



Report to: Development Services Committee

Meeting Date: April 24th, 2017

SUBJECT: Authorization to hold a Public Meeting on proposed amendments to the City's Sign By-law

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Supervisor of Zoning

REVIEWED BY: Chris Bird, ext. 4712
Director of Building Standards

RECOMMENDATION:

- 1) THAT the report dated April 24, 2017 entitled, "Authorization to hold a Public Meeting on proposed amendments to the City's Sign By-law" be received;
- 2) THAT the presentation by Martin Rendl and Associates on the Sign By-law, be received;
- 3) THAT staff be authorized to hold a Public Meeting to consider preliminary recommendations made by Martin Rendl and Associates, to amend the City's Sign By-law as summarized in this report;
- 4) AND THAT staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to inform Development Services Committee of preliminary recommendations for implementing proposed refinements to the City's Sign By-law 2002-94, as outlined in the attached report and presentation prepared by Martin Rendl and Associates, and to seek authorization to hold a Public Meeting to obtain feedback from stakeholders.

BACKGROUND:

The primary factor shaping the visual environment of The City of Markham is the design, placement, and massing of buildings within the environment. Signage plays a key role in further shaping this environment by accenting and complementing this built form. Signage within the City is currently regulated by By-law 2002-94. This by-law replaced two previous by-laws from 1993, and 1994. By-law 2002-94 was passed in 2002 following an extensive review by a consulting team lead by Martin Rendl, and included public consultation and resident surveys. Section 2.0 of by-law 2002-94 outlines the purpose and intent of the regulations, which are to authorize signs that:

- (a) Are appropriate in size, number, and location to the type of activity or use to which they pertain.
- (b) Provide the public with reasonable and appropriate means to locate and identify facilities, businesses, and services without difficulty and confusion.

- (c) Are compatible with their surroundings.
- (d) Protect, preserve, and enhance the aesthetic qualities and visual character of the City of Markham.
- (e) Are consistent with the City's urban design and heritage objectives.
- (f) Do not create a distraction or safety hazard for pedestrians or motorists.
- (g) Minimize possible adverse effects on nearby public and private property.
- (h) Regulate signs while impairing the public's right to expression as little as possible and proportionally to the purpose of the By-law.

A result of the City's current regulations is an overall positive visual character, balancing the advertising needs of individual businesses, with the safety and aesthetic qualities of the visual environment. It is often observed that signage in Markham is more reserved and complimentary to the built form than in certain neighbouring communities.

Commercial buildings containing more than one tenant are subject to the sign uniformity provision of by-law 2002-94. Elevations are submitted by the applicant at the site plan approval stage with preferred areas on the building for signage. The Urban Design Section of the Planning Department review these preferred locations, and when satisfied with the overall signage package for the building, will approve a sign uniformity plan. Permits for signage are only approved when they comply with the location and signage type authorized on the sign uniformity plan, and provided they also comply with the area and type requirements of the sign by-law. The sign uniformity process has improved the consistency of sign types on multi tenant buildings, and ensures signage is considered at an earlier stage of the property development by protecting key architectural features.

On May 28, 2013, Council approved six sign variances at 169-179 Enterprise Blvd (Cineplex building in Markham Centre). The variances allowed for the installation of unique types and sizes of signs on the mixed use cinema, restaurant, office, and retail building, with the intent of animating this key destination, commercial building in Markham Centre. Staff were also directed to report on possible amendments to the Sign By-law which would delegate sign variances to the site plan approval stage for unique districts within the City.

Following a number of requests for electronic signage by Metrolinx, RCC Media, Remington, and Liberty Developments, Staff were directed by Development Services Committee on May 20th, 2014 to report on establishing a City policy for electronic signs.

Through the regular implementation of the Sign By-law, staff and other stakeholders have also identified issues with respect to the interpretation of regulations and the consistency of Markham's Sign By-law with current trends and best practices. Staff conducted a scoped review to evaluate possible amendments and updates to the sign by-

law. The following areas of review have been identified for Council's consideration with the intent of continually improving the by-laws and keeping them current and relevant:

A - Electronic Signage including:

- Billboard Signage

B - Signage for New Developments including:

- Subdivision Development Signage
- Off-site Development Signage
- Hoarding Signage

C - Institutional Signage

D - Window Signage

E - Special Sign District

OPTIONS/DISCUSSION

A - Electronic Signage:

Current Permissions:

Electronic Signage is limited to a 'readograph' or electronic message display. These signage types are only permitted to occupy fifty percent (50%) of a ground sign. Flashing or animated signage, as well as video displays, are prohibited. The current permissions for electronic message displays allow for larger commercial sites to offer signage to multiple tenants, reducing the need for larger signage. Electronic message displays also reduce the need for temporary or mobile signs at both commercial and institutional sites.

Proposed Recommendations:

1. Update Current Sign By-law Definitions for Electronic Signs

- Clarify that a Flashing Sign is not an electronic sign.
- Revise the definition of an Animated Sign to only apply to a sign that physically or mechanically moves in whole or part.

2. Enhance the Regulations for Electronic Message Displays

- Permit an electronic message display to consist of an electronic display.
- Permit only the display of a static message, no animation or special visual effects.
- Prohibit third party advertising on an electronic message display.
- Set appropriate illumination controls for the electronic message display.
- Limit a property to one (1) electronic message display.
- Enact minimum spacing between electronic message displays to avoid visual clutter from a series of changing messages on video screens.
- Enact a minimum separation between electronic message displays and lands zoned for residential purposes.

3. Generally Do Not Permit First Party Signs to be 100% Electronic Signs

- Continue to limit electronic signs to a minor portion of a ground sign (no more than 50% of the sign area) to avoid the potential for numerous bright signs with changing messages that negatively impact the quality of the visual environment along streets and in areas of Markham.

4. Permit 100% First Party Electronic Signs Only Within a Special Sign District

- In recognition of the special role electronic and digital signs can play in specific or unique land use contexts, consider such signs only in a new Special Sign District and regulate such signs where appropriate to the context through a Sign Uniformity Plan.

Billboard Signage:**Current Permissions:**

The Sign By-law limits the number of billboard signs within the City to a total of ten (10). The area of a billboard is limited to 20 square metres, and they are only permitted in commercial, industrial, and institutional zones. The current billboards are distributed primarily along Yonge St. and at the intersection of a number of arterial roads and the rail corridor south of the 407. In many cases, these locations represent a gateway into existing Markham neighborhoods from the 407 and other cities. While it is not the preferred direction of Staff to permit billboards to be electronic signs, the consulting team was asked to present options for regulating this sign type, should Council decide to permit billboards to be electronic signs. Under either option, Staff would recommend maintain the current limit of ten (10) billboard signs in Markham.

Proposed Options:**Option 1: Do Not Permit Billboards to be Electronic Signs**

- Maintain the current prohibition against billboards as an electronic sign in order to maintain Markham's current visual character and quality of its public realm.

Staff prefer this option as it maintains the high quality visual characteristics of the City.

Option 2: Permit Billboards to be Electronic Signs

- Consider permitting billboard signs to be electronic signs subject to criteria and regulations as outlined below.
- Permitting electronic billboards in Markham will initiate a change to the current visual character of Markham.
- The conversion of current billboards to electronic displays or the location of new electronic billboards in Markham will create issues of compatibility with their surroundings.
- Continue to limit billboards to commercial, industrial zones and institutional zones.
- Prohibit animation, transition effects, sequential messages or full motion video.

-
- Permit only the display of static images and a minimum display interval between message changes.
 - Establish maximum day and nighttime luminance levels for the electronic billboard.
 - Establish maximum levels for the electronic billboard's contribution to an increase in ambient light levels.
 - Require the luminance of the electronic billboard to be controlled by a light sensor.
 - Enact minimum separation distances between all electronic signs to limit the degree to which message changes occur collectively in areas with electronic signs.
 - Enact minimum separation distances between electronic billboards and sensitive uses such as residential areas, parks and open space.

Staff does not recommend permitting electronic billboards

B - Signage for New Developments

Subdivision Development Signs:

Current Permissions:

Subdivision Development Signage is limited to twelve (12) square metres, and no two signs can be located within 300 metres of each other. The City has recently experienced subdivision developments with multiple builders constructing in the same large scale subdivision. The existing regulations have proved limiting for those development types.

Proposed Recommendations:

- Amend the Markham Sign By-law to allow the erection of one ground sign in association with one of the following:
 - A temporary sales office;
 - A model home used as a temporary sales office;
 - A model home used only for purposes of display.
- Increase the maximum area for a development sign from 12 m² (129 square feet) to 20.0 m² (215 square feet) to allow for multiple builders to be identified on one sign.

Off-site Development Signage:

Current Permissions:

With the exception of new home development signs (temporary A frame), only developments in subdivisions are permitted off-site signage. Each subdivision is permitted a maximum of two (2) off-site signs, and they are limited to the Arterial roads closest to the subdivision. Multiple residential developments on the interior of neighbourhoods are often not located in a subdivision. These development types are not permitted off site development signs, including at offsite sales trailers.

Proposed Recommendations:

- Amend the Markham Sign By-law to permit a new development to erect a maximum of two (2) ground signs having a maximum individual sign area of 10.0 m² (110 square feet), provided the signs are located:
 - a) with the consent of the registered owner of the land on which they are located and,
 - b) adjacent to the arterial roads nearest to the development being advertised on the signs.

Hoarding Signage:**Current Permissions:**

Hoarding signage is limited to 0.25 square metres of sign area per linear metre of street frontage, to a maximum of 18 square metres per sign. The lesser of 25% of the sign area or 3.5 square metres is permitted to be used to advertise the development. Appropriate hoarding signage can limit the occurrence of vandalism, and through existing provisions in our sign by-law, would be further regulated through a sign uniformity plan.

Proposed Recommendations:

- That the Markham Sign By-law be amended to remove:
 - a) the requirement in Section 14A.3 that a hoarding sign must comply with an approved Sign Uniformity Plan.
 - b) the requirement in Section 14A.10 that the advertising or identification of the development be limited to the lesser of 25% or 3.5 m² (37.6 square feet) of the permitted sign area on a hoarding.

Institutional Signage:**Current Permissions:**

Ground signs in institutional zones are limited to four (4) square metres, with a maximum height of four (4) metres. Further, only one ground sign is permitted per lot.

The use of existing public and separate schools for extended care or all day childcare has resulted in partnerships between the public authority, and private childcare providers. The private childcare providers have requested separate signage and way finding from the existing school signage.

Established institutional uses are, on many occasions, located on the interior of a neighbourhood. While our Operations Department offers some limited offsite directional signage on arterial roads, the current sign regulations do not permit offsite signage on private property for these types of uses.

Proposed Recommendations:

Multiple ground signs in Institutional Zones

- Retain the current standards for ground signs in Institutional zones.

Offsite directional signs for Institutional Uses

- Retain Markham's current program for installing directional signs on arterial roads.

Window Signage:

Current Permissions:

Window signage is limited to 20% of the area of the window and 10% of the area of a window in a heritage district. Window signage has become a prevalent alternative to window tinting, or other window coverings, particularly in newer urbanized developments. Buildings are constructed closer to the streetline with parking being located at the rear. In an attempt to animate the street, fenestration is required along the streetline, however many tenants have not adopted a "two door" unit layout. The common result is a desire by the tenant to block out the window area facing the street in favour of directing the front door to the parking area. In addition to providing privacy to the rear portion of the unit, window signage can also serve to reduce the penetration of UV rays, lowering climate control costs for these units. An unintended consequence of applying window signage is the reduced visibility of the unit to passersby, and potential for increased theft within the units. The window coverings occur in a variety of types, from clear tenant or product advertisement, to lifestyle signage including pictures of nature, or people, to solid colour coverings. Staff is making recommendations on how to address the varying degrees of window coverings, given the advancements in window cling technology.

Proposed Recommendations:

That all surfaces or visual mediums erected on the wall of a building be subject to the regulations for wall signs of the Markham Sign By-law.

Special Sign District:

Current Permissions:

To establish separate sign criteria for a specific geographic area, including the delegation of specific responsibilities within a geographic area, a special sign district is required. Currently there are four (4) special sign districts, covering the heritage districts of Thornhill, Unionville, Markham, and Buttonville. The provisions in these special sign districts are predominantly more restrictive than the base sign by-law. Council's direction was to consider delegating variances to the site plan approval stage. While appropriate for new buildings, this may prove impractical for existing buildings, or where new signs are proposed after construction. Amendments to approved sign uniformity plans occur frequently as not all signage alternatives are considered at the construction stage. A more responsive approach to a Markham Centre sign district may be required.

Proposed Recommendations:

That eligible areas within Markham Centre be established as Special Sign Districts to provide an appropriate framework for regulating signs in keeping with the planning and urban design goals for Markham Centre.

FINANCIAL CONSIDERATIONS

There may be financial implications for specific City departments with respect to enforcement, such as staffing, training, or the procurement of specialized equipment which may be discussed in future staff reports or budget submissions if required.

HUMAN RESOURCES CONSIDERATIONS

Not applicable at this time

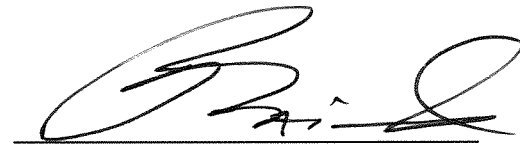
ALIGNMENT WITH STRATEGIC PRIORITIES:

Growth Management and Economic Development

BUSINESS UNITS CONSULTED AND AFFECTED:

By-law Enforcement, Operations, Planning and Urban Design, Legal Services, Economic Development

RECOMMENDED BY:


Chris Bird,
Director of Building Standards
Jim Baird, MCIP, RPP
Commissioner, Development Services

ATTACHMENTS:

Appendix 'A': Markham Sign Review Nov 2016

CITY OF MARKHAM

SIGN BY-LAW REVIEW

Martin Rendl Associates
November 2016

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1. INTRODUCTION

The City of Markham is conducting a scoped review of specific provisions of the current Sign By-law.

The City has identified several areas for review arising from new trends in the technology of sign displays, requests for sign types not addressed in the current sign by-law, and matters that have arisen over time in administering the current sign by-law.

The signage issues Markham has identified for review are:

- Signs containing an electronic display;
- Signs associated with new development such as subdivision signs, construction hoarding, off-site signage;
- Signs for institutional uses;
- Window signs;
- Establishing a special sign district for the Entertainment Area of Markham Centre;
- Sign by-law enforcement.

This report provides background and commentary on these Markham sign issues along with options and recommendations.

2. SIGNS CONTAINING ELECTRONIC DISPLAYS

2.1 Background

The use of electronic displays in signs has become more common in recent years as the quality of such displays has increased while the displays at the same time have become more affordable.

Traditionally electronic displays in signs only took the form of electronic message displays. These electronic displays consist of individual LEDs displaying letters, numbers or simple graphics in monochrome colours of red, yellow or white on a dark background.



Electronic Display
in a Ground Sign

These types of electronic displays usually form part of a larger ground sign and provide the owner with the flexibility to change the message electronically. This electronic display replaces what previously was a manual process of changing letters on a conventional readograph or changeable copy sign.

The Markham Sign By-law permits an electronic message display in a sign provided it occupies not more than 50% of a ground sign's face and the intensity of illumination is maintained at a constant level. A flashing or animated sign and a video display are prohibited by the Markham Sign By-law. This prohibition includes an electronic message display that operates as an animated sign, i.e., the sign is a video screen.

Advances in the quality of electronic displays have given them the ability to display higher definition images and a range of colours. These displays are computer controlled and the software can display any still or animated visual content. They are essentially large outdoor television screens.

A key attraction for the owner of such a sign is the ability to change the sign innumerable times per day. In addition to displaying a single or static image for a set period of time, full animation can also be displayed bringing a new visual capability to the sign.

These modern electronic displays initially were most commonly used by the outdoor advertising industry in their billboard signs particularly in locations adjacent to high traffic corridors.

The flexibility to display on one sign an almost unlimited number of different advertisements over the course of a 24-



Billboard Composed of an Electronic Display

hour period dramatically increases the productivity of such signs in comparison to conventional non-electronic signs displaying one advertisement. One electronic sign effectively increases the inventory of signs for the owner of the sign.

Outdoor advertising companies generally display static messages on these billboards, i.e., messages that do not include animated, flashing, scrolling, intermittent or full motion video

elements. These static messages on signs change to a new message every few seconds.

To date the use of modern electronic displays in first party signs has generally been limited to replacing the older monochrome LED electronic message displays with full colour electronic displays. It can be expected that over time pressure will grow



Electronic Display Sign

from sign companies and businesses to have ground and wall signs that consist in part or entirely of an electronic display. In recent years, the City of Markham has received proposals from sign companies to install digital billboard signs in Markham. Council did not accept or approve these proposals.

Most municipal sign by-laws predate the emergence of modern electronic displays and their use in signs. As a result, most municipalities do not address this type of sign in their sign by-law. Generally, such electronic signs would not be permitted by the regulations commonly found in municipal sign by-laws prohibiting flashing or animated signs and video displays.

The municipal response to the emergence of modern electronic displays in signage has varied. Generally, only major municipalities have reviewed this matter and in some cases gone on to amend their sign by-laws.

Where municipalities have updated their sign by-laws, they have generally been cautious in dealing with electronic displays in signs. This may in part be due to frequently raised public concerns about these types of signs in general and specific concerns about their visual impact on their surroundings and the public realm, the characteristics of electronic signs and their effect on public safety. Municipal sign regulations generally seek to address these concerns.

2.2 Municipal Best Practices

Municipal sign by-law regulations for electronic displays generally focus on those aspects of this display technology (hardware and software) that makes such signs different from traditional non-electronic signs. As a result, municipal regulations for signs with electronic displays typically address some or all of the following:

- Limiting the location, number and spacing of electronic signs;
- Limiting the types of sign that can incorporate electronic displays;
- Limiting the degree to which messages displayed on signs may or may not be animated;
- Setting a minimum interval of time during which a static message must be displayed before the sign changes to a new message;
- Controlling the brightness or luminance emitted by the sign;
- Controlling the overspill of light from the electronic sign onto its surroundings.

Table 1 provides an overview of the kinds of regulations several GTA and other Canadian municipalities have adopted for electronic signs. Many municipalities have not adopted regulations for electronic signs.

Table 1 illustrates the range of approaches and different levels of detail in the regulations adopted by various municipalities with respect to electronic signs. Larger municipalities tend to have more comprehensive regulations governing electronic signs.

The municipalities in Table 1 only permit third party content or advertising on third party signs. Their sign by-laws distinguish between first and third party signs.

A third party sign is a sign on which the content displayed does not apply to goods or services offered or sold at the location where the sign is located. Third party signs generally are owned by outdoor advertising companies that rent space on the signs to display advertising. First party signs only display copy and content that applies to the business or use where the sign is located, for example a sign identifying a business.

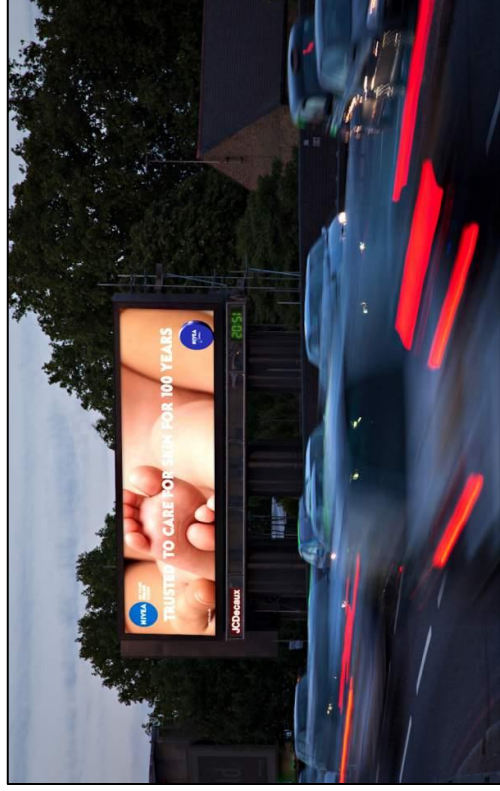
Table 1 Comparison of Electronic Sign Regulations					
	Toronto	Newmarket	Milton	Ottawa	Edmonton
Definition	Electronic Sign: A sign that displays in whole or in part, electronic static copy or electronic moving copy and shall include an Electronic Fuel Pump Sign, Electronic Ground Sign, Electronic Overhanging Structure Sign, Electronic Projecting Sign, Electronic Roof Sign, Electronic Topiary Sign, Electronic Window Sign or Electronic Wall Sign.	Electronic Changeable Copy Sign: Electronic and/or computer controlled sign copy where static images or static information are displayed in a pre-arranged sequence and the intensity of illumination is maintained at a constant level and includes continuous scrolling copy.	Animated Sign: A sign which includes flashing, action or motion whether electronic action, mechanical action, colour or message change by way of prearranged electronic or mechanical means.	Digital Billboard Sign: A large, outdoor, off-premises advertising ground sign that displays information or images on a digital or electronic screen.	Digital Sign: A sign that is remotely changed on or off site and incorporates a technology or method allowing the sign to change copy without having to physically or mechanically replace the sign face or its components.
First Party Sign	Yes	Yes	Yes	No	Yes
Third Party Sign	Yes	Yes	Yes	Yes	Yes
Permitted Locations	- Dundas Square and Gardiner Gateway Special Sign Districts. - Individual approved locations.	Commercial, Employment, or Urban Centre Zones	Commercial, Industrial and Institutional Zones	Commercial and Industrial Zones	Commercial and Industrial Zones as a Discretionary Use.

Table 1 Comparison of Electronic Sign Regulations					
	Toronto	Newmarket	Milton	Ottawa	Edmonton
Separation Controls	Yes, from specific roads, land uses and other electronic signs.	Yes, from residential zones, street intersections	None	Yes, from specific roads, land uses and other digital billboard signs.	Yes, from other digital signs.
Minimum Message Duration	1 minute for a first party sign. 10 seconds for a static message on a third party sign or an electronic message centre. Animation permitted on specific signs.	6 seconds.	None	10 seconds for a static message. No animation permitted.	6 seconds for a static message on a minor digital sign. 6 seconds or less for a major digital sign which also permit moving effects, message transition effects and video images.
Luminance Controls	Maximum 5,000 nits between sunrise and sunset. Maximum 300 nits between sunset and sunrise.	None.	None	Maximum 5,000 cd/m ² between sunrise and sunset. Maximum 300 cd/m ² between sunset and dawn.	Maximum 400 nits between sunset and sunrise. Maximum 1100 lumens for an exposed bulb on a sign.
Ambient Light Controls	Maximum 3 lux above ambient light conditions within 10	None.	None	Maximum 3 lux above ambient light conditions.	Maximum 0.3 footcandles above ambient light conditions.

Table 1 Comparison of Electronic Sign Regulations				
	Toronto	Newmarket	Milton	Ottawa
	metres of all points of the sign face.			
Maximum Sign Size	30% of the sign face area of a first party ground sign, wall sign, window sign, overhanging structure sign, roof sign, topiary sign. 20 m ² for a third party sign.	60% of a ground sign. 100% of a fascia sign or a projecting sign. 100% of a billboard sign.	20% or 6.9 m ² for a wall sign. 30% or 6.9 m ² for ground sign. 18.58 m ² for a billboard sign	18.6 m ² for a digital billboard sign. 3.0 m ² to 20.0 m ² depending on the type of sign.

2.3 Electronic Signs and Road Safety

The introduction of electronic signs into communities often raises questions about their potential to distract drivers and impact road safety.



Electronic Billboard at Roadside

Signs are designed to be noticed and the extent to which a driver's attention is shifted from the road to a sign beside the road, an increased risk to safety is created. The same applies to any other form or source of driver distraction such as smartphones, on board DVD players and electronic navigation systems.

The concern about distraction from an electronic sign is understandable given that they tend to take the form of billboards which are often the largest signs in a municipality. The changing messages and brightness of the signs particularly at night may tend to make them more noticeable to the public than non-electronic signs.

Numerous studies of the relationship between electronic signs, driver distraction and road safety have been completed. Some have been sponsored by the sign industry while research was supported by independent funding.

The American Association of State Highway and Transportation Officials has stated that the role of electronic signs in road safety is a complex matter. No single research study has or will conclusively answer the many questions associated with this issue. Nevertheless, there are some generally accepted findings about driver distraction and road safety.

- There is a correlation between accidents and the complexity of the exterior driving environment.
- Signs with changing or moving messages are more likely to distract a driver than signs with static messages that do not change.
- The risk of an accident increases with the length of a distraction such as the time a driver spends looking away from the road at a sign.

- Driver distraction can be caused by the change of the message as well as the anticipation of an upcoming change in a message or sequential message that builds on an earlier message.

A driver's attention is limited by their ability to focus on a few tasks at a time and to complete one task before starting another. A driver's attention may be drawn away from the task of driving to an animated sign with a changing message. The sign may capture the driver's attention for the duration of the message or as the driver attempts to follow a series of sequential messages to their conclusion.

In light of these risks, it is common for municipalities to require the message on an electronic sign to be displayed continuously without any change for a minimum duration of time. This is sometimes referred to as a static message or copy in contrast to an animated or full motion message.

Sometimes the maximum length of time for the transition from one message to another is also regulated. This is done in an effort to minimize the visual perception of the change between messages displayed on the sign

Municipal regulations designed to address potential driver distraction from electronic signs typically address the following:

- Prohibiting the location of electronic signs near sensitive land uses (residential uses, parks, open space, natural areas) and areas where they would negatively impact the visual quality of a place or the public realm;

- Prohibiting animated and full motion video messages;
- Permitting only the display of static messages;
- Setting a minimum time for the display of a static message;
- Controlling the time within which one message must change to another.

Table 1 contains examples of how some municipalities have implemented these types of regulations.

2.4 Electronic Sign Illumination

The illumination characteristics of electronic signs differ from traditional non-electronic signs.

Non-electric signs must be illuminated by a separate light source either shining onto the sign (indirect lighting) or from a light source on the interior of the sign illuminating the sign copy.

Electronic signs are a light source in themselves. For example, the numerous LEDs that make up an electronic sign are individual sources of light. An electronic sign is therefore not visible because of indirect light falling on it but rather it is visible because of the light emitted by the sign itself. During the day, an electronic sign emits the greatest amount of light because it must overcome the brightness created by the

sun to be visible. At night, lower levels of light are required because the sign is not competing with sunlight for visibility. Inappropriate light levels at different times of the day and night can produce negative impacts on the surrounding of an electronic sign.

Municipal regulations related to the illumination associated with electronic signs typically address the following:

- Maximum sign brightness in daylight and night;
- Contribution of the electronic sign to raising ambient light levels surrounding the sign;
- Hours of illumination;
- Installation of a light sensor on the sign to control sign brightness in relation to ambient light levels.

Municipalities have generally adopted 3.0 lux or 0.3 foot candles as the standard for the maximum amount of additional light emitted by an electronic sign can contribute to ambient light levels. This corresponds to the level recommended by the Sign Association of Canada and the International Sign Association.

Standards for the luminance of an electronic sign - the amount of light emitted from the sign often described as brightness - vary across those municipalities that have adopted such illumination controls. Generally, one standard is set for daytime (sunrise to sunset) and another for night time (sunset to sunrise). This recognizes the different light conditions over a 24-

hour period.

Across North America daytime sign luminance levels vary from no limit to 7,500 nits and down. Daytime maximums for electronic sign luminance in Ontario are generally in the range of 5,000 nits. Signs are capable of operating at much higher levels of luminance, typically 7,000 nits or more. Nighttime luminance levels are generally set at a maximum of 500 nits or less in municipal sign by-laws.

A study completed by Dr. Ian Lewin for the International Sign Association proposed setting limits on the luminance from an electronic sign at between 108 to 861 nits depending on the amount of ambient light ranging from low to high. None of the sign industry associations suggest setting limits on sign illumination above the 3.0 lux ambient control.

2.5 Sign By-law Definitions for Electronic Signs

The Markham Sign By-law contains four definitions that apply to or refer to electronic signs. They are:

Animated Sign: means a video screen or any kinetic or illusionary motion of all or any part of a sign and includes the rotation of a sign.

Electronic Message Display: means a permanent sign which is electronically controlled and which displays information in

a pre-arranged sequence, and on which the intensity of illumination is maintained at a constant level.

Flashing Sign: means a sign which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing light by means of animation or an externally mounted light source.

Readograph: means that part of a permanent sign composed of changeable letters intended to convey a temporary message and which is designed or constructed so that the message on the sign may be easily changed and rearranged mechanically or as part of an electronic message display.

These definitions overlap. For example, an electronic sign in the form of an electronic message display is a readograph, a flashing sign (intermittent light source), an electronic message display (electronically controlled) and an animated sign (a video screen). This overlap and duplication may create confusion as to which definition applies to a specific type of sign. This then can potentially lead to problems of interpretation and administration of the sign by-law with respect to electronic signs. Often lack of clarity in a by-law's definitions or intent can lead to unintended outcomes.

While a video display is a prohibited sign, it is not defined resulting in uncertainty as to what kind of sign it is.

Revised definitions related to electronic signs would clarify the intent and improve the effectiveness of sign by-law administration and enforcement.

2.6 Electronic Displays in Signs in Markham

The potential for electronic signs in Markham is currently limited to one type of sign, an electronic message display.

As described earlier in Section 2.1, at present an electronic message display is the only type of sign that can consist entirely of an electronic display. Because the electronic message display by definition is a readograph, the electronic message display must be part of a permanent ground sign to a maximum of 50% of the ground sign's face. Neither the ground sign or the electronic message display can display third party advertising.

The chief attraction of electronic displays in signs for outdoor advertising companies as third party signs or for a business and its first party sign is the ability to change the copy easily and continuously. For outdoor advertising companies, this significant increase in the number of advertisers that can be displayed on a billboard means a corresponding increase in sales revenue for the companies.

The same degree of electronic signs replacing traditional first party ground and wall signs with 100% electronic display signs has not taken place. This could be because first party signs are

primarily for identification rather than the sale of advertising. In addition, businesses that need to display changeable copy about themselves have the ability to do so with an electronic message display.

As described earlier, outdoor advertising sign companies in recent years have installed billboards that are entirely an electronic display. These billboards in some cases replace the traditional billboards to which copy printed on paper was glued. Advertisers welcome new ways to advertise products and services. The advent of electronic displays in billboard signs provides them with a new advertising tool and the potential to increase the public's exposure to commercial advertising indoors and outdoors.

A scan of public spaces over the last two decades reveals the increased presence of advertising in places visible to the public and in the public realm. This observed trend ranges from advertising screens in elevator cabs, advertising on surfaces inside sports facilities, and advertising associated with the naming rights of major sports and cultural facilities. The result has been a steady growth of commercialization in spaces visible to the general public in their daily lives outside their home or workplace.

One reason municipalities enact sign by-laws is to limit the impact of signs and advertising on the public realm. Municipalities recognize that signs can define a place or reflect the character of a place. Flowing from this is the municipality's

intent to prevent visual clutter by controlling and preventing the proliferation of too many signs or inappropriate signage that may negatively impact the character of the community. This intent is implemented in a sign by-law through regulations dealing with matters such as sign types, sign location, and sign size.

Third party advertising signs tend to be the most visible signs in the public realm because they are the largest signs and generally placed in highly visible locations. This prominence is understandable since the goal of outdoor advertising companies is to maximize the number of persons that are potentially exposed to the advertising on their billboards.

Most municipalities consider electronic billboard signs to be a distinct sign type because of the characteristics and capabilities of the electronic displays which create issues of compatibility and fit with their surroundings that differ from traditional billboards. As a result, not all municipalities permit electronic billboards. Markham does not currently permit a video display.

Markham's current regulations for billboards are relatively restrictive with the associated visual character. In Markham, billboards are only permitted in commercial, industrial and institutional zones. A maximum of ten billboards permitted within Markham.

As a result of these regulations, billboards and outdoor advertising in Markham has a markedly lower incidence and visible presence in the public realm resulting in the associated

and identifiable positive visual character of Markham. This current community character in Markham would change if the number of billboards were to increase or if electronic billboards were permitted in Markham.

2.7 Options for Electronic Signs

Currently electronic signs in Markham are limited to one type, an electronic message display as described earlier. While these electronic signs change their message, by definition they are not full electronic signs since they cannot be a video screen or incorporate any animation. In addition, an electronic message display must be part of a ground sign, it cannot be the entire sign.

In considering whether to expand the range of electronic signs permitted in Markham, there are several options.

1. Enhance the Regulations for Electronic Message Displays

- Permit an electronic message display to consist of an electronic display.
- Permit only the display of a static message, no animation or special visual effects.

- Prohibit third party advertising on an electronic message display.
- Set appropriate illumination controls for the electronic message display.
- Limit a property to one electronic message display.
- Enact minimum spacing between electronic message displays to avoid visual clutter from a series of changing messages on video screens.
- Enact a minimum separation between electronic message displays and lands zoned for residential purposes.

2. Do Not Permit First Party Signs to be 100% Electronic Signs

- Continue to limit electronic signs to a minor portion of a ground sign to avoid the potential for numerous bright signs with changing messages to negatively impact the quality of the visual environment along streets and in areas of Markham.

3. Do Not Permit Billboards to be Electronic Signs

- Maintain the current prohibition against billboards as an electronic sign in order to maintain Markham's

current visual character and quality of its public realm.

4. Permit Billboards to be Electronic Signs

- Permitting electronic billboards in Markham will initiate a change to the current visual character of Markham.
- The conversion of current billboards to electronic displays or the location of new electronic billboards in Markham will create issues of compatibility with their surroundings.
- Continue to limit billboards to commercial, industrial zones and institutional zones.
- Prohibit animation, transition effects, sequential messages or full motion video.
- Permit only the display of static images and a minimum display interval between message changes.
- Establish maximum day and nighttime luminance levels for the electronic billboard.
- Establish maximum levels for the electronic billboard's contribution to an increase in ambient light levels.

- Require the luminance of the electronic billboard to be controlled by a light sensor.
- Enact minimum separation distances between all electronic signs to limit the degree to which message changes occur collectively in areas with electronic signs.
- Enact minimum separation distances between electronic billboards and sensitive uses such as residential areas, parks and open space.

5. Permit 100% First Party Electronic Signs Only Within a Special Sign District

- In recognition of the special role electronic and digital signs can play in specific or unique land use contexts, consider such signs only in a Special Sign District and regulate such signs where appropriate to the context through a Sign Uniformity Plan.

6. Update Current Sign By-law Definitions for Electronic Signs

- Clarify that a Flashing Sign is not an electronic sign.
- Revise the definition of an Animated Sign to only apply to a sign that physically or mechanically moves in whole or part.

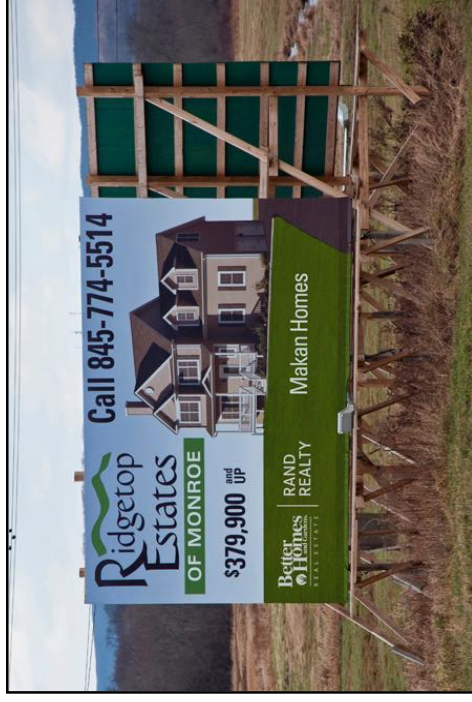
- Define an Electronic Sign as: “means a sign that displays electronic copy.”
- Define Electronic Copy as: “means any visual medium displayed utilizing electronic hardware or any other similar electronic technology.”
- Delete the current Electronic Message Display definition.
- Define Changeable Copy as: “means copy which is changed either manually or electronically.”
- Define Readograph Display as: “means the part of a permanent sign that is capable of displaying changeable copy.”
- Delete video screen from Section 4.7.1 Prohibited Signs.
- Specify which types of permitted signs can be Electronic Signs, e.g., Readograph Display, Billboard.

3. NEW DEVELOPMENT SIGNS

3.1 Background

New development projects in Markham typically consist of either a plan of subdivision containing low to medium density residential uses or one or more higher density residential buildings.

These types of new development use a range of signs to identify, market and provide directions to the project. In some cases, the development site may erect construction hoarding along adjacent streets. This hoarding may contain signage.



The Markham Sign By-law currently regulates Subdivision Development Signs, Real Estate Development Signs, Hoarding Signs, and New Home Development Signs.

3.2 The Issues

The following issues have been identified with respect to new development signs:

- a) Ability of several builders to erect signs in a single subdivision.
- b) Off-site signage for new developments that are not subdivisions.
- c) Hoarding is currently regulated by the Sign By-law and by an agreement with the City.

3.3 Multiple Builder Signs in Subdivisions

Currently no more than two ground signs can be erected in a subdivision. These two signs cannot be located within 300 metres of each other.

Comment

These regulations are highly restrictive and suited to cases where there are at most two builders in a subdivision since a maximum of two development signs are permitted. This would give other builders in the same subdivision no opportunity for signage. The current regulations should be revised to provide greater opportunity for builder signs within a plan of subdivision. In addition, the maximum sign area should be increased from 12.0 m² to 20.0 m² to be consistent with the maximum sign area of a billboard which is a similar type of sign.

Recommendations

- 1) Amend the Markham Sign By-law to allow the erection of one ground sign in association with one of the following:
 - A temporary sales office;
 - A model home used as a temporary sales office;
 - A model home used only for purposes of display.
- 2) Increase the maximum area for a development sign to 20.0 m².

3.4 Off-site Signage for New Development

The Markham Sign By-law provides for a new home development sign which is defined as a sign not permanently affixed to the ground and provides direction to the sale of new homes. Such signs typically are A-Frame signs located on Regional roads to advertise new development and direct the public to the new residential developments.

The Markham Sign By-law permits such signs provided they comply with the regulations of the Region of York By-law No. 2015-36 which regulates signs on Regional roads.

The Region of York permits temporary A-Frame signs that advertise or give directions to new developments. A developer is limited to 12 such signs and a new home development can obtain up to 40 sign permits. The permit for each sign expires after six months but can be renewed for a further six months.

These signs can only be displayed during a weekend and a maximum of 20 signs are permitted at any intersection with no more than five signs per corner.

Permanent off-site advertising or directional signage for new development would be permitted on a billboard sign since it advertises something that is not sold at the location of the sign. The Markham Sign By-law permits billboards in

commercial, industrial and institutional zones subject to a variety of locational standards.

- b) adjacent to the arterial roads nearest to the development being advertised on the signs.

Comment

The current provisions for off-site signage related to new development are generally appropriate. They provide for advertising and directional signs to be located on high traffic Regional roads in order to inform the public of the location of new development. Additional signage at the site of the new development provides the public with further information about the development.

The sign by-law should be amended to provide new developments not located in a plan of subdivision the same off-site opportunities for signs.

Recommendations

1. Amend the Markham Sign By-law to permit a new development to erect a maximum of two ground signs having a maximum individual sign area of 10.0 m², provided the signs are located:
 - a) with the consent of the registered owner of the land on which they are located and,

3.5 Hoarding

A hoarding sign is associated with and advertises the development on which it is located. It must face a public street and is only permitted where authorized by agreement by the City of Markham. Hoarding signs are currently approved by Urban Design staff as part of a Sign Uniformity Plan.

While the hoarding surrounding a site may physically enclose the entire site, only one sign may be erected on the hoarding for every 30 m of street frontage. In addition, signs on the hoarding must be separated by 30 m. The sign cannot exceed 18 m² in area which is close to the maximum area of a billboard sign but no more than 25% of this sign area may be used for advertising. This limits the space on the sign available to advertise or identify the development to between 3.5 m² to 4.5 m².

Comment

The current regulations regarding the size, number and location of signs on construction hoarding appear appropriate except for the limited area permitted for advertising and identifying the development. This should be removed.

The benefit of requiring hoarding signs to be approved as part of a sign uniformity plan is not clear, particularly when most hoarding is removed from the development site by the time permanent signs are erected on the site and its buildings.

Recommendations

That the Markham Sign By-law be amended to remove:

- a) the requirement in Section 14A.3 that a hoarding sign must comply with an approved Sign Uniformity Plan.
- b) the requirement in Section 14A.10 that the advertising or identification of the development be limited to the lesser of 25% or 3.5 m² of the permitted sign area on a hoarding

4. SIGNAGE FOR INSTITUTIONAL USES

4.1 Background

Institutional uses such as schools and places of worship are permitted one ground sign on a property. The maximum height for the ground sign is 4.0 m with a maximum area of 4.0 m².

These standards are identical to those of a ground sign for a commercial use on a property with a lot frontage of 20 m or less. Any ground sign can identify several occupants located on the property.



Ground Sign for a School

Institutional uses can also erect wall signs on a building. The area of a wall sign is in proportion to the size of the building's facade to a maximum area of 20.0 m².

4.2 The Issues

There are two issues related to the Markham's current regulation of signs for institutional uses:

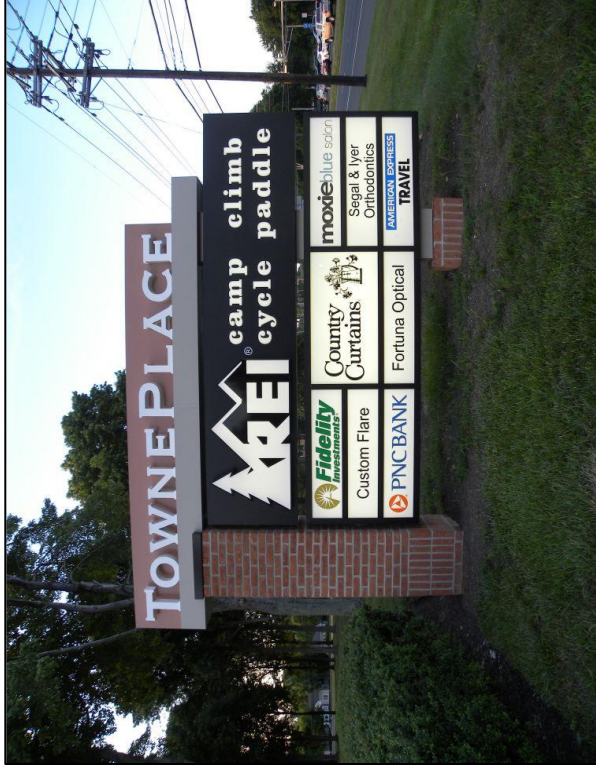
- a) Permitting more than one ground sign on a property;
- b) Erecting directional signage for institutional uses on the interior of a neighbourhood.

4.3 Number of Ground Signs

In cases where the institutional building has more than one occupant (e.g., a day care centre in a school or place of worship) the other use may wish to erect additional signs beyond those permitted. For example, a day care located in a school may wish to erect a second sign on the school property for its own use and separate from the school's ground sign. Since the Sign By-law permits only one ground sign on the property, any other independent ground sign is not permitted.

Municipal sign by-laws generally limit properties to one ground sign. In cases where there are multiple occupants in the building on the property, these occupants often share space on the ground sign rather than erecting separate ground signs.

A common example of this is the ground sign for a commercial plaza which displays identification for several of the businesses in the plaza.



Ground Sign

The sharing of a ground sign by two or more users of a property or building is found on ground signs of all scales. It provides each user with an opportunity for identification signage while limiting the number of ground signs on a property.

Comment

The number of ground signs on a property is generally limited by municipalities to avoid the unnecessary proliferation of signs on the property.

Multiple ground signs on a property contribute to sign clutter and can create visual confusion. Too many signs on properties can also have a negative impact on the visual quality of the streetscape and the public realm.

Institutional uses are often located within residential neighbourhoods and in the vicinity of low density residential uses. It is within this more sensitive context that



Ground Sign

the size, height and potential number of institutional ground signs per property should be considered.

The standards for institutional ground signs are the same as the standards applicable to commercial uses which often display several occupants on the ground sign.

Markham's current standards for institutional ground signs are able to accommodate the identification needs of multiple occupants and users of an institutional property. There is no need to erect a separate ground sign for each occupant. They can share space on the same ground sign.

Recommendation

Retain the current standards for ground signs in Institutional zones.

4.4 Directional Signs for Institutional Uses

Institutional uses are often located on the interior of a residential neighbourhood. This has been the traditional location of schools and places of worship in some neighbourhoods. Some of these institutional uses have requested that directional signs be erected on arterial roads to direct persons to the institutional use located within the neighbourhood.

Comment

Directional signs are best located by the municipality on the public road allowance. This consolidates the street and way finding signs used by the public to find destinations in Markham. It also ensures there is a consistent approach to locating these signs that also takes traffic safety into consideration.



Directional Sign

To facilitate wayfinding by the public, the City of Markham where appropriate, currently erects directional signs on arterial roads for specific community based uses or facilities located on the interior of a neighbourhood. This municipal program addresses the need for additional directional signage on arterial roads for specific uses.

Recommendation

Retain Markham's current program for installing directional signs on arterial roads.

5. WINDOW SIGNS

5.1 Background

A window sign can be a sign that is located on the interior of a window and visible from the outside. Such signs are generally secondary to ground or wall signs, which in terms of size and visibility function as the major identification signs for the business or use.



The term window sign is also sometimes applied to graphics and other materials applied to the window of a building. These graphics may display text or logos or in other cases images of a “lifestyle” nature that is complimentary to the business, its products or services.

Window Sign



“Lifestyle” Signs

Where such signs are opaque they block any view through the window. In other cases, the sign can consist of a film that generally provides a view out. An example of this type of material is the advertising skin or wrap applied to transit vehicles.



Film Wrap

The Markham Sign By-law limits a window sign to the first storey of a building and to a maximum area of 20% of each window section or pane.

5.2 The Issue

The traditional understanding of a sign on a building is that the sign generally contains text, graphics or logos which identify the business or user to the public. The Shopper Drug Mart sign illustrates this and relies on text and logos to identify the business to the public.

The signage issue relates to the other graphics on the wall of the building. While not containing any text or logo, are these pictures signs and if so should they be regulated as signs by the Markham Sign By-law?

Comment

Markham's Sign By-law defines a sign as:

“any surface, structure and other component parts, which are used or capable of being used as a visual medium or display to attract attention to a specific subject matter for identification, information or advertising purposes and includes an advertising device or notice.”

This definition is broad in its scope and could apply to lifestyle signs which are a “surface ... used or capable of being used as a visual medium or display to attract attention to a specific matter for identification, information or advertising purposes.”

Such a graphic is a “visual medium” that attracts attention and communicates information to the observer. As signs on a building, these graphics would be treated the same as wall signs since they function in a similar manner.

The Markham Sign By-law currently limits the area of a building's wall that can be covered by wall signs. For example, the size of wall signs for a commercial use is in proportion to the length of the wall (0.75 m² for each 1.0 m of linear building facade) with a maximum area of 35.0 m².

The City of Markham has traditionally not considered lifestyle or other graphics on the wall of a building to be signs in administering the Sign By-law.

Some lifestyle signs are implemented in a restrained and tasteful manner which visually complements the building and other wall signs. In other cases, such graphics can result in excessive wall signage can create a poor appearance.

Recommendation

That all surfaces or visual mediums erected on the wall of a building be subject to the regulations for wall signs of the Markham Sign By-law.



To provide greater certainty with respect to regulating this type of graphics on buildings and minimize the risk of undesirable visual outcomes, such graphics on buildings should be considered to be signs and subject to the standards for wall signs. This would be consistent with Markham's current definition of a sign and remove interpretive uncertainty with respect to such graphics.

Including such graphics as wall signs does not require an amendment to the Markham Sign By-law. The current definition of sign is broad enough to include such graphics.

6. SPECIAL SIGN DISTRICT FOR MARKHAM CENTRE

6.1 Background

Markham Centre is planned as the major focus of growth and development in Markham. Both the Province of Ontario and the Region of York have identified Markham Centre as a growth centre. Its future development into Markham's downtown is governed by the Markham Centre Secondary Plan (OPA 21).

Markham Centre will be developed to have a distinct urban character characterized by higher density mixed-use development and pedestrian oriented spaces and streets. Markham Centre's planned compact urban form will contain a range of housing and employment opportunities along with a variety of retail and service uses.

6.2 The Issue

Development in Markham Centre is somewhat different from traditional Markham development with respect to the mix of uses, density and building types. Entertainment uses will be a key factor in creating vibrant and animated places in Markham Centre.

Appropriate signage for entertainment and other uses will complement such development and help support achievement of Markham Centre's goals for a vibrant urban character. Such signage could include electronic and other types of signs to provide visual interest and contribute to distinctive place making.

An example of this is Dundas Square in downtown Toronto which is a large outdoor urban space visually defined by large scale electronic signs and video screens.



Dundas Square

Such large scale and dynamic signage is not suited to or appropriate in all non-residential areas of a municipality.

Generally, such signage is limited to special sign districts such as

Dundas Square in Toronto or Times Square in New York in order to remain special and achieve its purpose of defining a unique place in a municipality. How should such signage be treated in Markham Centre?

Comment

The unique features and characteristics of potential future signs in Markham Centre merit Markham Centre being designated as a Special Sign District. This would allow for signage regulations in Markham Centre to be tailored to the land use and place making objectives of defined or unique areas like an entertainment district. This would provide a more flexible regulatory framework for signs consistent with the planning and urban design objectives for Markham Centre. Existing tools like the sign uniformity plan can provide for the review and approval of comprehensive signage programs for major and large scale developments

Recommendation

That eligible areas within Markham Centre be established as Special Sign Districts to provide an appropriate framework for regulating signs in keeping with the planning and urban design goals for Markham Centre.

7. SIGN BY-LAW ENFORCEMENT

Comment

7.1 Background

Effective enforcement is a key factor in a municipality achieving its objectives for any given municipal by-law.

The determinants of whether a municipality is effective in by-law enforcement include:

- Clarity and consistency in the terms and words of the by-law;
- Timely action in enforcing the by-law when it is not being followed;
- Extent to which the process is administratively complex for all parties;
- Appropriate staff training including technical knowledge related to the relevant by-law regulations.

7.2 The Issues

The following comments address the issues related to effective by-law enforcement.

i) By-law Clarity and Consistency

The Markham Sign By-law has been amended 18 times since the 2002 passing of By-law 2002-94. These amendments have introduced new provisions and terms that in some cases are not consistent with other parts of the by-law. For example, some new terms and definitions create uncertainty as to their application and meaning. This lack of meaning and clarity may in turn hamper effective administration and enforcement as a result of the need for staff to interpret what the by-law actually means or how a provision is to be applied to a specific situation.

It would be advisable to pass a housekeeping amendment to the Sign By-law to remove any lack of clarity or ambiguity, thereby enhancing day to day by-law administration and enforcement.

ii) Timely Enforcement

Timely enforcement of a municipal by-law benefits all parties. Those committing an offence generally welcome reaching a resolution in the most straight-forward

manner possible. For example, the enforcement of parking regulations benefits from a process where the notice of violation takes the form of a ticket and the alleged offender has a choice of actions in the adjudication of the alleged violation. This process involves a minimum of paper work and municipal staff time in terms of resolving the by-law infraction.

Markham like other Ontario municipalities has implemented the Administrative Monetary Penalty System (AMPS) for dealing with by-law infractions. Markham currently uses AMPS in the enforcement of parking offences (By-law 2005-188), animal control (By-law 2005-254), mobile business licensing (By-law 2012-92), and stationary business licensing (By-law 2012-158).

AMPS replaces the current Ontario Court of Justice system with a faster and more flexible adjudication process for municipal by-law offences. The experience in the Ontario municipalities that have implemented AMPS shows a positive impact. This includes increased revenues due to the improved collection process and a reduction in the time between the date of the infraction and a hearing.

At this time more widespread implementation of AMPS by municipalities is hindered by the Municipal Act which currently limits AMPS to minor parking or licensing by-

law offences. As a result, other types of by-law offences including those under the sign by-law must continue to be processed through the Court system.

Markham's use of the AMPS for sign by-law can only occur if in the future, the Province of Ontario expands AMPS to a broader range of municipal by-law offences.

One option for Markham to consider in the interim is the use of set fines and short form wording for sign by-law offences.

Minor offences that are prosecuted under Part I or II of the Provincial Offences Act can be settled out of court by payment of the set fine amount on the offence notice. An example of this is a parking ticket where the infraction can be settled by paying the set fine written on the ticket.

Implementation of a set fine system for a municipal by-law requires approval by the Ontario Court of Justice of set fine schedule for the applicable by-law. Once approved, infractions can be settled by paying the set fine, thereby avoiding the involvement of the Court system.

The following is an example of how set fines and short form wording could be used for sign by-law infractions.

Item No.	Short Form Wording	Provision Creating the Offence	Set Fine
1.	Failure to obtain sign permit	4.3.1	\$100
2.	Sign within a daylight triangle	4.7.1(i)	\$100
3.	Over height ground sign	7.1	\$100
4.	Portable sign not on private property	11.1 (a)	\$100

Amending the Markham Sign By-law to provide for set fines could improve by-law enforcement by reducing the reliance on the Court system to resolve by-law infractions.

iii) Staff Training

If Markham amends the sign by-law to permit electronic signs, there will be a corresponding need for staff training in the enforcement of those technical aspects of electronic signs regulated by the sign by-law. This would

include enforcement of any maximum illumination levels set for electronic signs.

For example, most municipalities limit the brightness or light emanating from an electronic sign. This brightness is measured in a unit known as NITS with a NIT gun. emanating from a signs. Enforcement of the sign by-law regulations for the brightness of an electronic sign is dependent on municipal staff being adequately trained in the use of a NIT gun as well as the accurate calibration of the NIT gun over time.

Recommendations

1. Pass a housekeeping amendment to Sign By-law 2002-94 to remove inconsistencies and ambiguities in terms or provisions.
2. Amend Sign By-law 2002-94 to implement a set fine system for infractions.
3. Consider any staff training needs associated with future amendments to the Sign By-law with reference to electronic signs.