

**Report to  
Rapport au:**

**Council  
au Conseil  
8 July 2015 / 8 juillet 2015**

**Submitted on July 3, 2015  
Soumis le 3 juillet 2015**

**Submitted by  
Soumis par:  
Agriculture and Rural Affairs Committee / Comité de l'agriculture et des affaires  
rurales**

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**Ward: RIDEAU-GOULBOURN (21)**

**File Number: ACS2015-CMR-ARA-0007**

**SUBJECT: Electronic Message Centre as part of the ground sign at 6107 Perth  
Street**

**OBJET: L'installation d'un afficheur à message électronique sur l'enseigne  
fixée au sol située au 6107, rue Perth**

#### **REPORT RECOMMENDATIONS**

**That Council approve a waiver of Sections 96 and 104(1) of the Permanent Signs on Private Property By-law (2005-439, as amended) to permit the electronic message centre as part of the ground sign at 6107 Perth Street, subject to the following conditions (section 67A) that shall be reflected in the permit:**

- a) static alphanumeric text messages and images are permitted provided there is no scrolling text or any flashing text, characters, images, or video;**
- b) the minimum dwell time shall be of six minutes for alphanumeric text, an image, or an alphanumeric text and image, where permitted;**

- b) there is a maximum transition time of one second between messages;
- d) there is a maximum lighting level of 5,000 cd/m<sup>2</sup> between sunrise and sunset, and 300 cd/m<sup>2</sup> between sunset and sunrise, where sunrise and sunset times are determined according to the National Research Council of Canada Sunrise/Sunset Calculator; and,
- e) the controlled display areas are programmed by an automatic sensor so as to display lighting of no more than 3 LUX above ambient light conditions.

#### **RECOMMANDATIONS DU RAPPORT**

**Que le Conseil approuve une exception à l'article 96 et au paragraphe 104(1) du Règlement de la Ville d'Ottawa régissant les enseignes permanentes sur les propriétés privées (n° 2005-439, tel que modifié) pour permettre l'installation d'un afficheur à message électronique sur l'enseigne fixée au sol située au 6107, rue Perth, sous réserve des conditions suivantes (paragraphe 67A) :**

- a) les messages en caractères alphanumériques et les images statiques sont autorisés pourvu qu'il n'y ait pas de texte défilant ou de texte, caractères alphanumériques, images ou vidéos clignotants;
- b) la période de maintien minimale doit être de six minutes pour un texte, pour une image ou pour un texte et une image, là où l'enseigne est permise;
- c) la période de transition maximale entre les messages est d'une seconde;
- d) la puissance d'éclairage ne doit pas excéder une luminance de 5 000 cd/m<sup>2</sup> entre le lever et le coucher du soleil, et de 300 cd/m<sup>2</sup> entre le coucher et le lever du soleil (les heures de lever et de coucher du soleil seront déterminées par la calculatrice des levers et couchers du Soleil du Conseil national de recherches du Canada);
- e) les surfaces d'affichage contrôlées sont programmées à l'aide d'un capteur automatique afin que la puissance d'éclairage n'excède pas la lumière ambiante de plus de 3 lux.

## **BACKGROUND**

The Agriculture and Rural Affairs Committee, at its meeting of 2 July 2015, approved the following motion added to the agenda pursuant to 89(3) of the Procedure By-law (being By-law no. 2014-441).

*WHEREAS the Permanent Signs on Private Property By-law permits an illuminated ground sign with a manual message centre in a District 3 area, but does not permit an electronic message centre as part of a ground sign in this particular situation; and*

*WHEREAS the Richmond Agricultural Society, located at 6107 Perth Street, located in District 3, would like to install a new ground sign with an electronic message centre; and*

*WHEREAS it is appropriate to allow the electronic message centre in this instance, under specific conditions to ensure that the sign does not pose any traffic safety concerns, since the ground sign is already allowed to have an illuminated manual message centre;*

*THEREFORE BE IT RESOLVED that Council approve a waiver of Sections 96 and 104(1) of the Permanent Signs on Private Property By-law (2005-439, as amended) to permit the electronic message centre as part of the ground sign at 6107 Perth Street, subject to the following conditions (section 67A) that shall be reflected in the permit:*

- a) static alphanumeric text messages and images are permitted provided there is no scrolling text or any flashing text, characters, images, or video;*
- b) the minimum dwell time shall be of six minutes for alphanumeric text, an image, or an alphanumeric text and image, where permitted;*
- c) there is a maximum transition time of one second between messages;*
- d) there is a maximum lighting level of 5,000 cd/m<sup>2</sup> between sunrise and sunset, and 300 cd/m<sup>2</sup> between sunset and sunrise, where sunrise and sunset times are determined according to the National Research Council of Canada Sunrise/Sunset Calculator; and,*
- e) the controlled display areas are programmed by an automatic sensor so as to display lighting of no more than 3 LUX above ambient light conditions.*

## **DISCUSSION**

This item was introduced at the Agriculture and Rural Affairs Committee meeting of 2 July 2015 and carried with the support of all Committee members and staff.

**RURAL IMPLICATIONS**

Staff will be available at the Council meeting to respond to questions, as necessary.

**CONSULTATION**

Staff will be available at the Council meeting to respond to questions, as necessary.

**COMMENTS BY THE WARD COUNCILLOR(S)**

The Ward Councillor is in support of the recommendation.

**LEGAL IMPLICATIONS**

Staff will be available at the Council meeting to respond to questions, as necessary.

**RISK MANAGEMENT IMPLICATIONS**

Staff will be available at the Council meeting to respond to questions, as necessary.

**FINANCIAL IMPLICATIONS**

The sign will be subject to sign permit and the electronic message centre fees.

**ACCESSIBILITY IMPACTS**

Staff will be available at the Council meeting to respond to questions, as necessary.

**TERM OF COUNCIL PRIORITIES**

This report supports the current Term of Council Priority related to Governance, Planning and Decision Making (GP1: Improve the public's confidence in and satisfaction with the way Council works).

**DISPOSITION**

Staff will implement Council's decision(s), as directed.