
TO: GENERAL COMMITTEE

FROM: D. McALPINE, DIRECTOR OF LEGISLATIVE & COURT SERVICES

PREPARED BY: J. FORGRAVE, SUPERVISOR OF ENFORCEMENT SERVICES

**NOTED: P. ELLIOTT-SPENCER, MBA, CPA, CMA
GENERAL MANAGER OF COMMUNITY AND CORPORATE SERVICES**

C. LADD, CHIEF ADMINISTRATIVE OFFICER

RE: DIGITAL POSTER PANEL SIGNAGE – PILOT PROJECT

DATE: FEBRUARY 13, 2017

The purpose of this memorandum is to advise members of Council of a pilot project that is being undertaken in response to a request submitted by Pattison Outdoor Advertising to convert an existing poster panel sign to a digital display poster panel sign within the City of Barrie. The location for the sign that is the subject of the pilot is 240 Maplevue Drive East, located on a light industrial zoned lot at Huronia Road (see Appendix "A" attached). This poster panel sign would have 1 digital display facing southeast making it visible to westbound traffic on Maplevue Drive East and northbound traffic on Huronia Road. A three-year pilot is being undertaken with the condition that the pilot be reviewed annually by staff and subject to the approval and issuance of all necessary building permits. While a three year pilot may seem very long, it would allow Pattison Outdoor Advertising to realize a return on their investment. A longer pilot could delay the process for the applicant or other companies to implement similar digital poster panel signs, if this initiative is successful.

Background

City of Barrie By-law 2005-093 as amended permits the placement of poster panel signs in all vacant undeveloped lots zoned commercial or industrial and on all lands zoned agricultural, according to the City of Barrie Zoning By-law.

"Poster Panel Sign" means a sign that advertises goods, products, services or facilities that are not available at the location where the sign is situated or that directs persons to a location different from that where the sign is located, and shall include free standing structures and signs attached in any manner to the wall of a building or structure and includes a standardized sign structure erected and maintained by a business engaged in the sale or rental of space upon which advertising copy is displayed advertising goods or services that are not necessarily conducted within or upon the lot upon which the sign is located.

"Electronic Message Board" means a section of a sign which is electronically controlled and which displays information in a pre-arranged sequence, and on which the intensity of the illumination is maintained at a consistent level.

Pattison Outdoor Advertising has several poster panel signs on various parcels of land within the City of Barrie and has had these types of signs for a number of years. All existing locations are currently grandfathered under By-law 2005-093 as amended as they were erected prior to the original passing of the by-law in 1999.

Proposed Pilot Request

Pattison Outdoor Advertising approached the City of Barrie regarding the possibility of converting an existing standard poster panel sign in Barrie to a digital display poster panel sign. As part of its proposal, Pattison Outdoor Advertising was seeking a five year pilot.

By-law 2005-093 as amended regulates electronic advertising devices as follows: No person shall erect or cause or allow to be erected on any lands or premises any of the following types of signs:

- signs which include in any manner any flashing illumination which varies in intensity or which varies in colour and signs which have any visible moving parts or visible mechanical movement of any description, with the exception of signs which indicate time or temperature, provided that such sign is not prohibited by any other provisions of this section; or
- signs which, by reason of size, location, or illumination, obstruct the vision of drivers or pedestrians, or obstruct or detract from the visibility or effectiveness of any traffic sign or control device on public streets and roads or which are located in a sight triangle

Addressed Issues & Concerns

The proposed digital display will broadcast motionless advertisements with a dwell time (time on the ad) of 8 seconds and 1 second to switch to the next ad. Staff have determined this transition timing would not be considered "flashing" illumination. Further, as the images are motionless, it means that the illumination will not vary in intensity or colour. As the ambient light decreases, so does the intensity of the display, as less light is required to make the images visible in darker conditions.

Staff in Enforcement Services circulated a memorandum regarding this proposal to Traffic Services, Planning Services and Building Services for feedback on potential concerns with such an advertising device being erected at this location. All of the departments responded that there were no concerns with such a device at the proposed location.

Established Municipalities

Staff are currently aware of a few Ontario municipalities who have approved similar digital poster panel signs after successful pilot projects. Those municipalities include Milton, Ottawa, Toronto as well as Surrey, British Columbia.

Municipalities with digital poster panel signs operated by Pattison Outdoor Advertising are also provided with free advertising time for emergency broadcasts or other events of the municipality.

Results of the Pilot

Staff will report to City Council regarding the results of the pilot after the first year and after the completion of the pilot.

APPENDIX "A"

