

By-law Section	Current Provisions	Proposed Changes	AGREE W/CHANGES YES/NO & WHY
Definitions	None None None None	<p>Community Event sign means a temporary sign that is erected for a local charitable community event and may be erected 7 days prior to an event and removed 72 hours after the event has concluded.</p> <p>Menu Board sign means a sign erected as part of a drive-through facility and used to display and order products and services available in association with the drive-through business.</p> <p>Legal Non-conforming sign means an existing sign, legally erected prior to December 15, 2008 and for which a permit was previously obtained and which does not conform with any or all of the provisions of this by-law, as amended.</p> <p>Electronic Message Centre sign means a sign that is capable of displaying words, symbols, figures or images, as copy, which can be electronically changed by remote or automatic means. This could include full motion video or fixed copy that changes.</p>	<p>Staff recommended changes. No comments from stakeholders.</p>
3.5 Signs for which permit is not required	None	<p>3.5.1 (p) Community event sign not more than 3 m² (32.29 sq. ft.) in sign area;</p> <p>3.5.1 (q) Menu board sign not more than 3.5 m² (37.67 sq. ft.) in sign area and not more than 3 m. in height.</p>	<p>Staff recommended. No comments received from stakeholders.</p>

3.6.2	None	Add words: Niagara Civic Convention Centre	Staff recommended. No comments received from stakeholders.
3.6.2.2	None	Add words: Business Improvement Areas	Staff recommended. No comments received from stakeholders.
4.4 General Provisions	Be amended to include	No sign shall be located within 1.5 m of an adjacent lot except where the adjacent lot line is a shared wall or is on a structure located on corner.	Staff recommended. No comments received from stakeholders.
Add: 4.10. General Provisions	Be added:	<p>4.10 Changes to a legal non-conforming sign including replacement of the sign content and sign face or restoration, reinforcement and repair to the structural elements of a sign shall be permitted provided all dimensions and location of sign remain exactly the same and shall be subject to obtaining the necessary sign permit.</p> <p>4.10.1 Where changes to a legal non-conforming sign necessitate the removal or disassembly of structural elements, in whole or in part, it is deemed a replacement sign which necessitates full compliance with all provisions of this by-law and shall require a building permit.</p> <p>4.10.2 A sign permit shall not be required for any alterations or repairs to a sign for which a sign permit has been issued where such alterations or repairs involve only a change in copy or the repainting, cleaning or other normal activities provided the sign structure is not modified in any other way.</p>	<p>Pattison Outdoor: What would process be if they wished to increase the size or move the location when it is a legal non-conforming sign and they wish to convert to 100% digital? Answer: New permit would be required. Depending on location, some districts permit 100% digital. If change in size and location, new permit would be required – but not likely to get as per limit for number of billboards in City.</p>
13 Readograph	Be amended by adding	Readograph or Electronic Message Centre 13.1 Readograph or electronic message centre may be incorporated into any ground,	Staff recommended changes. No comments received from stakeholders.

		fascia, roof or billboard sign permitted under this by-law in the Sign Districts listed in Table 6 and is subject to the following restrictions:	
13.3	Be deleted and changed to:	For the purpose of this by-law the installation of a readograph or electronic message centre sign on an existing sign shall require a building permit to ensure compliance with the Ontario Building Code.	Staff recommended. No comments received from stakeholders.
Add: 13.4 Distance Separation		13.4.1 Electronic message centre sign shall not be erected within 60 m of any Residential zone, if such a sign faces directly into the Residential zone; and, 13.4.2 No part of electronic message centre on a billboard or roof sign shall be erected within 150 m of any Residential zone if such a sign faces directly into the Residential zone.	Pattison Outdoor: Suggests the word ‘facing’ or <u>directly visible</u> be added so that the meaning is that if an electronic sign faces into a Residential zone that it is not permitted, but that if the back or supporting structure is seen, that is permitted. Answer: insert ‘if the sign faces directly into...’
Add: 13.5 Brightness		13.5.1 Electronic message centre signs shall have an intensity of luminance and illumination not to exceed the lesser of : (a) 5 lux (0.5 foot candles) above ambient light conditions or 5000 nits (5000 cd/m ²) during the daytime hours; and, (b) 3 lux (0.3 foot candles) above the ambient light conditions or 300 nits (300 cd/m ²) during the hours between dusk and dawn.	<u>Pattison Outdoor:</u> Use only NITS as measurement – 5000 nits during day and 300 nits between sunset & sunrise. <u>Transportation Services & Cima Consultant:</u> At minimum 5000 nits during daytime and 500 nits or less at nighttime. <u>Harry Oakes:</u> Would like 2 to 2.5 foot candles above ambient light on Clifton Hill <u>City of Toronto:</u> Dundas Square lighting is no different than any other part of City. 5000 nits during daytime hours and 300 nits between sunset and sunrise. Answer: Staff agree with best practices occurring in City of Toronto and believe that

			proposed brightness levels are appropriate.
Add: 13.6 Automatic Dimming		13.6.1 All electronic message centre signs must have installed an ambient light monitor which shall continuously monitor and automatically adjust the brightness level of the display based on ambient light conditions consistent with the illumination regulations of this by-law.	<u>Cima/Transportation Services:</u> Require the installation of ambient light sensors and automatic dimmers.
Add 13.7 Maintenance		13.7.1 Every sign owner shall ensure that each sign be maintained so that all electronic message centre signs shall be turned off if not in 100% working order.	Staff recommended. No comments received from stakeholders.