

- 4. REVIEW OF WINDOW SIGNS – PERMANENT SIGNS ON PRIVATE PROPERTY BY LAW 2016-326**
- EXAMEN DES ENSEIGNES DE VITRINES – RÈGLEMENT SUR LES ENSEIGNES PERMANENTES SUR LES PROPRIÉTÉS PRIVÉES (NO 2016-326)**

COMMITTEE RECOMMENDATIONS

That Council:

- 1. approve amendments to the Permanent Signs on Private Property By-law 2016-326, to make minor changes to the illuminated window sign provisions, as detailed in Document 1; and**
- 2. authorize the Chief Building Official, Building Code Services, to finalize and make minor adjustments to the amendments described in Document 1.**

RECOMMANDATIONS DU COMITÉ

Que le Conseil :

- 1. approuve les modifications apportées au Règlement sur les enseignes permanentes sur les propriétés privées no 2016-326 afin d'apporter des changements mineurs aux dispositions se rapportant aux enseignes de vitrine lumineuses, comme il est indiqué dans le document 1;**
- 2. autorise le chef du service du bâtiment, Services du Code du bâtiment, à apporter des changements mineurs aux modifications indiquées dans le document 1.**

DOCUMENTATION/DOCUMENTATION

1. Director's report, Planning Services, Planning, Infrastructure and Economic Development Department, dated 29 November 2017 (ACS2017-PIE-PS-0138).

Rapport de la directrice, Service de la planification, Direction générale de la planification, de l'Infrastructure et du développement économique, daté le 29 novembre 2017 (ACS2017-PIE-IS-0138).

2. Extract of draft Minutes, Planning Committee, 12 December 2017

Extrait de l'ébauche du procès-verbal, Comité de l'urbanisme, le 12 décembre 2017

**Report to
Rapport au:**

**Planning Committee
Comité de l'urbanisme
12 December 2017 / 12 décembre 2017**

**and Council
et au Conseil
31 January 2018 / 31 janvier 2018**

**Submitted on November 29, 2017
Soumis le 29 novembre 2017**

**Submitted by
Soumis par:
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Ward: CITY WIDE / À L'ÉCHELLE DE LA VILLE File Number: ACS2017-PIE-PS-0138

**SUBJECT: Review of Window Signs – Permanent Signs on Private Property
By-law 2016-326**

**OBJET: Examen des enseignes de vitrines – Règlement sur les enseignes
permanentes sur les propriétés privées (n° 2016-326)**

REPORT RECOMMENDATIONS

That Planning Committee recommend Council:

- 1. Approve amendments to the Permanent Signs on Private Property By-law 2016-326, to make minor changes to the illuminated window sign provisions, as detailed in Document 1; and**
- 2. Authorize the Chief Building Official, Building Code Services, to-finalize and make minor adjustments to the amendments described in Document 1.**

RECOMMANDATIONS DU RAPPORT

Que le Comité de l'urbanisme recommande au Conseil :

- 1. d'approuver les modifications apportées au Règlement sur les enseignes permanentes sur les propriétés privées n° 2016-326 afin d'apporter des changements mineurs aux dispositions se rapportant aux enseignes de vitrine lumineuses, comme il est indiqué dans le document 1;**
- 2. d'autoriser le chef du service du bâtiment, Services du Code du bâtiment, à apporter des changements mineurs aux modifications indiquées dans le document 1.**

BACKGROUND

This report is in response to a City Council motion, on October 11, 2017, which directed staff to review the Permanent Signs on Private Property By-law 2016-326 on how the by-law regulates illuminated window signs, along with recommendations on how the by-law could be amended to augment the regulatory framework for this type of signage.

DISCUSSION

The Permanent Signs on Private Property By-law regulates illuminated window signs in commercial and industrial areas that are on the inside or outside of first and second-storey windows. While the by-law prohibits all permanent window signs with flashing, blinking or intermittent illumination, regulatory provisions in the current By-law provide certain allowances specific to "open/closed" and a "vacancy/no vacancy" signs to allow for intermittent message changes inherent to their operation.

Through consultation with City staff in the Office of the City Clerk and Solicitor and By-law and Regulatory Services, it has been determined that there is a need to provide greater clarity on how these specific window signs are regulated. This includes a minor revision to the definition of a “window sign” and a window sign provision such that illuminated “open/closed” or “vacancy/no vacancy” sign be allowed to change intermittently, however still be prohibited from movement or having flashing, blinking lights or light beacons as found under the general provisions of the by-law. Consistent with current regulations, these signs will continue to be exempt from requiring a permit.

City staff from the Office of the City Clerk and Solicitor and By-law and Regulatory Services provided input and support the proposed amendments as identified in Document 1 of this report. These changes will not alter the original purpose of the current by-law provisions, but will provide clarity to the definition of window signs and augment the regulatory framework.

It is recommended that Council approve the by-law amendments, as provided in Document 1, to revise the definition of a window sign and to specific illuminated window signs from a provision found in Section 139 of the by-law. These proposed amendments would prohibit illuminated window signs from movement, flashing or other forms of distraction and provide By-law and Regulatory Services the ability to regulate such signs.

The proposed amendments have been reviewed by Councillor Fleury, who moved the above-referenced motion at Council. Councillor Fleury has indicated his support for the proposed amendments, stating that he is pleased with the changes being brought forward, and that these changes will ensure the proper applicability of the by-law, as initially intended.

Recommendation 2 of this report will allow by-law writers, who are drafting the amending by-law, to make any minor adjustments to the text or meaning of the by-law in order to maintain consistency with the intent of Council.

RURAL IMPLICATIONS

There are no rural implications associated with this report.

CONSULTATION

The required statutory notice for amendments to the Permanent Signs on Private Property By-law was provided on the City's web site prior to the Planning Committee meeting.

COMMENTS BY THE WARD COUNCILLORS

This is a City-wide report – not applicable.

LEGAL IMPLICATIONS

There are no legal implications associated with the implementation of the recommendations within this report.

RISK MANAGEMENT IMPLICATIONS

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

FINANCIAL IMPLICATIONS

There are no direct financial implications. Consistent with current regulations, these signs will continue to be exempt from requiring a permit.

ACCESSIBILITY IMPACTS

There is no accessibility implications associated with this report.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications associated with the report.

TERM OF COUNCIL PRIORITIES

This project addresses the following Term of Council Priority:

SE1- Improve the client experience through established service expectations.

SUPPORTING DOCUMENTATION

Document 1 Proposed Amendments to By-law 2016-326

DISPOSITION

Upon approval, Building Code Services Branch together with the Office of the City Clerk and Solicitor Department will bring forward the By-law for enactment by Council.

Document 1 – Proposed Amendments to By-law 2016-326

1. Amend Section 1, “window sign”, by striking out “, but does not include an “open/closed” or “vacancy/no vacancy” sign” after the word building.
2. Amend Section 26 by adding the following:

(m) an illuminated window sign, limited to those displaying “open/closed” or “vacancy/no vacancy” messages.
3. Amend Section 139, Table 3B, by striking out the text in clause (b) in Endnote 5, and replacing with the following:

“(b) with the exception of an “open/closed” or “vacancy/no vacancy” sign, it displays only static messages that do not change”.