Toronto – readograph only permitted	Edmonton – 26ft; no more than 12in above roof Ottawa - unknown; Calgary - none Toronto – readograph only permitted; 1.5-3 m max height depending on zone	Prohibited in Edmonton, Toronto, Calgary Ottawa - unknown

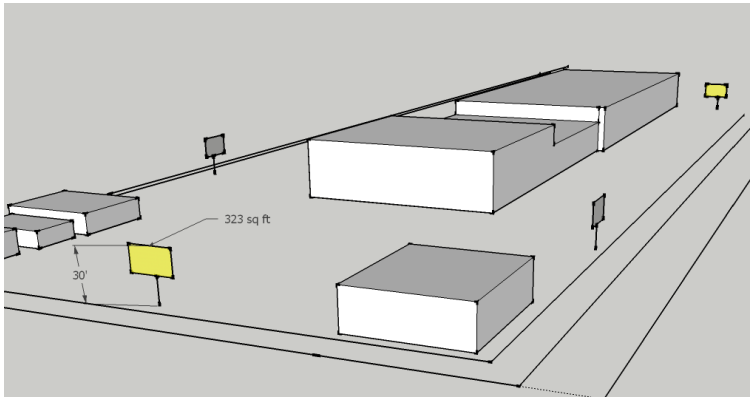
Category 11: DIGITAL ACCESSORY SIGNS - SEPARATION BETWEEN SIGNS – PROPOSED REGULATIONS

Summary:
Compared to the current Winnipeg Zoning By-law, the proposed regulation has the following differences:

- Digital Accessory Signs continue to have no minimum distances between them, but instead have a maximum number allowed per lot. This helps address the prevalence of Digital Accessory Signs while providing a 'level playing field' for business. Larger lots are allowed more signage.
- No maximum number is proposed for Digital Accessory Signs attached to buildings – no change from current by-law regulations

Proposed Regulation	
Digital Reader Board Accessory Signs Digital Static Copy Accessory Signs Digital Moving Copy Accessory Signs 24-Hour Hold Digital Signs	
Free standing	**Attached to building**
max 1 digital sign per lot; C3 max 2 per lot; C4 max 2 per lot or 1 per frontage, whichever is greater	No standards; no change from existing by-law

**What the proposed regulation could look like on a C4 lot.
1 per frontage.**



Category 11: DIGITAL ACCESSORY SIGNS - SEPARATION BETWEEN SIGNS – BACKGROUND

The proposed regulation above provides direction with respect to separation distances between Digital Signs, to ensure alignment with current Canadian best practice and with policies of the *Complete Communities Direction Strategy*.

REFERENCE

- Appendix B: Background Report (Section 2)
- *Complete Communities Direction Strategy* (Section 12)
- Winnipeg Zoning By-Law

RATIONALE

The *Complete Communities Direction Strategy* identifies aesthetics and context as important objectives for Winnipeg over the next 20 years.

Currently, the Winnipeg Zoning By-Law does not specify separation distances for Digital Accessory Signs. Canadian cities that have recently updated their by-law regulations pertaining to digital signs have included separation distances between these signs. In these cities, separation distances between Digital Accessory Signs range from 330 – 985 feet. The proposed regulation above proposes a maximum number of signs per zoning lot, rather than separation distances, in order to provide a 'level playing field' for business. The proposed regulation also includes additional options for larger commercial lots.

CITY OF WINNIPEG EXISTING REGULATIONS

Digital Reader Board Accessory Signs
Digital Static Copy Accessory Signs
Digital Moving Copy Accessory Signs
24-Hour Hold Digital Signs

Not addressed in Winnipeg Zoning By-Law

OTHER JURISDICTIONS

Digital Reader Board Accessory Signs
Digital Static Copy Accessory Signs
Digital Moving Copy Accessory Signs
24-Hour Hold Digital Signs

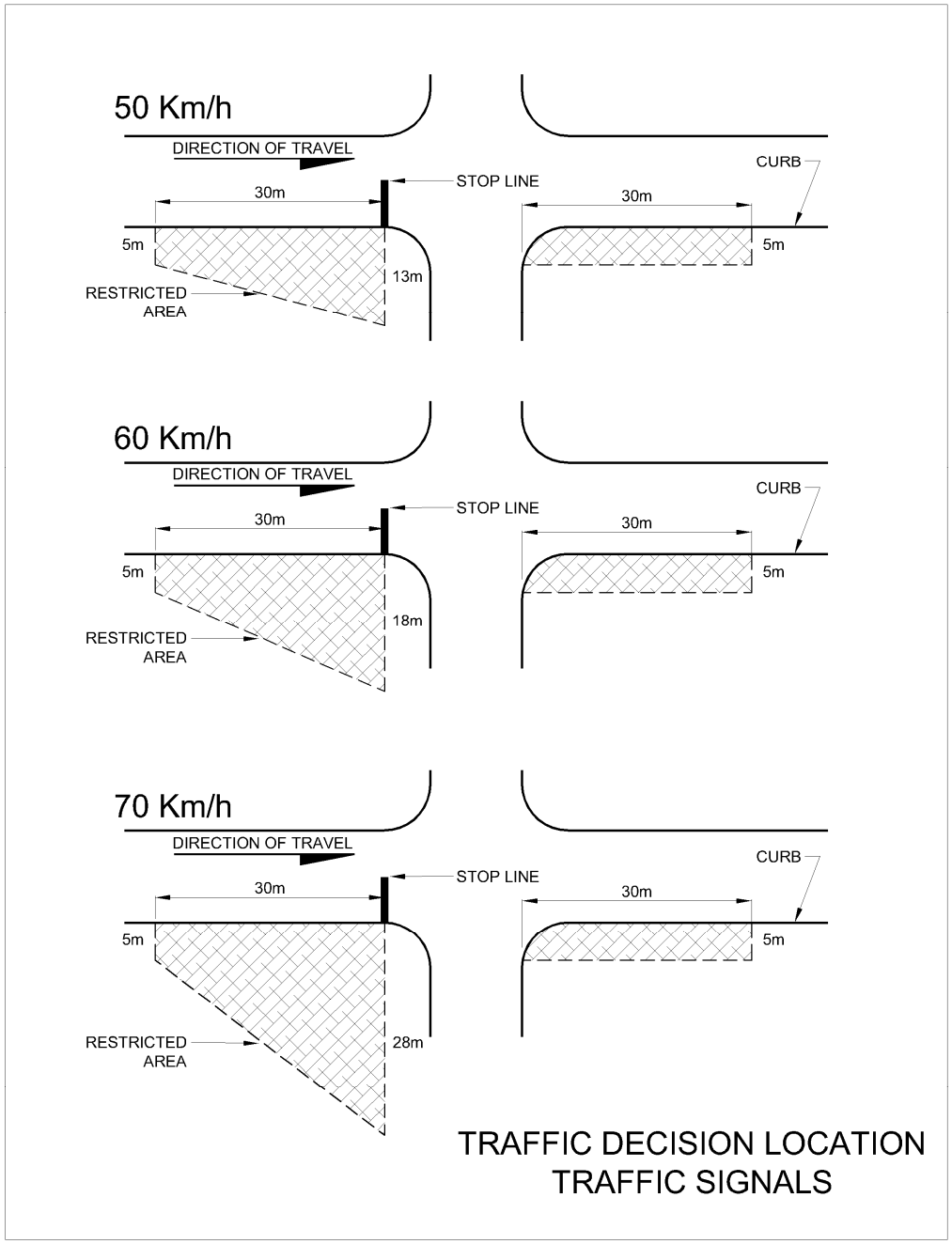
Toronto - readograph only permitted
Calgary – 150m (490 ft) from another accessory EMC
Ottawa - unknown
Edmonton – from digital signs larger than 85 sq ft:
- 85 sq. ft – 215 sq. ft: 330 ft
- 215 sq. ft - 430 sq. ft: 650 ft
- Greater than 430 sq. ft: 985 ft

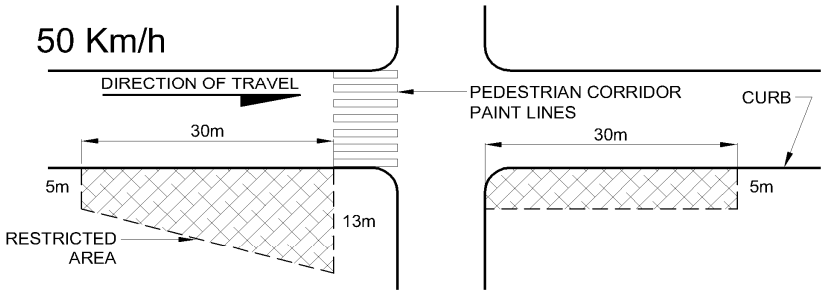
Category 12: ALL DIGITAL SIGNS - EFFECTIVE OPERATION OF PUBLIC STREETS - PROPOSED REGULATIONS

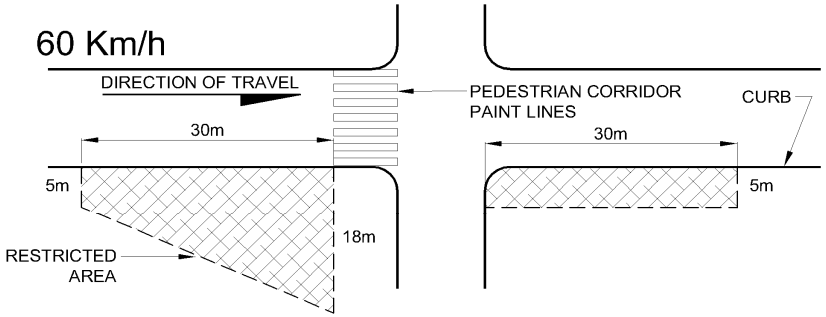
Summary:
Compared to the current Winnipeg Zoning By-law, the proposed regulation has the following differences:

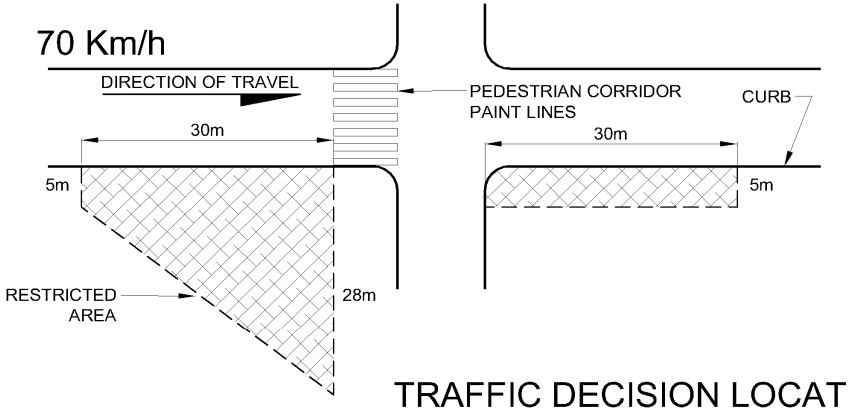
- Digital Billboards and Digital Accessory Signs go from having a radial separation distance of 100 ft from intersections to a less restrictive minimum distance in accordance with Traffic Decision Locations illustrated on next pages.
- 24-Hour Hold Digital Signs will be considered, as Conditional, within the Traffic Decision Locations.
- Digital Signs cannot display graphics which resemble any traffic control device
- Digital Signs and Reader Boards have a minimum Hold Time of six (6) seconds before changing messages, and a .25 second transition time between messages. Digital Reader Boards in "R and PR" districts have a 60-second Hold Time.
- Digital Reader Boards are on a single solid coloured background and have typeface in only one font, size and colour

Proposed Regulation	
Current	**Proposed**
Separation from critical decision areas	
Zoning By-law 200/2006 Part 5: Section 182 (2) (d): "No electronic message board may be located within 100 feet of a pedestrian crosswalk/corridor or controlled intersection"	Separation distances for Digital Billboards and Digital Accessory Signs be required from traffic signals, pedestrian crossings and railway crossings in accordance with Traffic Decision Location diagrams (next pages). 24-Hour Hold Digital Signs will be considered, as Conditional, within the Traffic Decision Locations.
Resemblance to a traffic control device	
None	Digital Signs shall not display graphics which imitate or resemble any traffic control device.
Hold times for Digital Signs	
None	Hold Times be required for all Digital Signs (accessory and non-accessory): a. Digital Static Copy Signs require a minimum Hold Time of six (6) seconds. b. Digital Reader Boards require a minimum Hold Time of sixty (60) seconds in R and PR districts; (6) six seconds in all other districts. c. Digital Moving Copy signs not be permitted.
Transition times between messages	
None	A Transition Time of .25 second be required for all Digital Signs (accessory and non-accessory).
Copy color	
None	For Digital Reader Boards only: All copy required to be one single colour, and use one single font type and size, with a single solid colour background.

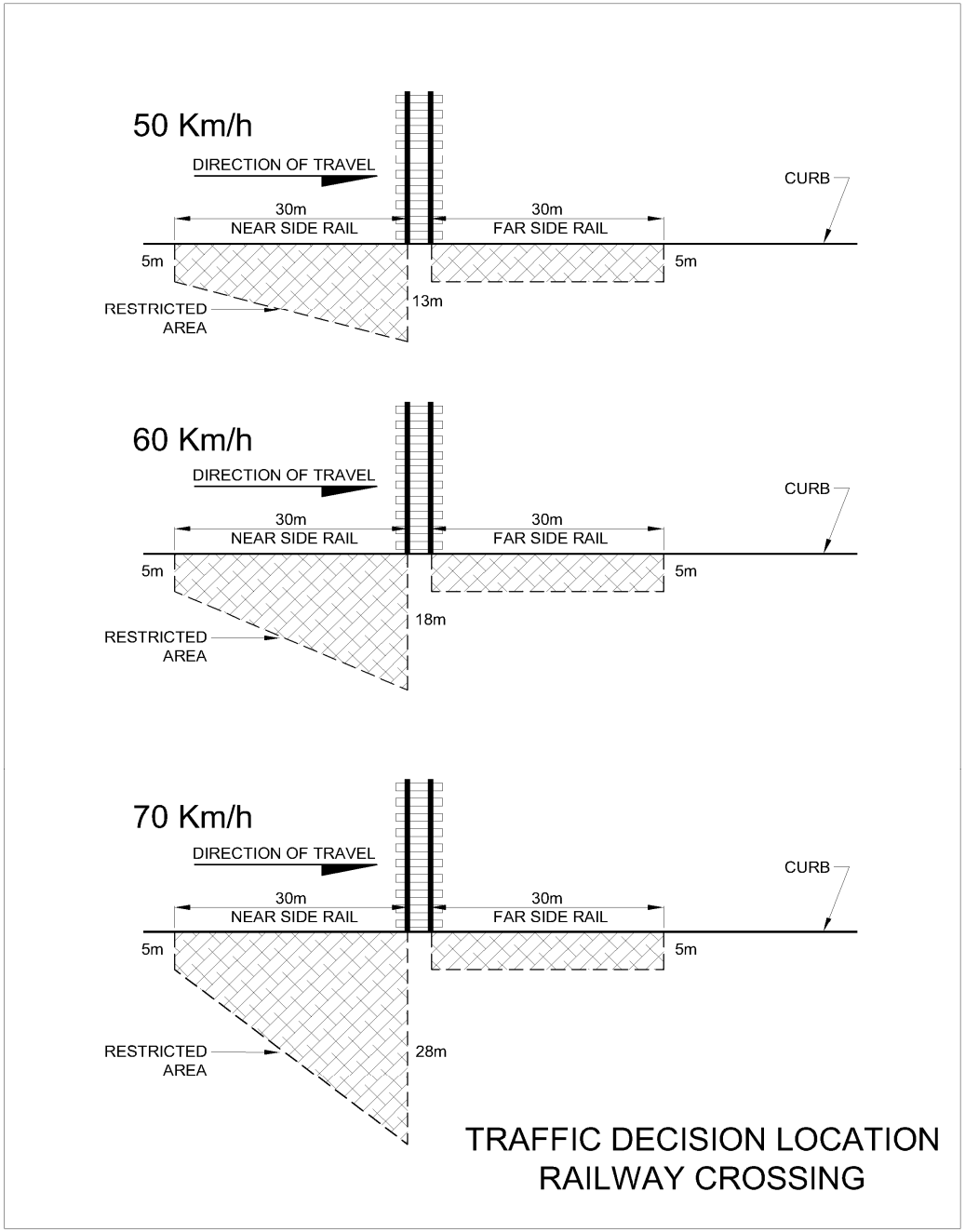

50 Km/h
DIRECTION OF TRAVEL
STOP LINE
CURB
30m
30m
5m
5m
13m
RESTRICTED
AREA
60 Km/h
DIRECTION OF TRAVEL
STOP LINE
CURB
30m
30m
5m
5m
18m
RESTRICTED
AREA
70 Km/h
DIRECTION OF TRAVEL
STOP LINE
CURB
30m
30m
5m
5m
28m
RESTRICTED
AREA
TRAFFIC DECISION LOCATION
TRAFFIC SIGNALS







TRAFFIC DECISION LOCATION
PEDESTRIAN CROSSING


50 Km/h
DIRECTION OF TRAVEL
CURB
30m
NEAR SIDE RAIL
30m
FAR SIDE RAIL
5m
5m
13m
RESTRICTED
AREA
60 Km/h
DIRECTION OF TRAVEL
CURB
30m
NEAR SIDE RAIL
30m
FAR SIDE RAIL
5m
5m
18m
RESTRICTED
AREA
70 Km/h
DIRECTION OF TRAVEL
CURB
30m
NEAR SIDE RAIL
30m
FAR SIDE RAIL
5m
5m
28m
RESTRICTED
AREA
TRAFFIC DECISION LOCATION
RAILWAY CROSSING

Category 12: ALL DIGITAL SIGNS - EFFECTIVE OPERATION OF PUBLIC STREETS - BACKGROUND

These guidelines provide direction with respect to placement and operation of Digital Signs to help support the visibility of traffic control devices and mitigate potential driver distraction at critical locations.

REFERENCE

- TAC Geometric Design Guide for Canadian Roads
- Winnipeg Zoning By-Law

RATIONALE

Separation from critical decision areas
Digital Signs within the visual catchments of roadways are designed to attract drivers' attention. The location and the operational characteristics of these signs may pose a potential for conflict for drivers. As stated in the TAC Geometric Design Guide for Canadian Roads, "*In both urban and a rural setting, studies have shown that the collision rate at most intersections will generally decrease when sight obstructions are removed, and sight distance increased*."

The placement of signs unrelated to traffic control should not distract a driver on approach to decision points on the roadway. Driver workload is greatest at these types of locations, which include, but are not limited to, an intersection, merge point, exit ramp, traffic signal, pedestrian corridor or any other area where a driver's primary task involves critical decisions.

The Traffic Decision Location sketches above show the critical decision areas where Digital Billboards and Digital Accessory Signs should not be permitted, and where 24-Hour Hold Digital Signs are the only type of digital signs that should be considered. Road users approaching these points should have unobstructed continuous view throughout the driving task. The critical decision areas were developed using the stopping sight distances from the TAC Geometric Design Guide table 1.2.5.3.

The critical decision areas will apply to the following locations:

- Pedestrian Corridors
- Pedestrian Crosswalks
- Traffic Signals
- Railway Crossings

The proposed regulation is more permissive than the existing City of Winnipeg regulation, which is 100ft radial separation from all types of intersections regardless of the speed of travel.

Hold Times and Transition Times – What do we know? (source: US Department of Transportation, National Highway Traffic Safety Administration [2006])

- 23% of crashes and near-crashes that occur in metropolitan environments are attributable to driver distraction for longer than two seconds.
- The causes of driver distraction are as follows:

Outside person, object, or event	**29.4%**
Adjusting radio, cd, etc.	11.4%
Other occupant in vehicle	10.9%
Other device in vehicle	4.4%
Adjusting vehicle/ temp	2.9%
Eating or drinking	2.8%
Dialing/using cell phone	1.7%
Smoking	.9%
Other distraction	**25.9%**
Unknown distraction	**8.6%**

- Driver distraction outside the vehicle includes looking at signs (National Centre for Statistics and Analysis, National Highway Traffic Safety Administration [2009]

Other recent government and peer reviewed research shows that video signs (digital moving copy signs) contribute to driver distraction:

- Drivers make twice as many and longer glances at video signs than static signs. (Beijer & Smiley, University of Toronto [2004]), and this can cut driver reaction time in half depending on speed of travel.
- Video signs in direct line of sight are very distracting. (Smiley, Univ. of Toronto [2001])
- In February 2012, the US Department of Transportation issued federal guidelines to encourage auto manufacturers to limit in-vehicle electronic devices (GPS etc.) to static copy.
- Flashing messages are more distracting, less comprehensible, and require more reading time. (Texas Transportation Institute [2005])
- Visually complex locations, e.g., intersections, compound the distraction problem. (Wisconsin Department of Transportation [2006])

This distraction is something the City can mitigate through Hold Times and Transition Times. The proposed regulation above uses the same Hold Time for Digital Accessory Signs (6 seconds) as is used in Edmonton, Calgary and other North American cities. A maximum Transition Time of .25 second is also a common standard in North American cities including in Calgary's new set of regulations, and was recommended by sign industry stakeholders to the Winnipeg Public Service during consultations. A .25 second Transition Time helps reduce distractions related to transition effects such as scrolling, page flipping, and dissolving.

Category 13: ALL DIGITAL SIGNS - BRIGHTNESS – PROPOSED REGULATIONS AND BACKGROUND

Summary:
Compared to the current Winnipeg Zoning By-law, the proposed regulation has the following differences:

- Digital Signs (Digital Billboards and Digital Accessory Signs) go from having no maximum brightness to not exceeding a brightness of .3 footcandles above ambient light conditions, and utilizing automatic dimming technology.

Proposed Regulation

- All Digital Signs (Digital Billboards and Digital Accessory Signs) must not exceed a brightness level of .3 footcandles above ambient light conditions, and utilize automatic dimming technology.
- Options for enforcement include an inspection upon sign installation, and follow-up through either City monitoring or complaints

The proposed regulation:

- Reflects current best practice as set by the Illumination Engineering Society of North America
- Reflects a practice (automatic dimming) that is already is use on most new Digital Signs in Winnipeg

REFERENCE

- Illumination Engineering Society of North America Standards

RATIONALE

The Winnipeg Zoning By-Law does not currently include brightness standards for Digital Signs. Although the Board of Adjustment and Community Committee have been including brightness conditions for Digital Signs that require zoning approval, permitted Digital Signs are not currently required to provide these conditions. Digital Signs are often brighter than ambient lighting such as street lights, buildings, and non-digital signs. Excessive brightness can contribute to a driver diverting his or her eyes away from the driving task, and can also lead to "transient adaptation" – a situation in which the driver's eyes adapt to the high brightness level of the sign and for a time are no longer optimally adapted to objects in the roadway.

All types of Digital Signs (Digital Billboards and Digital Accessory Signs) are recommended to be equipped with automatic dimming technology that adjusts brightness in relation to ambient lighting levels. This technology is already used on most new Digital Signs in Winnipeg. Maximum brightness levels are also recommended for all types of Digital Signs, and should specify maximum daytime and nighttime levels as well as where the light level is measured from.

Footcandles
It is recommended that sign brightness be measured in footcandles for the following reasons:

- Footcandles are easier and cheaper to measure compared to other measures (e.g. Nits)
- Footcandles measures the appearance of the sign in relation to ambient light conditions
- .3 footcandles follows best practice - Illuminating Engineering Society of North America standards (ISA approved)

Nits vs. Footcandles
Why do many jurisdictions use Nits as the basis for regulations?

- Footcandle standard is relatively new
- Prior to footcandles, Nits were used by manufacturers to tout brightness capabilities



A Digital Sign with
no brightness controls.

Category 14: FEES – OPTIONS

Summary: The fee for a Digital Sign permit goes from $82.65 to $145.00, and the Conditional Use fee for Billboards goes from $524.00 to $1119.00

Existing Fees		Proposed Fees	
Digital Accessory Signs: Digital Reader Board, Digital Static Copy, Digital Moving Copy, 24-Hour Hold Digital Signs			
Free standing, mansard, projecting, or other structural supported Sign Permit:	$82.65	Digital Sign Permit (new category)	$145.00[1]
Electrical Permit, Annual Electrical Permit, Electrical Inspection Acceptance	various	Electrical Permit	No change
(Possible) Building Permit	various	(Possible) Building Permit	No change
		Additional annual revenue for permit administration and enforcement (fees x 43 Digital Accessory Signs per year (based on average/yr past 5 years):	$2,681.05
Non-accessory Signs: Poster Billboard, Digital Billboard, Digital Moving Copy Billboard			
Existing Fees		**Proposed Fees**	
free standing, mansard, projecting, or other Structural Supported Sign Permit:	$82.65	Digital Sign Permit (new category)	$145.00
Electrical Permit, Annual Electrical Permit, Electrical Inspection Acceptance	various	Electrical Permit	No change
(Possible) Building Permit	various	(Possible) Building Permit	No change
Conditional Use Permit (sign approval)	$524.00	Conditional Use Permit (sign approval)	$1,119.00 (match standard Conditional Use fee)[2]
		Additional annual revenue for permit administration and enforcement (new fees x 3 Digital Billboards per year (based on average/yr past 5 years); and x 4 Poster Billboards per year (based on average/yr past 5 years):	Structural Supported Sign fee $436.45 Conditional Use fee $4165.00 Total (additional) $4601.45
		Total additional annual revenue for permit administration and enforcement[3] (Accessory + Non-accessory Signs)	(additional) $7282.45
		10 year projected additional Conditional Use fees based on proposed 5 year renewal (Non-accessory Signs)	(additional) $62,475.00

[1] Administration and enforcement requirements would be similar to those of mobile signs.
[2] Administration and enforcement requirements would be similar to those of other Conditional uses.
[3] Projection is conservative. The annual rate of applications for Digital Accessory Signs and Digital Billboards will likely increase in the coming years.

Category 14: FEES - BACKGROUND

These fee options are designed to ensure that revenues are sufficient to support enforcement of land use regulations and performance standards pertaining to Digital Signs and Billboards.

REFERENCE

- Appendix B: Background Report (Section 6)
- Planning, Development and Building Fees By-law

RATIONALE

New Permit and Conditional Use fees are proposed in order to address the changing and more complex nature of Digital Signs and Billboards. The introduction of new regulations increases review time and the requirement for enforcement, which requires additional supporting revenue.

Licensing Fees (Doing Business in Winnipeg By-Law) – not recommended

Licensing Billboards and/or Digital Signs as businesses was explored with the Community Services Department. The Public Service does not recommend licensing these signs because:

1. Increasing Permit and Conditional Use fees instead would provide the City with a similar level of revenue to support enforcement as licensing would, while consolidating all administration and fees in one department (PPD). This maintains the 'single window' that is currently enjoyed by the sign industry;
2. Licensing these signs does not appear to align with the intent of the Doing Business in Winnipeg By-Law, because no City services are provided to the business owner (the sign company) as part of the license.
3. Like permit fees, license fees can only be charged to recover costs associated with the provision of a service.

The proposed fee changes above take into account current fees in Winnipeg and those applied in other Canadian cities (Vancouver, Edmonton, Calgary). In these cities, Structural Sign Fees range from $81.00 - $174.20; and Conditional Use Sign Fees (Edmonton and Calgary) range from $386.00 - $695.00.

Category 15: LICENSE IN LIEU OF BUSINESS TAX

Summary:

- In comparing the levels of taxation in Winnipeg and Toronto for third party advertising signs, the rates for both non-digital and digital signs are significantly lower in Winnipeg. Drawing on the work recently completed by the City of Toronto, and based upon the rates currently in place in Toronto, a more appropriate rate structure for non-digital and digital billboards is recommended. The proposed rates would be $5.70 per square foot of the face of each non-digital billboard, and a rate of $48.00 per square foot of the face of each digital billboard. These rates are approximately 40% of Toronto's rates.

- It is recommended that the net revenue derived from the Advertising Signs Business Tax be directed to image route enhancement and enforcement of the new sign regulations.

- Applying the new proposed non-digital and digital rates to the existing sign inventory (as reported) provides a net revenue increase of approximately $630,000 (based on a full year).

- There are additional digital signs that have been installed that are not part of the current known reported inventory. A project would be developed to inventory these additional signs, and a process will be established to keep this inventory current. Estimating that there is an additional 4,000 ft^2 of digital signage that is not currently inventoried, and applying the new proposed rates, would yield a net incremental revenue increase of approximately $790,000 (based on a full year).

Category 15: LICENSE IN LIEU OF BUSINESS TAX - BACKGROUND

Revenue Analysis

In consideration of the proposed changes to the Winnipeg Zoning By-law, the Assessment and Taxation Department was requested to provide recommendations and options for additional revenues associated with Digital Signs and Billboards. Currently, The City of Winnipeg Charter S. 320 provides the authority to tax advertising signs as a License in Lieu of Business Tax:

LICENCE IN LIEU OF BUSINESS TAX

By-law requiring licence

320(1) Council may pass by-laws

(a) requiring a person who, in carrying on a business for the preponderant purpose of earning a profit,

(i) occupies premises or a class of premises for which an assessor finds it impractical to determine the annual rental value, to have a licence in lieu of business tax on the premises,

(ii) does not occupy premises for the purpose of carrying on business, to have a licence in lieu of business tax, or

(iii) is the owner of an advertising sign, billboard or similar device described in the by-law, to have a licence in lieu of business tax for each such sign, billboard or similar device; and

(b) fixing, or providing for the manner of determining and fixing, the licence fee payable for a licence referred to in clause (a) in respect of

(i) a person or a class of persons,

(ii) a premises or a class of premises,

(iii) a business or a class of businesses, or

(iv) each sign, billboard or similar device or each sign, billboard or similar device of a class of them.

Collection of licence in lieu fees

320(2) The fee for a licence in lieu of business tax shall be collected in the same manner and with the same priorities as business taxes.

The Advertising Signs Business Tax By-law No. 6928/96 came into force January 1, 1997. Currently, the by-law provides a tax rate of $1.50 per square foot of the face of each advertising sign. This rate came into effect July 1, 2009. The City of Winnipeg collected $203,000 in 2012, with 99% of the revenue coming from two companies; Pattison Outdoor Advertising and CBS Outdoor Canada. Currently, digital advertising signs are taxed at the same rate ($1.50 / ft^2) as the traditional static poster billboards or non-digital signs.

Summary statistics from the 2012 billing for Advertising Signs Business Tax:

- Tax collected - $203,000
- Square feet of sign face – 135,263 square feet
- Count of sign structures – 366 structures
- Count of sign faces – 665 sign faces
- 70% of signs are 200 square feet (10’ x 20’ billboards)

- Signs range from 22 square feet to 1,296 square feet per sign face
- Only five digital billboards were reported in 2012, for a total $2,208 in tax collected.
- Information on billboards is self-reported to the Assessment and Taxation department by the owners of the signs on an annual basis.

It is understood that the revenue flowing to the owner of a digital sign is far greater than that of a static poster billboard. This analysis will examine the available research and propose a tax structure for the electronic digital signs that would be equitable in consideration of the enhanced revenue stream that these devices can provide.

The best research that is currently available was conducted by the City of Toronto in relation to the implementation of the Third Party Sign Tax (TPST) in that city that came into effect April 6, 2010. The City of Toronto conducted a comprehensive consultative process for their new Sign By-law No. 196-2010 and TPST By-law 197-2010. Further, the City of Toronto hired a consultant to perform an economic analysis of the application of a third party sign tax. Following is a summary of key elements of the Third Party Sign Tax in Toronto:

- The TPST is based on sign type, size and display technology to create five sign classes; each with a fixed rate as shown below:

Table 1 – Annual tax rate per Toronto Third Party Sign Tax

	Class 1	Class 2	Class 3	Class 4	Class 5
Fixed Rate per Sign Face	$1,150	$2,850	$4,950	$11,000	$24,000

- The rates shown will increase annually if there is a municipal tax increase in Toronto (note that the rates above have not changed since inception)
- There are over 4,000 third party sign faces in Toronto (approximately 2,000 sign structures)
- Majority of signs in Toronto are roof signs (Class 3 and 4)
- Toronto has 30 digital billboards (Class 5), with TPST of $720,000 (about 7% of the total annual TPST)
- Toronto collects more than $10 million annually in TPST; with the revenues used to enforce the new by-law, and support city beautification and arts and culture initiatives.
- Toronto levies the TPST annually on March 31st with a due date of July 1st

For purposes of this analysis, it is possible to consider the revenue impact on City of Winnipeg sign inventory when applying the Sign Class rate structure from Toronto. The following table considers Winnipeg sign inventory at the full Toronto TPST rates, and then applies a percentage of TPST at 38%, 40%, 45% and 50% for discussion purposes.

Table 2 – Annual tax rate derived for City of Winnipeg (using TPST as basis)

Fixed Rate per Sign Face	Class 1	Class 2	Class 3	Class 4	Class 5	TOTAL	Notes
Toronto TPST rate	$ 1,150	$ 2,850	$ 4,950	$ 11,000	$ 24,000		
Winnipeg revenue	$ 67,850	$ 1,681,500	$ -	$ 121,000	$ 120,000	**$ 1,990,350**	**Full TPST rates**
TPST rate @ 38%	$ 437	$ 1,083	$ 1,881	$ 4,180	$ 9,120		
Winnipeg revenue	$ 25,783	$ 638,970	$ -	$ 45,980	$ 45,600	**$ 756,333**	**TPST @ 38%**
TPST rate @ 40%	$ 460	$ 1,140	$ 1,980	$ 4,400	$ 9,600		
Winnipeg revenue	$ 27,140	$ 672,600	$ -	$ 48,400	$ 48,000	**$ 796,140**	**TPST @ 40%**
TPST rate @ 45%	$ 518	$ 1,283	$ 2,228	$ 4,950	$ 10,800		
Winnipeg revenue	$ 30,533	$ 756,675	$ -	$ 54,450	$ 54,000	**$ 895,658**	**TPST @ 45%**
TPST rate @ 50%	$ 575	$ 1,425	$ 2,475	$ 5,500	$ 12,000		
Winnipeg revenue	$ 33,925	$ 840,750	$ -	$ 60,500	$ 60,000	**$ 995,175**	**TPST @ 50%**

The research performed by the City of Toronto found that advertising space in Winnipeg is approximately 38% of the value of advertising space in Toronto.

Winnipeg predominantly has signs in Class 2 (~ 200 square foot signs). If the current Winnipeg sign inventory is applied at full Toronto rates, the annual Winnipeg revenue would be $1,990,350. Using the 38% per Toronto's analysis, the annual Winnipeg revenue would be $756,333. In comparing Winnipeg and Toronto with a 200 square foot sign, the tax in Winnipeg would be $300, whereas the tax in Toronto would be $2,850 (class 2).

Toronto has a flat tax for each of the classes, with a tax of $24,000 for a class 5 sign. This equates to a rate of $120 per square foot using an example of a 200 square foot digital sign.

In reviewing the comparative information, it can be seen that Winnipeg has a significantly lower rate of taxation than does Toronto. The following analysis contemplates moving the Winnipeg rate to 40% of the Toronto rates. This would be applicable for both digital and non-digital signs.

	Winnipeg		Toronto	
200 ft^2 non-digital	$ 1,140	$5.70 / ft^2	$ 2,850	Class 2
200 ft^2 digital	$ 9,600	$48.00 / ft^2	$ 24,000	Class 5

It is noted that a move to this level would be a significant rate increase as compared to the $1.50 per square foot rate in the Advertising Signs Business Tax By-law.

Additional Considerations

- Private digital billboard signs where advertising space is sold to third parties. Currently, no information is available as to the number of these hybrid signs installed in Winnipeg (these signs are not currently part of the reported inventory). However, it is appropriate to tax these signs in the same fashion and at the same rate as electronic billboards, as these signs would be in direct competition. The City of Toronto does consider these hybrid signs to be third party signs for the purposes of taxation. In order to capture the required information, a project would be developed to inventory these additional signs, and a process will be established to keep this inventory current. Estimating that there is an additional 4,000 ft^2 of digital signage that is not currently inventoried, and applying the new proposed rates, would yield a net incremental revenue increase of approximately $790,000 (based on a full year).
- Third party signage placed indoors at public places including airports, malls, and sporting arenas. Indoor signage is not currently taxed in the Advertising Signs Business Tax By-law (nor is it taxed in Toronto).
- Currently the billboard tax is administered once per year, therefore new signs coming on-line throughout the year are not captured until the following year. It may be possible to have the tax prorated for those signs erected or removed through the tax year (as done by the City of Toronto).
- Any change to the current rate structure in the City of Winnipeg could be phased in over a period of time to allow for adjustment.
- It also is possible to mirror the Toronto rate structure to provide for a flat per sign rate rather than the proposed per square foot rate structure.

Summary

- In comparing the levels of taxation in Winnipeg and Toronto, the rates for both non-digital and digital signs are significantly lower in Winnipeg. At a rate structure of 40% of Toronto's rates, Winnipeg's rates would be $5.70 / ft^2 for non-digital, and $ 48.00 / ft^2 for digital signs.