



City of  
**Peterborough**

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**To:** **Members of the Planning Committee**

**From:** **Ken Hetherington, Manager, Planning Division**

**Meeting Date:** **June 13, 2016**

**Subject:** **Report PLPD16-044  
Proposed Amendments to the Sign By-law for the Regulation  
of Electronic Signs**

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## **Purpose**

A report to recommend an amendment to the City's Sign By-law in order to modify some regulations with respect to Electronic Signs.

## **Recommendation**

That Council approve the recommendation outlined in Report PLPD16-044 dated June 13, 2016, of the Manager, Planning Division, as follows:

That By-law 15-045 (the Sign By-law) be amended, in accordance with Exhibit 'A' of Report PLPD16-044.

## **Budget and Financial Implications**

There are no budget or financial implications arising from the recommended amendments to the Sign By-law.

## **Background**

In February of 2015, an amendment to the Sign By-law was approved by the Planning Committee with respect to the regulation of Electronic Signs (Report PLPD15-005). A recommendation was also approved requiring City Staff to monitor the performance of the new regulations over the course of 2015 and come back to the Planning Committee with any necessary modifications to the Sign By-law in 2016.

## **Performance of the Sign By-law**

City Staff have been given unsolicited feedback from local sign companies regarding the new Electronic Sign regulations since the passage of the Sign By-law amendment early in 2015. The new regulations have performed well, incorporating enough permission for electronic sign companies to continue to do business, while having regard for current public tolerance levels. Still, there are a few areas where electronic sign companies and their customers would like additional permission:

- a) On properties that have a reasonable amount of road frontage, Electronic Text Message signs should be permitted in the Central Area;
- b) Electronic Text Message Signs should be permitted along Collector Streets as well as Arterial Roads; and
- c) Electronic Moveable Copy Signs should be permitted closer to intersections.

With respect to a) and b) above, Staff accepts that further permissions can be extended to property owners and businesses to use the available technology to advertise and/or display static electronic messages. An amendment to the Sign By-law to offer greater permission for the establishment of Electronic Text Message Signs, allows for a remote change in the message's copy. Currently, without this permission, inter-changeable letters are used on signs, requiring a person to physically change the letters, often on ladders and during inclement weather.

With respect to c) above, Staff does not recommend any changes to allow Electronic Moveable Copy Signs to be located closer to intersections. Intersections are decision nodes for all forms of transportation and introducing an element that competes for people's attention where public safety is paramount is unlikely to increase public safety. Furthermore, if the regulations concerning Electronic Moveable Copy Signs are relaxed, they could proliferate at some of the busiest intersections in the City.

The recommended Sign By-law amendment is a tweaking of the By-law that would grant permission to have static Electronic Text Message Signs on free-standing signs within most of the sub-areas within the Central Area. This includes the Commercial Core Area, the Waterfront Commercial Area, the Business Districts and the Transitional Uses Area. Electronic Text Message Signs would also be permitted on Facia Signs in the Industrial

Conversion and Industrial Areas of the Central Area. Permission for Electronic Text Message Signs have also been extended to properties zoned with a Local Commercial designation and land zoned as a “Public Service District” and “University and College District” for most of the uses within these Districts.

Staff recommend an additional amendment to the Sign By-law, which addresses the issue of Electronic Moveable Copy Signs locating too close to a signalized intersection where a private driveway intersects with the public right-of-way. Without a modification to Article 9.1(f) of the Sign By-law, a number of these types of electronic signs could be located within 1.5 metres of the signalized private driveway; for example at the signalized driveway at 1200 Lansdowne Street West (Sobey’s, Canadian Tire Plaza).

## Summary

The recommended amendment to the Sign By-law extends greater permission to the establishment of Electronic Text Message Signs. As there is no moveable copy associated with this type of electronic sign, it is felt that it is now appropriate to offer greater permission for its establishment on collector roads and within certain sub-areas of the designated Central Area of the City.

The recommended Sign By-law Amendment continues to prohibit the establishment of Electronic Signs in more sensitive areas, such as areas with proximity to Open Space Districts and Natural Areas.

Submitted by,

Ken Hetherington  
Manager, Planning Division

Prepared by,

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Planner, Urban Design

Concurred with,

Malcolm Hunt, Director  
Planning and Development Services

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**Attachments:**

Exhibit A – Sections 2, 8 and 9 of By-law 15-045, The Existing Sign By-law  
Exhibit B – Draft Sign By-law Amendment

By-Law Number 15-045  
Being a By-law to Regulate Signs and Advertising Devices in the City of Peterborough

## Section 2, Permitted Signs

### 2.1. Land Use Designation Matrixes

Signs may be located within land use designations as depicted on Schedules A, M, O and I of the Official Plan, only in accordance with the following matrix and subject to the exceptions listed thereafter:

Sign Type	A	B	C	D	E	F	G	H	I
Animated			X				X2	X2	
Directional	X	X	X	X	X	X	X	X	X
Facia	X	X	X	X	X	X	X	X	X
Freestanding	X	X	X	X	X	X	X	X	X
Portable	X6	X4	X			X4	X2	X2	X3
Electronic Text Message Sign		X9	X	X10	X9 X8	X9	X	X	X
Electronic Moveable Copy Sign			X13				X13	X13	X11
Electronic Window Sign			X13				X13	X13	X11
Electronic Price Indicator Sign		X	X			X	X	X	X

Signs may be located within land use designations as depicted on Schedule J of the Official Plan, only in accordance with the following matrix and subject to the exceptions listed thereafter:

Sign Type	J	K	L	M	N	O	P	Q
Animated								
Directional	X	X	X	X	X	X	X	X
Facia	X5	X5	X5	X5	X5	X5	X5	X5
Freestanding	X	X	X	X	X	X	X	X
Portable								
Electronic Text Message Sign	X1		X				X7	
Electronic Moveable Copy Sign								
Electronic Window Sign	X12	X12	X	X12				
Electronic Price Indicator Sign	X	X	X	X	X	X		

2.1.1. The following land use designations have the same meaning as is contained in the specific schedule to the Official Plan:

- A. Residential Designation, excluding Local Commercial sites (Schedule A)
- B. Local Commercial sites within the Residential Designation (Schedule A)
- C. Service Industrial and General Industrial (Schedules M and O)
- D. Prestige Industrial Designation (Schedules M and O)
- E. Agriculture and Major Open Space Designation (Schedule A)
- F. Major Institution Designation (Schedule A)
- G. Major Shopping Centre (Schedule I)
- H. Special Purpose Retail and Service Commercial (Schedule I)
- I. Neighbourhood Centre (Schedule I)

**2.1.2. Land Use Designation Legend (Official Plan Schedule J)**

The following land use designations have the same meaning as is contained in the specific schedule to the Official Plan:

- J. Commercial Core Area
- K. Waterfront Commercial Area
- L. Industrial Conversion Area
- M. Business Districts
- N. Transitional Uses Area
- O. Industrial Area
- P. Open Space Area
- Q. Special Policy Area

### 2.1.3. Exceptions

- X1 an Electronic Text Message Sign with horizontal movement is permitted at the following locations: Showplace at 290 George Street North, The Market Hall at 336 George Street North, The Venue at 286 George Street North, and The Galaxy Cinema at 320 Water Street, subject to the review and approval of the Planner, Urban Design, or his/her designates.
- X2 Animated or Portable signs are not permitted on The Parkway between Lansdowne Street West and Clonsilla Avenue.
- X3 Portable signs with a maximum sign area of 4.5 square metres are permitted only on Chemong Road between Wolsely Street and Highland Road.
- X4 Portable signs with a maximum sign area of 2.0 square metres are permitted.
- X5 Facia signs are permitted if approved by the Manager of the Building Division and the Planner, Urban Design or his/her designates.
- X6 Portable signs with a maximum sign area of 2.0 square metres are only permitted on lands zoned as a "Public Service District"
- X7 A Free-Standing Electronic Text Message Sign is permitted along the George Street frontage of Del Crary Park subject to the review and approval of the Planner, Urban Design, or his/her designates.
- X8 An Electronic Movable Copy Sign is permitted at the Memorial Centre at 151 Lansdowne Street West.

- X9 A Freestanding Electronic Text Message Sign is permitted on lands zoned with a Local Commercial Designation and lands zoned as a “Public Service District” and “University and College District” with the following uses as defined by the Zoning By-law: an arena, a recreation centre, a fire station, a police station, a museum, an art gallery, a public administration office, a school, a church, a hospital, a college and a university, provided that the sign is set back not more than 3.0 metres from an arterial road as depicted on Schedule B of the City’s Official Plan.
- X10 An Electronic Text Message Sign is permitted, up to 30% of the Free-standing Sign area, displaying continuously in a static manner for a period of time not less than 5 seconds.
- X11 An Electronic Moveable Copy sign and/or an Electronic Window Sign is permitted at the Neighbourhood Centre as depicted on Schedule I of the Official Plan:
- i) on Chemong Road between Wolsley Street and Highland Road;
  - ii) on Lansdowne Street West, west of Brealey Drive.
- X12 An Electronic Window Sign is permitted up to a maximum of 1.2 square metres within the first floor of a building, subject to the review and approval of the Planner, Urban Design or his/her designates.
- X13 An Electronic Movable Copy Sign is not permitted within 30.0 metres of The Parkway.



By-Law Number 15-045  
Being a By-law to Regulate Signs and Advertising Devices in the City of Peterborough

## **Section 8, Electronic Text Message Sign**

### **8.1. Regulations**

- a) Maximum Free-standing Sign area – 50% of the sign area and must be located on the bottom three quarters of the sign.
- b) Maximum Facia Sign area – Outside the Central Area as defined in the City's Official Plan: 30% of the potential sign area up to a maximum of 6.0 square metres.
- c) Duration of message – sign copy shall be displayed continuously in a static manner and without any change for a period of time not less than 10 seconds.
- d) Transition of message – sign copy may change if the transition is no longer than 0.3 second and is a change of the entire sign copy area.
- e) Brightness – the brightness of the brightest portion of a sign (measured in Nits) must not exceed 0.5 times the ambient light level (measured in Lux). The brightness of any sign must not exceed 10,000 Nits but need not be less than 100 Nits.
- f) Minimum distance from an abutting property designated as a Residential District in the Zoning By-law – 20 metres.
- g) When located within 120 metres of a property designated as a Residential District in the Zoning By-law or a Protected Natural Area as depicted on Schedule A of the Official Plan, the sign must be turned off between the hours of 9:00 p.m. and 7:00 a.m.
- h) May not change the brightness during the display of sign copy.

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Being a By-law to Regulate Signs and Advertising Devices in the City of Peterborough

## **Section 9, Electronic Moveable Copy Sign**

### **9.1. Regulations**

- a) Maximum Free-standing Sign Area – One Electronic Moveable Copy Sign per Free-standing Sign up to 75% of the sign area to a maximum of 6.5 square metres and must be located on the bottom three quarters of the sign.
- b) Maximum Facia Sign Area – Outside the Central Area as defined in the City's Official Plan: 30% of the potential Facia Sign area up to a maximum of 6.5 square metres.
- c) Brightness – the brightness of the brightest portion of a sign (measured in Nits) must not exceed 0.5 times the ambient light level (measured in Lux). The brightness of any sign must not exceed 10,000 Nits but need not be less than 100 Nits.
- d) Minimum distance from an abutting property designated as a Residential District in the Zoning By-law – 20 metres.
- e) When located within 120 metres of a property designated as a Residential District in the Zoning By-law or a Protected Natural Area as depicted on Schedule A of the Official Plan, the sign must be turned off between the hours of 9:00 p.m. and 7:00 a.m.
- f) When the sign is located at the minimum distance from a Street-Line, the minimum distance from any intersection shall be 30 metres. For every metre closer to the intersection, the sign must be setback and additional 0.5 metres from the Street-Line. No Electronic Moveable Copy Sign shall be located any closer than 10 metres to an intersection.
- g) Only one Electronic Moveable Copy Sign is permitted per property.
- h) Minimum Distance from The Parkway – No Electronic Moveable Copy Sign shall be located within 30.0 metres of The Parkway.



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## The Corporation of the City of Peterborough

### By-Law Number 16-

Being a By-law to Amend By-law 15-045, being a By-law which Regulates Signs and Advertising Devices in the City of Peterborough

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The Corporation of the City of Peterborough by the Council thereof hereby enacts as follows:

That By-law 15-045 be amended as follows:

- a) That the land use designation charts from Article 2.1 be deleted in their entirety and replaced with the following:

#### **“2.1 Land Use Designation Matrixes**

Signs may be located within land use designations as depicted on Schedules A, M, O and I of the Official Plan, only in accordance with the following matrix and subject to the exceptions listed thereafter:

Sign Type	A	B	C	D	E	F	G	H	I
Animated			X				X2	X2	
Directional	X	X	X	X	X	X	X	X	X
Facia	X	X	X	X	X	X	X	X	X
Freestanding	X	X	X	X	X	X	X	X	X
Portable	X6	X4	X			X4	X2	X2	X3
Electronic Text Message Sign		X9	X	X10	X9 X8	X9	X	X	X
Electronic Moveable Copy Sign			X13				X13	X13	x11

Electronic Window Sign			X13				X13	X13	x11
Electronic Price Indicator Sign		X	X			X	X	X	X

Signs may be located within land use designations as depicted on Schedule J of the Official Plan, only in accordance with the following matrix and subject to the exceptions listed thereafter:

Sign Type	J	K	L	M	N	O	P	Q
Animated								
Directional	X	X	X	X	X	X	X	X
Facia	X5	X5	X5	X5	X5	X5	X5	X5
Freestanding	X	X	X	X	X	X	X	X
Portable								
Electronic Text Message Sign	X1 <u>X14</u>	<u>X14</u>	X	<u>X14</u>	<u>X14</u>	<u>X</u>	X7	
Electronic Moveable Copy Sign								
Electronic Window Sign	X12	X12	X13	X12				
Electronic Price Indicator Sign	X	X	X	X	X	X		

- b) That Article 2.1.3, Exception 9 be deleted in its entirety and replaced with the following:

“X9 A Freestanding Electronic Text Message Sign is permitted on lands zoned with a Local Commercial Designation and lands zoned as a “Public Service District” and “University and College District” with the following uses as defined by the Zoning By-law: an arena, a recreation centre, a fire station, a police station, a museum, an art gallery, a public administration office, a school, a church, a hospital, a college and a university, provided that the sign is set back not more than 3.0 metres from a collector road or an arterial road as depicted on “Schedule “B” of the City’s Official Plan.”

- c) That Article 2.1.3 be amended by adding the following new Exception:  
“X14 Electronic Text Message Signs are only permitted on Freestanding Signs.”
- d) That Article 8.1(f) be deleted in its entirety and replaced with the following:  
“f. Minimum distance from an abutting property designated as a Residential District in the Zoning By-law – 10 metres.”
- e) That Article 9.1(f) be deleted in its entirety and replaced with the following:  
“f. When the sign is located at the minimum distance from a streetline, the minimum distance from any intersection or a signalized intersection of a public right-of-way with a private driveway shall be 30m. For every metre closer to the intersection, the sign must be setback and additional 0.5metres from the streetline. No Electronic Moveable Copy Sign shall be located any closer than 10 metres to an intersection.”

By-law read a first, second and third time this 27<sup>th</sup> day of June, 2016.

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Daryl Bennett, Mayor

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John Kennedy, City Clerk