Agenda – Executive Policy Committee – May 14, 2014

Report – Standing Policy Committee on Downtown Development, Heritage and Riverbank Management – May 5, 2014

Item No. 1 Text Amendment – Downtown Winnipeg Zoning By-law No. 100/2004 – Digital Sign Regulations and Complete Communities Downtown Zoning By-Law Alignment
File DAZ 200/2014

STANDING COMMITTEE RECOMMENDATION:

On May 5, 2014, the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management concurred in the recommendation of the Winnipeg Public Service and submitted the following to Council:

1. That Downtown Winnipeg Zoning By-law No. 100/2004 be amended as per "Schedule A".

2. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

Agenda - Executive Policy Committee – May 14, 2014

Report - Standing Policy Committee on Downtown Development, Heritage and Riverbank Management – May 5, 2014

DECISION MAKING HISTORY:

STANDING COMMITTEE RECOMMENDATION:

On May 5, 2014, the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

RE: **Text Amendment – Downtown Winnipeg Zoning By-law No. 100/2004 – Digital Sign Regulations and Complete Communities Downtown Zoning By-Law Alignment**
File DAZ 200/2014

For submission to: **Executive Policy Committee**

Prepared by: **Andrew Poitras, Senior Committee Clerk**

Report date: **May 5, 2014**

STANDING COMMITTEE RECOMMENDATION:

On May 5, 2014, the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management concurred in the recommendation of the Winnipeg Public Service and recommended to Council:

1. That Downtown Winnipeg Zoning By-law No. 100/2004 be amended as per "Schedule A".

2. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

The Standing Policy Committee on Downtown Development, Heritage and Riverbank Management provided the following supporting reason(s) for its recommendation:

1. We're trying to create something special in our downtown and within the SHED and that's a key goal we're trying achieve with this.
2. It's consistent with OurWinnipeg.
3. There were a number of public consultations with the industry.

PUBLIC HEARING SUMMARY

File:	DAZ 200/2014
Before:	Standing Policy Committee on Downtown Development, Heritage and Riverbank Management Councillor Pagtakhan, Chairperson Councillor Browaty Councillor Gerbasi Councillor Mayes
Public Hearing:	May 5, 2014 Council Building, 510 Main Street
Applicant:	Director of Planning, Property and Development

Subject:

City of Winnipeg

NOTICE OF PUBLIC HEARINGS

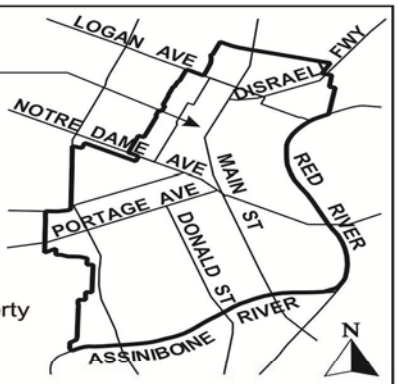
Winnipeg

Under the authority of The City of Winnipeg Charter, the Standing Policy Committee listed below will conduct a PUBLIC HEARINGS for the purpose of allowing interested persons to make submissions, ask questions or register objections in respect of the application(s) listed below. Information or documents concerning the applications and a description of the procedure to be followed at the public hearings are available for inspection at Unit 15-30 Fort Street or at the Community Committee offices located in the City Clerk's Department, Council Building, 510 Main Street between 8:30 a.m. and 4:30 p.m., Monday-Friday, excluding holidays; or on-line at http://www.winnipeg.ca.

NOTICE OF STANDING POLICY COMMITTEE ON DOWNTOWN DEVELOPMENT, HERITAGE AND RIVERBANK MANAGEMENT

PUBLIC HEARINGS

Date: Monday, May 5, 2014
Time: 9:30 AM
Location: Council Building, 510 Main Street, Winnipeg, Manitoba



APPLICANT: Director, Planning, Property and Development Department
FILE: DAZ 200/14

Why are changes proposed?

On July 17, 2013, City Council directed the Winnipeg Public Service to prepare amendments to the Downtown Winnipeg Zoning By-Law 100/04 with respect to digital sign regulations and overall alignment with the Complete Communities Direction Strategy.

What are the changes that are being proposed?

- Allowing residential development in more areas without requiring a conditional use;
- Eliminating yard setback requirements for residential conversions;
- Increasing the maximum size for restaurants in the Character Sector;
- Requiring discretionary approval for large drinking establishment patios in the Character Sector;
- Requiring minimum building heights;
- Reducing maximum building heights south of Broadway, west of Donald Street;
- Clarifying expectations around the creation of vacant land by demolition;
- Establishing new design standards for parking (landscaping, lighting, fencing, accessibility);
- Establishing new limits to sizes and locations for new parking areas;
- Updating sign definitions, including provisions for third-party content;
- Setting performance standards for digital signs and clarifying where they would be permitted;
- Requiring oversight of large window signs and window wraps/stickers;
- Prohibiting new freestanding signs (pylon signs) except for ground-oriented signs;
- Increasing size allowance for construction signs, limited to duration of the construction project; and
- Correcting various errors and omissions.

For more information regarding the proposed amendments, please contact: Kurtis Kowalke at 204-986-5917, or email kkowalke@winnipeg.ca.

How do I participate?

Those attending the Public Hearing will be asked to register at the door.

Exhibits Filed:

1. Council Decision of July 17, 2013; contains report from the Director of Planning, Property and Development dated June 19, 2013
2. Advertising Notice of the Public Hearing
3. Report from the Urban Planning Division, Planning, Property and Development Department, dated April 11, 2014
4. Communication dated May 1, 2014, from Charles L. Chappell, Aikins, MacAulay & Thorvaldson LLP on behalf of Pattison Outdoor Advertising, with respect to the application
5. Presentation submitted by John Hoeschen at the public hearing

REPRESENTATIONS:

In Support:

Mr. B. Smith, Chief Planner, Planning, Property and Development Department
Mr. K. Kowalke, Senior Planner, Planning, Property and Development Department

In Opposition:

Jeff Pinchin
Charles L. Chappell
Scott Baird
John Hoeschen
Scott Hosfield

For Information:

Susan Algie

For the City:

Mr. B. Thorgrimson, Director, Planning, Property and Development Department.

ADMINISTRATIVE REPORT

Title: **DAZ 200/2014 - Digital Sign Regulations and Complete Communities Downtown Zoning By-Law Alignment**

Critical Path: Standing Policy Committee on Downtown Development, Heritage and Riverbank Management – Executive Policy Committee - Council

AUTHORIZATION

Author	Department Head	CFO	CAO
B. Smith	B. Thorgrimson	N/A	D. Joshi A/CAO

RECOMMENDATIONS

1. That Downtown Winnipeg Zoning By-law No. 100/2004 be amended as per “Schedule A”.

2. That the proper officers of the City be authorized to do all things necessary to implement the intent of the foregoing.

REASON FOR THE REPORT

This report presents draft amendments to the Downtown Winnipeg Zoning By-Law No. 100/2004 ("Zoning By-law") for Council’s consideration in response to Council’s endorsement of a previous report on July 17, 2013. As per Recommendation 1 of that report, the Winnipeg Public Service was directed by Council to prepare the omnibus set of amendments to the Zoning By-law regarding the following:

1) Allowing residential development in more areas without requiring a conditional use;
2) Eliminating yard setback requirements for residential conversions;
3) Increasing the maximum size for restaurants in the Character Sector;
4) Requiring discretionary approval for drinking establishment patios over 1000 square feet in the Character Sector;
5) Requiring minimum building heights for Downtown development;
6) Reducing maximum building heights South of Broadway, west of Donald Street;
7) Clarifying expectations around the creation of vacant land by demolition;
8) Establishing new design standards for parking (landscaping, lighting, fencing, universal accessibility);
9) Establishing new limits to sizes and locations for new parking areas;
10) Updating sign definitions, including provisions for third-party sponsor’s content;

11) Setting performance standards for digital signs and clarifying where they would be permitted;

12) Requiring oversight of window signs and window wraps/stickers that exceed 50% coverage of a window;

13) Prohibiting new freestanding signs (pylons signs) except for ground-oriented signs;

14) Increasing size allowance for construction signs, but limiting them to the duration of the construction project; and

15) Correcting various errors and omissions.

IMPLICATIONS OF THE RECOMMENDATIONS

General Implications - If Council passes the proposed amending by-law, the Zoning By-Law will 1) better align with *OurWinnipeg* and the *Complete Communities Direction Strategy*, 2) reflect current best practice in Canadian cities, 3) help ensure digital signs are sensitive to their context with respect to locations, dimensions and brightness, and 4) reflect a balanced approach that provides options for the sign industry.

HISTORY

On December 19, 2012, Council directed the Winnipeg Public Service ("WPS") to “work further with Downtown stakeholders to prepare regulatory options pertaining to Advertising Signs, Electronic Message Centres signs, Electronic Message Centres as 'Advertising Signs’ and Electronic Message Centres as 'Event Signs' regarding the Downtown Winnipeg Zoning By-Law”, within 180 days.

At the same time, the WPS has been moving forward on a Zoning By-law alignment review per the OurWinnipeg Implementation Plan.

Both of the above initiatives were combined in a report to Standing Policy Committee on Downtown Development, Heritage and Riverbank Management at the July 8, 2013 meeting date. The WPS recommendations were concurred in without changes by the standing committee, Executive Policy Committee and Council.

DISCUSSION

The amendments contained in Schedule A fulfill the intent of the changes that were described in detail in Appendix B of the report endorsed by Council on July 17, 2013. The specific wording of the amending by-law has been crafted in collaboration with the Zoning and Permits Branch. As a result of this effort, the WPS is recommending two modifications.

1. The WPS intends to introduce a licensing framework that would ensure minimum standards for design and safety are incorporated into *existing* non-accessory parking lots. Legal Services has determined that licensing, rather than zoning, is the appropriate tool for address non-conforming parking lots. The Zoning By-Law amendments contained in this report will still address new parking facilities or redeveloped parking facilities. An informational report on the proposed licensing framework will be coming forward this spring.
2. The Zoning By-law will not impose a time limit on vinyl banner signs. It is challenging to apply specific regulations to a sign form (a particular material and installation type). Instead, the Urban Design Review process will be used to identify signs of a temporary nature and impose a timeline for their removal.

Digital Signs and Advertising Signs

The City of Winnipeg received a formal request from Aikins, MacAuley & Thorvaldson on behalf of Pattison Signs to introduce advertising billboards as a conditional use in the Downtown. The proponents also appeared as a delegation at the July 8, 2013 meeting of the Standing Policy Committee on Downtown Development, Heritage and Riverbank Management to advocate for the change. The Winnipeg Public Service recommended not proceeding in that direction for the following reasons:

- **Residential Compatibility** - Through the Complete Communities Zoning By-Law Alignment, we are encouraging and permitting residential in more Downtown locations. Large digital signs pose a significant nuisance factor when facing residential windows. When a digital sign was erected on the Boyd Building in 2010, it generated nuisance complaints from residents several blocks away. While some areas of Downtown might be characterized and promoted as bright and lively entertainment hubs (such as SHED), there are many other areas of Downtown where existing and future residents have a legitimate expectation that large digital signs will not be erected.
- **S.H.E.D.** - The WPS is working with CentreVenture on a digital sign/media strategy for the S.H.E.D.. The intent is to set S.H.E.D. apart as a unique visual experience. The proliferation of digital media across the entire Downtown would make the SHED less unique in that regard. As S.H.E.D. evolves in the coming years, there may be a need to vary the zoning by-law to support a particular project (which can be done administratively), or additional zoning by-law text amendments may be brought forward, in conjunction with design guidelines, for signage in S.H.E.D. as warranted. (Initial phases of S.H.E.D. are within the streetscaping and are not regulated by the zoning by-law.)
- **Concentration of Signs -** In the Downtown, buildings and businesses are very close together and this results in a higher concentration of business signs. The zoning by-law aims to provide a fair and level playing field so that all street-front businesses achieve visibility. The introduction of advertising billboards would add to the concentration of signs, competing for attention with local business signs.
- **Competing Against Downtown Businesses -** Advertising billboards can also promote suburban businesses and attractions that compete with Downtown. The Complete Communities Direction Strategy reinforces the role of Downtown as the hub for business and commerce, as well as restaurants, night life and specialty retail. The introduction of large format advertisements that promote suburban malls and other non-Downtown entities does not advance this policy.
- **A Portage Avenue Lighting Master Plan** was commissioned through both public and private sector funding to enhance the image of our primary Downtown corridor. The report proposed building lighting and improved streetscape lighting in order to give the corridor a safer, more comfortable and more sophisticated night time appearance. The Downtown BIZ has been taking the lead on implementation and intends to continue rolling it out as resources allow. The introduction of large digital signs would wash out more subtle architectural lighting and defeat investments made in creating a more balanced lighting strategy.
- **Provision for Sponsor Recognition -** The Complete Communities Zoning By-Law Alignment already proposes to allow for third-party sponsors of Downtown arts and entertainment to get recognition on digital signs at their venues.

A summary of the proposed changes to digital sign regulations are included under items 10 and 11 below, and are explained in detail in Attachment 1.

Summary of Amendments

On July 17, 2013, Council directed the WPS to draft an amendment to the Downtown Zoning By-Law with regard to 15 specific items. Those are summarized below and explained in detail in Attachment 1.

Residential Development

1. Although the existing zoning by-law allows for residential in all sectors except for Riverbanks, many locations require discretionary review by way of a Condition Use application. Today, we acknowledge that there is a niche in the residential market that desires to be in the centre of a vibrant and dynamic urban environment. Those residents, in turn, help sustain that vibrancy into the evenings and weekends by frequenting downtown restaurants and entertainment venues.
2. The zoning by-law includes setbacks for residential development to ensure a separation distance between residential windows. This makes converting buildings, especially historical buildings, to residential use a challenge, and therefore the requirement for yard setback is proposed to be eliminated for residential conversions.

Commercial Uses

3. Numerous conditional use applications have been approved for restaurants in the Character Sector exceeding the 3000 square foot size limit. The intent for the Character Sector continues to support a fine-grained mix of businesses, however, larger restaurants have not compromised this intent. It is proposed that the limit be changed to 10,000 square feet.
4. Drinking Establishments would remain limited to 3000 square feet in the Character Sector in order to minimize conflict with residential uses. Additionally, it is proposed that outdoor patios for drinking establishments be limited to 1000 square feet in order to provide further protection of neighbourhood liveability. Most downtown patios are under 1000 square feet, but there is concern about the potential for outdoor night club areas adjacent to residential properties. This amendment would not affect restaurant patios or patios situated on the public sidewalk. No restrictions are proposed for patios in the Multiple-Use Sector (which includes SHED).

Building Heights

5. It is recommended that a minimum building height be introduced in order to discourage template chain store buildings and other pre-fab architecture and encourage a scale of development appropriate to the existing level of services and infrastructure. 25 feet (approximately two storeys) is proposed across the Downtown, except on Broadway, Portage Avenue and Main Street where the minimum would be 35 feet (approximately three storeys) in respect of the scale of these wider streets.
6. An adjustment to maximum building heights is proposed for certain streets within the Broadway – Assiniboine Neighbourhood to better reflect the established character of that area. The proposed amendment would affect properties south of Broadway fronting on Kennedy Street, Edmonton Street, Carlton Street, Hargrave Street, and Assiniboine Avenue west of Donald Street. Revised maximum building height would be 60 feet except on corner lots where the maximum height would be 100 feet. The current 8 F.A.R. size limit can accommodate buildings over 20 storeys. Complete Communities talks about appropriate goals and targets for intensification. It also emphasizes a variety of housing types to enhance choice. Many areas of the Downtown are prioritized for high rise development, while some are more conducive to mid-rise or low-rise multi-family development.

Vacant Land

7. In areas outside the Downtown, the demolition of a multi-family building without plans for redevelopment is discretionary and subject to a public hearing under the Demolition Permits in Residential Areas By-Law. The purpose of this review is to prevent the creation of vacant land where a vacant site would create a visual detriment to the adjacent area or would create or

increase pressures for new land uses that would not otherwise be supported. Although such applications are already subject to Downtown Urban Design Review, it is recommended that wording similar to that in the Demolition Permits by-law be introduced into the Urban Design section of the Downtown zoning by-law as criteria for when a building (residential or non-residential) may be demolished. (Heritage Buildings would continue to be subject to the process laid out in the Historical Buildings By-Law.) The proposed amendment also requires specific site remediation measures for cases where demolition is supported.

Parking

8. Accessibility standards for parking are proposed to be updated to reflect the current City of Winnipeg Accessibility Design Standards. Tree planting and lighting standards for parking lots are proposed to be updated to match those found in Zoning By-Law 200/2006. Edge treatment should be of a quality urban standard with decorative metal or brick fencing. The City's recently adopted Downtown Parking Strategy sets higher expectations for the design of surface parking with the acknowledgement that most of them will continue to be part of our transportation infrastructure for many years to come.
9. The Public Service proposes limitations on the locations and the sizes of *new* surface parking areas, notably on Portage Avenue, Main Street and Graham Avenue. The same restrictions would apply to structured parking on the main floor of buildings. Policy direction in Complete Communities Direction Strategy and the recently adopted Downtown Parking Strategy emphasizes the expectation that the majority of new parking being created Downtown should be either below grade, behind buildings, or in mixed-use structures.

Digital Signs

10. Digital Signs and Projection Signs are proposed to be included in the definitions. The definition for Event Signs is proposed to be simplified so that it is not limited to just showing time and date of events, but may also be used to display cultural content or promote the venue generally. However, the types of properties entitled to have an Event Sign will be limited to Cultural & Entertainment venues. Event Signs would also allow for 10% third party sponsor's content.
11. Building on best practice research and the work already completed for Zoning By-Law 200/2006, the following amendments are being proposed:
    - Establish operational standards for brightness, dimming, etc., per Zoning By-Law 200/2006
    - Continue to allow digital signs (digital static copy and digital moving copy) in most Downtown areas, but prohibit them in Downtown Living and Riverbank Sectors, on heritage buildings and along Broadway. In Character Sectors, limit their use to Event Signs.

Other Sign Forms

12. Signs within a window frame, either on the interior or exterior, are not currently subject to review by the City. Large window signs significantly affect the overall appearance of buildings and reduce the transparency between the interior of building and the street, reducing vibrancy and potentially increasing safety concerns. It is proposed that signs, stickers or vinyl wraps that cover over 50% of a window surface area would be subject to review. This change would also allow the City to impose the same performance standards for digital signs within windows as applied elsewhere.
13. Large pylon signs are typically suburban in character and are not suited to a street with large buildings that come right up to the sidewalk. It is proposed that only ground-oriented freestanding signs be permitted, to maximum height of four feet. The premise behind Downtown sign regulations is that the Downtown is a pedestrian oriented environment, and signage should respect the human scale.
14. Construction signs are currently limited to 80 square feet per frontage. Since these signs are temporary and to minimize the need for variances, it is proposed that the maximum size be

increased to 200 square feet per frontage. Since the intent is that these signs are temporary, an additional provision is proposed so that the sign may only be up for the duration of construction activity on the site.

Errors and Omissions

15. Through the process of drafting the amending by-law, a number of additional errors, omissions and clerical updates have been identified beyond the four listed in Attachment 1. Correction of them is included for consideration:

    - Typographical errors in subsection 250(10)
    - X-rated stores are permitted in the Multiple-Use Sector because they were subject to the more restrictive X-Rated Store Zoning By-Law, which Council repealed effective March 1, 2008. The WPS recommends that X-Rated Stores be made conditional to replicate the oversight formerly provided by the X-Rated Store Zoning By-Law.
    - Roof signs are listed as permitted in all sectors. The intent was for roof signs to be permitted only in the warehouse sector. The WPS recommends that ground-oriented free-standing signs be added as a permitted sign form in lieu of roof signs in the other sectors.
    - Updating of by-law names that are cross-referenced in the Zoning By-Law
    - The WPS recommends that the term “massage parlour” be replaced with “body rub parlour” to reflect the same change recently made to the Doing Business in Winnipeg By-Law, per amending By-Law 33/2014.

FINANCIAL IMPACT

Financial Impact Statement Date: April 10, 2014

Project Name:

DAZ 200/2014 - Digital Sign Regulations and Complete Communities
Downtown Zoning By-Law Alignment

COMMENTS:

There are no financial implications associated with the recommendations contained in this report.

"Original Signed By"
Mike McGinn, CA
Manager of Finance

CONSULTATION

In preparing this report there was consultation with:

Internal Consultation

Water & Waste
Public Works
Community Services
Police Services
Legal Services Department (as to legal issues)

External Consultation

Downtown Council
Downtown Winnipeg BIZ Board
Impark
MLCC
Sign Industry Representatives
Public Open House

SUBMITTED BY

Department	Planning, Property & Development
Division	Urban Planning
Prepared by:	Kurtis Kowalke
Date:	April 11, 2014
File No.	DAZ 200/2014

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List of Schedules and Attachments

1. Schedule 'A' By-Law 34/2014
2. Attachment 1 Detailed table of proposed amendments
3. Attachment 2 Public Consultation Report
4. Attachment 3 Supplemental feedback from Downtown Winnipeg BIZ

UD2014-029



Microsoft Word 97 - 2003 Document

Attachment 1 - Detailed table of proposed amendments



summary table May 28 2013.xls

Attachment 2 – Public Consultation

The Complete Communities Zoning By-Law Alignment project is part of OurWinnipeg implementation, and as such, builds on the comprehensive engagement that was part of the development of the Complete Communities Direction Strategy through SpeakUpWinnipeg.

- ➔ Between April 2009 and June 2010, SpeakUpWinnipeg connected with more than 42,000 Winnipeggers and combined online resources, face-to-face engagement opportunities, real-time updates and major events.
- ➔ Face to face engagement opportunities included roundtables, focused neighbourhood conversations, stakeholder workshops, invitations to speak to groups or at events, the SpeakUp Squad, major public events
- ➔ SpeakUpWinnipeg.com attracted 8,796,255 hits. It included videos, resources, events calendars, user submissions, questions of the day, coordinated activity on Facebook and Twitter.

Approach

The engagement process for the Complete Communities Zoning By-Law Alignment project combined online resources and face-to-face engagement opportunities.

Stakeholder meetings were held from January to May 2013, including the Downtown Council and CentreVenture (Part 1 below), the Downtown BIZ board, MLCC, Imperial Parking, and sign industry representatives (Part 2 below).

Invitations to participate in a public open house and at speakupwinnipeg.com were published in the Winnipeg Free Press and the Metro on May 7, 2013. That open house was held on May 15 from 3 to 7 p.m. at the Forks Market. Approximately 75 people attended. There were presentation boards on displays and opportunities to speak with staff and write note comments on specific boards. There was also an exit survey to capture general comments about the project (17 surveys received to date). The main themes are summarized in Part 3 below.

Email invitations to participate in the public open house and speakupwinnipeg.com were sent to all OurWinnipeg stakeholders including the development community, Business Improvement Zones, community organizations and many other groups and individuals via email, Facebook and Twitter:

OurWinnipeg Stakeholder Emails
- 615 groups and individuals

OurWinnipeg Emails (list serve)
- 283 groups and individuals

Facebook
- 846 members

Twitter
- 1740 followers

SpeakUpWinnipeg.com
Who: Winnipeggers/various
What: Moderated discussion (blog), survey, email, detailed information
When: May 1 – May 27, 2013
Activity:
- 4,507 page views
- 2,435 visits
- 1,959 unique visitors
- Of the visitors, 66% were from within the city of Winnipeg
- 18 comments received through the blog

1. <u>CentreVenture meeting notes – January 31, 2013</u>

Message	Response
Re: limits on surface parking - needs to be clear that structured parking at grade would also be subject the same rules (need for active uses at street level)	That is the intent in drafting the by-law amendments.
Re: minimum building heights - provide the option of two storeys or number of feet. Consider a greater minimum, such as four storeys, for key streets.	Broadway, Portage Avenue and Main Street are our three wide Downtown boulevards. We are recommending a 35 foot minimum building height in respect of the scale of these streets.
Re: drinking establishment sizes - can we distinguish between pubs, cabarets and night clubs?	MLCC is actually consolidating categories, so this is challenging. Recommendation will be to not increase the maximum size for Drinking Establishments in the Character Sector.
Re: drinking patios - can they be regulated near residential only?	One of the proposed by-law changes is to make residential permitted in more locations, so this is difficult. We will suggest that patio restrictions not apply in the "M" zoned areas (which includes SHED), but would apply in Character Sector areas, like the Exchange.
Re: elimination of floor area ratios (FAR) - they do have some value because they offer flexibility.	Agreement to keep FAR as a primary measure of building height for most areas. One exception will be specific parts of the Broadway-Assiniboine Neighbourhood where reductions are proposed.
Re: reduction in height limits south of Broadway. It is acknowledged that this is a "pseudo-downtown" area that warrants a different scale than north of Broadway.	A survey of comparable areas in other Canadian cities shows that we permit far greater height without requiring variances or bonusing provisions than most jurisdictions (even compared to similar areas in Vancouver and Toronto).
Re: sponsor content on digital signs - a limit of one sponsor per event may be problematic since events typically have multiple sponsors.	We will recommend deleting that restriction, but keep a 10% limit.
Re: Vinyl banners - these have value for promoting new businesses and new developments such as Union Tower, but should be permitted on a shorter time limit – like 120 days.	We will recommend 120 days as the standard, but a longer time period for new development projects.
Re: backlit box signs – these tend to look cheap. Should they be prohibited?	Within the Exchange District, the Commemorative Integrity Statement and the Urban Design Review process have been effective in discouraging them. Outside the Exchange, they constitute probably 80% of signage. Sometimes they are done well (e.g. Manitoba Hydro). SHED design guidelines might be a tool we need to address this issue.

2. <u>Sign stakeholder meeting notes – May 1, 2013</u>

- Kurtis Kowalke reviewed background – aligns with zoning review project, small tweaks
- Want to have consultation wrapped up by end of May
- SPC review in June; by-law amendment public hearing in the fall
- Kurtis Kowalke handed out the notes from the consultation from last year
- Report will deal with land use, dimensions etc.
- Kurtis Kowalke went through the subject areas related to potential changes

Feedback from stakeholders:

- Zero Din– is it actually safer downtown because traffic goes slower? It sounds like an opinion, needs confirmation – not scientific.
- MANSA – is the position aesthetics, or making downtown an exciting place? Do we need to push a more liberal approach? Or no?
- Kurtis Kowalke - we do have urban design guidelines downtown; don't know if it's more liberal. Excitement is still what it's all about in certain parts of the downtown
- Pattison Outdoor – would event sign include third party?
- Kurtis Kowalke – we are suggesting that event signs could have third party content but it might be around 10%, plus would be allowed without a variance.
- Several stakeholders – it is all over the map in terms of what amount of third party content is included on various downtown signs.
- Window signs – if it covers more than 50% of window pane would be regulated.
- Window signs at grade – loss of visibility between inside and outside – the feeling of safety is diminished
- Blue Sky Digital and Exchange District BIZ – does it really promote safety? Never heard of this - eyes on the street from inside the building.
- Kurtis Kowalke – The literature goes into this.
- Postime – no matter what happens in this room, it almost doesn't matter because Urban Design Review pretty much has carte blanche
- Kurtis Kowalke – they've been involved so far, even though they are not in this meeting. The proposed changes are intended to provide more clarity, consistency, and predictability about what signs will be approved and where.
- Exchange District BIZ – any thought on time limits on vinyl murals– graffiti gallery? A year or 2 years? Should be, so that the tattered ones comedown.
- MANSA – it's relative – if you're using good quality, they can last 5 years.
- Kurtis Kowalke – Should the City be looking for certain specs to determine whether the product will be good quality and long-lasting?
- MANSA – That could be quite challenging – it varies.
- Pattison Outdoor – it's a big issue – third party on vinyl banners or murals. Should it be allowed?
- Pattison Outdoor – can construction signs go up 6 months before?
- Kurtis Kowalke – difficult to regulate – sometimes 6 months turns into a year. At what point is it just a promotional billboard rather than a construction sign? Could be tied to a permit application.
- Cumulative frontage doesn't meet the intent of the regulations. We would like to eliminate the ability to do cumulative.

- SHED – many meetings with Centre Venture already. Difficult to make regulations at this stage, it's a moving target. But we could customize regulations for that area a bit later.
- Pattison Outdoor – Barry said you can't vary something if it's not permitted
- Andrew if something is prohibited, you can't vary it. Martin Grady is a good person to confirm with
- MANSA – my only experience with not being allowed to vary something is when there's a PDO
- Postime – who makes decisions around SHED?
- Kurtis Kowalke – there is talk of putting together a management board

Kurtis Kowalke outlined next steps including: open house, BIZ consultations, interim report end of May, Standing Policy Committee review on June 24, amendments drafted over the summer, public hearing in the fall.

- Zero Din– how can you do all this if you don't know what the SHED district is?
- Kurtis Kowalke - We might have to make the other changes, and do variances in line with SHED vision until a development vision is solidified
- Pattison Outdoor – How will third party content fit into that?
- Kurtis Kowalke – we are only contemplating that sponsorship content piece on event signs. We haven't heard from Council that we want to reverse existing standards.
- Pattison Outdoor – agree with comment on how difficult without knowing what SHED is going to be – world of possibilities of what we CAN do, with technology. The whole variance process we would like to see opened up to see what can be produced by a company to match what the vision is for SHED. It's all about third party at Yonge & Dundas. There's just not that many events – so we'd like to see permissiveness in the SHED to allow industry to see what they can develop.
- Kurtis Kowalke – need to nail down the constraints – how far away from MTS Centre etc.
- Pattison Outdoor – Yonge & Dundas – from what we understand, third party advertisers are not making much money; it's the landowners. Toronto is different.
- Blue Sky Digital – what about street furniture, bus shelters, and LED bus shelters?
- Kurtis Kowalke – the zoning by-law can only regulate things outside the public ROW, including sidewalks
- Pattison Outdoor - CBS is only contracted until 2017 with bus shelters – what happens then, when there is new technology and players?
- Blue Sky Digital – who regulates bus shelters?
- Kurtis Kowalke – Winnipeg Transit
- Blue Sky Digital – what about conversions of billboards to digital? We see this as discriminating a larger # of ads on a sign
- Kurtis Kowalke – it loses non-conforming rights if it's a different sign
- Pattison Outdoor – the permit was issued on the basis of the structural drawing and you're changing it. You have to get conditional use.
- Pattison Outdoor - Concerns with light trespass on residential.
- Kurtis Kowalke – will use same performance standards as outside downtown. There is residential popping up everywhere in the downtown.
- Pattison Outdoor – should you be reviewing traffic decision locations? Wouldn't they be different downtown?
- Kurtis Kowalke – I think it should be different. You'd never get a sign approved downtown otherwise.
- Zero Din– Isn't it dangerous to do that?
- Kurtis Kowalke – Our transportation folks at Public Works will have to review that

Kurtis Kowalke asked, is there anything people expected to hear, or want to bring up?

- Pattison Outdoor – could you just repeal the by-law?
- Kurtis Kowalke – that's been mentioned. Our downtown zoning is among the most liberal in Canada. Changes we are proposing will make some aspects even more permissive. In other cases, it is an opportunity to have some oversight, where it was lacking.
- Pattison Outdoor – we WANT that oversight- including urban design review, because we want to be part of the game. And we have some novel ideas. Not your poster billboard.
- Pattison Outdoor – signs that would fit in with things. But not your typical signs.
- Kurtis Kowalke – pass along any examples/illustrations to us for consideration
- Pattison Outdoor – sure, will do.
- Postime – is this the extent of the sign consultation?
- Kurtis Kowalke – we have a tight timeline, we can circulate comments. We will have the open house
- Postime – we will need some time to review and digest this and the timelines is very aggressive.
- Kurtis Kowalke – we will do what we can in getting something to Council – if some things are left outstanding. We can email everyone here, and provide comments if you can in a timely fashion. Do as much as we can before the report goes in.
- Zero Din– what happens to existing signs downtown?
- Andrew – will ask Martin to check in with industry as to whether accessory signs must meet the new regulations and how that would be dealt with
- Pattison Outdoor – very nice of you to invite us here on May Day

In attendance:
Chuck Chappell
Ken Devine
Doug Forsyth
Peter Maconachie
John Hoeschen
Jeff Pinchin
Glenn Tinley
Brian Timmerman
Scott Baird
Matt Voth

3. Common themes combined from surveys, open house, and blog

Key Messages: 'What We Heard'

Message	Response
Parking requirements are excessive and should be further reduced and/or extended to the whole city.	Analysis was done and it was found that because lot sizes in Mature Communities are often smaller and often contain less available space for parking, that a small adjustment, within the scope of this project, would be to focus on Mature Communities.
Need to increase **bike parking** minimums for all developments.	Bike parking minimums are a complex metric and require more in depth analysis than is feasible through this project.
Halt suburban development.	The city's growth strategy is beyond the scope of this project, aside from some small measures to support infill development.
Need more robust regulations for the provision on **parking for people with disabilities**.	Parking for vans that provide transportation for people with disabilities is included in this project. It is proposed that regulations be adjusted to ensure van accessible parking spaces are provided more frequently.
More attention to creating a pedestrian city. **Walkable city** should be promoted more vigorously.	Some of the proposed adjustments in this project support a pedestrian friendly environment including pedestrian connections, residential development above commercial in some districts, and support for infill development on two-family lots.
Landscaping specifications and installation requirements should be clearer and enforced.	Analysis was done and it was found that presently, the most pressing need regarding landscaping may be encouraging current by-law standards to be met upon site redevelopment. This small adjustment fits within the scope of this project.
There should be an **increase in density** goal for downtown. (Need to allow dense downtown)	There is a great deal of infill capacity in the Downtown (supported by the existing zoning) that has yet to be realized. Other tools for achieving our Downtown infill goals are discussed in the Downtown Residential Development Strategy

Attachment 1- Supplemental feedback from Downtown Winnipeg BIZ



Downtown Winnipeg BIZ Zoning Review.dc