

# Lansdowne

## Signage and Wayfinding Plan

June 1, 2012

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## Preface

Signage in the urban environment can, when thoughtfully designed, be an asset that adds value and distinction to a specific destination. When poorly executed, signage can detract from the experience of the site by becoming an overwhelming eyesore. Poorly executed signage can create confusion and even endanger the visitors and residents. Visual consistency minimizes confusion and promotes an image of quality, uniting all of the individual retail establishments and the other components.

A complete and comprehensive assessment of all signs that are typically needed in a development the size of the Lansdowne revitalization project is significant, and many areas overlap. Lansdowne demands a comprehensive signage, wayfinding, and visual plan that will properly integrate the entire site.

Lansdowne is also part of the Glebe BIA. To the extent possible and practical, the signage and wayfinding for Lansdowne should be considered in the context of the greater Glebe business district. Towards this end, there is agreement that the Glebe BIA and those involved in the implementation of the Lansdowne Revitalization will work together to harmonize signage and branding where desirable.

The end result of a strategic policy and plan must be a signage, wayfinding, and placemaking program, including branding, marketing and advertising opportunities that becomes a signature element of Lansdowne as an element of the Glebe commercial district with respect to the character of the site, usable by all who enjoy Lansdowne.

Because the City's current by-laws for permanent and temporary signage on private properties does not appropriately address the extent of aesthetic considerations and visual and design integration amongst the type of signage to be used throughout Lansdowne that is considered necessary, Council in November 2010 approved waiving the application of the City's signs by-law to Lansdowne subject to a signage and wayfinding plan be developed that would be approved by Planning Committee. This plan would provide a framework for the provision of signage at Lansdowne that would be responsive to the unique needs for Lansdowne and ensure signage and wayfinding is provided in a way that is consistent with overall design and placemaking objectives for the redevelopment. Over time, the tasteful and carefully considered products of this plan will become as identifiable with Lansdowne as are other placemaking elements in historic, world class cities.

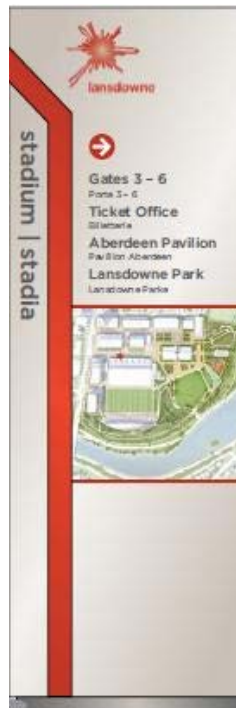
## Part I- Background and Context

### 1.0 Introduction

The signage and wayfinding considerations for Lansdowne are substantial in type and number. In the context of the place making objectives for Lansdowne and Council approval to waive the application of the City's signs by-laws requires a comprehensive signage plan setting out policy directions and appropriate standards to ensure that signage and wayfinding for the entirety of Lansdowne is provided for in a way that recognizes Lansdowne as a unique and dynamic urban destination that will exhibit a unique character with its combination of entertainment, retail and public uses.

The range of signage, wayfinding, and placemaking for Lansdowne, that needs to be accommodated in a coordinated manner through the policy and directional framework and guidelines and regulatory provisions set out in a Signage and Wayfinding Plan include the following:

- gateway signage
- directories, ID signs, entrances and exits, pedestrian & cyclist signs
- parking signs
- digital signage program to accommodate multiple programming
- Stadium Signage and graphics program
- statutory signage
- retail signs, corporate mixed use signs, sponsorship signage
- sports venues identification signage, parks and courtyards
- public transportation identification, infrastructure, bus shelters, etc.
- temporary signage.



Given the recognition of the need to address signage and wayfinding in way that will ensure that signage and wayfinding will be a critical design element that works with and compliments the overall design efforts and directions to establish Lansdowne as a unique and dynamic urban place, Council, in November 2010 in giving stage 1 approval to the site plan for the Lansdowne revitalization approved waiving of the City's signs by-law subject to a Signage and Wayfinding Plan being developed and approved by Planning Committee. As part of the Stage 1 approval of the Site Plan for the Lansdowne revitalization, Council approved a condition that a signage strategy be developed prior to the Stage 2 approval being given to the Lansdowne Site Plan. In responding to this condition, amongst a number of other conditions requiring more detailed design development and design directions to be established, a detailed document entitled "The Lansdowne Design Manual (June 2011)" was developed. The signage directions included in this manual provides a guideline for Signage and Wayfinding within the Public Realm. It states that "It is intended that all Signage at Lansdowne will be governed by a separate signage policy which will outline performance standards specific to Lansdowne". This manual was approved by the LDRP and has now also been formally approved as part of the Stage 2 approval of the Lansdowne Site Plan. The Stage 2 approval also includes a further condition as follows:

- Prior to issuance of building permits, a detailed Signage and Wayfinding Plan shall be developed in accordance with the principles and directions set out in the signage direction document through a collaborative process involving the design teams and City's accessibility consultant for review by the LDRP and approval by Planning Committee.
- Once approved by Planning Committee, signage and wayfinding at Lansdowne shall be provided in accordance with the approved Signage and Wayfinding Plan.

This document comprises the Signage and Wayfinding Plan that is required to allow for the waiving of the signs by-law. The plan incorporates three elements as follows:

- An overall policy framework relating to the various types of signage and wayfinding for the new redeveloped Lansdowne.
- Specific policies and directions focused on providing for signage and wayfinding that will support establishing Lansdowne as a unique and dynamic urban place.
- Guidelines and Performance standards/regulations that will be applicable to different types of signage and wayfinding that all signage and wayfinding will be required to comply with.

All three elements will work together. The overall policy framework sets broad directions for signage and wayfinding; the more specific policies and directions build on the overall policy framework to provide direction towards achieving the broad policy objectives and to provide an understanding of expectations to be achieved through the design and implementation of signage and wayfinding and the guidelines and performance standards/ regulations set out prescriptive requirements for signage and wayfinding that must be meet.

The Lansdowne Signage and Wayfinding Plan has been developed to respond to the matters that are addressed in the City's bylaws dealing with permanent and temporary signage on private property. This includes regulatory provisions, a requirement for a sign permit to be obtained prior to signage being installed at Lansdowne, a requirement for yearly inspections and enforcement.

To give effect to the latter, while Council provided direction to waive the application of the City's signs by-laws to Lansdowne, it is considered important that the signage and wayfinding plan for Lansdowne positioned within a legislative framework. This could be accomplished by having Lansdowne defined as a special signage zone within the city's signs by-laws where the review and approval for signage for the purpose of issuing a sign permit would be in the context of the policy framework and directions and guidelines, performance standards and regulations set out in the Signage and Wayfinding Plan for Lansdowne with the legislative status of the city's current bylaws regulating permanent and temporary signs on private property providing a legislative context for the issuance of permits, fees, inspection and enforcement. This is addressed in greater detail in Section 5 – Implementation, of this plan. .

For Lansdowne, main signage elements or zones have been defined that recognize different conditions that will exist at Lansdowne and to ensure that signage within the different zones will be provided in a way that recognizes and respects the different conditions of the different zones. The main signage elements and zones that the signage and wayfinding plan provides direction for with respect to different sign types are identified in Appendix 2 and includes the following:

- The Principle Gateways along Bank Street;
- The Secondary Gateways along Bank Street, Holmwood Avenue and the Queen Elizabeth Driveway;
- The Special Event Gateway from the QED;
- The commercial tenant signage locations on the retail building facades;
- The Internal Signage zone; and,
- The Stadium Zone.

## 2.0 Background & Context

### 2.1 City of Ottawa

As the nation's capital City, Ottawa is at the forefront of Canadian politics and culture. Ottawa welcomes more than 8 million visitors each year.

The quality of life in Ottawa is high. In 2010, Ottawa had the 2nd highest quality of living of any City in North America, and 14th highest in the world according to the Mercer Human Resource Consulting Quality of Living Survey. It was also considered the 3rd cleanest city in the world by Mercers 2010 Eco-City Ranking.

The distinctive geography of the Ottawa region and the proximity of the metro region along provincial borders, along with the rich historic value of the region make it a truly world-class destination, and one that demands significant care and attention when changing the urban environment.

### 2.2 Population

The population of the City of Ottawa is 812,129, while the population of the Census Metropolitan Area is 1,130,761. The May 2006 census estimates 1,148,800 people living in the greater Ottawa (Ottawa-Gatineau) area.

Those of retirement age (65 years and older) make up 11 percent resulting in an average age of 37 years of age. This statistic indicates that while the average age of the City at present is relatively young, that when coupled with global demographic trends, the average age will increase significantly over the coming two decades. This shifting average has important ramifications for signage, wayfinding, and safety in the built environment. (See "universal accessibility")

### 2.3 Language

Ottawa is a multi-lingual City. Ottawa is the core of an urban area that extends into Quebec, the City is officially bilingual in practice. However, those who identified their primary language as English constitute 63 percent; French (or both) are a much smaller percentage, at 16 percent.

In addition, 22 percent list languages other than English and French as their mother tongue. These include Chinese (3.1%), Arabic (3.0%), Italian (1.3%), Spanish (1.2%), and others in smaller proportion.

Due to local composition and tourism, the use of international symbols is becoming increasingly important.

### 2.4 Geography and Neighbourhood Character

The Glebe is a neighbourhood in Ottawa, is located just south of Ottawa's downtown area, with its northern border being demarcated by the Queensway highway. It is bounded by the Rideau Canal to the south and east. Many maps show the western edge as Bronson Avenue, but some also include the triangle farther west formed by Bronson, Carling Avenue, and Dow's Lake. The Glebe Community Association uses the latter definition. As of 2006, the area's population was 10,886.



The Glebe has a strong and active community association which, in addition to running a large community centre, is involved with the local government on issues such as traffic calming and neighbourhood development.

The Glebe is mostly populated by families; the area has many children, and consequently its social services are oriented towards youth. It is also almost entirely Anglophone.

The stretch of Bank Street that runs through the Glebe is one of Ottawa's premier shopping areas, with many small stores and restaurants offering a wide variety of services. Much of the rest of the Glebe consists of detached homes, many of them constructed in the early decades of the 20th century. Some of these homes are owner-occupied family residences, while others have been subdivided into multiple rental apartments.

The Glebe encompasses Lansdowne which includes the current Frank Clair Stadium where Ottawa's Canadian Football League (CFL) team and the University of Ottawa Gee-Gees played their home games, as well as the Ottawa Civic Centre, the permanent home of the Ottawa 67's and temporary home (1992–1995) for the Ottawa Senators before Scotiabank Place was completed.

The area that became the park was purchased from local farmers in 1868 by the City of Ottawa Agricultural Society. From the canal two bodies of water jut into the Glebe: Patterson Creek and Brown's Inlet. These areas are surrounded by parks and some of the City's most expensive homes.

Of note, the term "glebe" In the Roman Catholic and Anglican Church traditions, referred to an area of land belonging to a benefice. Typically a glebe included a wide variety of properties including farms, homes, recreation spaces, individual fields, shops, houses, restaurants, etc. This historic reference is very much in keeping with the mixed use development proposed for Lansdowne.

## 2.5 Historic Character

As noted in the 2010 Commonwealth Historic Resource Management Brief on Lansdowne, there is a need to recognize, showcase and increase public understanding that Lansdowne is one of a series of integral nodes along a significant greenway system including Parliament Hill, Cartier Square, Experimental Farm—Arboretum which are linked by the Rideau Canal (a National Historic Site of Canada and a UNESCO World Heritage Site) as well as the Queen Elizabeth Driveway.

The QED is a principal organizing element in the urban design of Ottawa and is closely associated with the identity of Canada's Capital, being one of the most important scenic Capital entries, and forming part of an integrated parkway network that leads to Confederation Boulevard and Parliament Hill. It is the Capital's most historic driveway, being the first parkway and the first initiative of the NCC's predecessor, the Ottawa Improvement Commission.

Though much of the construction will be new, the unique historic character of Lansdowne and the Glebe district will be respected and enhanced by increased pedestrian traffic to the whole area.

### 3.0 Lansdowne Redevelopment

The guiding principles for Lansdowne resonate with Design Guidelines for signage, wayfinding, and the overall aesthetic consideration of the visual systems that will be deployed within the site.



The dynamic site bounded on two sides by the Rideau Canal, on the north side by residential, and the west by commercial and residential, Lansdowne has the unusual opportunity to extend the vitality of an already healthy urban fabric to what is now a small green strip surrounded by a very large parking lot. This integrated urban plan is in keeping with the stated guiding principle of the project; to “design and create a place that will be part of the local and larger community and provide a unique urban experience for all users and a wide variety of visitors.”

To do that most effectively, and to keep the signage and wayfinding systems in line with both the guiding principles of the project as established through the Lansdowne revitalization guiding principles developed in January 2010 by the LDRP and approved by Council in June 2010 and the design directions set out in the overall design manual and directions now articulated as part of the stage 2 approval of the Lansdowne Site Plan, the site must be examined from four separate three- dimensional perspectives: topographic, sightline, viewshed, and placemaking.

- Sightline analysis consists of a careful understanding of what potential signage interventions can be viewed from which off-site locations.
- Topographic analysis examines the natural landscape—berms, plantings, and topographic features – planned and existing, —and the effect of these on the sightline of any potential signage interventions.

- Viewshed analysis examines the visual landscape as a whole and determines what picturesque views and “framable” areas will be most pleasing as visitors and users approach the site.
- Placemaking analysis consists of the careful understanding of the needs to ensure that all elements that contribute to defining the character of the public realm are fully coordinated such that the all elements contribute to the definition and character of the place as a special and unique element of the fabric of the City.

An analysis of the site across these four axis reveals five areas of import on Lansdowne site: the Bank Street business district; the frontage along Holmwood Avenue; the area including and surrounding the stadium; the frontage along Queen Elizabeth Driveway along the Rideau Canal, visible from Colonel By Drive and the public realm environment within the site.

Careful considerations have been made in developing the Signage and Wayfinding Plan to ensure that within these four areas that the guiding principles of the project are observed.

## Part II - Signage and Wayfinding Plan

### 1.0 Application

The Signage and Wayfinding Plan for Lansdowne incorporates three elements as follows:

- An overall broad policy framework for the provision of signage and wayfinding for the new redeveloped Lansdowne.
- More specific policies and directions relating to the various types of signage and wayfinding that are focused on providing for signage and wayfinding that will support establishing Lansdowne and the Glebe business area as a unique and dynamic urban place within the Glebe destination.
- Guidelines, performance standards/ regulations that will be applicable to different types of signage and wayfinding that all signage and wayfinding will be required to comply with.

All three elements address general directions and requirements and more specific directions and requirements for different sign types. The policy framework sets broad directions for signage and wayfinding at a general level and, to achieve the broad and specific policy objectives, sets out sign specific policy and directions to provide an understanding of expectations to be achieved through the design and implementation of signage and wayfinding. The guidelines and performance standards/regulations set out general and sign specific prescriptive requirements for signage and wayfinding that must be met.

This Signage and Wayfinding Plan may be extended to the surrounding Glebe area if agreed upon by the Glebe BIA and the City of Ottawa.

### 2.0 General Policy framework

#### 2.1 Overall Wayfinding & Aesthetics

Signage in the urban environment can, when thoughtfully designed, be an asset that adds value and distinction to a specific destination. When poorly executed, signage can detract from the experience of the site by becoming an overwhelming eyesore. Poorly executed signage can create confusion and even endanger the visitors and residents.

A complete and comprehensive assessment of all signs that are typically needed in a development the size of Lansdowne is significant, and many systems overlap. The signage and wayfinding considerations for Lansdowne are substantial in type and number. The signage and wayfinding plan recognizes and addresses the need to ensure signage and wayfinding will be provided as a key element of the placemaking objectives for the Lansdowne revitalization that will become a signature element of Lansdowne and that can be extended, if desired, to the surrounding Glebe area.

## 2.2 Fundamental Guiding Design Precepts

Eight basic precepts will ensure the success and usability of the wayfinding, signage, and visual system developed for Lansdowne, and will keep these systems in line with the guiding principles for the project. These include:

- Restraint and Consideration
- Universal Accessibility
- Simplicity
- Bilingualism
- Standardization
- Integration
- Maintenance
- Sustainability

## 2.3 Overall Policies

### A. Restraint and Consideration

Signs shall be conceived as an integral part of the project design so as not to appear as an afterthought.

The location, size, and appearance of signs shall complement the building and shall be in character with the district as identified in Appendix 2 in which they are located.

Signs visible from the exterior of Lansdowne shall respect residential uses adjacent to Lansdowne to ensure and promote a peaceful living environment for adjacent residential areas without undue impacts resulting from signage.

### B. Universal Accessibility

People using Lansdowne will bring with them unique abilities, limitations, and memories about navigating, which must be accommodated by the Signage and Wayfinding Plan.

Special needs populations, cultural and ethnic minorities and the elderly all must be able to use the development with minimum assistance. The number of repeat visitors, sight and mobility limitations will be taken into account.

Reference shall be had to the Accessible Signage Guidelines contained in Appendix 3.

### C. Simplicity

Effective signage and wayfinding and building identification provide vital information at a series of locations in concentric circles from the outer most geographic point, to the most significant destination. The following highlights the objective to be advanced related to this broad policy

- A user approaching Lansdowne in a vehicle would first receive location information on surrounding highway signs, then parking information, followed by

main entrance information, general information, and finally destination identification.

- Simplicity and intuitive ability to use the wayfinding and signage systems within Lansdowne will be advanced to recognize that this as a key indicator of the success of the project site.
- Simplicity in maintenance and updating the system will be used to assist in keeping costs low, and to ensure that the system will be in good working order for years to come.

#### D. Standardization

Some types of signs (parking, wayfinding) shall be “standardized,” meaning that a consistent use of size, materials, formats, and graphic articulation and expressions to ensure maintenance and upkeep of the wayfinding and signage systems are kept simple, and to ensure ability for quick repairs, replacements and changes to be made without undue or unexpected cost.

Standardization shall apply to most wayfinding (vehicular, bicycle, and pedestrian) as well as most parking, and some commercial signs so as to ensure compliance with legal requirements, life safety codes, and bylaws.

The standards used within Lansdowne should be reviewed by the Glebe BIA and the City and extended, if desired, to the Glebe.

#### E. Bilingualism

In keeping with the diverse nature of visitors and inhabitants of Canada’s Capital City, public signage shall be bilingual (French & English) or use neutral language or pictograms to convey information. This will ensure usability by the broadest number of users. Private signs for commercial uses will be encouraged to be bilingual

#### F. Integration

Signage is an integral component of the urban environment. However, it is not the only component. Care shall be taken to ensure that buildings, plantings, and life safety are not endangered by the installation or maintenance of signage.

Careful planning for the stewardship of the natural environment will ensure that signage plans and implementation will conform to suitable practices of sustainability, environmental management, and life safety.

#### G. Maintenance

In addition to planning, design and location of signs, maintenance of signs is equally important to the overall appearance of Lansdowne. Signs that are relatively permanent but can be revised or recycled occasionally to reflect changes to pedestrian paths, changes to tenancy or building utilization, etc. make good economic and pragmatic sense. Permanence and longevity must be balanced with flexibility and adaptability to change.

Routine sign maintenance shall generally be planned and budgeted, as such provisions will save money and resources over time.

All signs shall be inspected annually. In general:

- All signs shall be clearly legible and free from chips, cracks, fading, missing characters or vandalism.
- All signs must be free from unsightly rust or corrosion on its face, pedestals, seams and fasteners.
- Signs of all types shall use graffiti-resistant materials and finishes, and also finishes that are able to be scrubbed or acid washed to remove graffiti.

#### H. Sustainability

Successful and engaging signage and wayfinding shall promote sustainability on a number of different levels and in particular to support promotion of walking, biking, and the use of public transit to reduce automobile dependency and the attendant pollutants from private automobile use.

#### I. Sign Illumination & Animation

Illuminated, large scale signs, and any sign with sign copy that changes mechanically is not considered to be an animated sign. These reflect the individual character of the historic district and will be permitted where appropriate.

In instances when a large scale sign is externally illuminated, the lamping of the sign will be shielded so as to prevent the light from spilling over onto or reaching a residential use or creating additional light pollution in the historic canal corridor.

Where a large scale sign is illuminated from within and is visible from a residential use in an adjacent residential zone and there is no visible obstruction or barrier provided by a building or structure that would mitigate the impact of the sign and its illumination, the sign shall not be installed within 30 m from a residential use in an adjacent residential zone.

#### J. Off-site Signage

Signage located off-site on a city Right of Way will remain subject to all existing by-laws and regulations of the City and processes in place to provide for allowing such signs and all signage that may be considered for location on adjacent NCC lands will require the approval of the NCC in accordance with the approval process requirements of the NCC.



### 3.0 Sign Specific Policies and Directions

#### 3.1 Classification of Signage

The sign specific policies and directions, in Section 3.0 as well as the performance standards and regulations in Section 4.0 address the broad spectrum of wayfinding, signage, and aesthetic concerns relative to the different types of signage and wayfinding. The site specific polices and directions are focused on the following functional sign types that may be provided within Lansdowne.

##### Gateway Signage

- site entry gateway and branding signage

##### Wayfinding Signage

- Pedestrian wayfinding and identity,
- vehicular wayfinding
- bicycle wayfinding
- heritage, interpretive and informational signs

##### Commercial & Retail Signage

- Commercial & Retail signs, corporate mixed use signs, sponsorship signage

##### Billboards, Illuminated, & Digital Signage

- billboards and digital Signage
- digital signage program to accommodate multiple programming

##### Temporary Signage

- construction signage
- coming soon attraction signage
- event signage

##### Special Event and Stadium Signage

- Stadium Signage
- sports venues identification signage and graphics program

#### 3.2 Gateway and Placemaking Signage

##### A. Context

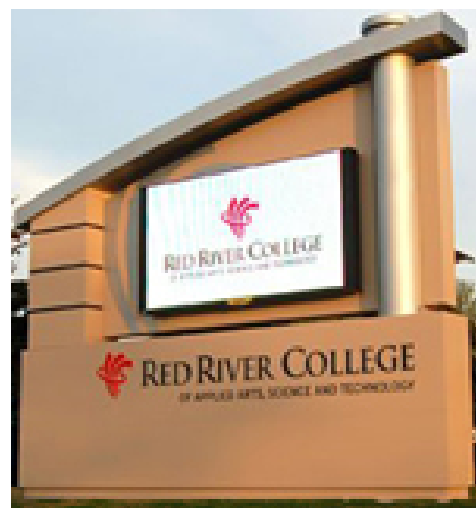
Gateway signage is used to define an entrance to a place. They are located at key entry points into a site or can be at locations characterized as transition points between differing uses

within a site. Gateways enhance orientation and establish a sense of place/brand for a site/location.

Gateways to the Glebe business district could be used to provide a sense of place/brand for the entire district, which may include Lansdowne.

Localized gateways can also create a sense of arrival to Lansdowne as well as create transition points between individual districts or components within Lansdowne. They can reinforce brand presence and provide important cues to the visitors, as they serve to draw and orient movement to and through a site.

The expression of a Gateway can take on many forms and will hinge on its relative importance and the circumstance of its site. Principle Gateways are often the location for a marquee /informational signage.



## B. Policies and Directions

- The Principle Entrance Gateway's are shown on the Lansdowne Signage Plan (Appendix 2). These shall be limited to locations at the intersection between Bank Street and Aberdeen Way and the pedestrian entrance from Bank Street to the Stadium. Other secondary or "softer" Gateways to Lansdowne are at the pedestrian connections along Holmwood Avenue and at the intersection of the Queen Elizabeth Driveway and Aberdeen Way. A separate existing entrance from the Queen Elizabeth Driveway will be for limited access for specific events.
- The design of gateway signage should reinforce the brand of Lansdowne, and any agreed upon co-branding of Lansdowne and the Glebe business area, and shall be designed to be memorable and iconic in a manner that will not be visually intrusive, outlandish, or garish in nature. Principle locations can act as project identification signs by carrying the project logo and/or type treatment. Secondary locations that may not carry the project logo and/or type treatment should contain similar design features as the Principle locations.

- Principle and Secondary gateway signage should be designed as a cohesive sign family. Gateway signage shall be designed as part of the overall streetscape and architectural design and will be part of wayfinding signage. While customization of individual locations may be necessary to respond to changes in streetscape and architectural scale or changes in brand character between the districts or components within Lansdowne, all locations should share some common design elements. This notion of a cohesive sign family shall also be reflected through all wayfinding signage that gateway signage will be part of.
- Gateway signage should avoid blocking tenant storefronts as best as possible.

### 3.3 Wayfinding Signage

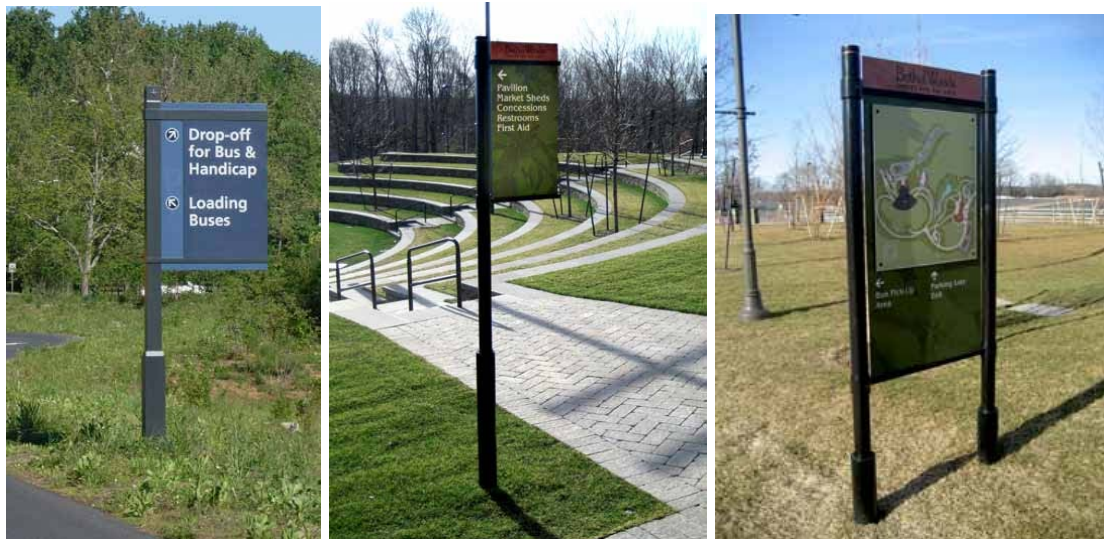
#### A. Context

People tend to use landmarks, entry portals and pathways to help orient themselves and navigate public spaces. Also, most buildings have clearly designed pathways to destinations. In complex environments where uses are mixed (like Lansdowne), signage must always be clear and direct with wayfinding signage in the public realm working with signage within buildings including within parking facilities.

Other related graphic devices that are potential elements in a successful wayfinding plan that need to be considered as part of a wayfinding plan include wall and floor graphics (both exterior spaces and within buildings), strategic placement of sculpture, art programs and computerized information kiosks and to support universal accessibility.

Typical sign types in this category include:

- (a) Vehicular directional signage within and around Lansdowne, including street name signs
- (b) Heritage, interpretive and didactic signs
- (c) Pedestrian directional signage within and around Lansdowne
- (d) Bicycle route and directional signage
- (e) Traffic control and public transit access signage





## B. Policies and Directions

- Wayfinding shall be provided in a clear and direct manner to effectively assist visitors to navigate through Lansdowne and to provide orientation to other areas including the canal and the Bank Street commercial corridor. To achieve this, wayfinding will be provided consistent with the following principles :
  - (a) Site Logic

The apparent logic of how a group of buildings or spaces is arranged affects the user's ability to understand and to be properly oriented in the environment. Visual dominance of entrances, definition of public space from private space and the ability to visually separate one functional zone from another, all play an important role in navigating the space. Making the public self-sufficient is a step toward a more enjoyable use of Lansdowne, the Glebe and their resources.
  - (b) Orientation

Directory maps (also called "You Are Here" maps or locator maps) showing the location of parts of the collection are very useful to orient patrons and allow them to search without assistance. Simple diagrams are best, showing only enough detail to allow patrons to navigate to the general area. Inexpensive digital prints in full colour can be made and updated as changes are needed. Directory and You Are Here maps shall be easy to read and oriented to the direction of the reader.
  - (c) Design

All wayfinding signs should be designed as a cohesive sign family alongside the gateway and placemaking signage. Wayfinding sign types should use a single font family to communicate information. Layout of the various sign messages should share a consistent layout.

(d) Universal Accessibility

All wayfinding signs are to be designed to respond to principles of universal accessibility and prior to implementation shall be reviewed by an accessibility consultant to ensure compliance with such principles.

(e) Algonquin Interpretation

As part of the Implementation of Algonquin Interpretative elements, consideration is being given to incorporating within wayfinding, Algonquin wayfinding that will add a cultural dimension to the wayfinding system and assist in showcasing the various Algonquin interpretive elements intended to be included as part of the Lansdowne revitalization

(f) Integration of Wayfinding with NCC Corridor Lands

The development of a wayfinding system for Lansdowne to the extent practical and possible is to be developed such that it will provide for co-ordination of any wayfinding systems that may be provided on adjacent NCC lands so as to assist or compliment the wayfinding system to be provided at Lansdowne.

- Wayfinding signage shall be provided in a way that effectively responds to the foregoing principles in a coordinated and legible manner with the following being specific elements to be included within the wayfinding plan:

(a) Parking

The underground parking garage and parking ramps shall include a parking sign that is lit and has a standard green “Circle-P” symbol to indicate public parking is available. Within the parking garage, wayfinding signage is to be provided that will allow patrons to orient themselves to access key areas of Lansdowne and also the Bank Street commercial corridor

(b) Public Transit and Shuttles

Public transit and shuttles will play an important role in the health of Lansdowne, the Bank Street businesses and the surrounding communities to getting people to and from the site efficiently—especially during special sporting events. The signage for public transit service and for shuttles shall be provided in consultation with OCTranspo and provide for signage that is appropriate to the character of Lansdowne and that respects the historic, aesthetic, and architectural heritage of the site. This may require modifications to the signage standards currently in use by OCTranspo which for a site such as Lansdowne may be too small to read at a distance or in reduced light situations, such as evening and early morning, or by those with low vision or visual impairments.

If the OCTranspo signage standards are modified, the Glebe BIA and City should consider if the changes should also be extended to Bank Street.

(c) Bicycle Signage

A well-designed bicycle signage program shall be provided for the site and should also provide context to the surrounding community. The use of bicycles as an alternate form of transportation will be encouraged and facilitated with bike paths and storage throughout Lansdowne. Strategically placed bicycle wayfinding and directional signage shall be provided in a way that is legible, does not result in visual clutter, and provides for cyclist safety. When possible, bicycle signage should be consolidated with pedestrian signage to further decrease visual clutter.

(d) Pedestrian Signage

A great deal of navigation to and within Lansdowne site will occur on foot. Successful pedestrian signage and wayfinding will help to direct users of the site and should also provide context to the surrounding community. Pedestrian signs shall be strategically located to assist in pedestrian navigation both on site and to adjacent areas including the canal corridor and Bank Street business district. The following principles shall be considered in designing and locating pedestrian signage:

- Directional signs are to be kept simple with an arrow indicating direction, a destination name, and possibly a distance to the destination. Maps can be used to show the pedestrian their location, and the surrounding streets and destinations.

Pedestrian information signs are to be strategically located to provide information of a place or to provide for pedestrian orientation. These can take the form of Wayfinding maps, heritage interpretive elements and directories and graphic “You-Are-Here” maps to provide an illustrative, 3-dimensional understanding of buildings and how to easily get from point A to point B. All Lansdowne tenants shall use the same graphic map when providing directions on wayfinding signage and collateral to provide consistency

In developing the pedestrian wayfinding system, consideration will be given to incorporating as part of the system, Algonquin wayfinding that may be identified in consultation with the Algonquin through the process the city has committed to with the Algonquin for integrating Algonquin interpretive elements as part of the Lansdowne revitalization.

- Wayfinding signage shall be a designed part of the overall streetscape design. Signs are to be placed in the streetscape in a manner that aligns with other elements and do not create obstructions to pedestrian travel. Wayfinding signage should avoid blocking tenant storefronts as best as possible.
- All public access buildings including the below grade parking facility shall incorporate wayfinding signage with directories at key locations to assist in visitor orientation in addition to directing patrons to the Bank Street business district.

- Wayfinding signage is to be of a size that is appropriate to the scale of the overall streetscape or building as well as individual streetscape or building elements.
- The design for wayfinding signage should be consistent throughout the project and be of a nature that reinforces the brand and identity of Lansdowne, and the Glebe where applicable.
- Wayfinding maps and directories should be placed at pedestrian entry and major gathering points including locations within the parking garage and within key public access buildings.
- Directional signs are to be placed at major decision points along the pedestrian and bicycle travel paths.



### 3.4 Commercial & Retail Signage

#### A. Context

Typical sign types in this category include:

- Exterior signage for businesses operating within Lansdowne.
- Service/Transaction Windows
- Exterior storefronts and outdoor spaces
- Canopies over entries and outdoor eating areas
- Sale or special promotion placards, banners, posters, or sandwich or easel boards
- Automatic Bank Machines (ABMs)
- Window posters, signage, and graphics.

Signage will be a crucial element for the identity of Lansdowne and for merchants locating at Lansdowne. Commercial and retail signage will reflect diversity and creativity while maintaining standards that achieve consistency throughout the development.

At Lansdowne, national and regional storefront concepts will be respected, as they contribute to the variety of pedestrian experience for the development. However, some concept modifications may be necessary for compliance so that the Landlord and/or the City may ensure that the aesthetic fits within the overall Lansdowne design intent. The same is true for proposed designs that are overly similar to a neighboring tenant. The goal is to provide variation for the end user; therefore, storefronts should be as diverse and interesting as possible, with each tenant able to make a singular design statement that fits within the development's overall character.





## B. Policies and Directions

- Commercial signage for commercial tenants will provide for a coordinated sign system to communicate information in a distinctive and aesthetically pleasing manner and will reflect a visual consistency that minimizes visual noise, eliminates consumer confusion, and conveys a cohesive image of quality, uniting all the individual establishments within the development.
- Retail signs shall be appropriately scaled from the primary viewing audience recognizing that Lansdowne will be a pedestrian- oriented district allowing for smaller signage than would be required for fast moving automobile-oriented districts. The guidelines and regulations set out in Section 4.0 set out standards that must be respected, however, commercial signage given the pedestrian orientation of the site will be encouraged to be provided such that it is geared to pedestrians with respect to size and location.
- Retail signage located on buildings shall not comprise box, placard or post and panel type signs but shall only be provided as raised letter signs affixed to the buildings. Any commercial logos associated with retail businesses shall similarly be provided consistent with letter signage principles.

- The location, size, and appearance of tenant identification signs shall contribute to street activity and enhance the street-level experience that is appropriate to Lansdowne and surrounding neighborhoods. A tenant's storefront and retail signage should reinforce the character established by the neighboring tenant. In doing so, all tenants will participate in the creation of a distinct and successful retail environment.
- To augment the primary commercial signage provided for commercial tenants, window graphic signage affixed to the surface of storefront door and window glass using vinyl graphics may be used provided they do not prevent viewing through windows when applied to clear vision glass.
- Signage, for branding and third party advertising may be placed on street furniture (benches, bike racks, trash and recycle bins) and/or may be provided as an element of placemaking and site identification. Such signage shall be integrated into the design for the street furniture that is to be utilized in this manner.

#### a) Retail Business Signs

- Retail signs should incorporate appropriate means of illumination which can include neon tubes, fiber optics, incandescent lamps, cathode ray tubes, shielded spotlights and wall wash fixtures and shall be back-lit where possible to minimize light pollution.
- Retail Sign designs are to have dimensional qualities. Consistent with the general policy noted above, flat, acrylic faced, box type signs are not allowed.
- Retail Business signs are divided into two main categories: Primary and Secondary signs. Primary signage is the tenant's most prominent display of identity. Primary signage may be placed anywhere within the storefront envelope. Secondary signage signifies any sign that supports the aesthetic or branding message of the primary sign or tenant identity. Secondary signage may be placed anywhere within the storefront envelope. The following directions are provided for primary and secondary signs:

##### Primary Signs

- Every retail/restaurant tenant shall be allowed one (1) primary sign. Retail/restaurant tenants of a corner store or angled wall front may have one (1) primary sign on each facade.
- Signs are to be an appropriate size and scale for intended use (primary vs. secondary sign) in storefront design, sign area, placement on facade, architectural features, and neighboring signs and conducive to a pedestrian focused retail environment.
- Primary signage can be a facade sign, canopy sign, or projecting sign and will be subject to the directions set out below for these.

## Secondary Signs

- Every retail/restaurant tenant shall be allowed a considered vocabulary of secondary signage within the restrictions of Section 4. Retail/restaurant tenants of a corner store or angled wall front may have secondary signage on each facade.
- Secondary Signs are to be an appropriate size and scale for intended use so as to be complimentary to and not compete with primary signs in storefront design, sign area, placement on facade, architectural features, and neighboring signs.
- Secondary signage can be a combination of facade signs, awning signs, canopy signs, and window signs. Tenants are allowed one blade and facade sign per public facade for the purposes of secondary signage.

### b) Facade Signs

- Facade signs are to be mounted to the interior or exterior of the storefront, and are intended to be viewed from the storefront exterior. A Facade sign mounted behind a storefront is not considered a window sign but rather will be considered a primary or secondary sign.

### c) Projecting Signs

- Projecting signs are to be used only as a secondary signs mounted so that they project out from the storefront. Projecting signs are intended for tenants with a corner or angled storefront. All projecting signs installed must have prior landlord and City approval.

### d) Canopy Signs

- Canopy signs are mounted on an architectural canopy and are not to be used as a Primary Sign if a tenant also has a facade sign. Canopy sign colors are to be harmonious with canopy color.

### e) Blade Signs

- Every retail/restaurant tenant shall be allowed one (1) blade sign. Retail/restaurant tenants of a corner store or angled wall front may have one (1) blade sign on each facade. Blade signs will be located in close proximity to storefront entry doors and align with architectural features of the storefront and building facade. Blade sign size is to be of an appropriate scale for placement on facade.

### f) Window Graphics

- Window signage includes any material attached to or intended to be primarily viewed through the storefront glazing. Window signage is to be a designed element that complements the design of other signage on a tenant's storefront, as well as the overall storefront design. Window signage of a garish nature is prohibited.

- Window signage when provided should be designed to not block views into the window when provided on clear vision glass.

#### g) Sign Colors

- Sign color(s) is to be harmonious with other signage on a tenant's storefront and with architectural materials and colors of the tenant's storefront, the overall building, and neighboring tenant signs.
- The use of a tenant's corporate colors ought to be tasteful and constrained to a limited color palette. The color palette is to respond to and work with the architectural materials and colors of the tenant's storefront, the overall building, and neighboring tenant signs.

#### h) Tenant Street Furnishings

- Street furnishings shall be a considered part of the overall tenant presentation. It should complement the tenant storefront as well as the architecture of the building and work with overall streetscape design to create a sense of place.
- Street furniture design should to be of a high quality nature. The design of street furniture is to be appropriate to tenant identity and overall storefront design.

### 3.5 Marquee, Illuminated, & Digital Signage

#### A. Context

A digital sign is a sign that provides electronic messaging or images created from computer programs and software. Digital signs can be designed to display running text, display several different displays or streaming videos. Because of their versatility, they are likely to become the standard for the future.

The City has recognized the technological advances being made for electronic messaging and has undertaken a pilot project to determine the means by which this technology would be accommodated in the context of the City's signs by-law. Part of this is also recognition that the new technology of on-demand and interactive signage will reveal some exciting changes in coming years.

The feasibility to send a personal message from a mobile phone and have it displayed in a large scrolling electronic sign at a stadium has been demonstrated. The monetization of public signage and the accessibility of it by the public is an emerging market that will continue to expand in the coming years.

Typical sign types in this category include:

- Digital, LED, animated, or solar or electronic signage that emits any sort of light.
- Exterior signage or interior signage that is visible from the exterior facade for businesses operating within Lansdowne.
- Billboards and "scrolling" or moving/mobile billboards
- Variable Message Signs
- Directories

Given the work being undertaken to determine how best to address the new technology related to electronic and digital signs, the use of this technology at Lansdowne will be limited to the Stadium Zone, the Internal Signage Zone and the two Bank Street Principle Gateways. The use of electronic messaging is an integral element of the stadium experience during events and can also be part of the atmosphere and experience of the gathering places within the mixed use area. These two areas are internal to the site where they do not impact adjacent areas and can be used to showcase this new innovation that reflects the historical function of Lansdowne as a place for showcasing innovation.

The existing animated marquee sign has marked the historical Bank Street entrance to Lansdowne. The two Principle Gateway locations along Bank Street are important marquee entrance points and are an introduction to the new multi-purposed mixed-use and entertainment experience at Lansdowne.





## B. Policies and Directions

- Any large scale billboard type sign other than within the Stadium Zone or the Internal Signage Zone as shown on the Lansdowne Signage Plan (Appendix 2) shall require the approval of City Council.
- Until City Council has approved a City wide policy or amended the City's sign by-law to accommodate digital signage, no digital signage for third party advertising or streaming messages shall be located at Lansdowne except within the Stadium Zone utilizing the scoreboard or any ribbon screens that may be located internal to the stadium for event messaging, or located internal to the site within the Internal Signage Zone subject to OHT acceptance, or as part of the two Bank Street Principle Gateway signs.
- Any other digital signage that may be proposed for Lansdowne following council approval of a City wide policy or amendment to the City's sign bylaw shall be subject to approval by Planning Committee (PC) of an amendment to the Signage and Wayfinding Plan for Lansdowne. In considering such proposals and an amendment, PC shall have regard any City-wide policy and/or provisions set out in the City's sign by-law.
- In considering any proposal for any other large scale billboard type sign above those noted in A) shall in addition to the matters set out in B) for digital signs, ensure that the billboard meets the directions set out in this section which shall be included as regulations in Section 4 only at such time as Council approval has been given which will then be incorporated by way of amendment into the Lansdowne Signage and Wayfinding Plan.
- A billboard sign can be either a wall sign or a ground sign
- For a ground sign, the billboard is to provide a clearance of at least 2.5 m between the undersides of the structure holding the sign face of the billboard sign such that it does not imperil public safety.
- No billboard sign will be installed that is within the urban Park or within 50 m of the Queen Elizabeth Driveway.

- Where a billboard sign is visible from a residential use in a residential zone (Holmwood Avenue) or a residential use in a mixed use zone (Bank Street), and there is no visible obstruction or barrier provided by a building or structure that would mitigate the impact of the billboard and its illumination, the billboard will be at least 30 m from the lot having on it that residential use.
- Billboards may not be installed on rooftops except on the roof of buildings located within Block G
- Where a billboard sign is externally illuminated, the lamping of the billboard sign will be shielded so as to prevent the light from spilling over on to or reaching a residential use in an adjacent residential zone or contributing to light pollution.

### 3.6 Temporary Signage

#### A. Context

Temporary signs are those that are not permanent, but are still subject to legal mandate regarding life safety, maintenance, and disposal.

These types of signage can appear as paper in public places—typically flyers and posters and construction signage, “coming soon” signage and signed announcements, specific event signage, signage and murals on temporary enclosures, and temporary traffic and pedestrian wayfinding signage.

For most types of temporary signs, it is important that these be tightly controlled to ensure that they do not create visual blight so as to detract from the public realm and user experience. With regard to construction signage, sign location is of the greatest importance, as it pertains to life safety.



#### B. Policies and Directions

- Any Temporary signage provided at Lansdowne shall be provided so as to not:
  - create a traffic hazard by impeding a pedestrian’s or driver’s view of a traffic sign, or an intersection on any street;



- create a physical obstruction or safety hazard for either a pedestrian or the operator of a vehicle;
  - interfere with pedestrian or vehicular traffic;
  - impede parking or access thereto or obstruct a legally required parking space;
  - obstruct a window, door or fire escape in such a way that it would preclude emergency ingress or egress; or
  - contact or interfere with any electrical light, power cable or telephone system.
- Temporary signage shall only be provided where they relate to events or activities that are occurring at Lansdowne and shall not refer to offsite events or activities except in support of activities and events sponsored by the Glebe BIA or urban park events that are associated with larger events such as the national capital marathon or Winterlude.
  - All temporary signage shall be for a limited time period and shall be removed once the event is completed.
  - Temporary signs, such as “A frame” ground signs, shall not impede pedestrians along Bank Street or Holmwood Avenue.
  - A development sign shall not exceed the time of promotion and marketing of the development.
  - A development sign shall not be installed within 10 m of a residential use in a residential zone except a development sign located at a sales or leasing centre.

### 3.7 Event and Stadium Signage within the Stadium Zone

#### A. Context

The Stadium Zone is within the area shown on the attached Lansdowne Signage Plan (Appendix 2).

Most of the considerations for signage in, near, and around the stadium have been generally addressed in other sections of this Plan. The proposed architectural design of the stadium will easily mitigate any potential issues—visual noise pollution, light pollution or other offsite concerns—potentially caused by large Stadium Signage. The topographic, sightline, and viewshed analyses coupled with an angular sightline analysis of the proposed stadium design reveal few if any areas for concern.

Typical sign types in this category installed within or near the stadium area include,:

- Digital, LED, animated and electronic signage that emits any sort of light.
- Exterior signage or interior signage that is visible from the exterior address from properties or viewsheds adjacent to Lansdowne.
- Scoreboards with “scrolling” or moving typography
- Other large signs and large variable message signs
- Murals
- Window posters, signage and graphics
- Stadium-specific wayfinding.



## B. Policies

The large screen scoreboard shall be located at the east end berm so as to not impact adjacent streets due to the topography, landscaping and new building structures. This screen may be used for digital imaging and streaming including third party advertising both during events and when there are no events being held in the stadium.

## 4.0 Guidelines and Regulations

In addition to the policy framework and sign specific directions for the manner in which signage and wayfinding is to be provided, there is a need to set out specific guidelines and regulations that will give effect to the overall and sign specific policies and directions that all signage and wayfinding at Lansdowne will need to comply with. These in some cases reflect standards and requirements set out in the City's by-laws for permanent and temporary signs on private property and in other cases set out either more restrictive standards or more flexible standards depending on the zone where the signage may be located as identified in Appendix 2.

The following details the guidelines and regulations that will be applicable to all signage and wayfinding provided at Lansdowne.

### 4.1 Definitions

Definitions used in the guidelines and regulations are set out in Appendix 1.

### 4.2 Scope

For the purposes of setting out the general guidelines and regulations, the various types of signage that could be provided at Lansdowne are divided into one of the following four classes:

- advertising sign
- identification sign,
- information sign,
- wayfinding & directional signs.

These sign classes are further divided into the following sign types:

- canopy sign;
- ground sign;
- projecting sign;
- wall sign;
- murals;
- billboard sign
- large scale illuminated sign;
- street ad sign,
- development sign;
- directional development sign;
- roof sign;
- village pedestrian directional sign.

The guidelines and regulations apply as appropriate to the functional types of signage that would be provided at Lansdowne for which specific policies and directions have been set out in Section 3.

### 4.3 General Guidelines

The size, scale, design and appearance of a sign within Lansdowne will comply with the general intent and purpose of the overall Design Guidelines for Lansdowne as set out in the Lansdowne Revitalization Guiding Principles developed by the LDRP and approved by Council in June 2010 and the various directions and requirements established through the approval of the Lansdowne Site Plan including the design manual and the signage policies and directions set out in the Signage and Wayfinding Plan for different sign types.

Where a sign is attached to a building, the sign is to be of a size, scale, design and appearance that relates to

- the size, scale, design and appearance of the buildings that are part of Lansdowne;
- the architectural features of the buildings;
- the character of the architecture at Lansdowne; and
- the branding program for Lansdowne.

Where a sign is incorporated as an element within the public realm environment, the sign is to be of a scale, design and appearance that:

- Integrates with and contributes to the public realm experience and aesthetic
- Is of a scale that does not overwhelm the public realm space wherein the sign is located
- Is designed to be consistent with the design materials and quality of other fixtures and furnishings that the sign will be seen as being part of

### 4.4 Regulations

#### A. General

- No permanent signs shall be installed that is not first issued a sign permit pursuant to this Signage and Wayfinding Plan.
- All permanent and semi-permanent signs shall ensure that the materials and structures comply with all governing requirements of the building code, the electrical safety authority or any other code or legislation having jurisdiction over such matters.
- All signage proposed within lands included within the OHT easement applying to Lansdowne will be subject to any review and/or approval processes with the OHT as set out in the OHT easement agreement.

## B. Exemptions

- Some signs in Lansdowne, as is typical with the existing City bylaws for permanent and temporary signs on private property will be exempt from being required to obtain a permit provided these have been reviewed and approved by the General Manager, Planning and Growth Management (GM PGM) to ensure that they meet and are consistent with the overall design directions and objectives and that no other approvals such as approval from the OHT for any such signs within easement lands are required. These include:
  - awning sign;
  - banners;
  - ground sign if the sign face is horizontal to and flat on the ground;
  - non-illuminated information sign that is less than 1 m square;
  - changes to sign copy of existing sign;
  - official sign;
  - wall signs located on a temporary sales or leasing centre building, and;
  - mural signs.
- This does not exempt a sign from these regulatory provisions or permit a sign that is not otherwise permitted. Every owner of a sign that is exempt from obtaining a sign permit shall ensure that the sign and the sign structure:
  - comply with every maintenance and safety requirement, and
  - comply with the regulatory provisions that apply to the type of sign.

## C. Substantial Alteration

- If a sign is substantially altered it will be considered a new sign and subject to requiring a permit and meeting the policies, guidelines and regulations of the Plan.
- Routine maintenance and repair of a sign or a change in the message or contents displayed shall be deemed not in itself to constitute a substantial alteration.

## D. Rules for All Signs Within Lansdowne

- Signs erected will comply with the following rules:
  - Where the regulations set out a maximum sign face area, that maximum includes all the sign faces of all the signs on the building, lot or premises, as the case may be.
  - For the purposes of this Plan, the maximum sign face area is calculated by determining the total area contained within the rectilinear outline that uses the least number of horizontal and vertical lines to enclose the sign face and all other components of the sign that constitute the complete message, provided that:
    - For a Box type sign, where such may be permitted, the area shall be calculated by using the exterior dimensions of the said box; and

- For individual channel lettering type sign, the area shall be calculated by summing the areas of the individual letters.
- For a sign attached to a building, the permitted sign face area calculation relates to the exterior wall area of the building storey in which the sign is located.
- Where a sign is attached to a building and straddles a storey, the permitted sign face area calculation relates to the total of the exterior wall areas of all the applicable building stories.
- For purposes of this Plan, the permitted sign face area calculation for the stadium building relates to the exterior wall area of the stadium as expressed in the approved elevation drawings for the stadium, due to the irregular surfaces and dimensions of the exterior elevations
- A double-faced sign or multi-faced sign may have up to twice the sign face area that would be permitted if it were only a single-faced sign. The sign face area permitted shall be divided equally between or among all the sign faces.
- Animated signs are not permitted within Lansdowne except as specifically permitted herein or unless specific approval is provided by City Council and in no case will an animated sign be provided unless it is at least 30m from a residential use in an adjacent residential zone.
- Every owner of a permanent sign shall ensure that the electrical wiring carrying the power supply to a sign is not above ground or out in the open. This does not apply to electrical wiring that is inside a building and is fed through the wall of that building directly to the sign.
- Where a sign structure has a missing face, a solid, opaque or translucent panel will completely cover the sign face opening.

#### E. Illuminated Signage

- Illuminated signage is permitted in the stadium, event, and commercial spaces and along Bank Street. Except for commercial spaces at the corner of Bank Street and Holmwood Avenue and entrance signs along Holmwood Avenue, illuminated signage will only be permitted along the Holmwood Avenue frontage of Lansdowne and within canal sightlines where a study has been undertaken that confirms that the illuminated sign will not be visually obtrusive.

#### F. Safety

- A sign is unsafe if, it is structurally inadequate or faulty, it is in a condition that could be hazardous to the health or safety of any person or it is located so as to cause a hazard or obstruction. Such signs will be removed immediately.

#### G. Prohibited Signs

- The following permanent signs are not permitted unless they are vetted and approved by the permit-granting authorities of the City of Ottawa based on an agreed-upon process for reviewing, vetting and approving additional signage within Lansdowne:

- (a) a roof sign, except for a roof sign that may be located above the retail inserts on the north face of the stadium or above the stadium entrances, subject to OHT approval or on the roof of a building internal to the site within the area identified as the Internal Signage Zone on the Lansdowne Signage Plan (Appendix 2);
- (b) a sign that is affixed to a shed, tree, pole, post, fence, another sign or any other structure if that sign is visible from either a street or a private road;
- (c) a sign that imitates, resembles or could reasonably be mistaken for a traffic control device or an official sign;
- (d) a sign that could obstruct the view or the visibility of,
  - vehicular or pedestrian traffic using or entering a street,
  - a traffic control device, or
  - an official sign;
- (e) a sign that is illuminated or animated in such a way that it constitutes a hazardous distraction for vehicular traffic on an adjacent public street;
- (f) a sign structure that could, in any manner, endanger a person or property;
- (g) a sign that interferes with electrical light, power or telephone wires;
- (h) a sign that obstructs a window, door or fire escape.

#### H. Sign Encroachment Prohibited

- No permanent sign that is on or over a street will be permitted, other than the signs that are vetted and approved by the permit-granting authorities of the City of Ottawa based on an agreed-upon process for reviewing, vetting and approving additional signage within Lansdowne.
- The above does not apply to:
  - (a) an official sign, or
  - (b) a sign in respect of which an encroachment permit authorizes the sign to be on or over a street.



#### I. Maintenance of Signs

- Every owner of a permanent sign shall ensure that the sign is maintained in a proper state of repair so that such sign does not become unsafe, structurally unsound, unsightly or dangerous.
- Every owner of the premises on which a permanent sign that has been defaced, damaged, or destroyed is located shall immediately repair the sign to its original condition or remove it.

#### J. Visibility Triangles

- Other than a gateway sign at the main entrance to Lansdowne on the east side of Bank Street, no person shall erect or cause to be erected or maintain any additional permanent signs or sign structures at a street corner within a visibility triangle formed by measuring 3 m along the street lines from the intersection of any two streets or at the intersection of two parts of the same street meeting at an angle of not more than 135 degrees. For the purpose of only this Clause, Aberdeen Way and Lansdowne Way shall be defined as streets.

#### K. Location and Positioning Restrictions

- No billboard signs illuminated or otherwise will be installed except within the Internal Signage Zone as outlined on the Lansdowne Signage Plan (Appendix 2) or as specifically permitted herein without first obtaining approval from City Council and where permitted must not be located within 30 m of a residential use in an adjacent residential zone, if it is visible from a residential use in a residential zone, or 50 m from a UNESCO protected site, if it is visible from the site.
- The above shall not apply to marquee type ground signs located along Bank Street provided the sign face is generally perpendicular to Bank Street or to an information type sign to communicate programming activities or to support programming activities that is located within the Internal Signage Zone.
- No person shall erect or cause to be erected or maintain any permanent sign that is illuminated within, 10 m of a residential use in an adjacent residential zone, if it is visible from a residential use in a residential zone, unless the illuminated portion of the sign can be turned on and off based on a designated day and evening schedule.
- Permanent signs will be located so as not to interfere with vehicular or pedestrian movement to such a degree that it becomes or creates a nuisance or a hazard for any vehicle or person.
- No sign or sign structure will be installed that obstructs:

- an emergency exit,
  - an emergency standpipe,
  - a fire hydrant, or
  - any means of access by an emergency service to any part of a building.
- Where a sign projects more than 5.0 cm from the surface to which it is attached, the owner of the permanent sign shall ensure that the underside of the sign structure shall,
    - (a) be at least 2.5 m above the surface of a sidewalk, walkway or other route or area usually used by pedestrians, and
    - (b) be at least 4.3 m above a street, private road, lane, parking lot, or any other area usually travelled or used by vehicles.
  - Where the access to and from a parking lot or other area usually travelled or used by vehicles is restricted by a clearly marked, overhead height bar or other overhead physical barrier, clause (b) does not apply and, instead, the under-side of the sign structure referred to above shall be at least as far above the parking lot or other area travelled or used by vehicles as is the overhead height bar or other overhead physical barrier.
  - The owner of a permanent sign shall ensure that every part of the sign structure shall be:
    - (a) at least 0.5 m from the travelled roadway of a street, lane or private way; and
    - (b) at least 0.5 m from a parking lot or other area usually travelled or used by motor vehicles.
  - No person shall erect or cause to be erected or maintain any permanent sign or sign structure, or any part thereof, within 8 m of a traffic control signal.
    - (a) The above does not apply to a wall sign or to a canopy sign that projects less than 380 mm from the surface to which it is attached, and does not apply to the gateway signs signifying the main entrances to Lansdowne on Bank Street.
  - Despite any provision set out in Section 4, the owner of a permanent sign shall locate the sign so as to be serviceable entirely from the premises upon which the sign is located.
  - No person shall erect or cause to be erected or maintain on any building surface that faces Bank Street or Holmwood Avenue any of the following permanent signs in a location other than on the first or second storey:
    - (a) wall sign,
    - (b) projecting sign,

- (c) marquee sign, or
- (d) canopy sign.

The above does not apply to a logo sign or to signage that is part of or attached to the stadium.

#### L. The Queen Elizabeth Driveway

Signage at the entrances from the QED shall be limited to communicating the 'confirmation of arrival' to the public entrance(s).

- Messages can include:
  - a Lansdowne identifier;
  - an entry point identifier (i.e. Entry 'A'); and
  - an indication of 'Parking' (international parking symbol) (at the northerly entrance from the QED only);
- Scale

One sign per entrance (maximum of two in the QED corridor) is permitted subject to obtaining National Capital Commission (NCC) approval should the sign be located on lands owned by the NCC.

The size of each sign should be kept to a minimum and be determined judiciously in the context of the heritage character of the location.

- For the place identifier, the maximum dimension for the lower case component ('x'-height) is 102mm (4")
  - For the Entry indicator (1 or 2, A or B, etc.), and for the international 'P' symbol for Parking, the maximum dimension of these characters is 450 mm x 450 mm (18").
- Location

The location of the signage should be determined by the consideration of:

- Minimum requirements to make safe traffic decisions,
  - Multiple modes of access to these entrances (automobile, shuttle bus, pedestrian, cyclist)
  - Site specific landscape considerations.
- Not Permitted
    - Illumination of any sort;
    - Electronic message boards or media;
    - Advertising or commercial messages including event, 3<sup>rd</sup> party, title sponsor, etc.
    - Temporary signage

## M. Ground Sign Regulations

- Two marquee type message centre signs will be permitted along Bank Street to identify Lansdowne and that clearly displays the civic number in accordance with the City of Ottawa Municipal Addressing By-law. Smaller ground signs will be permitted along Holmwood Avenue at the entrance points to Lansdowne from Holmwood Avenue and internal to Lansdowne that are for wayfinding.
- The area of the municipal address will not be calculated as part of the total sign face area provided the area of the municipal address complies with the City of Ottawa Municipal Addressing By-law and does not exceed 1 m<sup>2</sup>.
- One internal message centre sign located in the vicinity of the event square and Aberdeen Square shall be permitted as an information sign related to programming and for use as part of programming and may also be used for advertising.

### (a) Location and Positioning Restrictions

- i. The owner shall ensure that any Bank Street ground sign is located at least 30 m from a residential use in an adjacent residential zone. This does not apply to residential identification signs and small scale entrance or exit signs indicating access and egress to Lansdowne located on the south side of Holmwood Avenue.
- ii. No owner shall locate any part of a ground sign closer than:
  - 1.0 m from any lot line abutting a street,
  - 0.5 m from every driveway, lane or aisle,
  - 1.5 m from a side lot line or a rear lot line.
- iii. Where two or more ground signs are,
  - identification signs,
  - on the same premises, and
  - on the same street frontage,
    - the owner of each sign shall ensure that the signs are located at least 30m apart.

(b) Illumination

- i. Every owner of a ground sign shall ensure that every external light used to illuminate a ground sign is arranged to direct light away from any adjacent residential premises and streets and downward so as to reduce night light pollution.
- ii. No person shall erect or cause to be erected or maintain an illuminated ground sign within 30 m of a residential use in an adjacent residential zone, if it is visible from a residential use in an adjacent residential zone.
- iii. The above does not apply to an illuminated ground sign that is on a different street to the one that the residential use is on and does not apply to an illuminated residential identification sign nor an entrance or exit sign indicating access and egress to Lansdowne located on the south side of Holmwood Avenue.

GROUND SIGNS – Bank Street

i	Maximum sign face area	10m <sup>2</sup>
ii	Maximum height	8m
iii	Illumination	external and internal

GROUND SIGNS – Holmwood Avenue

i	Maximum sign face area	3m <sup>2</sup>
ii	Maximum height	1.5 m
iii	Illumination	external and internal

GROUND SIGNS – Internal Signage Zone

i	Maximum sign face area	8m <sup>2</sup>
---	------------------------	-----------------

ii	Maximum height	7.5 m
iii	Illumination	external and internal

- The sign face area of a ground sign may be increased up to 30%, if the increased area is used as a message centre sign.
- No person shall increase the sign face area of a ground sign unless:
  - (a) the area is increased by no more than 30%, and
  - (b) the increased area is used as a message centre.

#### N. Message Centre Signs

- An owner may incorporate a message centre sign as a portion of a ground sign.



#### O. Information/Wayfinding Signs

- Freestanding Information and wayfinding signs will be required to meet the following standards:
  - (a) it is a ground sign; and
  - (b) complies with the regulations set out in Table 2 as follows:

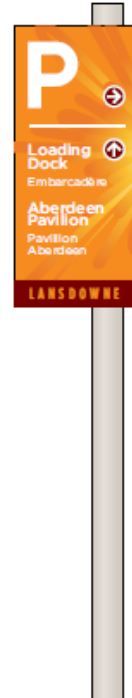


TABLE 2 INFORMATION SIGNS

i	Maximum sign face area	5m <sup>2</sup>
ii	Maximum height	3 m
iii	Illumination	external and internal

- A non-illuminated information sign is permitted provided that:
  - (a) the information sign is used to convey background or historical information related to the park;
  - (b) the maximum sign face area of the information sign does not exceed 6 square meters; and
  - (c) the maximum height of the information sign does not exceed 3 meters.

P. Wall Sign Regulations

- A wall sign may be permitted on any wall on a building.
- Location and Positioning Restrictions
  - (a) A wall sign may extend around the corner on which it is mounted.

- i. Signs extending around the corner shall be deemed to be two signs for the purpose of calculating the permitted number of signs and permitted sign area.
  - (b) An owner shall ensure that the wall sign does not project more than 0.5 m from the surface to which it is attached.
  - (c) An owner shall ensure that a wall sign does not project above the roofline of the building it is on.
- Illumination
  - (a) Every owner of a wall sign shall ensure that every external light used to illuminate a wall sign is arranged to direct light away from any adjacent residential premises and streets so as to reduce night light pollution.
  - (b) No person shall erect or cause to be erected or maintain an illuminated wall sign within, 10 m of a residential use in a residential zone, if it is visible from a residential use in a residential zone.
    - i. The above does not apply to an illuminated wall sign that is on a different street to the one that the residential use is on and does not apply to an illuminated entrance or exit sign indicating access and egress to Lansdowne located on the south side of Holmwood Avenue.







## Q. Mural Signs

- Mural signs are not permitted except within the Stadium Zone and the Internal Signage Zone as shown on the attached plan or unless a specific request to permit one has been received and has been approved by Planning Committee. Where a mural sign is permitted it must not exceed a maximum sign face area equal to 80% of the exterior wall area to be determined based on the wall area that is up to a maximum height of 15 m above grade on which the mural sign is located.
- Up to 15% of the sign face of a mural sign may be utilized as an acknowledgement recognizing the sponsor of the mural sign, providing the owner of the mural sign ensures:
  - (a) the acknowledgement does not exceed a maximum area of 8 square meters;
  - (b) the acknowledgement is located at a bottom corner of the mural sign; and
  - (c) the acknowledgement shall be located at the lowest point of the mural sign face, if the mural is not rectangular in shape.



- No person shall erect or cause to be erected or maintain a wall sign unless it complies with the regulations set out in Table 3 as follows:

TABLE 3 WALL SIGNS

i	Maximum area of wall sign	20% of the wall
ii	Illumination	external and internal

#### R. Logo Signs

- No person shall erect or cause to be erected or maintain a logo sign unless it:
  - (a) is an identification sign or identifies the specific name of a building, premises or location ;
  - (b) does not contain any advertising;
  - (c) contains external or internal reversed illumination only with a maximum sign face area of 15m<sup>2</sup>.



## S. Projecting Sign Regulations

### Location and Positioning Restrictions

- Where a projecting sign projects more than 5.0 cm from the surface to which it is attached, the owner of the sign shall ensure that the underside of the sign structure is,
  - (a) at least 2.5 m above the surface of a sidewalk, walkway or other route or area usually used by pedestrians; and
  - (b) at least 4.3 m above a street, private road, lane, parking lot, or any other area usually travelled or used by vehicles.
- An owner shall ensure that a projecting sign on a wall facing Bank Street does not project above the roofline of the building it is on.
- Projecting signs attached to the stadium can project above the roofline of the building.



### Illumination

- Every owner of a projecting sign shall ensure that every external light used to illuminate a projection sign is arranged to direct light away from any adjacent residential premises and streets so as to reduce night light pollution.

- No person shall erect or cause to be erected or maintain an illuminated projecting sign within, 10 m of a residential use in a residential zone, if it is visible from a residential use in a residential zone.
  - (a) The above does not apply to an illuminated projecting sign that is on a different street to the one that the residential use is on and does not apply to an illuminated projecting entrance or exit sign indicating access and egress to Lansdowne located on the south side of Holmwood Avenue.

Regulations

- No person shall erect or cause to be erected or maintain a projection sign unless it complies with the regulations set out in Table 4 as follows:

TABLE 4 PROJECTION SIGNS

	Maximum area	2m <sup>2</sup>
ii	Illumination	external and internal

T. Canopy Sign Regulations

Location and Positioning Restrictions

- Where a canopy sign projects more than 5.0 cm from the surface to which it is attached, the owner of the sign shall ensure that the underside of the sign structure is,
  - (a) at least 2.5 m above the surface of a sidewalk, walkway or other route or area usually used by pedestrians; and
  - (b) at least 4.3 m above a street, private road, lane, parking lot, or any other area usually travelled or used by vehicles.
- An owner shall ensure that a canopy sign does not project above the roofline of the building it is on.
- Where a sign is on the wall of a building canopy, no person shall extend that sign more than 0.3 m above the top of the roofline of the building canopy itself.
- No person shall extend a canopy sign around the corners of the wall upon which it is mounted, except that when a premise is located at the corner of a building, a canopy sign may extend around the corner on which it is mounted.

- Signs extending around the corner lawfully shall be deemed to be 2 signs for the purpose of calculating the permitted number of signs and permitted sign area.



**Illumination**

- No person shall erect or cause to be erected or maintain an illuminated canopy sign within 10 m of a residential use in an adjacent residential zone, if it is visible from a residential use in a residential zone.
- The owner of a canopy sign shall ensure that the canopy does not project more than 1m over the street.
- No person shall erect or cause to be erected or maintain a canopy sign unless it complies with the regulations set out in Table 5 as follows:

**TABLE 5 CANOPY SIGNS**

i	Maximum area	20% of the wall
ii	Illumination	external and internal

## 5. Implementation

Signage and wayfinding at Lansdowne shall be provided in accordance with the policies, directions, guidelines and regulations set out in this Lansdowne Signage and Wayfinding Plan. The plan sets out an overall policy framework that establish broad directions for signage and wayfinding with more specific policies and directions that build on the overall policy framework. These provide direction towards achieving the broad policy objectives and to provide an understanding of expectations to be achieved through the design and implementation of different types of signage and wayfinding. The guidelines and performance standards/regulations set out prescriptive requirements for signage and wayfinding that must be meet. These address technical and safety matters that are regulated in the City's signs bylaws dealing with permanent and temporary signage on private property, including requirements for a sign permit to be obtained prior to signage being installed and a requirement for yearly inspections.

### 5.1 Relationship to City Signs Bylaws

An important element of the City's current signs by-laws is that they are enforceable given their legislative status as by-laws. City approved policy, guideline and regulatory documents not given effect through a formal by-law while sufficient to ensure that intentions are meet when initial proposals are made for approvals, do not have an ongoing enforcement capability. It is therefore considered appropriate, notwithstanding the Council direction to waive the application of the City's signs by-laws to Lansdowne subject to a signage plan being developed and approved by Planning Committee, that this plan be positioned within the legislative framework of the current signs by-laws. This could be accomplished by having Lansdowne defined as a special signage zone within the city's signs by-laws where the review and approval for signage for the purpose of issuing a sign permit would be in the context of the policy framework and directions, guidelines, performance standards and regulations set out in the Plan with the permit issuance, inspection and enforcement provisions being within the context of the current signs by-laws. It is therefore considered appropriate to determine the specifics of the requirements that will be necessary to give legislative effect to the Lansdowne Signage and Wayfinding Plan. These determinations would be made in the context of the current City Bylaws regulating permanent and temporary signs on private property (By-laws 2005-439 and 2004-239) and the legislative parameters of the Municipal Act dealing with municipal regulation of signage on private property,

### 5.2 Process for Issuance of a Sign Permit

All signage and wayfinding to be located at Lansdowne shall require a sign permit prior to installation. To obtain a sign permit, an application that includes the details for the proposed sign and its location must be submitted. It is suggested that this application be made to the General Manager Planning and Growth Management (GM PGM) who will review the proposed sign to ensure that it is consistent with the policy objectives set out in this Plan, that it responds to the guidelines applicable to the sign and that it meets the regulations of this Plan. Where the GM PGM is satisfied that the sign is in accordance with all applicable policies, guidelines and regulations set out in the plan, the GM PGM will so advise the Director of Building Code

Services who has the delegated authority to issue sign permits so as to cause a permit to be issued.

### 5.3 Variances

Any signage proposal that in the opinion of the GM PGM is not consistent with the policy objectives, guidelines and regulations applicable to the sign proposed will not cause a permit to issued unless a specific request/application is made to allow for a sign that is not consistent with the directions, guidelines and regulations. Such applications will be reviewed by the GM PGM who will prepare a report with recommendations for consideration by Planning Committee. Should approval be given by Planning Committee, the required sign permit would then be issued by the Director, Building Code Services.

The foregoing process does not apply to billboard signs which unless specifically permitted by this Signage and Wayfinding Plan will not be permitted unless a specific billboard sign proposal has been approved by City Council.

## Appendix 1

### Definition of Terms

#### **animated**

means in reference to a sign, means movement, motion or the appearance of motion by way of motion picture, streaming video, television, LED screens or any technology that would facilitate motion or the appearance of motion;

#### **awning**

means a retractable roof-like structure that projects from the exterior wall of a building over a window or door and provides shade or other protection from the elements;

#### **awning sign**

means an awning that is or functions as a sign;

#### **billboard**

means a large, outdoor, advertising sign that is mounted:

- (a) on a wall, or
- (b) on the ground;

#### **building code**

means the Building Code Act, 1992, S.O. 1992, Chap. 23, the Regulations made under the Act, and a by-law enacted by Council under the Act, all as amended or re-enacted from time to time;

#### **canopy**

means a non-retractable structure that is not supported from the ground but, instead, is attached to and supported from the exterior wall of the building to which it is attached and includes a building canopy;

#### **canopy sign**

means a canopy that is or functions as a sign;

#### **City**

means the municipal corporation of the City of Ottawa or the geographic area of the City of Ottawa, as the context requires;

#### **development**

means any use of land for any purpose, and includes re-development; and “develop”, “developing”, “re- develop”, “in front of developing” and “re- developing” has a corresponding meaning;

#### **development sign**

means an on-premises sign that includes information relating to a new subdivision, development or the construction or renovation of a building or structure;



**directional sign**

means an off-premises sign providing directions to a specific destination that is unfamiliar to the motoring public by way of a directional arrow on the sign face, and may contain other information as specified (or permitted) herein;

**directional development sign**

means an off-premises sign providing directions to a new subdivision or development by way of a directional arrow on the sign face, and a directional development sign may contain;

- (i) the development name or developer name or builder name,
- (ii) the developer logo, and
- (iii) distance to the development;

**double-faced sign**

means a sign that has two sign faces of equal area and identical proportions where the sign faces are placed opposite each other in such a manner that the inside angle between the backs of the sign faces does not exceed 45 degrees;

**encroachment permit**

means a permit issued under by-law as an endorsement on the sign permit, authorizing a sign to project from private property on or over a street ;

**entrance**

in reference to a building, means an exterior entrance that provides immediate and direct access from the outside of a building to the inside of a building and includes an exit serving the same or a corresponding function;

**erect**

means the constructing, erecting, placing, locating, relocating or altering of a sign or part thereof; and includes the painting of a mural sign and the posting of notices, and “erected” and “erection” and “paint” and “painted” have a corresponding meaning;

**frontage**

means the portion of a lot face fronting on a highway, but not on a lane or alleyway;

**grade**

means the average surface elevation of the ground adjoining any building or sign, exclusive of any berm or mound of earth created solely for the purpose of increasing the elevation of the ground at the base of the sign;

**ground sign**

means a sign that is affixed to the ground by a self- supporting structure that includes a permanent foundation below grade or above grade;

**heritage reference list**

means the Heritage Reference List compiled by the City of Ottawa pursuant to the urban design policies of the official plan;

**highway**

means a common and public highway, street, avenue, parkway, driveway, square, place, bridge, viaduct or trestle, any part of which is intended for or used by the general public for the passage of vehicles and includes the area between the lateral property lines thereof;

**Identification sign**

means a sign that is designed, used or intended to identify a place or business that is on the premises upon which the sign is located;

**illuminated**

means lighting of the sign by artificial means and “illuminate” and “illumination” have a corresponding meaning;

**information sign**

means a sign that provides information about the occupants of the building or premises upon which the sign is located; or directions that relate directly to a building or premises to the persons using that building or premises;

**intermittent illumination**

means illumination that is capable of variation in intensity at periodic intervals;

**logo sign**

means a wall sign located on a building and constituting an identification sign that is an emblem, badge, symbol or other identifying mark, and used solely to identify or name a particular building, premises or location; or to identify a particular occupant of a particular building or premises;

**lot**

means all contiguous land under one ownership;

**maintenance**

includes the replacement of the component parts of a sign structure by identical component parts;

**marquee sign**

means an identification sign that incorporates a message centre sign;

**may**

indicates a permissive condition. No requirement for design or application is intended. However, once a specific option is chosen, mandatory requirements might apply.

**message**

means any visual communication whether in words, symbols, or any other visual form that conveys meaning;

**message centre sign**

means an on-premises, advertising or information sign that is designed to have the message

that it displays changed from time to time, and where that change can be made either manually or automatically;

**multi-faced sign**

means a sign that has three or more sign faces;

**multi-sided**

in respect of a sign, means a sign that has three or more sign faces;

**mural sign**

means an on-premises painted directly on the exterior of a building or on a backing that is affixed to the building;

**must**

indicates a mandatory condition. Where “must” is used to describe the design or application of the device, it is mandatory that these conditions be met in order to promote uniformity where delineation complements legally enforceable regulations;

**non-conforming sign**

means a permanent sign that was lawfully erected before the coming into effect of this by-law;

**official sign**

means a sign erected by a public body under the auspices or authority of a statute, by-law or regulation

**off-premises sign**

means a permanent sign that directs attention to a business, commodity, service or entertainment that is conducted, sold or offered elsewhere than on the premises on which the sign is located;

**on-premises sign**

means a permanent sign identifying or advertising a business, person, activity, goods, products or services located on the premises where the sign is located and maintained;

**owner**

in respect of the sign, means any person described on the sign, or whose name and address or telephone number appears on the sign, or who manufactured, supplied or installed the sign, or who is in lawful control of the sign, or who benefits from the message on the sign, or the owner or tenant of the property upon which the sign is situated, and for the purposes of this by-law there may be more than one sign owner;

**parapet wall**

means a vertical wall section as a component part of the building structure that extends above a building roofline;

**permit**

means a permit, other than an encroachment permit, issued under this by-law and includes a renewal thereof; and “sign permit” has a corresponding meaning;

**permit holder**

means a person who has obtained a permanent sign permit or a sign encroachment permit;

**permanent sign**

means a sign that is installed or affixed to any building or structure and includes a ground sign, wall sign, awning sign, canopy sign, projecting sign, mural sign, billboard sign and street ad sign;

**person**

means an individual, association, firm, partnership, incorporated company, corporation, agent or trustee, and the heirs, executor or other legal representatives of a person and for the purposes of this by-law includes an owner, or any person in temporary possession of the property. Includes for purposes of this report OSEG, and any contractor or agent associated with Lansdowne redevelopment project;

**projecting sign**

means a sign that projects on the perpendicular from the surface to which it is attached;

**premises**

means specific property, and includes all buildings and necessary structures thereon;

**public**

means equally open and available to all and does not, necessarily, denote ownership;

**relocating**

includes any re-orienting or repositioning of a sign structure;

**residential zone**

has the same meaning as in the zoning by-law;

**reversed**

in respect of illumination, means illumination only through the lettering or graphics of an opaque sign face;

**roadway**

means the part of the highway that is improved, designed or ordinarily used for vehicular traffic, but does not include the shoulder, and where a highway includes two or more separate roadways, refers to any one roadway separately and not all of the roadways collectively; and "road" has a corresponding meaning;

**roofline**

means the uppermost point of the wall of a building where the wall and the roof meet and, for calculation purposes, the permitted sign area calculation is based on the first storey, second storey or top storey but excludes the parapet wall;

**roof sign**

means a sign that is in any way supported by or affixed to the main roof of the building, and for the purposes of this definition, a roof does not include flat structures over entrances and

structures deemed to be a building architectural feature and the top of a sign located on the flat structure does not project above the main roof;

**should**

indicates an advisory condition. Where the word “should” is used, the action is recommended but is not mandatory. “Should” is meant to suggest good practice in most situations and to recognize that there may be valid reasons not to take the recommended action;

**sightline**

means the visibility of a distant object or series of object as viewed by a casual user of a space from an adjoining location;

**signage**

means a collective grouping or system of signs;

**sign**

means any visual medium used to convey information by way of words, pictures, graphics, emblems or symbols, or any device used for the purpose of providing direction, information, identification, advertisement, business promotion or the promotion of a product, activity, service or idea;

**sign face**

means that portion of the sign upon, against or through which the message of the sign is displayed, but does not include the sign structure;

**sign face area**

means the total area of all sign faces on one sign structure;

**sign structure**

means a structure that is constructed to support a sign face at ground level;

**storey**

means a level of a building included between the surface of a floor and the ceiling or roof immediately above it ;

**storey, first**

means the storey that,

(a) has its floor at or nearest grade; and

(b) has its ceiling, or the roof immediately above the floor, if that is the case, at least 1.8 m above grade;

**street**

means a highway, road allowance or a lane, and includes the surface, grassed area, boulevard, ditch, curb, gutter, sidewalk, and any other structure constructed thereon by the City or with the City’s approval;

**street ad sign**

means an on-premises or off-premises permanent sign that is multi-sided, pedestrian-oriented and ground-mounted;

**traffic control device**

means a sign, traffic control signal or other device placed for the purpose of regulating or directing vehicular, pedestrian or other traffic within the highway and includes the utility pole, post or other supporting members, control boxes and other ancillary elements;

**typography**

means the use of letterforms, of any language/s, used to communicate a message to an audience. Also referred to as Includes fonts, lettering, alphabets and typefaces.;

**variance**

means special permission granted by the City to deviate from bylaw prescribed conditions or regulations;

**village pedestrian directional sign**

means an on-premises or off-premises directional information sign in the form of individual or multiple blades on a post with each blade identifying a business located in the immediate area;

**visibility triangle**

means the area within a triangle formed by measuring a prescribed distance along two specified intersecting lines and a third line joining the terminal points of the two measured lines;

**wall sign**

means a sign that is flat to the wall to which it is attached;

**wayfinding**

is the methodology of arranging indicators such as signs, light, colour, materials, and pathways, to guide people to their destinations. A successful wayfinding program is intuitive and self-navigable, and it protects the overall visual integrity of the site. Wayfinding is specific to its place and visitors;

**zone**

means any zone established in the zoning by-laws of the City of Ottawa and includes all special exceptions to the zones and “zoned” has a corresponding meaning

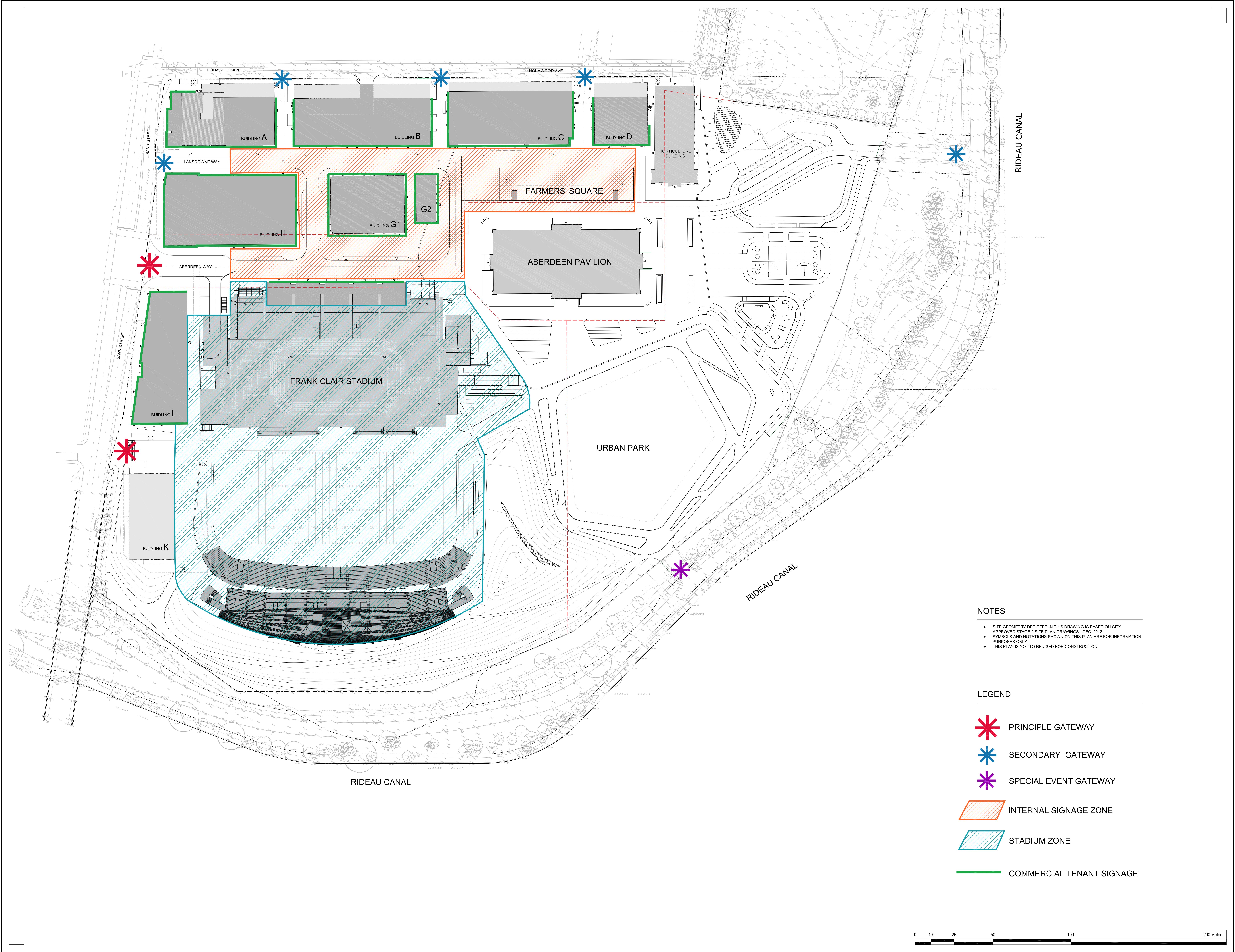
**zoning by-laws**

means any of the zoning by-laws of the City of Ottawa, as amended.

## **Appendix 2**

### Lansdowne Signage Plan




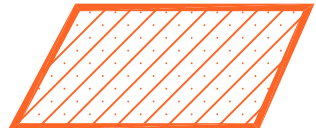
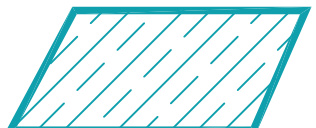





NOTES

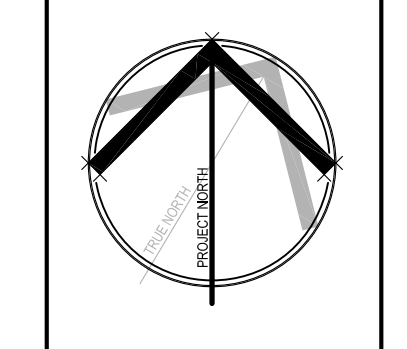
- SITE GEOMETRY DEPICTED IN THIS DRAWING IS BASED ON CITY APPROVED STAGE 2 SITE PLAN DRAWINGS - DEC. 2012.
- SYMBOLS AND NOTATIONS SHOWN ON THIS PLAN ARE FOR INFORMATION PURPOSES ONLY.
- THIS PLAN IS NOT TO BE USED FOR CONSTRUCTION.

LEGEND

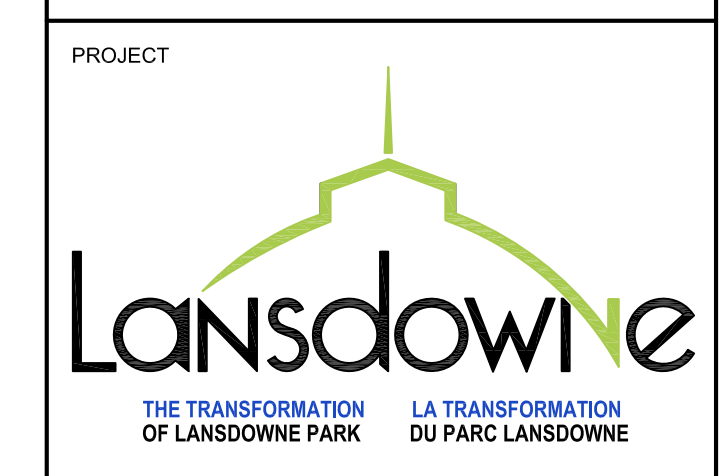
-  PRINCIPLE GATEWAY
-  SECONDARY GATEWAY
-  SPECIAL EVENT GATEWAY
-  INTERNAL SIGNAGE ZONE
-  STADIUM ZONE
-  COMMERCIAL TENANT SIGNAGE

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 Urban Design  
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No.	Date (yyyy)	Details	By
1	02/03/2012	ISSUED FOR OSEG REVIEW	CSW
2	05/03/2012	REVISED AREAS AND LABELS	CSW
3	05/03/2012	REVISED TITLE	CSW
4	05/03/2012	REVISED INTERNAL SIGNAGE	CSW
5	11/06/2012	REVISED STADIUM ZONE	CSW



DRAWING TITLE  
**SIGNAGE PLAN**

DATE <b>02 MARCH 2012</b>	DRAWING No. <b>S I 0</b>
SCALE <b>1:750</b>	REVISION # <b>04</b>



## **Appendix 3**

### Accessible Signage Guidelines

BDEL

**Lansdowne Park  
Redevelopment**

**Accessible  
Signage  
Guidelines**

April 2012

# INDEX

- 1.0 Introduction
- 2.0 General Guidelines
- 3.0 Signage Systems
- 4.0 Technical Specifications
- 5.0 Signage Installation in Challenging Situations

index

# 1. INTRODUCTION

Upon entering an environment such as the integrated park and retail environment of Lansdowne Park, all site users need suitable information to make their way around safely and efficiently. People with disabilities particularly benefit from a comprehensive accessible signage and wayfinding system. A signage and wayfinding program based on the principles of Universal Design creates an environment and wayfinding experience that is “usable by all people, to the greatest extent possible, without the need for adaptation or specialized design”.

All users, including seniors, people using mobility aids and visitors to a park or facility who are unfamiliar with their surroundings benefit from consistent provision and placement of informational and directional signage. In addition, the tactile wayfinding system being incorporated at Lansdowne will need to be coordinated with the signage. It makes wayfinding and orientation throughout the mixed use site and buildings safer, intuitive and quicker.

With this in mind, the Accessible Signage Guidelines recognize the importance of accessible signage for diverse users:

- People who are Deaf, deafened or hard of hearing rely heavily on signage for information, recognizing others may not be able to communicate with them and they may not be able to hear answers given to them;
- People with limited mobility may not have the stamina to walk very far searching for a store or area of the park. They wish to get to their destination with the greatest of ease and minimum effort.
- People with vision disabilities often have the use of residual vision, which can be maximized through the provision of suitable fonts and colour contrast on signage print.
- Blind people who cannot see regular signage benefit from tactile features which allow them to understand their environment and assist them in wayfinding and navigating;
- Symbols & pictograms benefit everyone, particularly people with limited literacy and people who speak a language other than English or French.

## 2. GENERAL GUIDELINES

### Effective signage should be:

- Noticeable - the sign should be well located and easily distinguishable from the surrounding and background.
- Readable - text should be easy to read, with good color contrast, and sized in relation to its intended viewing distance.
- Provide clear, concise, “easy-to-understand” information .
- Use minimal text with graphic symbols to convey the message efficiently.
- Bilingual.

### Follow these basic guidelines in order to develop signs capable of providing essential information to everyone:

#### Sign Design

- Keep the information on signs short and simple.
- Use tactile and Braille markings to supplement the text.
- The colour of the sign should be used consistently and should contrast with its background.
- Use typefaces, colours, and graphics logically and consistently.
- Use a uniform design and placement.
- Use signage that is consistently shaped and coloured.
- Use the same sign for the same type of information.
- All signs should have a glare free finish - avoid gloss finish or a reflective surface on any sign surface.

## Characters

- The size of characters are determined by their purpose and viewing distance.
- Letters should be sans serif and numbers in Arabic. Arial, Verdana, Futura, Helvetica and Univers 55 are good sans serif typefaces. Avoid variations that are “narrow”, “*italic*”, or “**bold**”. Choose a typeface that is in the regular or medium range.
- For overhead signs and other signs which are not tactile, use a combination of Upper and Lower case letters because it increases legibility for all users.
- Pictograms and symbols should be used for identifying many site features, including washrooms, parking, public telephones and evacuation routes.
- Use symbols and pictograms for both regular and tactile signs.

## Tactile

- For tactile characters (raised print designed to be read by touch), upper case characters should be used.
- Tactile signs should be placed so they can be easily reached and read. Overhead signs are not required to be tactile.
- Avoid sharp corners or sharp edged characters.

## Braille

- Braille text/characters should always be placed in the same relative position mounted near the bottom edge of signage.
- Grade 1 Braille is letter-for-letter, and is used on signs with 10 words or less. Grade 2 Braille contains contracted words and is used on signs with more than 10 words.
- Avoid sharp corners or sharp edged characters.

## Location

- Signs should be located at key decision making points, and coordinated with the tactile walking surface indicators.
- Signs shall be mounted on the latch side of the door.
- Signs for a particular purpose should be mounted at the same height throughout the building.
- Doors and openings that lead to a public place should be identified by signage.
- In crowded areas, signs shall be placed above head level so as to increase their visibility.
- Nearsighted persons may have to approach very close to read a sign. Signs at eye level allow persons to get close to the sign.
- Sandwich boards and free standing moveable signs should not be used because they may create trip hazards for people who are visually impaired, and they may interfere with the tactile walking surface indicators (TWSI's).

If such signage is used (e.g.; on a temporary, limited basis) ensure signs are placed away from the main path of travel of pedestrians. Sandwich board signs should also be placed away from the tactile walking surface indicators. (\*\* Lease holders and retailers will need to be provided information on the purpose of the TWSI's so they do not use signage or displays that would interfere with the safe use of them by vision impaired persons.)

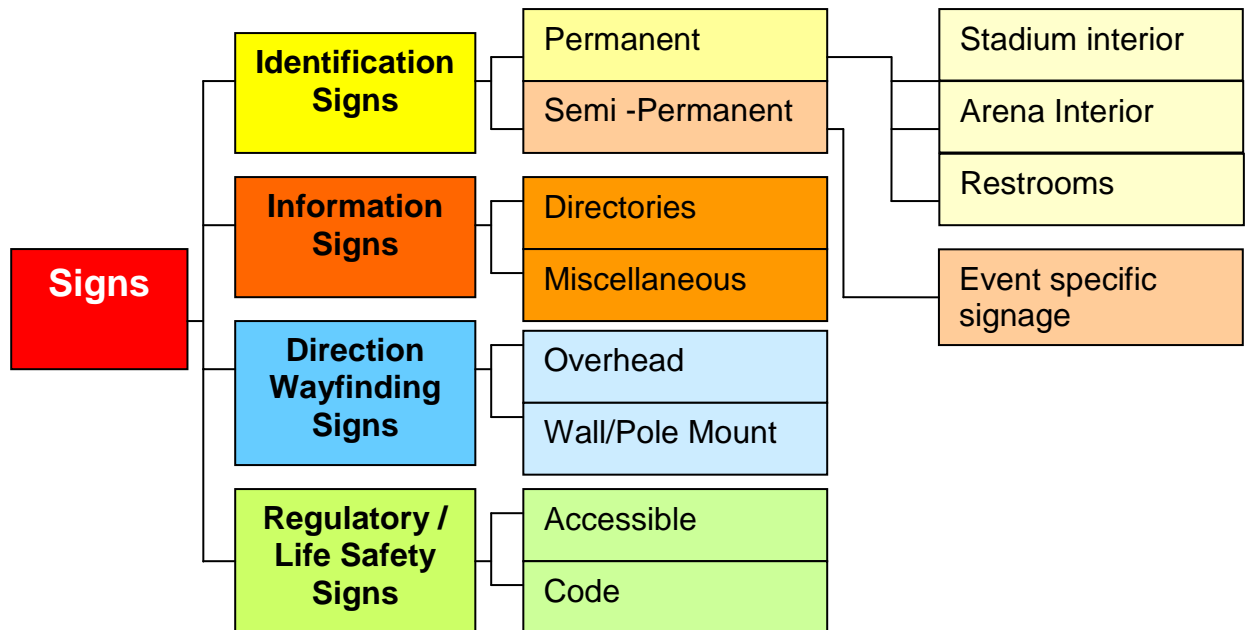
## Illumination & Electronic Signage

- Lighting levels should be consistent over the entire surface of signage, to a minimum level of at least 200 lx.
- Electronic illuminated signs should avoid using red, green or blue letters on a black background (People who are colour blind and many people with a visual impairment cannot differentiate these colours).
- Vertical wording and electronic scrolling signage should be avoided. Where scrolling signage has to be used, characters and symbols should move slowly across the screen and be visible for not less than 10 seconds.
- Signage suspended from the ceiling should have illumination on the sign.

### 3. SIGNAGE SYSTEMS

Signs can inform, direct, identify, or regulate. A comprehensive signage system groups each sign by type and usage - applying a consistent size, graphic format, and configuration to each sign within a group. This consistent use of common design elements helps the viewer obtain information quickly, intuitively and in an orderly progression.

- Prohibition signs denote an order forbidding an action, while Mandatory signs denote an order requiring an action.
- Caution signs denote a potential hazard, while Danger signs denote a definite hazard.
- Identification signs denote general orientation or specific information, such as at washrooms, routes of egress, stairwells, doorways, or offices.





### 3.1 Signage systems can best be organized according to various levels:

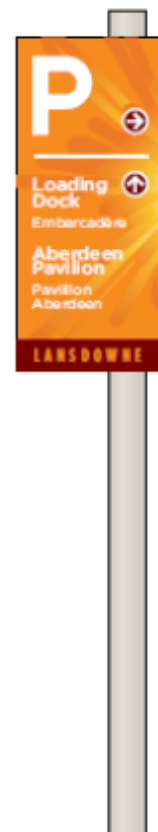
#### **Level I Signage – Gateway and Park Site Indicators**

Site indicators are located at entry gateways and key intersections.



#### **Level II Signage – Site and Facility Locators**

Provide key information point signage to help visitors locate specific site facilities. (e.g., Vehicular and bicycle wayfinding). These signs are located in close proximity to the actual site and consideration for turning and entry points should be integrated into circulation framework actions.



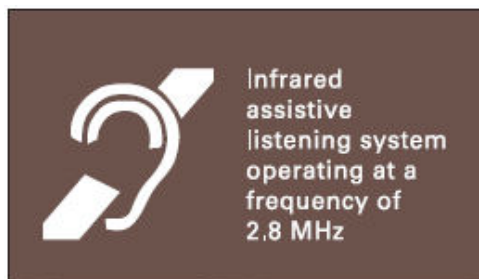
### **Level III Signage – Wayfinding & Pedestrian Directories**

Provide orientation maps at key gathering and decision points. Areas such as retail, stadium, market and other key pedestrian destinations should clearly indicated.



### **Level IV Signage – Interior Pedestrian Signage & Directories**

Provide interior signage for Offices, Temporary Directional, Washrooms and Informational



## Level IV Signage – Regulatory & Warning

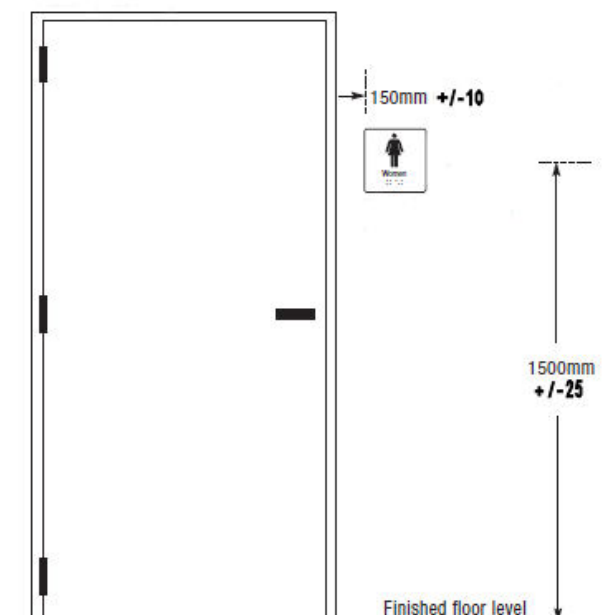
Regulatory and warning signage must be accessible to everyone as they identify safety related issues.



## 4 TECHNICAL SPECIFICATIONS

### 4.1 Location of Signs

- Identification signs shall be mounted on the wall beside the latch edge of the door.
- The sign should be mounted
  - with the horizontal centreline 1500 ± 25 mm from the floor,
  - with the leading vertical edge 150 ± 10 mm from the door jamb, and
  - with a clear wall area around the sign at least 75 mm wide.
- Where there are double-leaf doors or there is no wall space next to the door's frame, the sign should be mounted on the nearest adjacent wall.
- Overhead hanging or protruding signs shall have the bottom edge no lower than 2100 mm from the ground or floor surface.

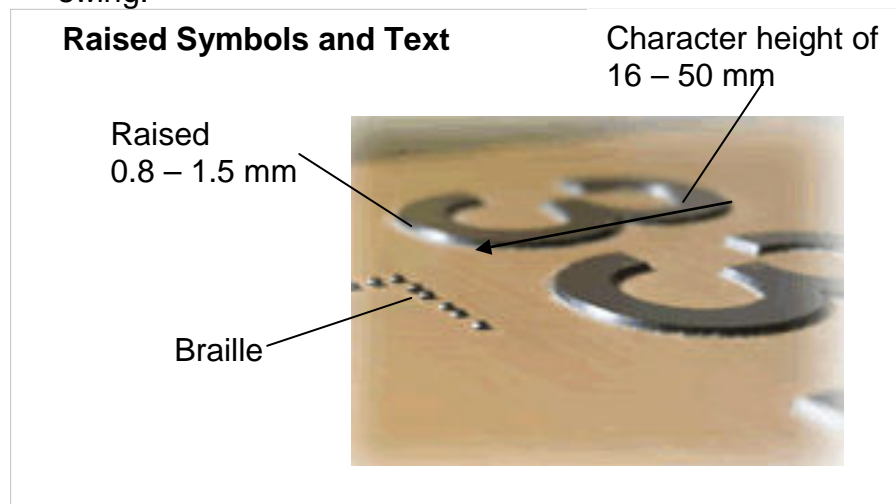


## 4.2 Characters – Letters and Numbers

- Characters shall be sans serif (eg: Arial, Verdana, Helvetica),  
**NOT:**
  - *italic*,
  - *oblique*,
  - *script*,
  - **highly decorative**, or
  - **other unusual form**.

## 4.3 Tactile Signs

- Letters and numerals on tactile signs shall have
  - their surface raised 0.8 to 1.5 mm above the background surface, and
  - be a minimum of 16 – 50 mm in height.
- The characters should have a width-to-height ratio between 3:5 and 1:1 and a stroke-width-to-height ratio between 1:5 and 1:10, using an upper case “O” for character measurement
- Pictograms and symbols on tactile signs shall have
  - their surface raised 0.8 to 1.5 mm above the background surface;
  - have minimum height and width of 150 mm;
  - be smooth at its edges; and
  - be accompanied by Braille.
- A person should be able to approach the sign to within 100 mm without encountering protruding objects or standing within a door swing.
- Signs containing tactile characters shall be located so there is a clear floor space of 455 x 455 mm beyond the arc of any door swing.



#### 4.4 Braille

- Braille dots shall have a domed or rounded shape.
- Tactile characters shall be accompanied by Grade I Braille.
- Braille shall be located below the corresponding text and be placed below the entire text.
- Braille shall be separated 10 mm minimum from any other tactile characters and separated 5 mm minimum either directly below or adjacent to the corresponding raised characters or symbols.
- Braille shall be in accordance with literary Braille.
  - The indication of an upper case letter shall only be used before the first word of sentences, proper nouns and names, individual letters of the alphabet, initials, or acronyms.
- Braille on tactile signs shall be located a minimum of 1015 mm, and a maximum of 1525 mm, above the finish floor, measured from the baseline of the Braille cells.

#### 4.5 Measurement Range for Standard Braille Sign

Measurement Ranges for	Minimum mm	Maximum mm
Dot base diameter	1.5	1.5
Dot height	0.6	0.8
Distance between any two dots in same cell, centre to centre	2.3	2.5
Distance between corresponding dots in adjacent cells, centre to centre	6.1	7.6
Distance between corresponding dots from one cell to the cell directly below, centre to centre	10.0	10.1

#### 4.6 Character Stroke thickness

- Characters with rectangular cross-sections shall have a stroke thickness that is 10% minimum and 15% maximum of the height of the character, based on the upper case letter “L”.
- Characters with other cross-sections shall have a stroke thickness at the base of the cross-sections that is 10% minimum and 30% maximum of the height of the character, and a stroke thickness at the top of the cross-sections that is 15% maximum of the height of the character, based on the upper case letter “L”.

#### 4.7 Character Spacing

- Where characters have rectangular cross-sections, spacing between individual characters shall be 3 mm minimum to 10 mm maximum.
- Where characters have other cross-sections, spacing between individual characters shall be 2 mm minimum to 10 mm maximum at the base of the cross-sections and 3 mm minimum to 10 mm maximum at the top of the cross-sections.
- Spacing shall be measured between the baselines of separate lines of characters and shall be 135% minimum to 170% maximum of the character height.

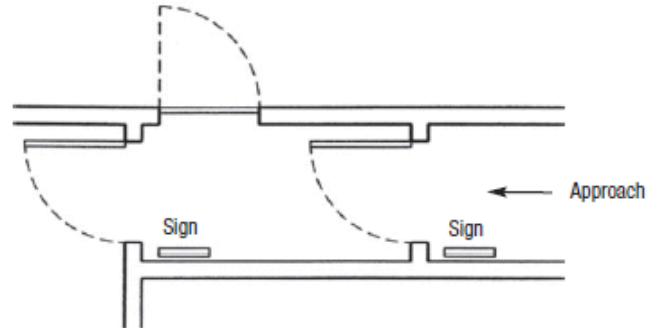
#### 4.8 Character Height - Relative to Viewing Distance

- Characters should be designed so they are the correct size to allow them to be read from a specific distance.

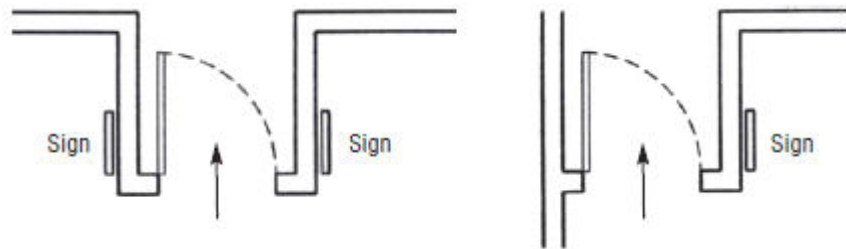
Minimum Character Height mm	Maximum Viewing Distance mm
25	750 (75 cm)
50	1500 (1.5 m)
75	2250 (2.25 m)
100	3000 (3m)
150	4500 (4.5 m)
200	6000 (6 m)
250	7500 (7.5 m)
300	9000 (9m)

## 5. SIGNAGE INSTALLATIONS IN CHALLENGING ENVIRONMENTS

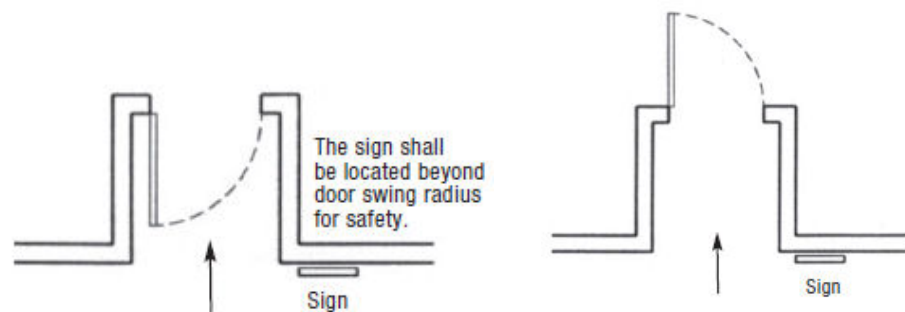
### 5.1 Two doors in a series



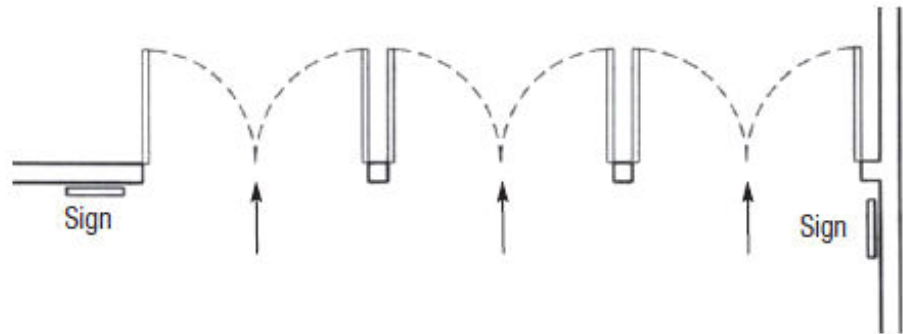
### 5.2 Protruding Doors



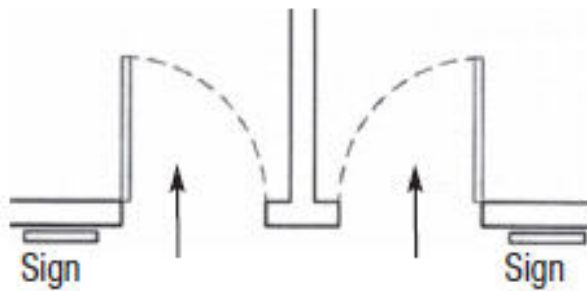
### 5.3 Recessed Doors



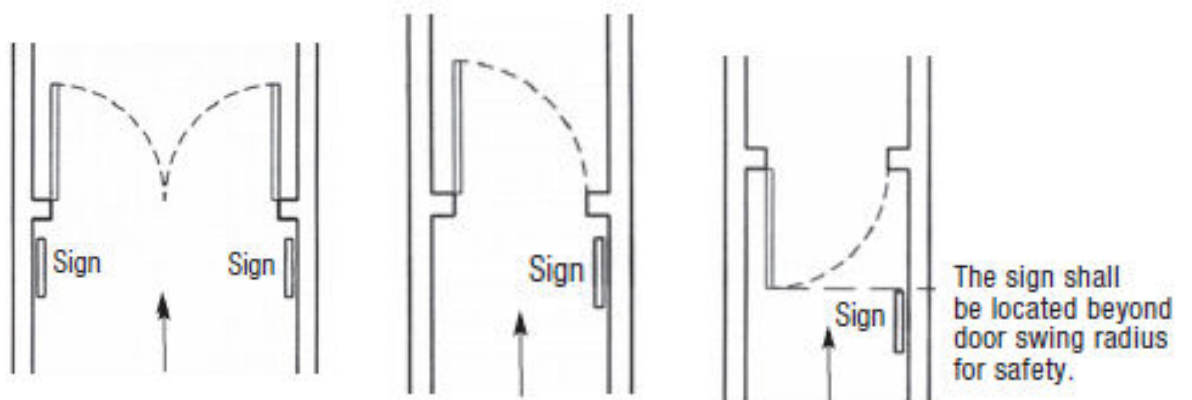
### 5.4 Multiple Doors



### 5.5 Doors in Close Proximity



### 5.6 Doors Across Corridors





## APPENDIX I – ISO SYMBOLS



International Symbol of Access



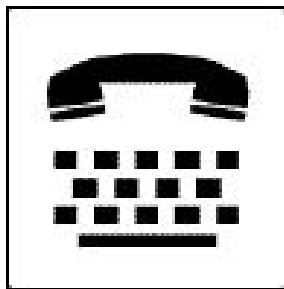
Accessible Parking



Men's Washroom  
Accessible Features



Women's Washroom  
Accessible Features



Text Telephone



Facilities for the  
Hearing Impaired