

**Report to  
Rapport au:**

**Planning Committee  
Comité de l'urbanisme  
10 April 2018 / 10 avril 2018**

**and Council / et au Conseil  
25 April 2018 / 25 avril 2018**

**Submitted on March 27, 2018  
Soumis le 27 mars 2018**

**Submitted by  
Soumis par:**

**Lee Ann Snedden  
Director / Directrice**

**Planning Services / Services de la planification  
Planning, Infrastructure and Economic Development Department / Direction  
générale de la planification, de l'infrastructure et du développement économique**

**Contact Person  
Personne ressource:**

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**Ward: ALTA VISTA (18)**

**File Number: ACS2018-PIE-PS-0032**

**SUBJECT: Exemption to the Permanent Signs on Private Property By-law –  
1795 St-Laurent Boulevard**

**OBJET: Exemption au Règlement régissant les enseignes permanentes sur  
des propriétés privées – 1795, boulevard St-Laurent**

## **REPORT RECOMMENDATIONS**

**That Planning Committee recommend Council approve an exemption to Section 124 of By-law 2016-326, to permit digital drive-through ground signage at 1795 St-Laurent Boulevard, as shown on Documents 2 – 4, with a minimum dwell time of three minutes for the main menu board sign and a one-minute dwell time for the pre-menu sign.**

## **RECOMMANDATIONS DU RAPPORT**

**Que le Comité de l'urbanisme recommande au Conseil d'approuver une exemption à l'article 124 du Règlement n° 2016-326 afin d'autoriser le panneau numérique au sol pour le service au volant au 1795, boulevard St-Laurent Boulevard, comme l'illustrent les documents 2 - 4, avec une période de maintien minimale de trois minutes pour le menu principal et d'une minute pour l'affichage précédent celui du menu.**

## **BACKGROUND**

The current McDonald's restaurant proposes to replace the existing static drive-through menu board signage with two new fully digital signs installed in the same locations along their drive-through lanes. The site fronts St-Laurent Boulevard with Bourassa Street at the side and Gladwin Crescent to the rear (see Document 1). Drive-through lanes are located to the rear of the building facing Gladwin Crescent. The property is zoned AM10 (Arterial Mainstreet), which allows for a fast food restaurant with a drive-through facility.

Under the provisions of this By-law, two static display information drive-through ground signs are permitted with only a small portion of the main menu board sign permitted to have a digital message centre. Relief has been requested to allow for the installation of fully digital information and menu signs.

As approval of the digital ground signs is beyond the scope of the Delegated Authority approval authority as specified under the Permanent Signs on Private Property By-law, this matter has been brought forward to Planning Committee for approval as an exemption to the By-law.

## **DISCUSSION**

The property is designated as an Arterial Mainstreet Area under the Official Plan. These lands are not subject to a Community Design Plan or a Secondary Plan. There are no

specific policies or guidelines related to commercial signage for this area. St-Laurent Boulevard is not listed as a Scenic Entry Route.

The restaurant use would be subject to the Urban Design Guidelines for Drive-Through Facilities. At this location, existing ground and wall restaurant signs are compatible with these design guidelines, complementing the character of the area. Drive-through ground signs are similar in size to other fast-food restaurants, directed towards the drive-through traffic lanes in the rear, which face commercial and industrial uses located on Gladwin Crescent.

The intent of the By-law is to provide appropriate locations and scale for drive-through information ground signs and digital signs without adversely affecting the streetscape, adjacent uses, signage density and safety. The overall face area of information ground signage is therefore limited in size; in addition to only allowing a small amount of digital display in order to mitigate the distractions and light spillage because of changing messages.

The applicant proposes to replace the standard static menu signage with more innovative digital display signs. These signs would be significantly smaller than the existing signs. The pre-menu board would be reduced from 0.95 square metres to 0.67 square metres and the menu board would be reduced from 4.1 square metres to 2.3 square metres. Elevations of the digital signs are shown on Document 3. The use of digital technology will allow for the display to change on a periodic basis, highlighting different products and menus during different times of the day. The use of the digital format is therefore more effective than standard static format displays allowing for reduced sign areas (see digital examples on Document 4).

Distractions due to lighting intensity are mitigated through performance standards currently in the By-law, which limit dwell time, restrict transition time between messages, prohibit flashing or movement and control lighting intensity. In this case, the property owner has agreed to maintain a minimum dwell time of three minutes for the main menu board sign and a one minute dwell time for the pre-menu sign to limit potential driver distractions from the digital displays.

Approval of this application is recommended, given the unique considerations of this site (see Document 2) including orientation of the signs, distance from residential uses and limited impact to adjacent uses or driver safety.

## **RURAL IMPLICATIONS**

There are no rural implications associated with this report.

**CONSULTATION**

The public circulation, which included listed community groups, generated no opposition to the application.

**COMMENTS BY THE WARD COUNCILLOR**

Councillor Cloutier has no concerns or comments.

**LEGAL IMPLICATIONS**

There are no legal impediments associated with implementing the recommendation contained within this report.

**RISK MANAGEMENT IMPLICATIONS**

There are no risk management implications associated with the recommendations in this report as the changes are technical and routine in nature.

**ASSET MANAGEMENT IMPLICATIONS**

There are no asset management implications associated with the recommendation of this report.

**FINANCIAL IMPLICATIONS**

There are no direct financial implications.

**ACCESSIBILITY IMPACTS**

There is no accessibility implications associated with this report.

**TERM OF COUNCIL PRIORITIES**

This application addresses the following Term of Council Priority:

SE1 - Improve the client experience through established service expectations.

**SUPPORTING DOCUMENTATION**

Document 1 Location Map

Document 2 Site Plan

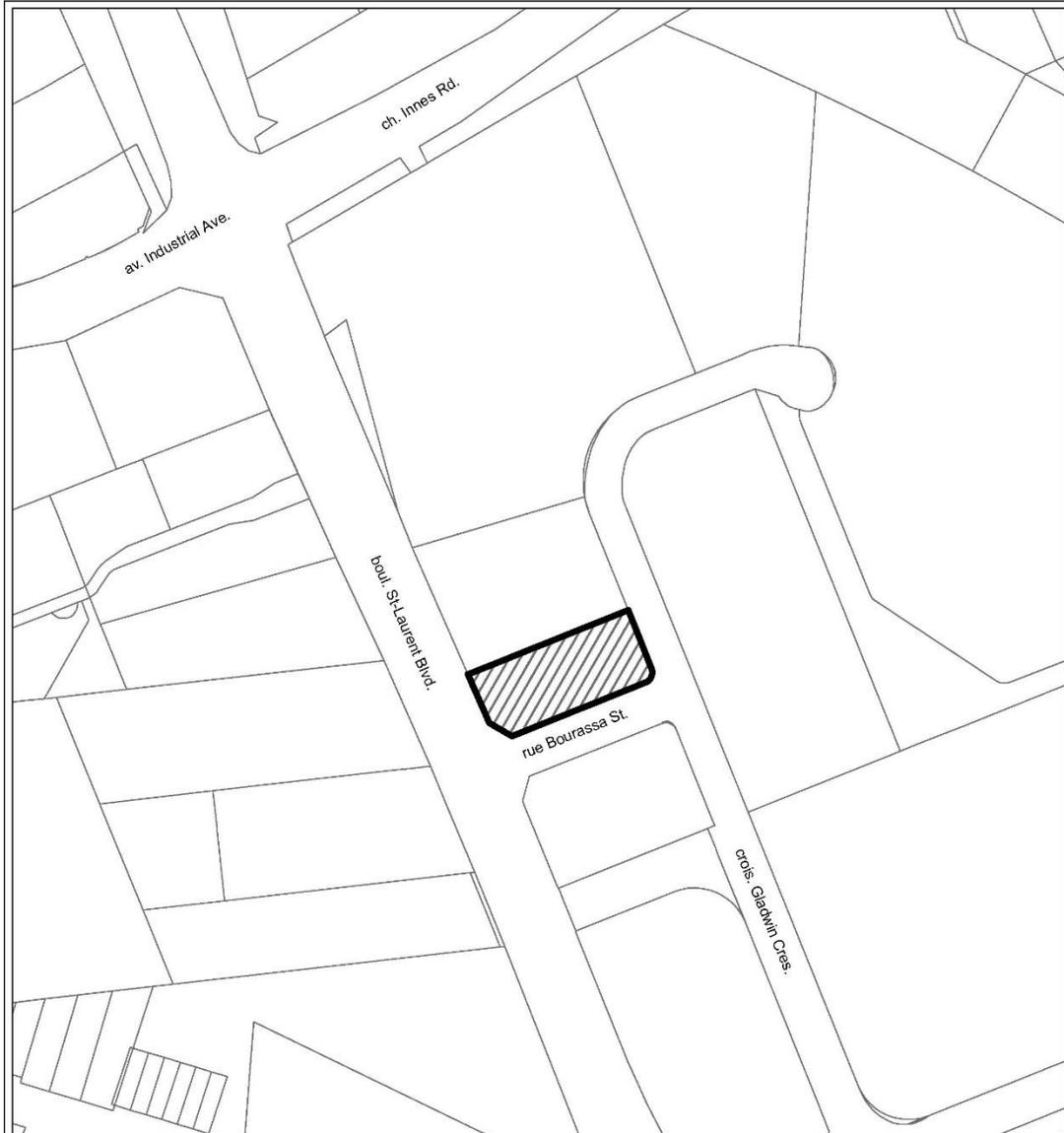
Document 3 Sign Elevations

Document 4 Sign Examples

**DISPOSITION**

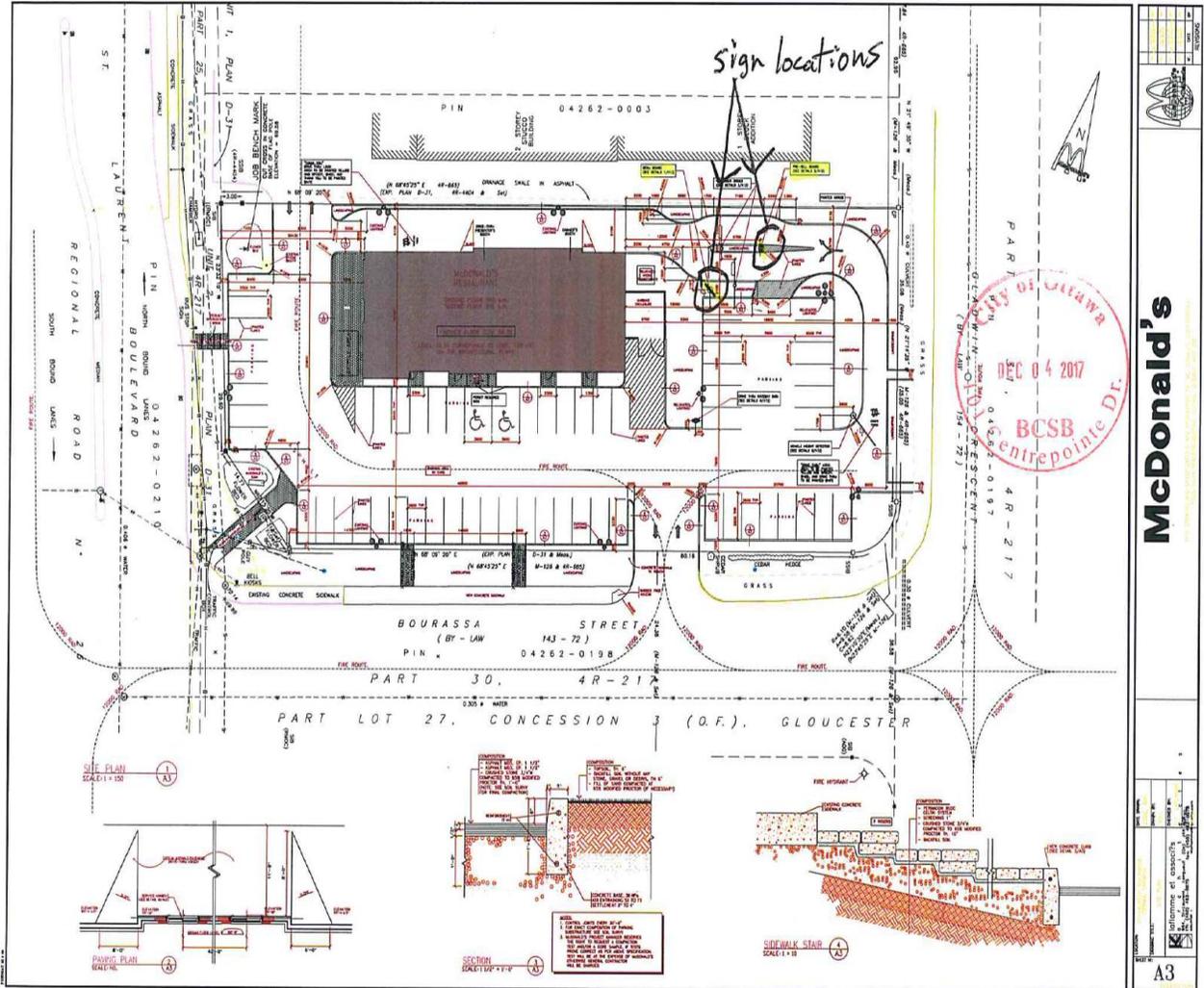
The Building Code Services Branch shall notify the applicant and the Ward Councillor of Council's decision.

Document 1 – Location Map



		LOCATION MAP / PLAN DE LOCALISATION SIGNS BY-LAW / RÉGLEMENT MUNICIPAL SUR L’AFFICHAGE	
D07-10-17-0013	18-0094-B		
I:\CO\2018\Sigs\StLaurent_1795			
<small>©Parcel data is owned by Teranet Enterprises Inc. and its suppliers                  All rights reserved. May not be produced without permission                  THIS IS NOT A PLAN OF SURVEY</small>		 <b>1795 blvd. St-Laurent Blvd.</b>	
<small>©Parcel data appartient à Teranet Enterprises Inc. et à ses fournisseurs.                  Tous droits réservés. Ne peut être reproduit sans autorisation.                  CECI N’EST PAS UN PLAN D’ARPENTAGE</small>			
REVISION / RÉVISION - 2018 / 1 / 23			

Document 2 – Site Plan



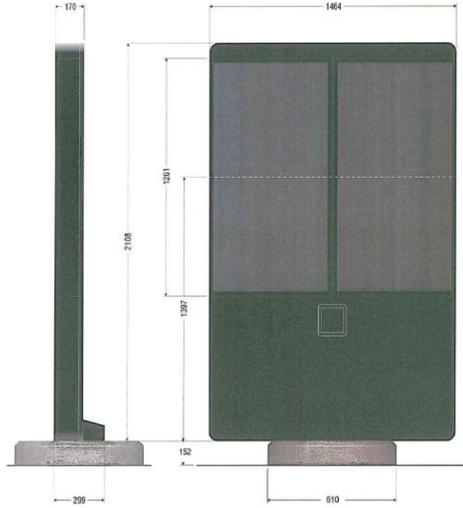
McDonald's

A3



# Main Menu Board

S/S Dual Menu Order Board  
Scale: 3/4" = 1'-0"



Total Sign Area - 1.85m<sup>2</sup>



**Material Specifications**

1. Internal frame materials: Steel, powder coated Pantone 425 ( Matte Grey )
2. External covers: Aluminium powder coated Pantone 34192P ( Matte Black )
3. External perimeter trim: Aluminium powder coated Pantone 425 ( Matte Grey )
4. Digital display equipment: Samsung outdoor display model DMF ( not included )

**Power & Data Requirements**

1. Power supply: 120v Single Phase 60hz 20a
2. Data feed: CAT6 cable with RJ45 termination ( 2 Required )

Drawing No:  
DDMB\_55" Dual Displays  
WORKING  
Samsung DMF

**Electrical Requirements**

120V

Preliminary Approval

Approved for Production

May 20, 2016 T. Dudge

Pride Signs is a member of the family of companies owned and operated by the same group of people. All products are designed and manufactured in Canada. All products are made in Canada.

REVISION DATES:

**PRIDE SIGNS**

275 PRINCEWILTON DRIVE, GAINESVILLE, ONTARIO, CANADA TEL: 519-822-8800 FAX: 519-822-8821 WWW.PRIDESIGNS.COM

Various Locations  
Canada



DRAWN BY: T. Dudge  
DATE: May 1, 2017

Document 4 – Sign Examples

McDonald's – 1795 St. Laurent Boulevard, Ottawa  
Variance Request  
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New Proposal

