



Proposed Replacement Electronic Billboard Sign By-law Amendment (SVA2023-009)

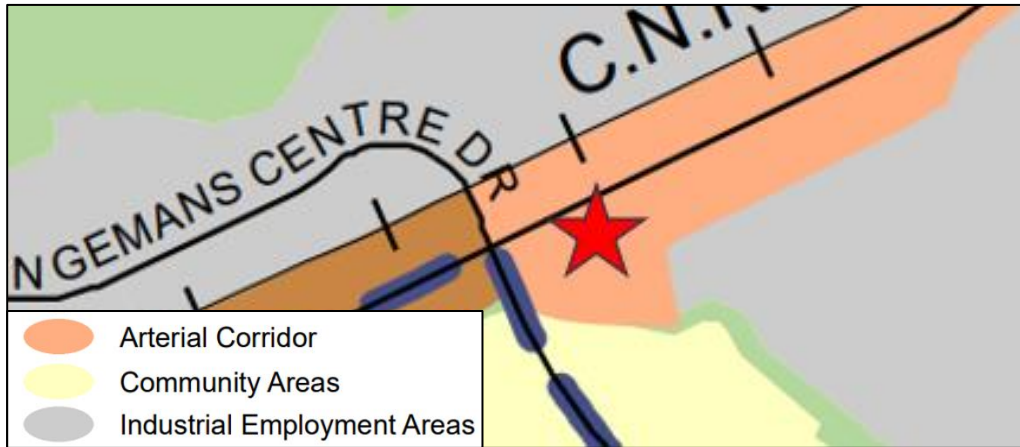
1495 Victoria St N
Kitchener, ON

Public Meeting
June 13, 2024

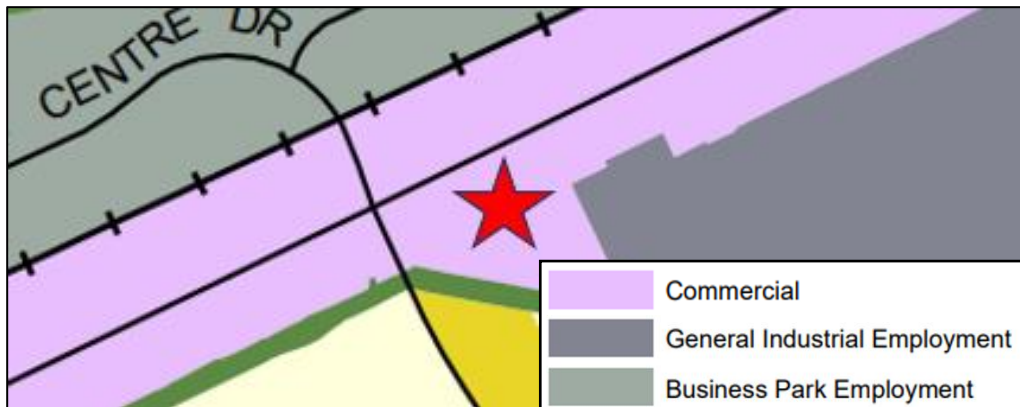


Zelinka Priamo Ltd.
LAND USE PLANNERS

Planning Context



OP Map 2 – Urban Structure



OP Map 3 – Land Use

- Designated *Commercial* along an *Arterial Corridor*
 - Intended function “... to predominately serve those travelling by automobile and to accommodate a limited range of land extensive retail uses which require outdoor storage or sales” (OP 3.C.2.41)
- Zoned COM-3 by Zoning By-law 2019-051, as amended
- Permits light industrial and retail uses
- Existing billboard sign visible to other Commercial and Industrial lands

Spatial Analysis



- Existing/proposed sign location does not interface with Residential lands
- Significant distance / built features between nearest billboard to minimise perceived visual clutter impacts

Subject Lands



Proposed Replacement



West Elevation – Proposed

- **Reduces** third-party advertising area by **44%**
- **Maintains >80m setback** to nearest intersection (exceeds By-law requirement)
- **Reduces** the number of **sign faces**
- Proposed to **exceed requirements** related to **illumination hours** and **message display length**
- Proposed digital display technology can **immediately adjust** to ambient lighting conditions
- Proponent open to **providing the City of Kitchener with advertising time** through an agreement

The proposal is representative of an improvement to the existing condition.

Compliance Chart

Sign By-law	Proposal	Compliance
24-hour illumination (sign not facing or within 30m of Residential uses)	Sign turned off between 23:00-06:00	Yes (exceeds)
Minimum 6 seconds per message	Minimum 10 seconds per message	Yes (exceeds)
Minimum 23m setback to major intersections	Minimum 82m setback to major intersections	Yes (exceeds)
Copy Types in Commercial Zones	Digital billboard with automatic changing copy in a Commercial Zone	No (relief requested)
Minimum 150m separation to Residential-zoned properties	Minimum 135m separation to Residential-zoned properties to the south	No (relief requested)
Minimum front yard setback of 6m	Minimum front yard setback of 2m to match existing Willing to increase to 5m	No (relief requested)
Maximum billboard sign area of 20m ²	Maximum billboard sign area of 20.24m ²	No (relief requested)
Minimum 300m separation to other billboards	Minimum 215m separation to other billboards	No (relief requested)

Elevation Comparison



East Elevation – Existing

- 72m² total advertising area
- 4 sign faces
- External illumination throughout nighttime hours
- Setback 2 metres from the front property line



East Elevation – Proposed

- 40.5m² total advertising area (-44%)
- 2 sign faces (-50%)
- Internal illumination disabled between 23:00-06:00
- Willing to increase setback to 5 metres

Conclusions

Decision “sets a precedent”	<ul style="list-style-type: none"> • No; A decision on any Sign By-law Amendment application is to be evaluated on their individual merits and contexts, which would be at the discretion of Council.
Potential distraction	<ul style="list-style-type: none"> • Proposal exceeds the Sign By-law provisions as it relates to distance from an intersection and message display length, which limit perceived distraction impacts. • Digital display illumination can appropriately adjust instantly to ambient conditions. • Application proposes several restrictions on the illumination in excess of applicable provisions, including display hours and luminescence. Willing to increase front yard setback to 5 metres to respond to the City’s comments. • No specific comments from City Transportation Engineering offered. As the proposal generally complies with the relevant provisions, no undue distractions are anticipated.
Urban Design Guidelines	<ul style="list-style-type: none"> • Prevailing Official Plan policies identify the lands for employment-compatible, auto-oriented uses (commercial with large surface storage and light industrial uses) • Proposed replacement sign is compatible with the surrounding area, which is largely developed with similar Employment and Commercial land uses. Proposal is consistent with the extensive range of existing signage present along Victoria Street N.
Public Interest	<ul style="list-style-type: none"> • Existing sign is lawfully permitted to remain erected indefinitely, whereas the proposed replacement reduces advertising area, the number of advertising faces, proximity to the street, and nighttime illumination. • Proponent offering to provide City of Kitchener with advertising time for notices, events, and other messaging.



Thank You