



Hamilton

***LED/ Digital Signs***

**Planning Committee October 18, 2016**



# Agenda

1. Executive Summary
2. Background
3. Economic Impacts
4. Due Diligence Review
5. Establishing Canadian Best Practices
6. Site Examination / Technical Review
7. Recommendations



# Executive Summary

1. Proactive, collaborative approach
  - Planning and Economic Development team
  - Public Works team
  - Legal Services
  - Ed Fothergill – Fothergill Planning & Development
  - Public Consultations through Licensing Division
2. \$7M – 15 year deal
  - Package of 10 Municipal sites
3. Developed an amended City Wide by-law
  - Enables future vendor proposals
4. Competitive discovery process
  - Major players contacted early in process
  - Site selection, financials, technology unknown – needed a partner to develop
5. Canadian Best Practice – safety, technology, residential impact



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## Background & Timeline

Sept  
2014

- Initial review and conceptualization of existing and potential enhancement to COH sign program

Jan  
2015

- Initial sector environmental scan & initiation of due diligence investigation including potential partners

May  
2015

- Council approval of report directing Staff to investigate feasibility of implementing LED billboard signs

June  
2015

- Initiation of collaborative approach to development of report and continued investigation/due diligence surrounding LED signs

Dec  
2015

- Sector consultation completed, initial proposals received, continued evaluation by all relevant internal departments

Jan  
2016

- Independent consultant retained to review, evaluate and develop recommendations on work to date, and to provide support for the continued work of site selection and parameters for by-law amendment

Mar  
2016

- Internal recommendation agreed upon to amend existing City Wide by-law

Aug  
2016

- Subsequently a review and consultation regarding by-law undertaken with internal Staff and Councillors. Project components finalized, recommendations finalized, Public Consultation process completed.



# Economic Impact

## Current

- 10 Static Muni. Billboards
- \$7,100 annual rev. per sign CoH
- Total annual rev. \$71,000 to CoH

## Proposed

- 10 Digital Municipal Billboards
- \$40,500 annual rev. per sign to CoH
- Total annual rev. \$405,000
- Plus \$100,000 signing 2016

## Proposed

- 15 Year Deal
- Includes 2 digital signs owned by Outfront with \$50,000 in beautification
- Includes 5% CoH content - \$1M values
- Total CoH deal = \$7M cash

## Tax Relief:

Net new money relieving the City's Tax Burden by approx. \$400K/year



## Due Diligence Process

2 years of extensive consultation including:

- ✓ In-depth environmental scan and sector analysis
- ✓ Stress tests of local and regional markets
- ✓ Consultation with top officials in North America
- ✓ Extensive literature review (empirical, industry and sector)
- ✓ Scientific review
- ✓ Geospatial and physical site analysis
- ✓ Key internal and public engagement
- ✓ Both municipal and sector specific environment scans



## Hamilton **Due Diligence** **Environmental Scan / Sector Analysis**

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This process started 18 months ago. All of the key players within the sector were consulted. Proposals were vetted against the stringent Best Practice requirements that were being applied to this introduction to digital signs. Required to meet a complex balance of social, planning, and economic considerations.



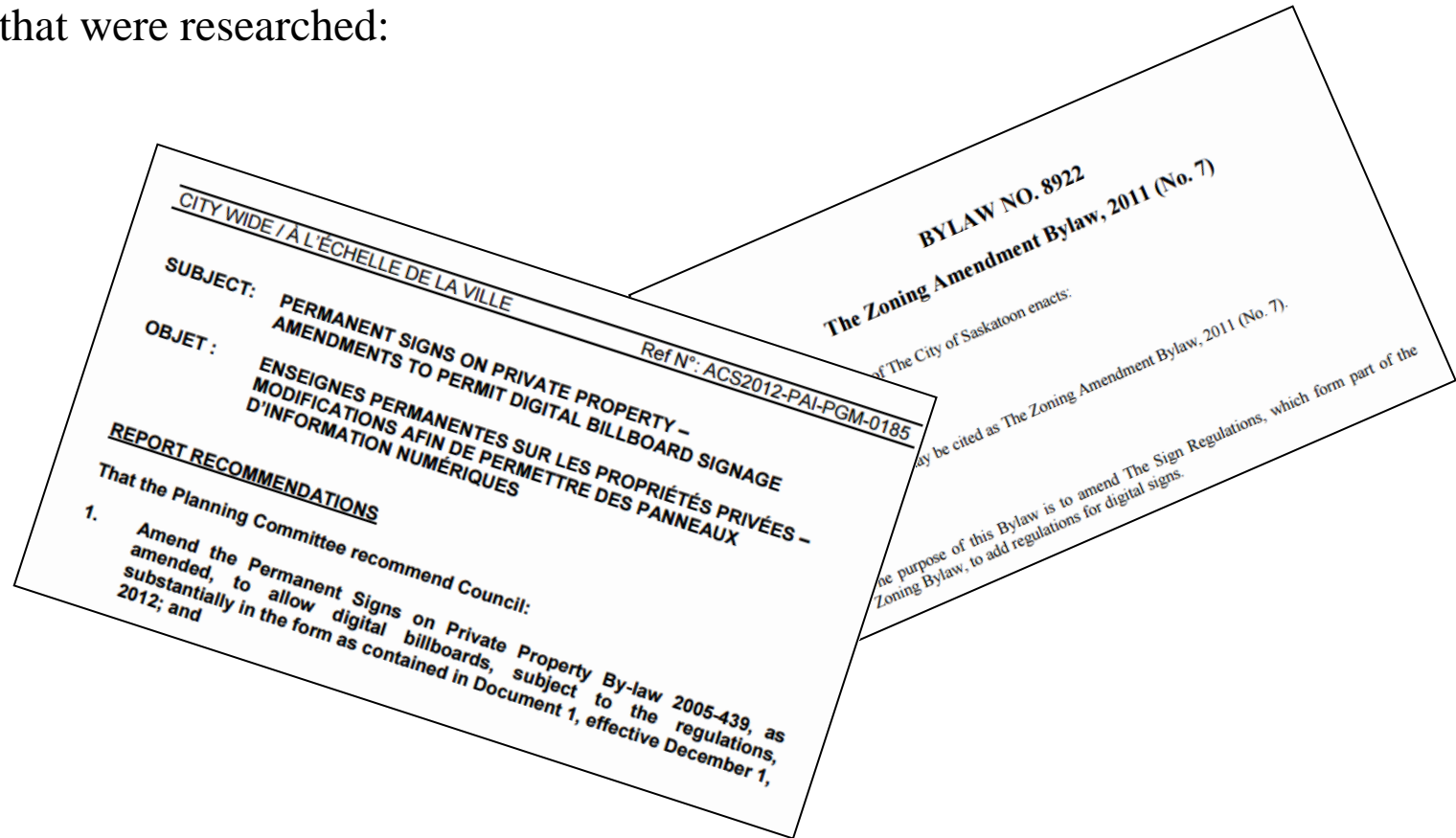


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# Due Diligence – Municipal Experience

Digital signage is expanding across North America including several Canadian municipalities that were researched:

- Vancouver
- Winnipeg
- Regina
- Saskatoon
- Edmonton
- Calgary
- Toronto
- Ottawa
- Milton
- Burlington
- London

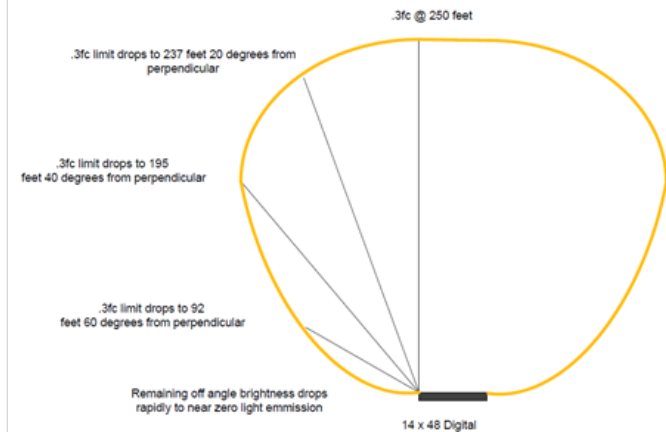
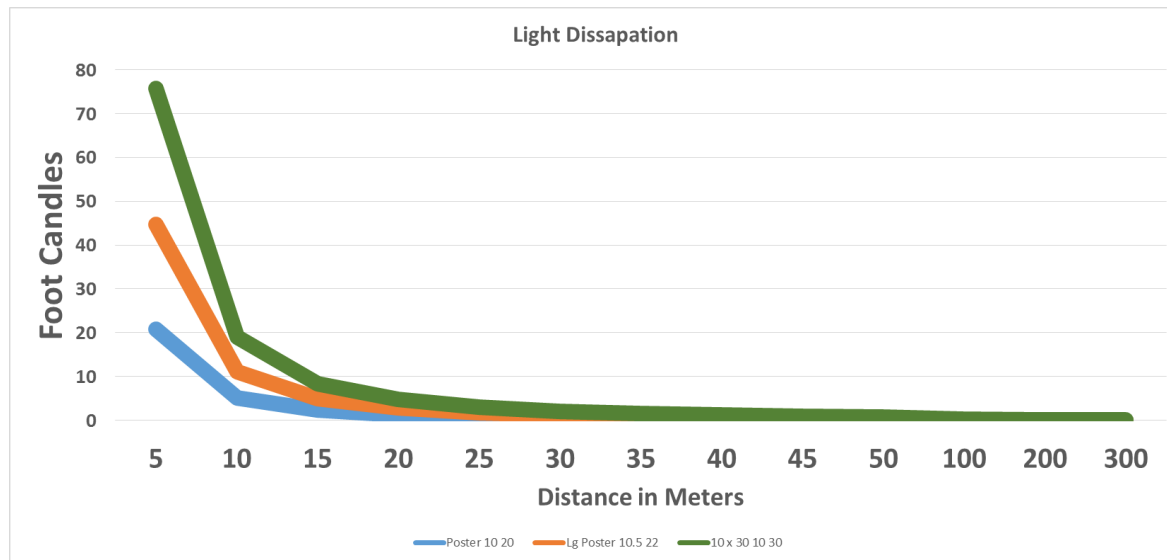






## Due Diligence – Experts/Scientific Review

- Staff consulted experts across North America to understand the scientific and physiological effects of digital signage on safety, environment and human interaction





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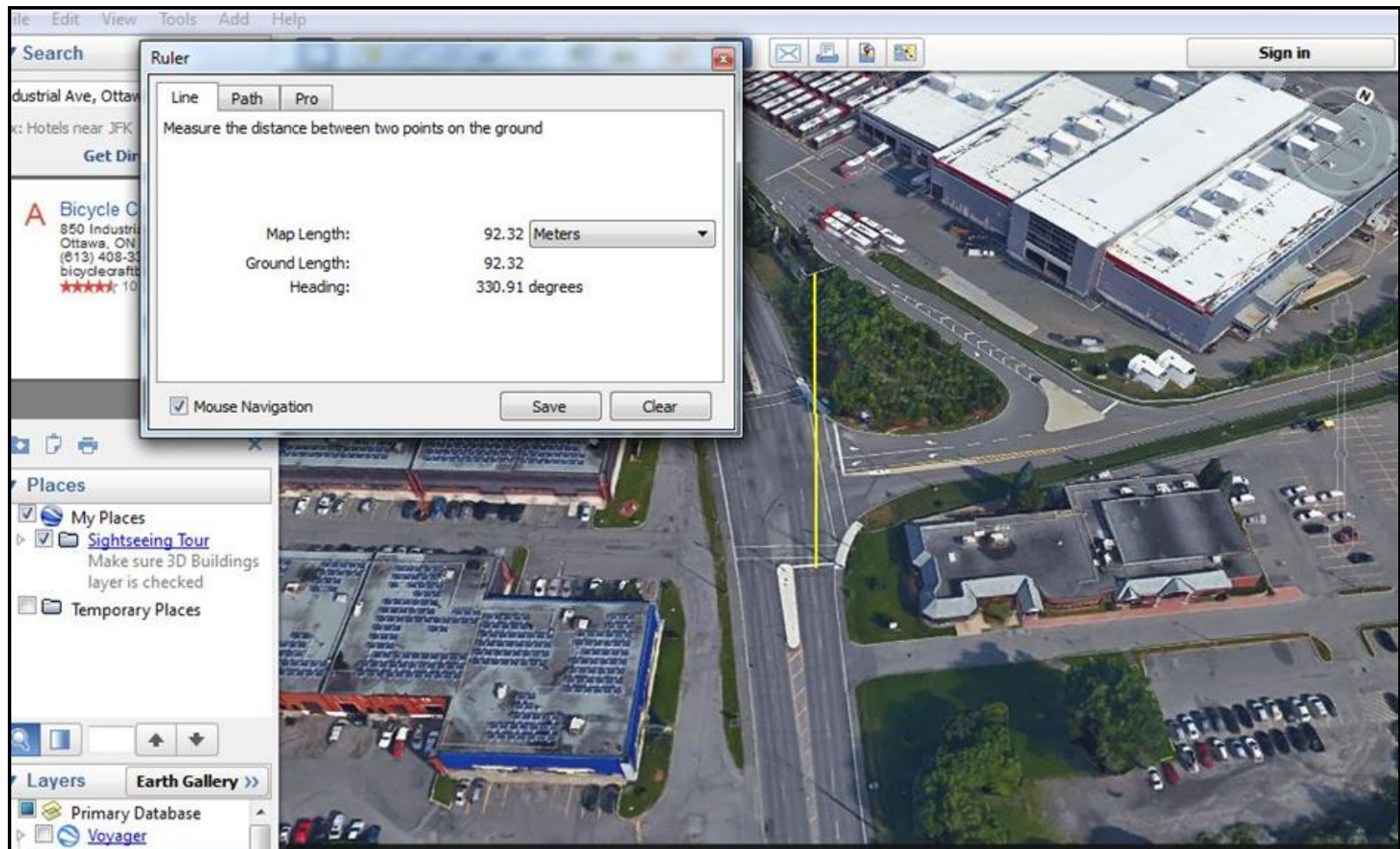
# Due Diligence - Optics





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# Due Diligence - Optics





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## Due Diligence – Literature Review

- Extensive literature review consisting of evaluation of Ministry and Federal Transport white papers, empirical peer reviewed publications and municipal experiences



Canada



### Federal Highway Administration study confirms safety of digital billboards and signs

June 16, 2014 | by Darrin Friskney







# Due Diligence – Safety

Staff undertook an extensive technical review, drawing on a number of comprehensive studies North America wide, including a detailed local analysis with specific focus on traffic safety.

Based on Staff's review no causal safety effect can be correlated from Digital signage.

## City of Ottawa Traffic Study

Intersection	Range of Number of Yearly Collisions 2001-2010 (low to high number of collisions)	Average Number of Yearly Collisions 2001-2010 (before installation of digital billboards)	Number of Collisions 2010 (last year before installation of digital billboards)	Number of Collisions 2011 (after installation of digital billboards)
Carling Ave at Kirkwood Ave	21-34	27	34	30
St Laurent Boulevard at Tremblay Road	7-26	19	23	22
Carp Road at Westbrook Road	1-5	3	3	4

Traffic Accidents By Intersection - Sample with Digital Signage								
Intersection	2010	2011	2012	2013	2014	2015 (June YTD)	Grand Total	Average
Burlington St. And Sherman Ave	0	4	3	0	4	0	11	1.8
Main St W. and Summers lane	0	2	2	2	1	0	7	1.2
Main St W and Dundum St. S	6	13	4	9	5	2	39	6.5
York BLVD and Bay St. N	2	5	2	1	3	3	16	2.7
Total	8	24	11	12	13	5	73	12.2
Digital Sign Present				No Digital Sign Present				
Traffic Accidents By Intersection - Control Sample								
Row Labels	2010	2011	2012	2013	2014	2015 (June YTD)	Grand Total	Average
King St W & Bay	2	2	4	3	7	1	19	3.2
Main St W and Bay	7	7	6	8	6	0	34	5.7
York Blvd & James St S/Wilson St	2	3	6	2	5	1	19	3.2
Total	11	12	16	13	18	2	72	12.0
Digital Sign Present				No Digital Sign Present				



## Due Diligence – Public Information

- Public consultations held in May and June, 2016;
- There were no negative concerns just questions about how the by-law provisions would operate;
- Public wants to ensure regulations will be followed and enforced – with specific regards to relation to residential areas and operation.



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# Adoption of Best Practices



VS.



Need to progressively control implementation rather than letting evolution take place in non-conforming market environment

Vancouver's sign bylaw is mainly being updated because it's out of date, having been first drafted in 1989. While it's been amended over the years, it's never had a comprehensive reboot, according to Pecarski.

“What we're finding is the sign bylaw no longer reflects the needs of the industry, so we wanted to take this opportunity to comprehensively review the bylaw, reflect best practices and, of course, update it so we can accommodate signs that take advantage of the new technology out there for signs,” he said.

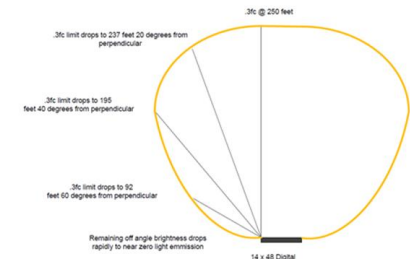
Source: Vancouver Courier, August 19, 2016, Quote: Randy Pecarski, Vancouver's acting assistant director of planning



# Parameters Being Recommended for Implementation

## Key parameter inclusions:

- (a) No view shed impact on any residential area within 300M of sign location;
- (b) 30m setback from any intersection;
- (c) have a maximum luminosity level of 300 candelas per square metre at night and 6000 candelas per square metre during the daytime;
- (d) be equipped with a monitoring device to ensure that the light generated by each sign does not exceed 0.3 foot candles above ambient light levels at 42 metres for a sign of 18.6 square metres or less or 76 metres for a sign area of up to 63 square metres;
- (e) not operate between the hours of 12 a.m. and 6 a.m.;
- (f) have a minimum dwell time of 6 seconds.







## Site Evaluation

### City of Hamilton Owned Properties:

1. Mountain Transit Centre
2. Meadowlands Ancaster
3. Lincoln M. Alexander Parkway & Golf Links Rd. N/S & S/S
4. Stone Church Rd at Dartnall
5. Upper Wentworth (near Limeridge) W/S & E/S
6. 1000 Limeridge Rd. E.
7. Valley Park
8. 14 Mud Street
9. 1605-1645 Rymal Rd.
10. Upper Red Hill Valley & Stone Church

### Outfront Media Owned Properties:

1. Main St. & Dundurn St.
2. King St. & Dundurn St.



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# Mountain Transit Centre





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# Mountain Transit Centre







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# Meadowlands Ancaster

SHOWING

LEGEND

- Proposed Sign Location
- Viewshed Area  
extending 150m / 200m & 300m  
- 140 degrees





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# Meadowlands Ancaster

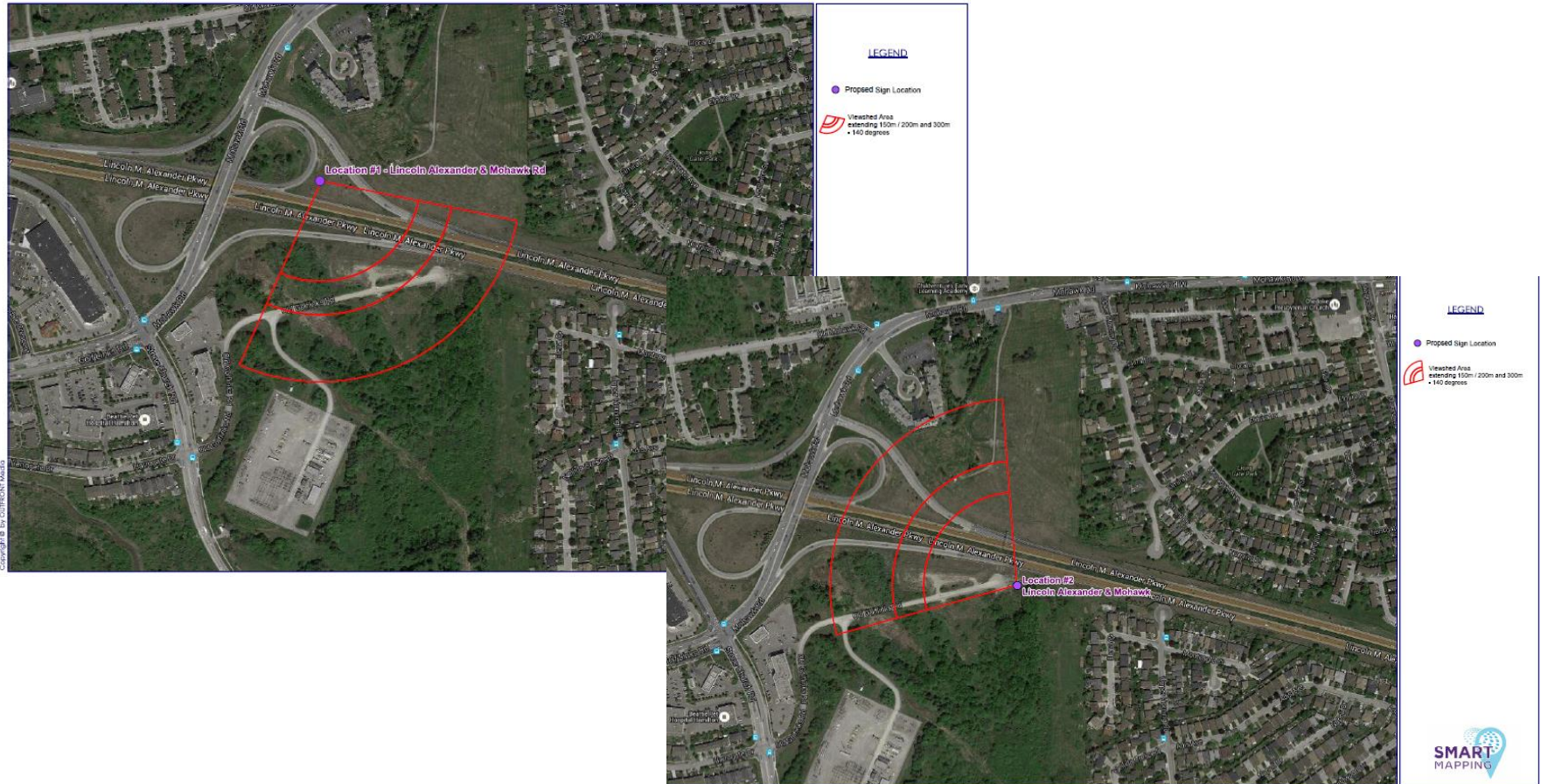






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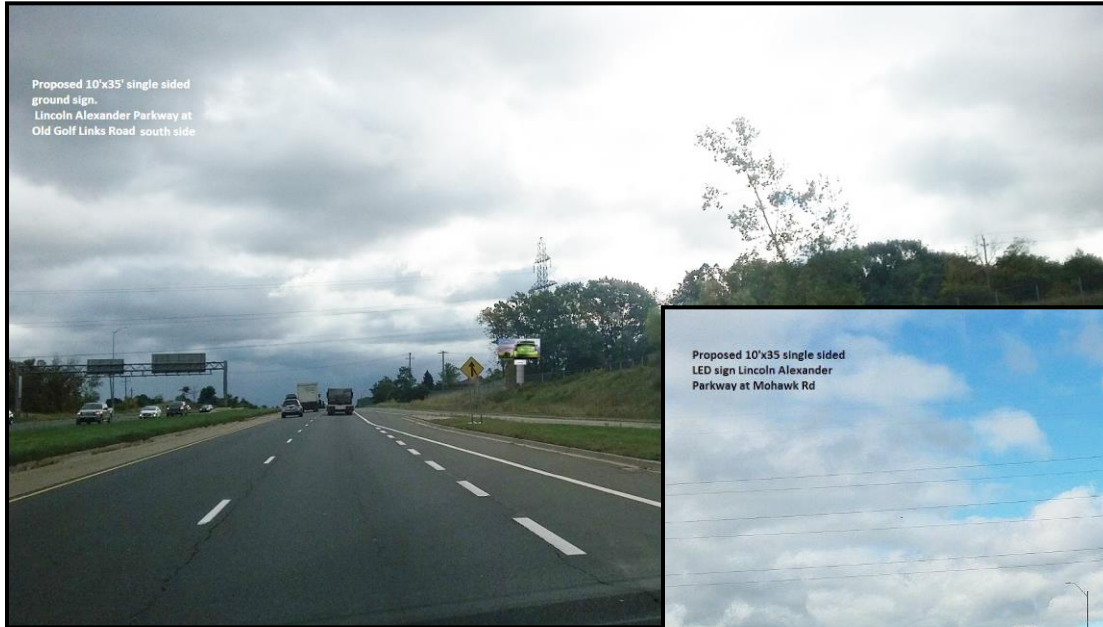
# Lincoln M. Alexander Parkway & Golf Links Rd. N/S & S/S





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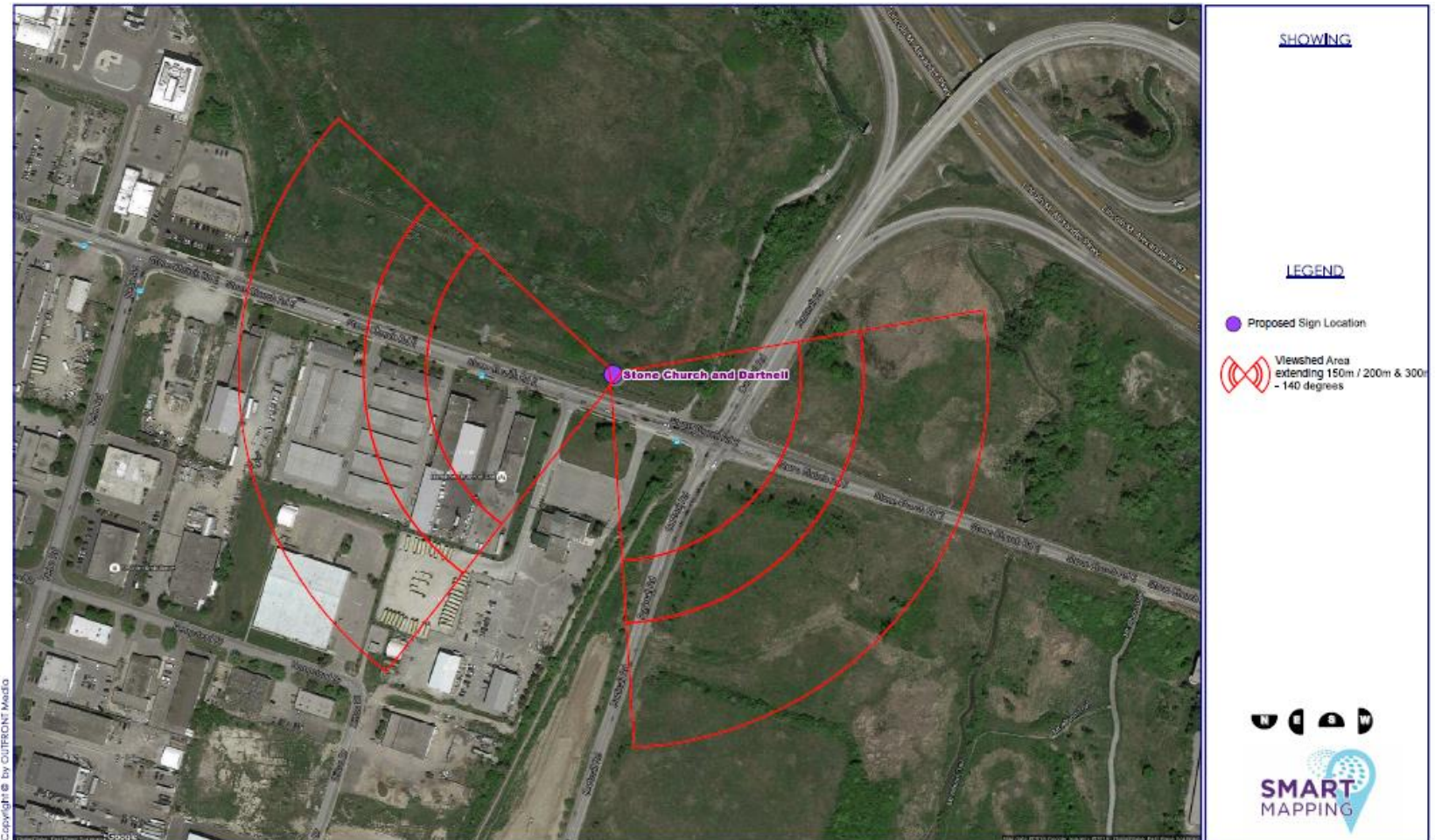






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# Stone Church Rd. at Dartnall







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## Stone Church Rd. at Dartnall





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# Valley Park



SHOWING

LEGEND

- Proposed Sign Location
- Viewshed Area extending 150m / 200m & 300m - 140 degrees







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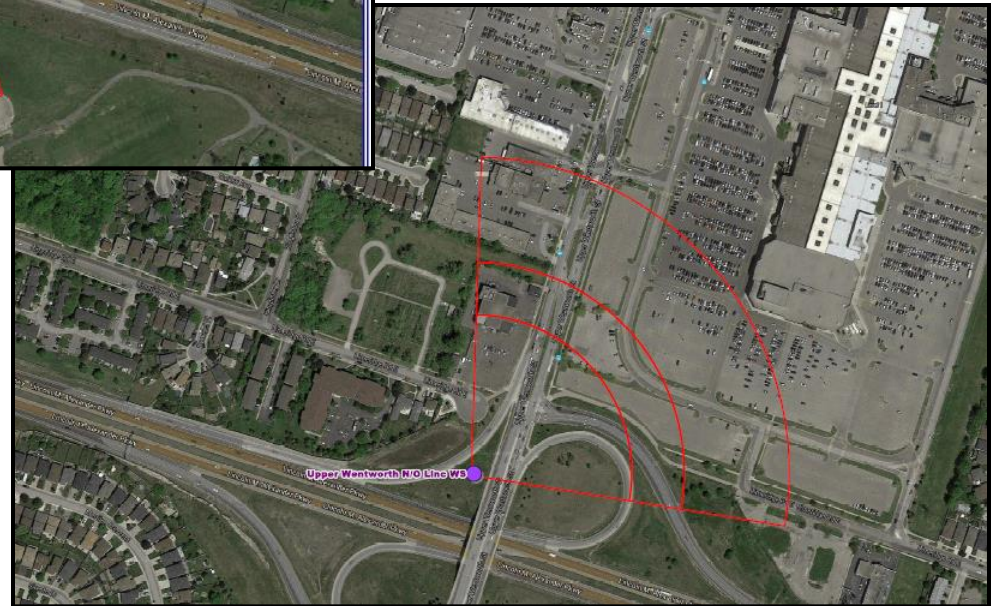
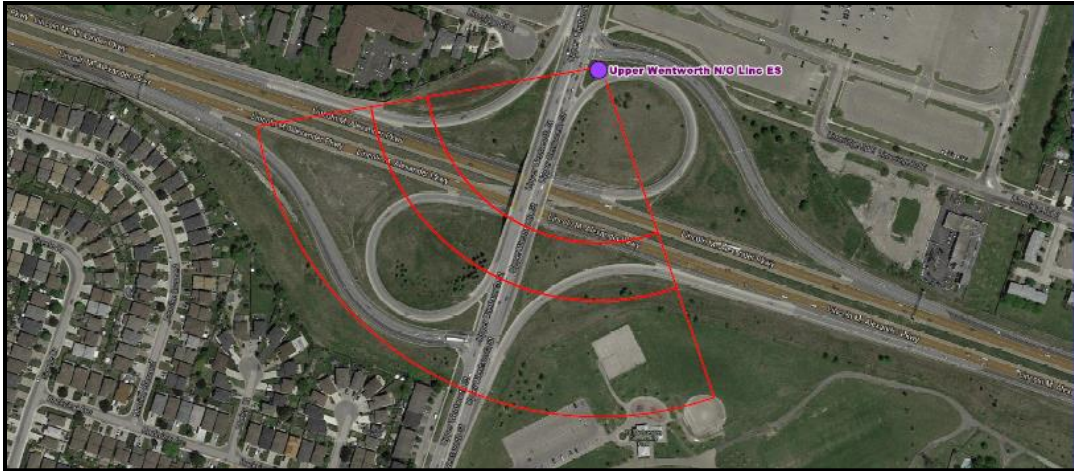
# Valley Park





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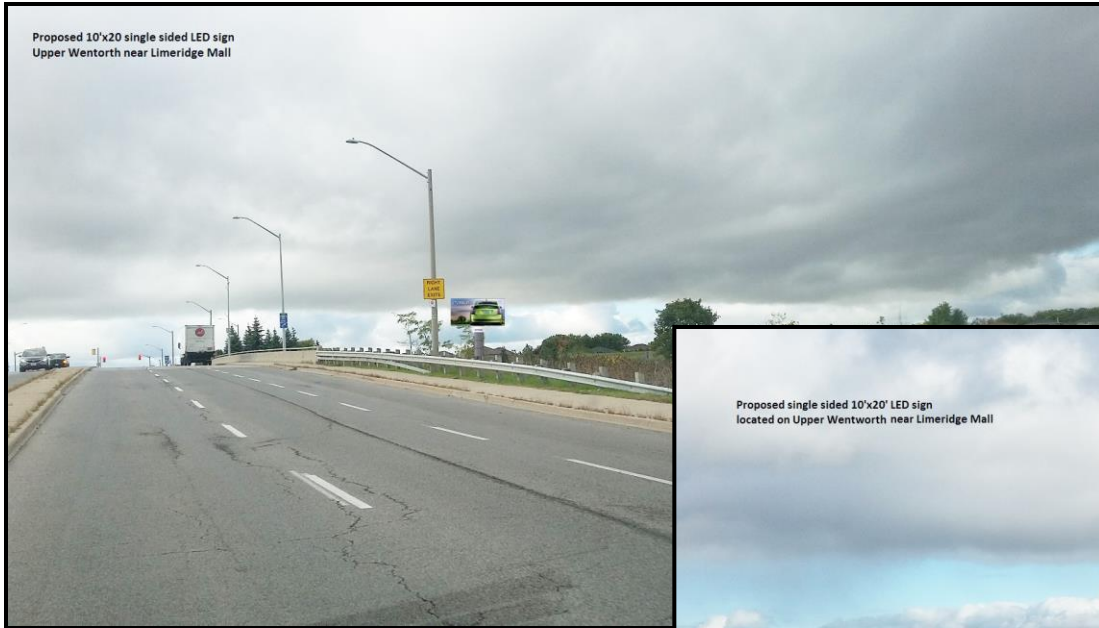
# Upper Wentworth St. (near Limeridge) W/S & ES





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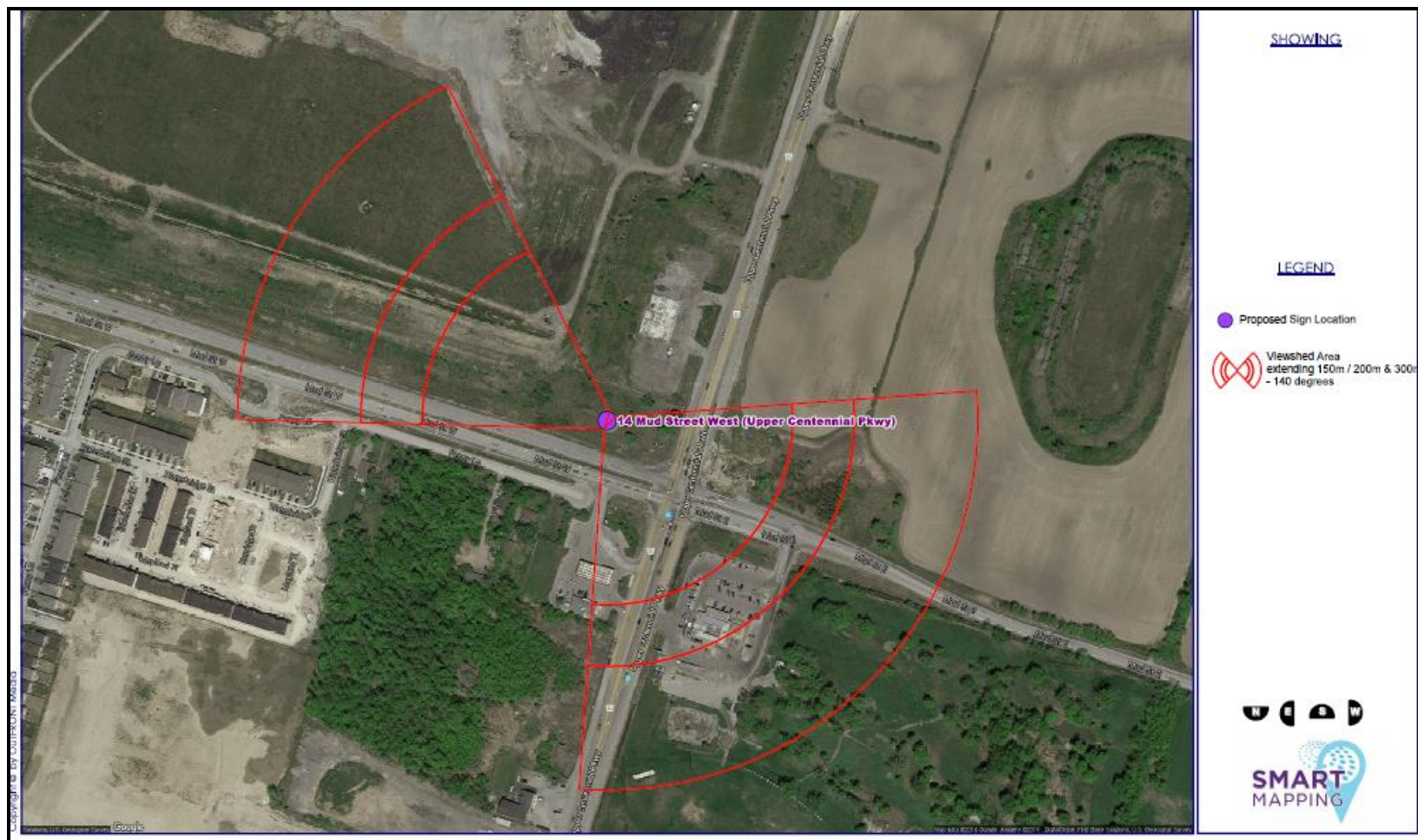






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# 14 Mud Street





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## 14 Mud Street







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# 1605-1645 Rymal Rd.







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## 1605-1645 Rymal Rd.





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# 1000 Limeridge Rd.



SHOWING

LEGEND

- Proposed Sign Location
- Viewshed Area
  - extending 150m, 200m & 300m
  - 140 degree







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## 1000 Limeridge Rd.

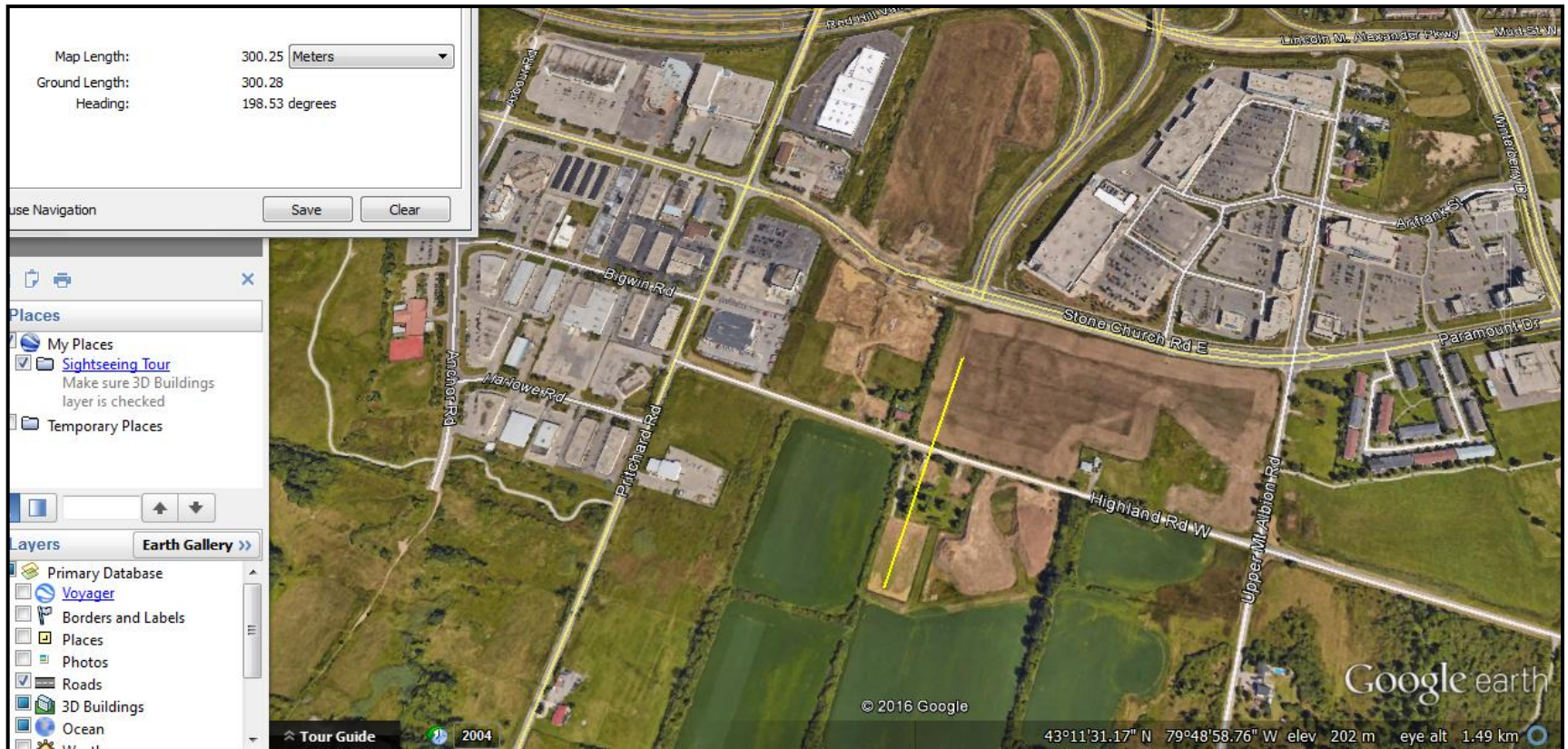


OUTFRONT  
media



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# Upper Red Hill Valley Parkway & Stone Church Rd.



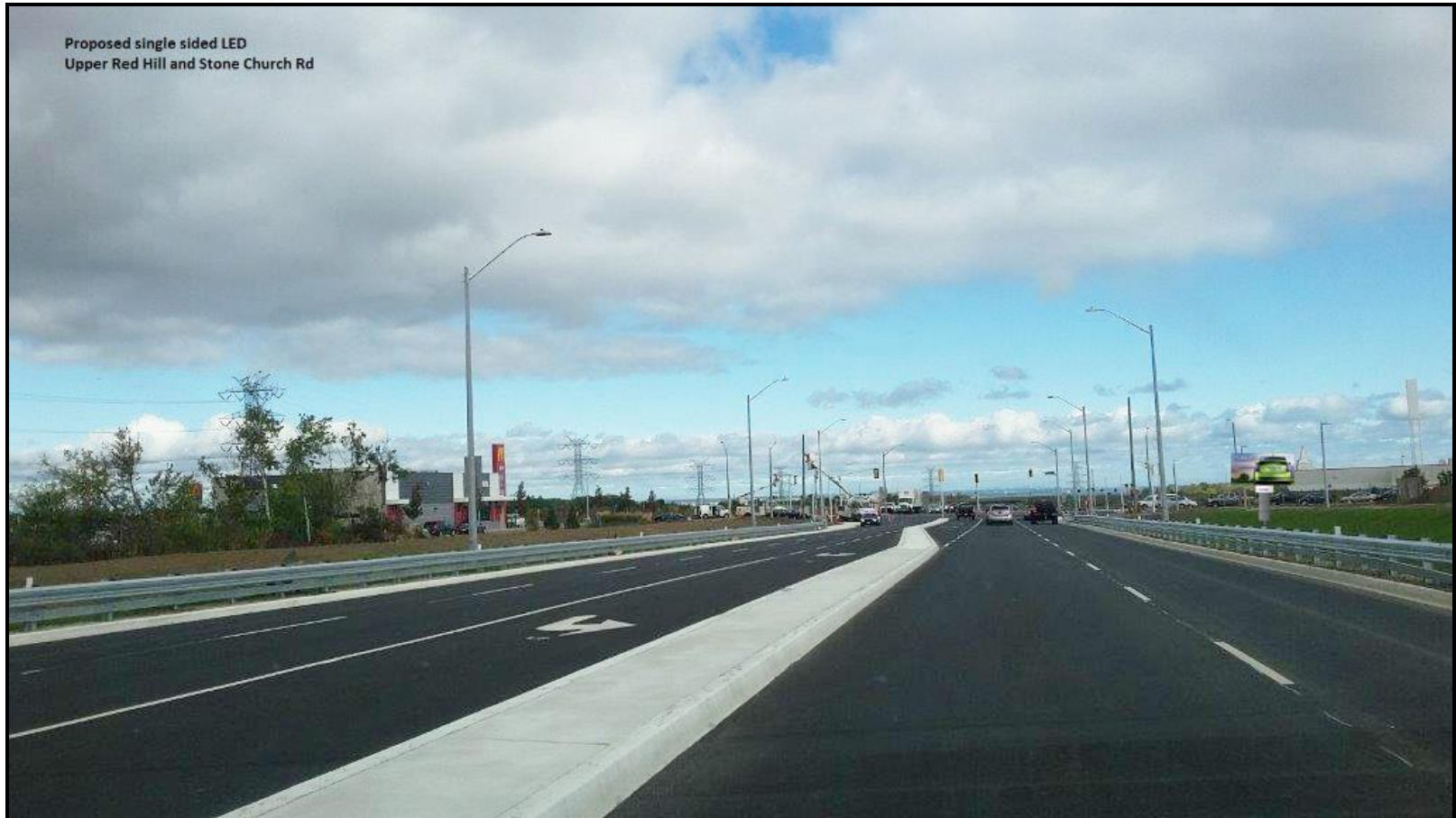




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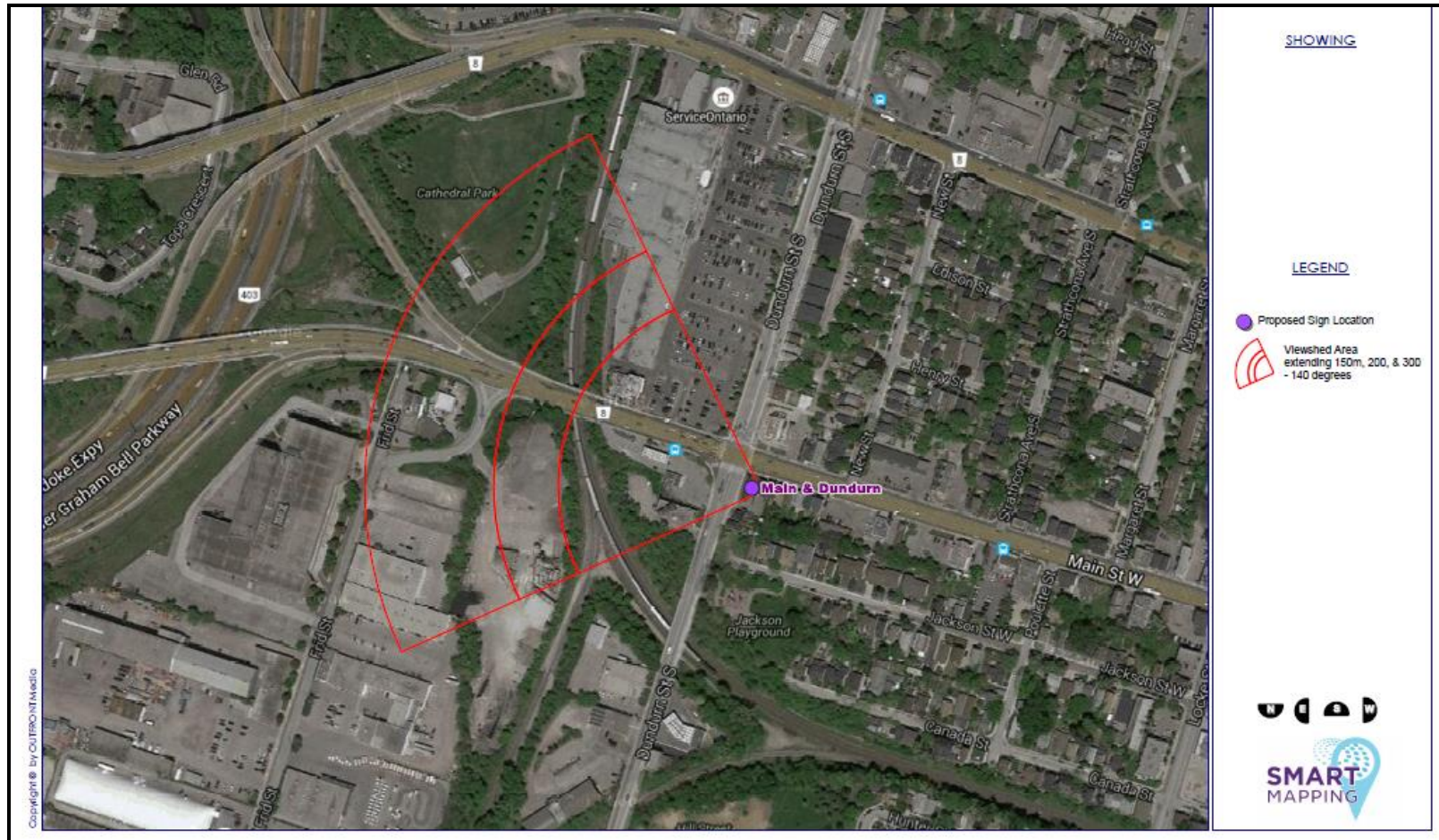
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## Main St. & Dundurn St.

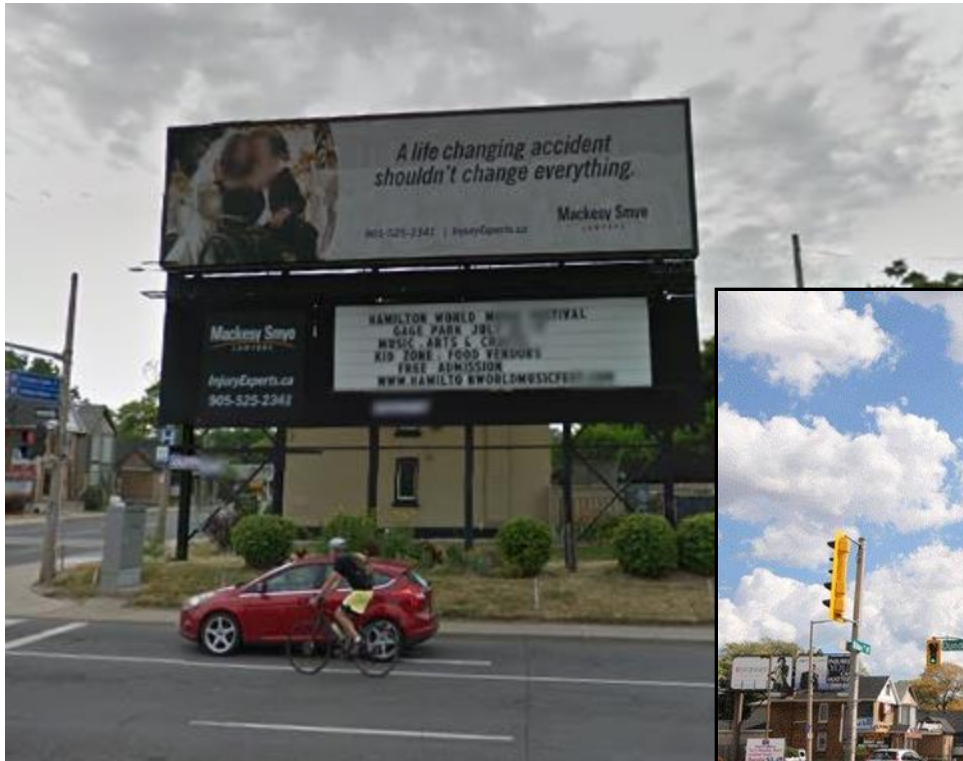






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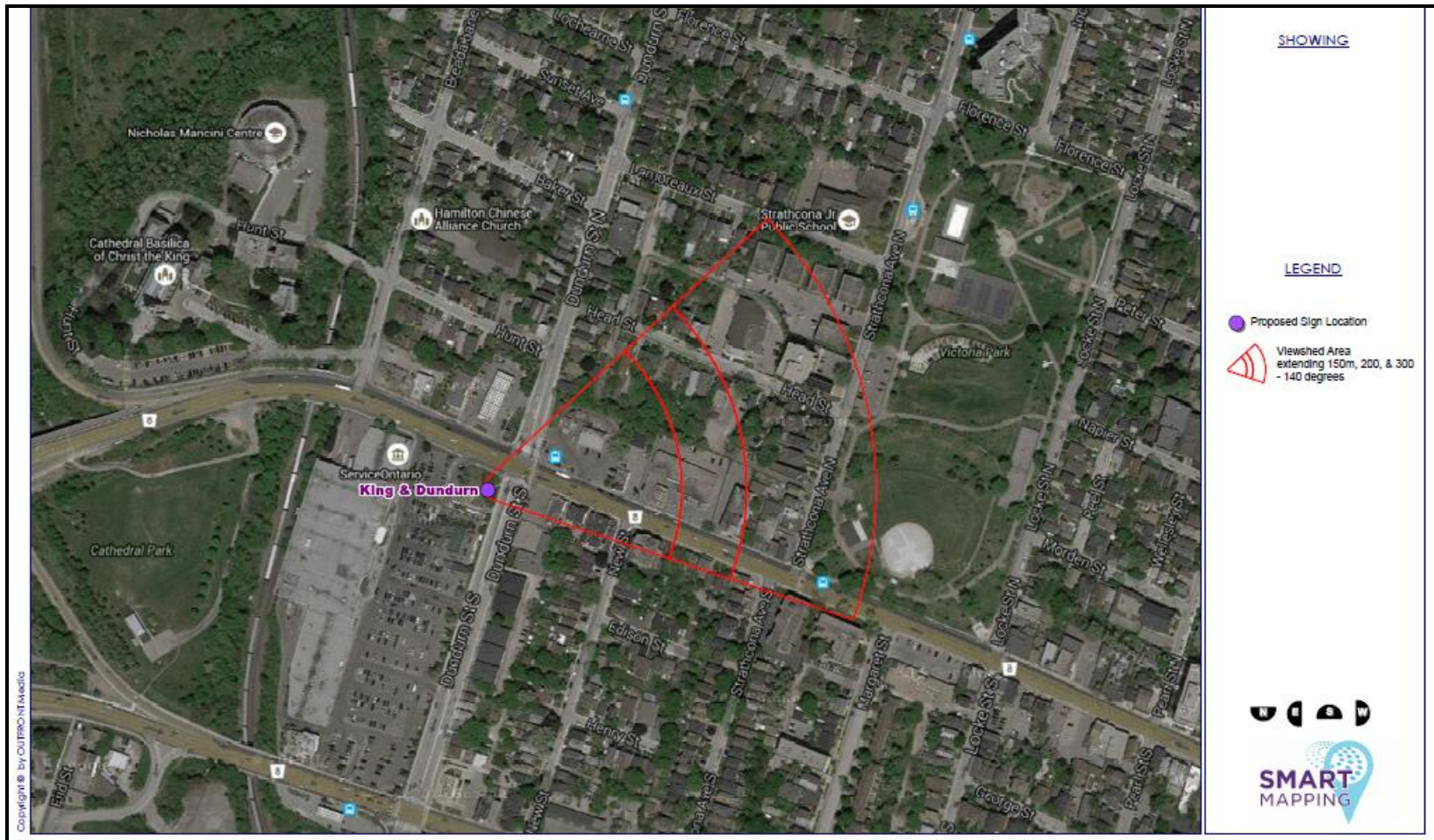
## Main St. & Dundurn St.





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# King St. & Dundurn St.







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## King St. & Dundurn St.





## Recommendations

- (a) That the amending By-law, attached as Appendix “A” to Report FCS16082 / PED16196, which amends the Sign By-law No. 10-197, attached as Appendix “B” to Report FCS16082 / PED16196, with respect to digital billboards and is in a form satisfactory to the City Solicitor, be approved;
- (b) That a new annual permit fee per sign of \$2,000 for digital billboards be approved and added to the User Fees and Charges By-law;
- (c) That City staff be authorized to negotiate terms and conditions with Outfront Media, for the display of digital billboards and advertising thereon at the 12 signs on municipal properties listed and attached as Appendix “C” to Report FCS16082 / PED16196;
- (d) That the General Manager of Finance and Corporate Services, or approved delegate, be authorized to execute an agreement and all necessary documentation to implement Recommendation (c) of Report FCS16082 / PED16196, all with content acceptable to the General Manager of Finance and Corporate Services, and in a form satisfactory to the City Solicitor;



## Recommendations

- (e) That the Sign Variance application, pertaining to the size of one specific sign, attached as Appendix “D” to Report FCS16082 / PED16196, for a Digital Billboard at 1000 Limeridge Road East, be approved upon payment of the Sign Variance application fee;
- (f) That the Sign Variance application pertaining to the size of one sign supplied by Outfront Media (formerly CBS Outdoor) on private property located at Dundurn Street and Main Street, attached as Appendix “E” to Report FCS16082 / PED16196, be approved upon payment of the Sign Variance application fee;
- (g) That the Sign Variance application pertaining to the location of one sign supplied by Outfront Media (formerly CBS Outdoor) on private property located at King Street and Dundurn Street, attached as Appendix “F” to Report FCS16082 / PED16196, be approved upon payment of the Sign Variance application fee;
- (h) That the item respecting direction for Staff to investigate modifications to the Sign By-law with intent of permitting light emitting diodes (LED) signs, respecting Digital Signage Budget Enhancement Opportunity, be identified as complete and be removed from the Planning Committee Outstanding Business List.