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| <p><b>1. AMENDMENTS TO PERMANENT SIGNS ON PRIVATE PROPERTY BY-LAW 2016-326 TO REVISE SIGNAGE REGULATIONS FOR THE SECTION OF PRESTON STREET FROM ALBERT STREET TO SOMERSET STREET</b></p> <p><b>MODIFICATIONS AU RÈGLEMENT NO 2016-326 SUR LES ENSEIGNES PERMANENTES SUR LES PROPRIÉTÉS PRIVÉES AFIN DE RÉVISER LES RÈGLEMENTS SUR LES ENSEIGNES EN CE QUI CONCERNE LE TRONÇON DE LA RUE PRESTON, ENTRE LES RUES ALBERT ET SOMERSET</b></p> |
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**COMMITTEE RECOMMENDATION**

**That Council approve the proposed amendments to the Permanent Signs on Private Property By-law 2016-326, as detailed in Document 3.**

**RECOMMANDATION DU COMITÉ**

**Que le Conseil approuve les modifications proposées au Règlement n° 2016-326 sur les enseignes permanentes sur les propriétés privées, comme l'indique le document 3.**

**DOCUMENTATION / DOCUMENTATION**

1. Acting Director's report, Planning Services, Planning, Infrastructure and Economic Development Department, dated 18 November 2016 (ACS2016-PIE-PGM-0173)

Rapport du Directrice par intérim, Services de la planification, Service de la planification, de l'Infrastructure et du développement économique daté le 18 novembre 2016 (ACS2016-PIE-PGM-0173)

**Report to  
Rapport au:**

**Planning Committee / Comité de l'urbanisme  
December 13, 2016 / 13 décembre 2016**

**and Council / et au Conseil  
January 25, 2017 / 25 janvier 2017**

**Submitted on November 18, 2016  
Soumis le 18 novembre 2016**

**Submitted by  
Soumis par:**

**Lee Ann Snedden,**

**Acting Director / Directrice par intérim,  
Planning Services / Services de la planification**

**Planning, Infrastructure and Economic Development Department / Service de la  
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**Ward: SOMERSET (14)**

**File Number: ACS2016-PIE-PGM-0173**

**SUBJECT: Amendments to Permanent Signs on Private Property By-law  
2016-326 to Revise Signage Regulations for the Section of Preston  
Street from Albert Street to Somerset Street**

**OBJET: Modifications au Règlement n° 2016-326 sur les enseignes  
permanentes sur les propriétés privées afin de réviser les  
règlements sur les enseignes en ce qui concerne le tronçon de la rue  
Preston, entre les rues Albert et Somerset**

## **REPORT RECOMMENDATION**

**That Planning Committee recommend that Council approve the proposed amendments to the Permanent Signs on Private Property By-law 2016-326, as detailed in Document 3.**

## **RECOMMANDATION DU RAPPORT**

**Que le Comité de l'urbanisme recommande au Conseil d'approuver les modifications proposées au Règlement n° 2016-326 sur les enseignes permanentes sur les propriétés privées, comme l'indique le document 3.**

## **BACKGROUND**

### **Origins of this Report**

A recommendation to approve and enact a new Permanent Signs on Private Property By-law (new By-law) was carried by Council on August 31, 2016 as amended by a number of motions.

One of these motions included a paragraph that reads:

4. That properties fronting on or backing onto Preston Street between Somerset Street and Albert Street be exempt from the proposed new Permanent Signs By-law with a direction to staff to come forward to Planning Committee, and with the current by-law (in force on August 30) to continue to apply to these lands until new regulations are passed.

This reflected concerns raised by Councillor McKenney that the across-the-board sign permissions in the new By-law for Traditional Mainstreet (TM) zones did not acknowledge the unique character of this particular section of Preston Street (referred to in this report as Preston Street North) as recently recognized in a rezoning of this area.

### **Rezoning of Preston Street Between Somerset Street and Albert Street**

In early 2014, a Zoning Review proposed that Preston Street North be rezoned as Traditional Mainstreet (TM). However, at the Planning Committee meeting at which this recommendation was considered, a motion was passed "removing the amendment for a

section of Preston Street from Somerset Street to Albert Street and directing staff to carry out a separate study for this area with a view to putting in place a Secondary Plan policy framework and zoning to recognize the unique built form and land use characteristics of this section of the street”.

The Preston Street North Traditional Mainstreet Study started in early 2015 and culminated in recommendations that were presented to Planning Committee on November 25, 2015 (ACS2015-PAI-PGM-0179). This resulted in an amendment to the [Bayview Station District Secondary Plan](#) to establish a Secondary Traditional Mainstreet designation for Preston Street North.

This Secondary Traditional Mainstreet designation, implemented through a new subzone, exceptions and height suffixes, recognizes the existing land use characteristics of this section of Preston Street by:

- limiting building heights to four storeys;
- broadening the range of permitted low-rise residential uses (including detached dwellings, duplex dwellings, semi-detached dwellings, three-unit dwellings and townhouse dwellings);
- limiting the maximum lot size to protect the small lot fabric of lands in this area; and
- providing for an appropriate mix of residential and non-residential uses by only allowing sensitive non-residential uses with a smaller floor plate.

This was seen as a balanced approach that would support the evolution and city-building directions set out in the Official Plan for Traditional Mainstreets while respecting the traditional character of this neighbourhood.

Document 1 provides a map of the section of Preston Street between Somerset Street and Albert Street at issue in this report.

The TM12 zoning and height suffix (14.5) applies to most of the properties along this stretch. The exceptions are lands at the far opposite ends, near Albert Street and Somerset Street, which are zoned R4T and TM. Certain properties on both the east and west sides are subject to a TM[2299] exception zone which establishes additional restrictions for non-residential uses and lot sizes.

## Sign Regulations

Signage rules typically scale sign permissions to specific zones. As a result of the recently-completed review of the Permanent Signs on Private Property By-law, revisions were made to the regulations in the previous sign By-law to better reflect the Official Plan vision relating to these zones – in particular, the objectives for development and their visual character. The review resulted in a number of changes to permissions for signage in Traditional Mainstreet (TM) zones.

Table 1 summarizes the key regulations applicable to the TM zone, which includes all TM subzones, under the previous and new Permanent Signs By-laws.

Table 1: TM ZONE SIGN PERMISSIONS						
	Previous By-law (2005-439) (Sign District 3)			New By-law (2016-326) (TM Zone)		
	Size (m <sup>2</sup> or % of wall)	Height (m)	Illumination	Size (m <sup>2</sup> or % of wall)	Height (m)	Illumination
ID ground <sup>1</sup>	5 to 10	2 to 4.5	yes	7	4.5	yes
Info ground	1	3	yes	1	3	yes
EMC	not permitted			not permitted (except for theatre/cinema wall sign)		
ID wall <sup>2</sup>	15 to 20%	n.a.	yes	20%	n.a.	yes
Info wall <sup>3</sup>	1	n.a.	yes	1	n.a.	yes
Logo	10%	n.a.	no	10%	n.a.	no
Projecting	1	n.a.	yes	1	n.a.	yes
Canopy	15 to 20%	n.a.	yes	15%	n.a.	yes
Notes:						
<ol style="list-style-type: none"> <li>1. In the new By-law, identification ground signs are not permitted on properties subject to the Mature Neighbourhoods Overlay</li> <li>2. In the new By-law, externally-illuminated wall signs are excluded from the 30 m setback from residential uses in a residential zone</li> <li>3. In the new By-law, illuminated window signs, digital menu boards, and projected image signs are permitted</li> </ol>						

Rules for signage in TM zones take into account the mixed-use nature of development in Traditional Mainstreet areas. A broad range of uses, including residential and commercial, co-exist in close proximity along streets with a highly pedestrian orientation. Businesses located in TM zones are generally permitted illuminated signs, with the exception of logo signs which must be non-illuminated. The scale of signs (size and height) is moderate when compared with those allowed in other commercial zones. A new restriction was introduced to prohibit identification ground signs on properties within the Mature Neighbourhoods Overlay, which applies to Preston Street North. In addition, although the By-law generally requires that illuminated signs be a minimum of 30 metres from a residential use in a residential zone, this condition was eliminated for externally-illuminated wall signs in a TM zone (it still applies to internally-illuminated signs).

The new rules for signage in TM zones balance the need for businesses to have illuminated signs to identify themselves and provide wayfinding information for customers with the reality that mixed-use neighbourhoods include dwellings that may be impacted by large, bright signs.

## **DISCUSSION**

### **Context**

Preston Street North, in its current state, is not typical of a TM zone. This was acknowledged through the amendment to the Bayview Station District Secondary Plan in December 2015 and its designation as a Secondary Traditional Mainstreet. Its future evolution will also not follow the same path as other TM zones now in transition, given the restrictions placed on building heights, lot sizes and non-residential development.

Table 2 highlights the key differences between Preston Street North's Secondary Traditional Mainstreet designation and a more typical TM zone.

	TM zone	Secondary TM designation
Permitted residential uses	low-rise to high-rise housing types, including mid-to-high-rise apartment buildings	low-rise housing types, from single family homes to low-rise apartment buildings
Permitted non-residential uses	broad range including retail, service commercial, office, and institutional uses, including mixed-use buildings	<ul style="list-style-type: none"> <li>• sensitive, ground oriented, of scale and type compatible with established residential</li> <li>• geared primarily to serving the local residential area</li> </ul>
Maximum building height	6 storeys (20 m)	4 storeys (14.5 m)
Development	<ul style="list-style-type: none"> <li>• development standards that ensure street continuity, scale and character is maintained</li> <li>• uses compatible and complementary to surrounding land uses</li> </ul>	<ul style="list-style-type: none"> <li>• existing townhouses to be retained</li> <li>• small-scale, community-serving and sensitive commercial uses</li> <li>• lot consolidation for demolition and redevelopment discouraged</li> <li>• for properties zoned TM12[2299], certain non-residential uses permitted for occupancies where ground floor &gt; 100 m<sup>2</sup> (personal service business, office, convenience store, retail store) and a maximum lot area of 220 m<sup>2</sup>.</li> </ul>

Despite Preston Street being an arterial road and an important link to the Traditional Mainstreet and Light Rail Transit networks, the designation of the four-block section between Somerset Street and Albert Street as a Secondary Traditional Mainstreet, and its corresponding constraints described in Table 2, will limit non-residential development along this stretch. It is likely that the need for business signage as this area evolves will not be as intense as in a TM zone. The TM12 subzone shares some of the characteristics of the less intensive commercial/mixed-use Local Commercial (LC) zone and the Residential Neighbourhood Commercial Suffix (R-c) suffix in terms of a focus on neighbourhood-serving uses and ensuring that the size and scale of development

are consistent with surrounding residential uses. However, the LC zone allows a broader range of non-residential development than what is permitted in the TM12[2299] exception zone and the R-c suffix requires the non-residential use be located only on the ground floor, basement, or both of a residential use building.

In terms of the impact of signage, any future non-residential uses on Preston Street North face similar challenges as in LC zones and properties assigned the R-c suffix due to their proximity to adjacent residential uses. These challenges are further complicated by the relatively small lot sizes directed by the TM12/TM12[2299] zoning that applies to many of the properties. Most of the buildings on the properties zoned TM12[2299] are attached (two-storey rowhouses and duplexes), with very small setbacks, if any, from the right-of-way (ROW). This means any signs on the fronts of those buildings will only be separated from the building directly across the street by the width of the ROW. For most of Preston Street between Somerset Street and Primrose Avenue, this is approximately 20 metres. For the section between Primrose Avenue and Albert Street, the ROW ranges between approximately 22 and 37 metres.

The 20 metre ROW is not dissimilar to other TM areas such as sections of Elgin Street and Richmond Road (in Westboro). The difference for Preston Street North is that its transition from a primarily residential area to the mixed-use environment envisaged in a TM zone is at its very earliest stages. Redevelopment of currently-residential properties with non-residential uses will likely take place over an extended period during which there will be a continued significant residential presence.

Signs on the sides of buildings developed or redeveloped with a non-residential or mixed use will also be very close to their neighbours on the same side of the street, with interior side lot setbacks of only 3 metres for non-residential uses abutting a lot on which there is a detached dwelling, duplex dwelling, semi-detached dwelling, three-unit dwelling or townhouse dwelling (Sub-section 198 (12)(b) of the Zoning By-law).

The greatest impact of signage on this area will be illumination. While important for businesses, the prevalence and proximity of residential uses on Preston Street North – now and likely as it evolves as an integral link in Ottawa's transit-linked growth – necessitates a different approach to signs than is taken in the new By-law for regular TM zones.



## **Proposed Changes**

Sign permissions should reflect the Official Plan objectives as well as any applicable Secondary Plan policy frameworks for development. The recent designation of Preston Street North as a Secondary Traditional Mainstreet and the change in the vision for its future evolution articulated in the amended Bayview Station District Secondary Plan warrants a rethink of the sign permissions applicable to this area.

It is therefore recommended that the following revised sign permissions apply to properties zoned TM (including TM[78]H(15)) and TM12 (including TM12[2299] H(14.5) and TM12 H(14.5)) abutting Preston Street between Somerset Street and Albert Street:

- information ground signs:
  - maximum size of 0.5 square metres (reduced from 1 square metre);
  - maximum height of 1.5 metres (reduced from 3 metres);
  - no illumination (whereas illumination is currently permitted); and
  - only permitted on the street frontage abutting Preston Street.

This will maintain the permission for directional ground signs that are important for wayfinding, but with a reduced impact on adjacent properties along Preston Street, on residentially-zoned properties on Spruce Street, Elm Street and Primrose Avenue, and on the streetscape.

- identification wall signs:
  - maximum size to be maintained at 20 per cent of the wall face of the first or second storey on which they are located;
  - illumination limited to external lighting; and
  - only permitted on the façade of the building facing Preston Street.

Wall signs are the primary mechanism for business identification on Preston Street North, since identification ground signs are not permitted where the Mature Neighbourhoods Overlay applies. They are important not only for businesses, but also for their customers who rely on signage for wayfinding. The impact on adjacent

properties will be mitigated by allowing only external illumination (for example, downward-facing gooseneck lighting), which is task-oriented with little or no spillover, and by limiting signage to the façade of the building facing Preston Street to minimize lightshed on abutting properties and intersecting residential streets.

- information wall signs:
  - maximum size to be maintained at 1 square metre (which is the size permitted in both LC and TM zones);
  - illumination restricted to external lighting, consistent with identification wall signs; and
  - only permitted on the façade of the building facing Preston Street.
- logo signs (located on the top storey of a building):
  - maximum size 5 per cent (reduced from 10 per cent) of the wall face (storey) on which they are located;
  - no illumination, as is the case for TM zones in general; and
  - only permitted on the façade of the building facing Preston Street.

Logo signs may provide an alternative to wall signs where wall signs are not practical due to the architectural features of the building. The 5 per cent size is identical to what is available for LC-zoned properties. Limiting them to the façade of the building facing Preston Street reduces their visual impact on abutting residential uses as well as on the residential zones along intersecting streets.

- message centres are not permitted:

Message centres are permitted in a TM zone for a wall sign on a cinema or theatre. However, they will not be allowed for this use along Preston Street North due to the significant impact they would have on adjacent residential uses.

- canopy signs:
  - maximum size maintained at 15 per cent of the wall face of the first or second storey, which applies to TM zones in general;

- illumination limited to external lighting (whereas the TM zone permits both external and internal lighting); and
- only permitted on the façade of the building facing Preston Street.

Canopy signs can be an attractive alternative to wall signs where the latter are impractical or where they are more suited to the architecture of the building. As with wall signs, allowing only external lighting and limiting them to Preston Street-facing facades will mitigate the impact of their illumination on nearby residential uses.

- projecting signs:
  - maximum size of 0.7 square metres (reduced from 1 square metre);
  - illumination limited to external lighting; and
  - only permitted on the façade of the building facing Preston Street.

Projecting signs are used mainly on buildings with sufficient clearance from the ROW. Many of the existing buildings on Preston Street North are situated on or very near the ROW and would either not comply with the required setbacks or need an encroachment permit. However, there are locations where they may be feasible. The reduced permitted size, limitation to external lighting and being allowed only on Preston Street-facing facades will reduce their impact on residential uses.

- digital menu boards and projected image signs are not permitted, even though they are allowed for TM zones in general.

## **Summary**

The permissions for signage for Preston Street North have been revised to recognize the recent rezoning of this area and to better reflect the character of the current and envisaged neighbourhood. A balanced approach has been recommended to acknowledge the existing built form as well as future development. Non-residential uses will still be permitted appropriate signs, including some that are illuminated, so that businesses have adequate means of identification and the public can benefit from clear wayfinding. The impact of the permitted signs on residential uses will be mitigated by various means, including restrictions on the type of illumination allowed, where on the

building or property signs can be located, and prohibiting some types of signs that would normally be found in a TM zone.

Document 2 provides a summary of existing sign permissions for TM zones in Permanent Signs on Private Property By-law 2016-326 and the proposed permissions for signage on Preston Street North.

### **RURAL IMPLICATIONS**

There are no rural implications associated with this report.

### **CONSULTATION**

Feedback on the proposed recommendations was sought from the Preston Street Business Improvement Area (BIA) and the Dalhousie Community Association representing business and resident interests in the area at issue.

The Preston Street BIA is in agreement with the proposed approach, recognizing that existing legal signage is grandfathered unless substantially altered or replaced.

The Dalhousie Community Association had no comment.

### **COMMENTS BY THE WARD COUNCILLOR**

Councillor McKenney is in support of this report.

### **LEGAL IMPLICATIONS**

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

### **RISK MANAGEMENT IMPLICATIONS**

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

### **FINANCIAL IMPLICATIONS**

It is anticipated that the proposed amendments to the Permanent Signs on Private Property By-law will have a negligible impact on sign revenues.

## **ACCESSIBILITY IMPACTS**

There are no accessibility implications associated with this report.

## **TERM OF COUNCIL PRIORITIES**

This project addresses the following Term of Council Priorities:

Strategic Objective: GP3 – Make sustainable choices

Ensure that long-term impacts on the City and the quality of life of its residents are considered when making decisions about how the City's assets are managed, how the City operates and how rural and urban areas are developed.

## **SUPPORTING DOCUMENTATION**

Document 1 Map of Affected Area of Preston Street

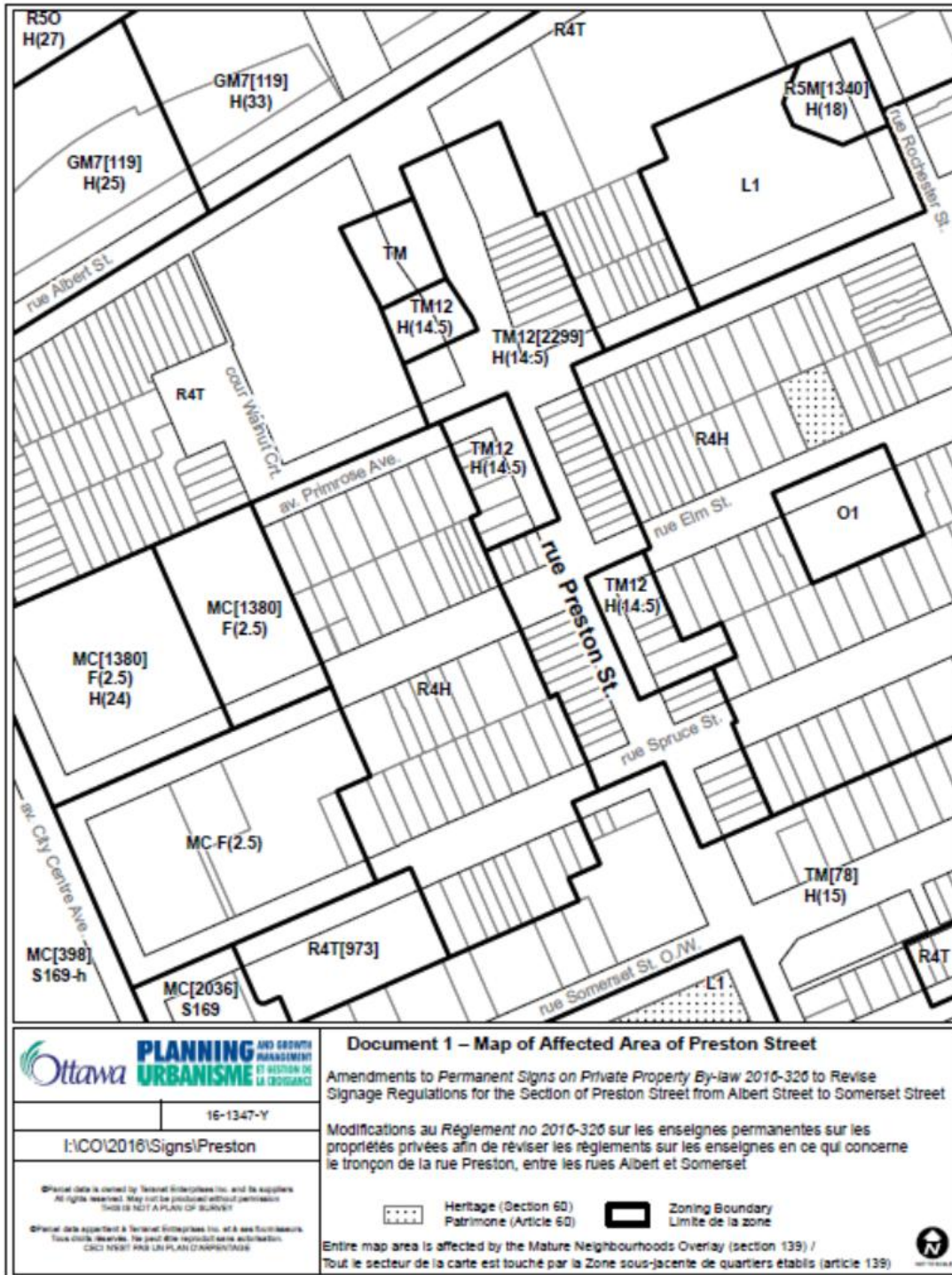
Document 2 Sign Permissions under Current By-law for TM Zones and Proposed Permissions for Preston Street North

Document 3 Proposed Amendments to Permanent Signs on Private Property  
By-law 2016-326

## **DISPOSITION**

The Office of the City Clerk and Solicitor shall prepare the implementing By-law and forward it to Council for enactment.

Document 1 – Map of Affected Area of Preston Street



**Document 2 – Sign Permissions under Current By-law for TM Zones and Proposed Permissions for Preston Street North**

KEY SIGN PERMISSIONS FOR TM ZONES AND PROPOSED FOR PRESTON STREET NORTH				
	Current: TM <sup>1</sup>		Proposed: Preston Street North <sup>1</sup>	
	Size/height	Illumination	Size/height	Illumination
ID Ground	7 m <sup>2</sup> /4.5 m	yes	not permitted	
	not permitted for properties where Mature Neighbourhood Overlay applies		(Mature Neighbourhood Overlay applies)	
Info Ground	1 m <sup>2</sup> /3 m	yes	0.5 m <sup>2</sup> /1.5 m	no
			only on façade abutting Preston St.	
ID Wall	20%	yes	20%	external
			only on façade facing Preston St.	
Info Wall	1 m <sup>2</sup>	yes	1 m <sup>2</sup>	external
			only on façade facing Preston St.	
Logo	10%	no	5%	no
			only on façade facing Preston St.	
Digital menu board	0.2 m <sup>2</sup>	digital	not permitted	
Illuminated window	within max. area for wall signs	yes	within max. area for wall signs	yes
			for non-residential use only only on façade facing Preston St.	
Projected	within max. area	yes	not permitted	

image	for wall signs			
Canopy	15%	yes	15%	external
			only on façade facing Preston St.	
Projecting	1 m <sup>2</sup>	yes	0.7 m <sup>2</sup>	external
			only on façade facing Preston St.	
Message centre	permitted as part of a wall sign for cinema/theatre		not permitted	
Notes:				
1 Externally-illuminated wall signs excluded from 30 m setback from residential use in a residential zone				

**Document 3 – Proposed Amendments to Permanent Signs on Private Property  
By-law 2016-326**

1. Amend Section 126, Table 2A, TM zone, to add reference to new Endnote 5 in Column VII “Additional Regulations/Endnotes”.
2. Amend Section 126, Table 2B to add a new Endnote 5, as follows:
  5. On a property zoned TM or TM12 abutting Preston Street between Somerset Street and Albert Street, an information ground sign is permitted, provided:
    - (a) the area does not exceed 0.5 m<sup>2</sup>;
    - (b) the height does not exceed 1.5 m;
    - (c) it is not illuminated; and
    - (d) it is located on the street frontage facing Preston Street.
3. Amend Section 126, Table 2B, Endnote 4, as follows:
  - a. revise the first paragraph to read “(1) Unless otherwise specified,...”; and
  - b. add a new paragraph “(2) A digital menu board is not permitted for a property abutting Preston Street between Somerset Street and Albert Street”.
4. Amend Section 139, Table 3A, TM zone, to add reference to new Endnote 10 in Column VIII “Additional Regulations/Endnotes”.
5. Amend Section 139, Table 3B to add a new Endnote 10, as follows:
  10. On a property zoned TM or TM12 abutting Preston Street between Somerset Street and Albert Street,
    - (a) a wall sign, if illuminated:
      - i. must be externally illuminated; and
      - ii. can only be located on the building façade facing Preston Street;
    - (b) a projected image sign is not permitted;



- (c) a message centre for a theatre or cinema is not permitted;
  - (d) a digital menu board is not permitted;
  - (e) an illuminated window sign:
    - i. is not permitted for a residential-use building; and
    - ii. must be on the façade of the building facing Preston Street.
  - (f) A non-illuminated logo sign is permitted, provided:
    - i. the area does not exceed 5% of the wall face of the storey on which it is located; and
    - ii. it is located on the building façade facing Preston Street.
6. Revise the preamble to Endnote 8 of Table 3B in Section 139, as follows:
- 8 (1) Unless otherwise specified, a projected image sign is permitted, provided:
7. Amend Section 152, Table 4A, TM zone, to add reference to new Endnote 2 in Column VII "Additional Regulations/Endnotes".
8. Amend Section 152, Table 4B to add a new Endnote 2, as follows:
- 2 On a property zoned TM or TM12 abutting Preston Street between Somerset Street and Albert Street, a canopy or projecting sign is permitted, provided:
    - (a) if illuminated, it must be externally illuminated;
    - (b) it is located on the building façade facing Preston Street; and
    - (c) if a projecting sign, the area cannot exceed 0.7 m<sup>2</sup>.