

5. LANSDOWNE SIGNAGE AND WAY-FINDING PLAN  
SIGNALISATION ET CARTE DE LOCALISATION DE LANSDOWNE

**COMMITTEE RECOMMENDATIONS AS AMENDED**

That Council:

1. Approve the revised Lansdowne Signage and Way-finding Plan attached as Document 1; as amended by the following:
  - a) That Document 1, Appendix 2 of the above-noted report be replaced with the REVISED Appendix 2 which extends the Stadium Zone to include the area behind Buildings I and K, showing the latest proposed footprint areas for Buildings I and K so that the intent is clear and will allow the new Scoreboard, should it be approved in the west location by the Lansdowne Design Review Panel (LDRP);
  - b) That no further notice be provided pursuant to Section 34(17) of the *Planning Act*, and;
2. Direct the General Manager, Planning and Growth Management to determine the requirements to give legislative effect to the Lansdowne Signage and Way-Finding Plan and report back to Planning Committee and Council.

**RECOMMANDATIONS MODIFIÉES DU COMITÉ**

Que le Conseil :

1. approuve le Plan d'affichage et de signalisation directionnelle de Lansdowne révisé en tant que Document 1, tel que modifié par ce qui suit :
  - a) que l'annexe 2 du document 1 du rapport susmentionné soit remplacée par l'annexe 2 RÉVISÉE qui élargit la zone du stade à l'arrière des bâtiments I et K et montre la nouvelle superficie des bâtiments I et K, et ce, afin de clarifier l'intention et de

permettre l'installation du panneau indicateur, si elle est approuvée pour le côté ouest par le Groupe consultatif et de révision stratégique de la conception du parc Lansdowne (GSRSCPL); et

b) qu'aucun avis supplémentaire ne soit fourni, conformément à l'article 34(17) de la *Loi sur l'aménagement du territoire*.

2. ordonne au directeur général, Urbanisme et Gestion de la croissance de déterminer les exigences qui donneront un effet législatif à la signalisation et la carte de localisation de Lansdowne et de présenter ses conclusions au Comité de l'urbanisme et au Conseil.

#### DOCUMENTATION / DOCUMENTATION

1. Deputy City Manager's report, Planning and Infrastructure, dated 12 June 2012 (ACS2012-ICS-PGM-0155).  
Rapport de la Directrice municipale adjointe, Urbanisme et Infrastructure, le 12 juin 2012 (ACS2012-ICS-PGM-0155).
2. Extract of Draft Minute, 12 June 2012.  
Extrait de l'ébauche du procès-verbal, le 12 juin 2012.

Report to/Rapport au :

Planning Committee  
Comité de l'urbanisme

and Council / et au Conseil

June 12, 2012  
12 juin 2012

Submitted by/Soumis par : Nancy Schepers, Deputy City Manager/Directrice municipale adjointe, Planning and Infrastructure/Urbanisme et Infrastructure

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Capital/Capitale (17)

Ref N°: ACS2012-PAI-PGM-0155

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**SUBJECT: LANSDOWNE SIGNAGE AND WAY-FINDING PLAN**

**OBJET : SIGNALISATION ET CARTE DE LOCALISATION DE LANSDOWNE**

**REPORT RECOMMENDATIONS**

That the Planning Committee:

1. Approve the Lansdowne Signage and Way-finding Plan attached as Document 1; and
2. Direct the General Manager, Planning and Growth Management to determine the requirements to give legislative effect to the Lansdowne Signage and Way-Finding Plan and report back to Planning Committee and Council.

## **RECOMMANDATIONS DU RAPPORT**

**Que le Comité de l'urbanisme :**

- 1. Approuve la signalisation et la carte de localisation de Lansdowne ci-jointes sous le nom de Document 1;**
- 2. Ordonner au directeur général, Urbanisme et Gestion de la croissance de déterminer les exigences qui donneront un effet législatif à la signalisation et la carte de localisation de Lansdowne et de présenter ses conclusions au Comité de l'urbanisme et au Conseil.**

## **BACKGROUND**

In June 2010, Council approved the Lansdowne Partnership Plan (LPP) for the revitalization of Lansdowne Park, and directed staff to proceed with the implementation of the LPP through the initiation of the required planning approvals. This included direction to have the three major components of the redevelopment; including the refurbishment of the Stadium and Civic Centre; the creation of a large urban park, and the construction of a mixed-use area that includes shops, offices and residences; integrated into a single Integrated Site Plan through the City's two-stage site plan control approval process.

In November 2010, Council gave Stage 1 approval to the integrated site plan for the Lansdowne Revitalization. As part of this, Council also approved that the City's Signs By-law not apply for signage related to the Lansdowne Revitalization Project, subject to a comprehensive signage plan being developed during the Stage 2 Site Plan approval process, and the plan being approved by Planning Committee prior to a site plan agreement being executed.

During the Stage 2 Site Plan approval process, a comprehensive Guidelines Document was developed and approved in June 2011 by the Lansdowne Design Review Panel (LDRP), which was appointed by Council in November 2010 to oversee development of and approve the works required to finalize the site plan for stage 2 approval, including principles and directions for Signage and Way-finding at Lansdowne. As part of the Stage 2 Site Plan approval, which was given by the LDRP under delegated authority on January 16, 2012, conditions were further set out that required (prior to the issuance of building permits), a detailed Signage and Way-finding plan be developed in accordance with the principles and directions set out in the Signage Directions document and directions related to signage set out in the Accessibility Directions Document (both of which were included in the approved Guidelines Document) for review by the LDRP and approval by Planning Committee.

An overview of the direction being pursued for the Signage and Way-finding at Lansdowne was given to the LDRP at the LDRP session held in February 2012. Subsequently, a draft of the Lansdowne Signage and Way-finding Plan, reflecting a work-in-progress, was provided to the LDRP for its review and comment in March 2012. The Chair of the LDRP responded that greater clarity was required for the plan relative to policy and regulatory provisions and on the manner in which the plan would be used. A staff response was provided to the Chair confirming that this would be a compliance document that would be used by the City in reviewing Signage and Way-finding proposals, and that the document will be provided to those looking to install signage in order to give direction on what is required from a directional (policy type) framework, including guidelines and prescriptive requirements.

It was also noted that the issuance of a sign permit would be subject to the Signage and Way-finding meeting directional objectives, guidelines and prescriptive requirements. Based on this, it was considered that it would be appropriate to provide an overview to the LDRP once the plan was finalized for its information in order to determine if the LDRP may have any comments that it may wish to provide when Planning Committee gives consideration to the Plan. The final Plan attached as Document 1 to this report was presented to the LDRP as an information item on June 1, 2012. The LDRP received the update and endorsed that it now proceed to Planning Committee for consideration and approval.

## DISCUSSION

### **Recommendation 1**

Reviews of signage applications and the issuance of sign permits under the City Wide Signs By-laws 2004-239 and 2005-439, for temporary and permanent signs on private property respectively, are focused on ensuring proposed signs comply with the minimum regulatory requirements as set out in the By-laws. Signage of all types will be a key element of making Lansdowne a unique place, and due to this, there is a need to ensure signage will be provided in an integrated and comprehensive manner. Aesthetics and design considerations, which contribute to place making and place identity, and more subjective considerations for ensuring Signage and Way-Finding fit with the design and place-making objectives for Lansdowne, are not adequately addressed through the two By-laws. It is for this reason that when giving Stage 1 approval to the Lansdowne Site Plan, Council also provided approval to waive the application of the City's Signs By-law, subject to a comprehensive Signage and Way-finding Plan that is specific to Lansdowne being developed and approved by the Planning Committee. Recommendation 1 follows up on this direction and recommends the Signage and Way-finding Plan attached as Document 1 to this report be approved.

## Overview of Plan

The Plan comprises three components that will work together as follows:

- An overall policy framework relating to various types of Signage and Way-finding for the redeveloped Lansdowne;
- Specific policies and directions focused on providing for Signage and Way-finding that will support establishing Lansdowne as a unique and dynamic urban place; and
- Guidelines and performance standards/regulations that will be applicable to different types of Signage and Way-finding that must be complied with.

The overall policy framework sets broad directions for Signage and Way-finding while the more specific policies and directions in the plan build on the overall policy framework and provide direction on design and implementation of Signage and Way-finding. The guidelines and performance standards/regulations set out prescriptive requirements for Signage and Way-finding that must be met. Also, the City's accessibility consultant developed Accessibility Signage Guidelines (attached to the Plan) to ensure that Signage and Way-finding will contribute to achieving the highest standards of universal accessibility possible. This was a key direction established by Council through its various approvals for the Lansdowne Revitalization. The accessibility guidelines are intended to work with all components of the Plan.

The Lansdowne Signage and Way-finding Plan has been developed to respond to matters that are usually addressed in the City's by-laws that regulate signs on private property. In some cases, the standards and regulations provide for more restrictive standards given the need to ensure that signage will not adversely impact adjacent areas. In other instances, the plan is more accommodating, such as the regulations applying to areas internal to the site where signage can play an important role in making Lansdowne unique and dynamic. Also, there will continue to be a need for a sign permit to be obtained prior to signage being installed. Under the City's two signs by-laws, consideration is solely based on compliance with regulatory standards and there are no provisions/flexibility to evaluate and require a higher level of aesthetics or other design quality. The issuance of a sign permit at Lansdowne will involve a review in the context of the policy framework, directions, guidelines and regulatory standards that collectively ensure that Signage and Way-finding are a critical design element that work with and complement the overall design efforts and directions to establish Lansdowne as a unique and dynamic urban place.

### Integration with Glebe BIA

Council, in giving approval in June 2010 to proceed with the planning approvals required for the Lansdowne Revitalization, provided direction through Motion 92-18 that there be integration in way-finding between the site and the rest of the Glebe Business Improvement Area (Glebe BIA). A Memorandum of Understanding (MOU) between the City and the Glebe BIA further provides for the City and the BIA to work together to achieve marketing and branding integration between the Glebe Bank Street Commercial corridor and Lansdowne. The Signage and Way-finding Plan for Lansdowne includes directions to achieve the integration of way-finding to support the MOU. The Plan has been reviewed by the BIA and comments provided have been incorporated.

### Integration with Algonquin Interpretation

Consideration is being given to having way-finding at Lansdowne be part of the concepts being developed between the City and the Algonquins of Ontario to integrate Algonquin interpretive elements reflecting and celebrating Algonquin history, culture and arts into the Lansdowne Revitalization. As the details for the way-finding plan are developed in accordance with the Policy framework and directions set out in the Signage and Way-finding Plan, these opportunities will be further explored with the Algonquins of Ontario.

## **Recommendation 2**

When Council gave Stage 1 approval to the Lansdowne Site Plan in November 2010, it also approved that the application of the City's Signs By-laws with respect to the Lansdowne lands be waived, subject to a Signage and Way-Finding Plan being approved by Planning Committee. Planning Committee approval of documents 1 to this report will satisfy this requirement.

In developing the plan, it was determined that it was important that the plan also carry legislative status and be enforceable. The City's ability to regulate and enforce signs on private property is conferred through provisions in the *Municipal Act* allowing municipalities to enact by-laws in this regard. Also, the legislation allows fees to be charged to offset costs incurred by the City for the review of signage applications and enforcement of the regulations. The Lansdowne Signage and Way-Finding Plan recommended for approval is a policy and directions document that includes regulatory provisions. However, if the Signage and Way-Finding Plan is not given legislative status within current City by-laws, the policy directions and regulations, while being effective in providing direction and setting out standards to be met; the implementation of matters related to the requirement of an application, including applications for variances, collection of fees, issuance of sign permits, and enforcement over time, could be difficult

to achieve. These were determined to be matters that require legislative context and authority.

Recommendation 2 directs the General Manager of Planning and Growth Management to determine the requirements necessary to give legislative effect to the Lansdowne Signage and Way-Finding Plan. These determinations would be made in consultation with the Director and Chief Building Official, Building Code Services, the Chief Licensing Officer of By-law and Regulatory Services, and the City Clerk and Solicitor Department in the context of the following:

- a. By-laws 2005-439 and 2004-239 related to matters of variances, permit application and issuance, fees and enforcement; and
- b. The legislative requirements of the *Municipal Act* related to the regulation of signage on private property.

Once the legislative requirements are determined, the General Manager, Planning and Growth Management, will bring a report to Planning Committee and Council with recommendations to ensure legislative effect is given to the Lansdowne Signage and Way-Finding Plan. It is expected that these recommendations would be in the form of modifications to the Permanent Signs on Private Property By-law 2005-439 and the Temporary Signs on Private Property By-law 2004-239. Such modifications could take the form of having Lansdowne established as a special signage district within these by-laws where the review and approval of signage would be in the context of the Lansdowne Signage and Way-Finding Plan with matters related to permit application and issuance, fee payments, variances and enforcement being regulated through these existing by-laws.

### RURAL IMPLICATIONS

There are no rural implications associated with this report.

### CONSULTATION

The Lansdowne Signage and Way-finding Plan recommended for approval was provided to key stakeholders while it was being developed for review/comment and input. This included the Glebe BIA, the City's Accessibility Consultant, and the National Capital Commission with a working draft of the Plan also provided to the LDRP, who were also provided an overview of the final Plan attached as Document 1. The Plan and this report incorporate and respond to all the comments and input received.



Councillor Chernushenko is a member of the LDRP and was provided the working draft of the plan as it was being developed. He was also was provided an overview of the final Plan being recommended for approval by Planning Committee.

#### COMMENTS BY THE WARD COUNCILLOR

Councillor Chernushenko is a member of the LDRP and was provided the working draft of the plan as it was being developed and was provided an overview of the final Plan being recommended for approval by Planning Committee.

#### LEGAL IMPLICATIONS

There are no legal impediments to implementing the recommendations of this report.

#### RISK MANAGEMENT IMPLICATIONS

There are no risk management implications association with the recommendations in this report.

#### FINANCIAL IMPLICATIONS

There are no financial implications with the approval of the recommendations in this report.

#### ACCESSIBILITY IMPACTS

A key element of the Lansdowne Revitalization is to have the site achieve the highest standards of universal accessibility possible. This includes ensuring signage and in particular way-finding responds to universal accessibility standards. To this end, the City's Accessibility Consultant participated in the review of the Signage and Way-finding Plan and has prepared a document setting out Accessible Signage Guidelines that have been included as an appendix to the Signage and Way-finding Plan. These guidelines will serve as a frame of reference for those developing Signage and Way-finding and will also be used by staff in reviewing Signage and Way-finding proposals prior to sign permits being issued.

#### ENVIRONMENTAL IMPLICATIONS

There are no environment implications associated with this report.

### TECHNOLOGY IMPLICATIONS

There are no technology implications associated with this report.

### TERM OF COUNCIL PRIORITIES

The Lansdowne Partnership Plan and revitalization initiative relates to the following Strategic priorities of Council:

#### *Economic Prosperity*

Objective: Promote Ottawa Globally - Revitalized Lansdowne provides an Ottawa venue for hosting major sporting and cultural events.

#### *Transportation and Mobility*

Objective: Promote alternative mobility choices - A key element of the Lansdowne revitalization is putting in place a comprehensive and aggressive Transportation Demand Management (TDM) program to encourage and promote use of sustainable transportation for day to day activities and for events.

#### *Environmental Stewardship*

Objective: Improve stormwater management - The Lansdowne revitalization will provide for significantly improving the manner in which stormwater flows into the City system, decreasing storm runoff, improving the quality of storm flow to the canal and providing for use of storm water for site irrigation.

Objective: Reduce environmental impact - The Lansdowne revitalization will make effective use of an existing urban site to accommodate a mix of uses, increase greenspace and revitalize a major city facility, thus reducing the environmental impacts of growth outside the urban area.

#### *Healthy and Caring Community*

Objective: Improve parks, recreation, arts and heritage - The revitalization program provides for re-establishing Lansdowne as a significant urban place that is grounded in the site's history. It provides for improving opportunities for sporting and cultural endeavours with a re-purposed stadium and a significant urban park to accommodate events and for day-to-day community use.

*Governance, Planning and Decision Making*

Objective: Make sustainable choices - The decision to revitalize Lansdowne in a way that recaptures its sense of place and positions it to once again become a dynamic urban place will improve economic health, cultural vitality and environmental responsibility.

SUPPORTING DOCUMENTATION

[Document 1](#) Lansdowne – Signage and Way-finding Plan (Issued separately and held on file with the City Clerk's Office)

DISPOSITION

General Manager, Planning and Growth Management, to follow up on Recommendation 2 as described in this report and report back to Planning Committee and Council on the recommended means to give legislative effect to the Lansdowne Signage and Way-finding Plan.

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LANSDOWNE SIGNAGE AND WAY-FINDING PLAN  
ACS2012-PAI-PGM-0155

CITY-WIDE

**REPORT RECOMMENDATIONS:**

That the Planning Committee:

1. **Approve the Lansdowne Signage and Way-finding Plan attached as Document 1; and**
2. **Direct the General Manager, Planning and Growth Management to determine the requirements to give legislative effect to the Lansdowne Signage and Way-Finding Plan and report back to Planning Committee and Council.**

As a courtesy to Councillor Chernushenko (Ward Councillor, Capital Ward), who could not stay, and with the Committee's concurrence, this item was considered as the first item of business.

The following delegation spoke in *opposition* to the report recommendation, as the Community Association believed the information provided was incomplete:

- Mr. Robert Brocklebank\*, on behalf of the Glebe Community Association.

[ \* All individuals marked with an asterisk either provided their comments in writing or by email; such comments are held on file with the City Clerk. ]

Mr. John Smit, Manager, Development Review (Urban Services Branch), PGM, was present to respond to questions. The Committee spent approximately 45 minutes on this item, which included the receipt of information for purposes of clarification, and discussion by the Committee. Ward Councillor Chernushenko noted that he and Councillor Hume, as members of the *Lansdowne Design Review Panel* (LDRP), had earlier asked questions and had been satisfied that the neighbourhood would be protected from the impact of the signage, and that the work to be undertaken at Lansdowne Park would be of the highest quality.

Councillor Harder introduced the following Motion to incorporate a technical amendment to Appendix 2 of Document 1:

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**MOTION N<sup>o</sup> PLC 36/1**

Moved by Councillor J. Harder:

**That Document 1, Appendix 2 of the above-noted report be replaced with the REVISED Appendix 2 which extends the Stadium Zone to include the area behind Buildings I and K, showing the latest proposed footprint areas for Buildings I and K so that the intent is clear and will allow the new Scoreboard, should it be approved in the west location by the Lansdowne Design Review Panel (LDRP), and;**

**That no further notice be provided pursuant to Section 34(17) of the *Planning Act*.**

The report recommendation was then put to Committee and was CARRIED, as amended by Motion N<sup>o</sup> PLC 36/1.

**That the Planning Committee recommend Council:**

1. Approve the revised Lansdowne Signage and Way-finding Plan attached as Document 1; as amended by the following:
  - a) **That Document 1, Appendix 2 of the above-noted report be replaced with the REVISED Appendix 2 which extends the Stadium Zone to include the area behind Buildings I and K, showing the latest proposed footprint areas for Buildings I and K so that the intent is clear and will allow the new Scoreboard, should it be approved in the west location by the Lansdowne Design Review Panel (LDRP);**
  - b) **That no further notice be provided pursuant to Section 34(17) of the *Planning Act*, and;**
2. Direct the General Manager, Planning and Growth Management to determine the requirements to give legislative effect to the Lansdowne Signage and Way-Finding Plan and report back to Planning Committee and Council.