**Agenda – Council – June 25, 2014**

**Report – Standing Policy Committee on Property and Development – June 10, 2014**

**Item No. 7 Digital Sign Statistics**

STANDING COMMITTEE RECOMMENDATION:

On June 18, 2014, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Property and Development and submitted the following to Council:

1. That the report on Digital Sign Statistics be received as information.

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

**Report – Standing Policy Committee on Property and Development – June 10, 2014**

DECISION MAKING HISTORY:

EXECUTIVE POLICY COMMITTEE RECOMMENDATION:

On June 18, 2014, the Executive Policy Committee concurred in the recommendation of the Standing Policy Committee on Property and Development and submitted the matter to Council.

STANDING COMMITTEE RECOMMENDATION:

On June 10, 2014, the Standing Policy Committee on Property and Development concurred in the recommendation of the Winnipeg Public Service and submitted the matter to the Executive Policy Committee and Council.

# ADMINISTRATIVE REPORT

**Title:** Digital Sign Statistics

**Critical Path:** Standing Policy Committee on Property and Development – Executive Policy Committee - Council

## AUTHORIZATION

| Author | Department Head | CFO | CAO |
|---|---|---|---|
| B. Smith | B. Thorgrimson | N/A | D. Joshi<br>A/CAO |

## RECOMMENDATIONS

1. That this report on Digital Sign Statistics be received as information.

## REASON FOR THE REPORT

This report presents a summary of digital sign statistics. On December 12, 2013, Council directed the Winnipeg Public Service to *report back to the Standing Policy Committee on Property and Development in 18 months with digital accessory sign statistics, to provide Council with an assessment of the proposed regulations regarding the number of signs allowed per lot, signs within Traffic Decision Locations identified by Public Works, and signs in "R" and "PR" Districts.*

## IMPLICATIONS OF THE RECOMMENDATIONS

N/A

## HISTORY

On December 12, 2013, Council directed the Winnipeg Public Service to report back to the Standing Policy Committee on Property and Development in 18 months with digital accessory sign statistics, to provide Council with an assessment of the proposed regulations regarding the number of signs allowed per lot, signs within Traffic Decision Locations identified by Public Works, and signs in "R" and "PR" Districts.

The digital signs statistics requested by Council were identified as ones that could be somewhat sensitive for business owners, residents, and the Public Service. Council proposed that the Public Service report back on signs in these locations as a way to assess the new regulations.

The following is a summary of the sign statistics that have been collected over the past 18 months of these regulations being in effect.

**Number of signs allowed per lot**

Summary:

- The regulations adopted December 2012 set a limit of one digital accessory sign per lot except in C3 districts, where the maximum is two; and C4 districts, where the maximum is the greater of one per frontage or two.
- Since December 2012, there have been (0) applications for more than one digital accessory sign per lot.

**ALL DIGITAL ACCESSORY SIGN APPLICATIONS SINCE DECEMBER 12, 2012 (excludes pending)**

| | ADDRESS | | ZONING | SIGN TYPE | RESULT |
|---|---|---|---|---|---|
| 1 | 10 | Queen Elizabeth WAY | C2 | Accessory | Approved |
| 2 | 1066 | Springfield RD | M2 | Accessory | Approved |
| 3 | 1301 | Ellice AVE | M1 | Accessory | Approved |
| 4 | 1445 | Logan AVE | C1 | Accessory | Rejected |
| 5 | 1445 | Arlington ST | C1 | Accessory | Approved |
| 6 | 1465 | Buffalo PL | M1 | Accessory | Approved |
| 7 | 1520 | Notre Dame AVE | M3 | Accessory | Approved |
| 8 | 1536 | Portage AVE | C2 | Accessory | Approved |
| 9 | 166 | Osborne ST | C2 | Accessory | Approved |
| 10 | 1697 | Corydon AVE | C1 | Accessory | Approved |
| 11 | 1711 | Corydon AVE | C1 | Accessory | Approved |
| 12 | 1770 | King Edward ST | M1 | Accessory | Approved |
| 13 | 1845 | Mathers AVE | RMF-S | Accessory | Approved |
| 14 | 2175 | Pembina HWY | C3 | Accessory | Approved |
| 15 | 3370 | Wilkes AVE | M1 | Accessory | Approved |
| 16 | 3540 | Pembina HWY | C2 | Accessory | Approved |
| 17 | 65 | Henderson HWY | R1-S | Accessory | Approved |
| 18 | 712 | St Mary's RD | C1 | Accessory | Approved |
| 19 | 810 | Regent AVE W | C3 | Accessory | Approved |
| 20 | 85 | Kirkbridge DR | RMF-S | Accessory | Approved |
| 21 | 875 | Dakota ST | C2 | Accessory | Approved |
| 22 | 890 | Pembina HWY | M1 | Accessory | Approved |
| 23 | 964 | Regent AVE W | C3 | Accessory | Approved |

## Signs within Traffic Decision Locations

Summary:

- The regulations adopted December 2012 restrict digital billboards or digital accessory signs from being located within Traffic Decision Locations (zones adjacent to Traffic Signals, Pedestrian Corridors, Railway Crossings), as an issue of public safety.
- Since December 2012, four applications for digital signs in Traffic Decision Locations were received.
- Three out of four were rejected at the Board of Adjustment Hearing in accordance with recommendations of the Public Service.
- Two of the four that were rejected were appealed, one application was subsequently withdrawn, and another is pending.
- The Public Works Department lodged a complaint about a Digital Billboard erected before December 2012, which is located within a Traffic Decision Location and which began showing moving copy and third party advertising. Zoning and Permits has initiated enforcement action for this instance.

| | PROPERTY ADDRESS | SIGN TYPE | PUBLIC HEARING DECISION | VARIANCE APPEALED | OUTCOME OF APPEAL | NUMBER OF PERSON(S) OBJECTING |
|---|---|---|---|---|---|---|
| 1. | 1445 Logan Avenue | Billboard | Rejection | Yes | Withdrawn | 0 |
| 2. | 2157 Portage Avenue | Accessory | Rejected | Yes | Pending | 8 |
| 3. | 1375 Regent Avenue W | Billboard | Rejection | No | N/A | 0 |
| 4. | 179 Henderson Hwy | Billboard | Pending | - | - | - |

**DIGITAL SIGNS IN TRAFFIC DECISION LOCATIONS SINCE DECEMBER 12, 2012**

## Digital Signs in "R" and "PR" Districts

Summary:

- Previous to the regulations adopted December 2012, Digital Readerboards were the only type of digital signs allowed in “R” (Residential) and “PR” (Park) districts.
- The regulations adopted December 2012 allow digital accessory signs to also be located within “R” and “PR” districts for schools, community centres, and religious institutions, provided the sign is turned off from 10:00 PM to 7:00 AM.
- Since December 2012, five applications were received for digital signs in “R” and “PR” districts.
- No complaints have been logged.

**DIGITAL ACCESSORY SIGNS IN "R" and "PR" DISTRICTS SINCE DECEMBER 12, 2012**

| | PROPERTY ADDRESS | ZONING DISTRICT | PUBLIC HEARING DECISION | VARIANCE APPEALED | OUTCOME OF APPEAL | NUMBER OF PERSON(S) OBJECTING |
|---|---|---|---|---|---|---|
| 1. | 1845 Mathers Avenue | RMF-S | Approved | No | N/A | 0 |
| 2. | 85 Kirkbridge Drive | RMF-S | Approved | No | N/A | 0 |
| 3. | 2021 Main Street | PR3 | Pending | - | - | - |
| 4. | 215 Greenway Cres. W | RMF-S | Pending | - | - | - |
| 5. | 65 Henderson Hwy | R1-S | Approved | No | N/A | 0 |

**Other points of interest regarding digital signs since December 12, 2012:**

Complaints:

- Complaints from the public normally involve brightness of signs
- The following complaints have been received by Zoning and Permits through "311" regarding digital signs since 2012:

| Year | Address | Complaint by | Issue |
|---|---|---|---|
| 2012 | 1325 Henderson Highway | Driver(s) | brightness |
| 2013 | 35 Melnick Road | Resident | brightness |
| 2013 | 830 Waverley | Public Works | brightness |
| 2013 | Dakota Community Centre | Resident | brightness |
| 2013 | 1000 Notre Dame | Public Works | Traffic Decision Location |

Zoning Enforcement:

- February 2014 – Information bulletin and request to comply with new operational standards developed.
- March 2014 – More than 300 bulletins mailed to all owners of digital accessory signs as determined by permit records.
- May 2014 – Active enforcement of operational standards commences with site inspections.
- The most common enforcement issue is digital moving copy.

## FINANCIAL IMPACT

**Financial Impact Statement** **Date:** **May 13, 2014**

**Project Name:**

**Digital Sign Statistics**

**COMMENTS:**

There are no financial implications associated with this report.

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

## CONSULTATION

**In preparing this Report there was consultation with:**

N/A

## SUBMITTED BY

Department: Planning, Property and Development Department
Division: Urban Planning
Prepared by: Andrew Ross, MCP
Date: May 13, 2014
File No.

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