

**2. EXEMPTION TO THE PERMANENT SIGNS ON PRIVATE PROPERTY BY-LAW
– 4255 STRANDHERD DRIVE**

**EXEMPTION AU RÈGLEMENT RÉGISSANT LES ENSEIGNES PERMANENTES
SUR LES PROPRIÉTÉS PRIVÉES – 4255, PROMENADE STRANDHERD**

COMMITTEE RECOMMENDATION

That Council approve an exemption to Section 139 of By-law 2016-326, to permit a digital message centre as a wall sign at 4255 Strandherd Drive, as shown on Documents 2 and 3.

RECOMMANDATION DU COMITÉ

Que le Conseil municipal approuve une exemption à l'article 139 du Règlement n° 2016-326 afin de permettre un afficheur à message numérique sous forme de panneau mural au 4255, promenade Strandherd, comme il est indiqué dans les documents 2 et 3.

DOCUMENTATION/DOCUMENTATIONS

1. Director's report, Planning Services, Planning, Infrastructure and Economic Development Department, dated February 27, 2018 (ACS2018-PIE-PS-0031)

Rapport de la directrice, Services de la planification, Direction générale de la planification, de l'infrastructure et du développement économique, daté 27 février 2018 (ACS2018-PIE-PS-0031)

**Report to
Rapport au:**

**Planning Committee
Comité de l'urbanisme
10 April 2018 / 10 avril 2018**

**and Council / et au Conseil
April 25, 2018 / 25 avril 2018**

**Submitted on February 27, 2018
Soumis le 27 février 2018**

Submitted by

Soumis par:

Lee Ann Snedden

Director / Directrice

Planning Services / Services de la planification

**Planning, Infrastructure and Economic Development Department / Direction
générale de la planification, de l'infrastructure et du développement économique**

Contact Person

Personne ressource:

**Frank Bidin, Chief Building Official/ Chef du service du code de bâtiment,
Planning, Infrastructure and Economic Development Department / Services de la
planification, de l'infrastructure et du développement économique**

(613) 580-2424, 41331, Frank.Bidin@ottawa.ca

SUBJECT: Exemption to the Permanent Signs on Private Property By-law – 4255 Strandherd Drive

OBJET: Exemption au Règlement régissant les enseignes permanentes sur les propriétés privées – 4255, promenade Strandherd

REPORT RECOMMENDATIONS

That Planning Committee recommend Council approve an exemption to Section 139 of By-law 2016-326, to permit a digital message centre as a wall sign at 4255 Strandherd Drive, as shown on Documents 2 and 3.

RECOMMANDATIONS DU RAPPORT

Que le Comité de l'urbanisme recommande au Conseil municipal d'approuver une exemption à l'article 139 du Règlement n° 2016-326 afin de permettre un afficheur à message numérique sous forme de panneau mural au 4255, promenade Strandherd, comme il est indiqué dans les documents 2 et 3.

BACKGROUND

The new A & W business located at the Trinity Common at Citigate shopping centre proposes a digital message centre sign to be installed on the west wall. This location is part of a shopping centre with frontage on Strandherd Drive, CrossKeys Place and Systemhouse Street (see Document 1).

Under provisions of this By-law, a digital wall sign is only permitted for a digital menu board or a message centre for a theatre or cinema. Relief to permit the digital wall sign on a fast-food restaurant as a permitted use has been requested.

As approval of the digital wall sign is beyond the scope of the staff's delegated authority approval authority as specified under the Permanent Signs on Private Property By-law, this matter has been brought forward to Planning Committee for approval as an exemption to the By-law.

DISCUSSION

The property is designated as an Urban Employment Area under the Official Plan. While these lands are not subject to a Community Design Plan they are subject to the Nepean

South Secondary Plan. There are no specific policies or guidelines from the Official Plan related to commercial signage for this area.

The restaurant use would be subject to the Urban Design Guidelines for Drive-Through Facilities. Existing ground and wall restaurant signs are compatible with these design guidelines complementing the character of the area, respecting building scale, signage uniformity and streetscape objectives. In this case, the proposed sign is similar to the size of other wall signs on the façade. However, as the message centre is directed towards the drive-through and the interior of the shopping centre, it will have no impact to the streetscape. Internally facing, the sign will not be visible to adjacent residential uses.

The intent of the By-law is to provide appropriate locations and scale for signs with digital displays without adversely affecting the streetscape, adjacent uses, signage density and safety. Given competing tenants in the shopping mall development, the area of ground signage facing Strandherd Drive is already at its maximum providing the new restaurant with limited opportunity to provide digital information on a ground sign. Given this unique situation, the restaurant is proposing a digital sign on the wall facing the drive-through as an alternative to a standard message center located on a ground sign facing the road (see location shown on Document 2).

The proposed sign would have a total signage area of 4.7 square metres with the digital message centre component comprising an area of 2.88 square metres (see Document 3). The overall size of this sign complies with the wall sign provisions as found in the By-law. The digital portion of the proposed wall sign represents approximately 60 per cent of the total wall sign area. This is less than the 75 per cent permitted for digital message centres located on a theatre or cinema.

While it is noted that the By-law permits small digital menu boards signs as wall signs to promote menus and food items, signs of this nature are generally pedestrian oriented. As access to restaurant parking and drive-through lanes is from the rear of the building, a wall sign with a digital message centre is more appropriate for site and use operations.

The intent of the proposed message centre is to display promotional information including food specials, products and menu choices. These signs are subject to

performance standards in the By-law, which limit dwell time to 20 seconds, restrict transition time between messages, prohibit flashing or movement and control lighting intensity. In addition, these measures help to reduce distraction to drivers or pedestrians near the sign. With the sign location facing internally towards the mall, the message centre would not be visible from the street, as it would be shielded by the restaurant building. There would be negligible impact on vehicles traveling on Strandherd and residential uses to the east. It is further noted that a digital display as part of a ground sign facing Strandherd would have considerable more impact.

Approval of this application is recommended given the unique considerations of this site; including, the current limitations of the installation of a digital display on a front facing ground sign and the orientation of the proposed digital sign.

RURAL IMPLICATIONS

There are no rural implications associated with this report.

CONSULTATION

The public circulation, which included listed community groups, generated no opposition to the application.

COMMENTS BY THE WARD COUNCILLOR

Councillor Harder provided the following comment:

“This is a balanced sensible approach. Please support the recommendation.”

LEGAL IMPLICATIONS

There are no legal impediments associated with implementing the recommendation contained within this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with the recommendations in this report as the changes are technical and routine in nature.

ASSET MANAGEMENT IMPLICATIONS

There are no asset management implications associated with the recommendation of this report.

FINANCIAL IMPLICATIONS

There are no direct financial implications.

ACCESSIBILITY IMPACTS

There is no accessibility implications associated with this report.

TERM OF COUNCIL PRIORITIES

This application addresses the following Term of Council Priority:

SE1 - Improve the client experience through established service expectations.

SUPPORTING DOCUMENTATION

Document 1 Location Map

Document 2 Site Plans




Document 3 Sign Elevation and Sign Detail

DISPOSITION

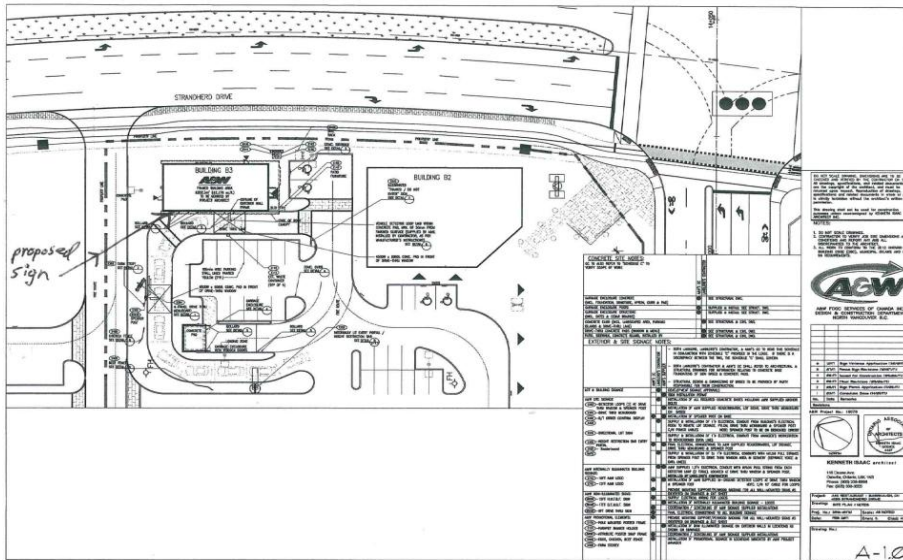
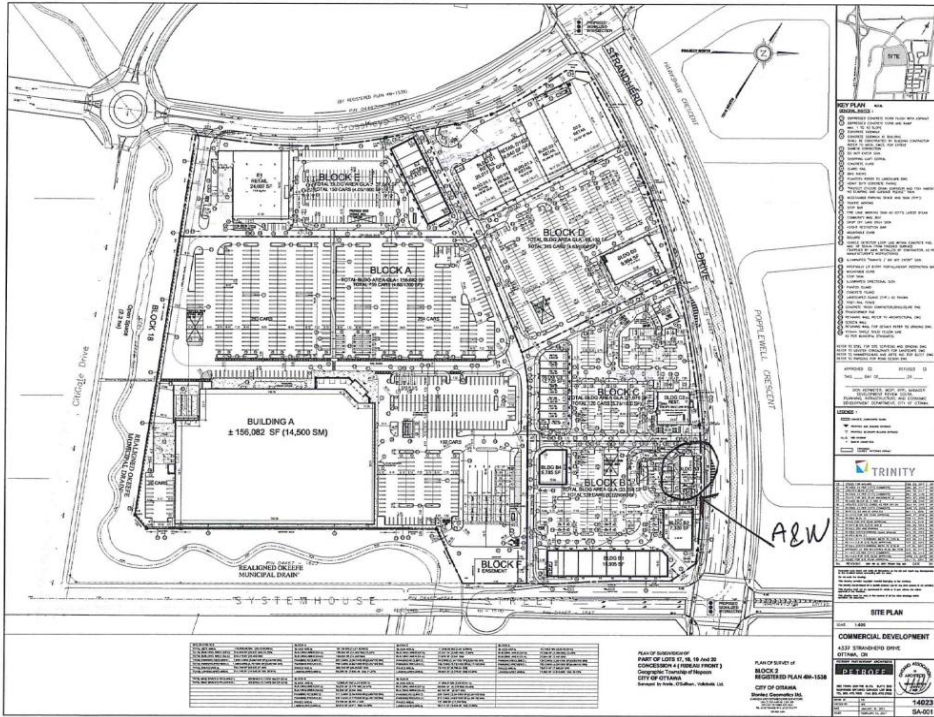
The Building Code Services Branch shall notify the applicant and the Ward Councillor of Council's decision.

Document 1 – Location Map



		LOCATION MAP / PLAN DE LOCALISATION SIGNS BY-LAW / RÉGLEMENT MUNICIPAL SUR L’AFFICHAGE	
D07-10-17-00008	17-1646-D		
I:\CO\2017\Signs\Strandherd_4255_4225			
<small>©Parcel data is owned by Terranet Enterprises Inc. and its suppliers All rights reserved. May not be produced without permission THIS IS NOT A PLAN OF SURVEY</small>			4255, 4225 prom. Strandherd Drive
<small>©Parcel data appartient à Terranet Enterprises Inc. et à ses fournisseurs. Tous droits réservés. Ne peut être reproduit sans autorisation. CE CI N'EST PAS UN PLAN D'ARPENTAGE</small>			
REVISION / RÉVISION - 2017 / 12 / 15			

Document 2 – Site Plans



Document 3 – Sign Elevation and Sign Detail

