

# **ADDENDUM**

## **REGULAR MEETING OF CITY COUNCIL**

**2012 06 25**

**4:30 P.M.**

## **COUNCIL CHAMBERS**

### **3. APPROVE AGENDA AS PRESENTED**

Mover: Councillor J. Krmpotich

Seconder: Councillor P. Christian

Resolved that the Addendum #1 for the 2012 06 25 City Council meeting as presented be approved.

### **4. DELEGATIONS/PROCLAMATIONS**

#### ***PART ONE – CONSENT AGENDA***

### **5. COMMUNICATIONS AND ROUTINE REPORTS OF CITY DEPARTMENTS, BOARDS AND COMMITTEES**

- bb) Correspondence requesting permission for private liquor licence extension is attached for the consideration of Council.

Mover: Councillor J. Krmpotich

Seconder: Councillor P. Christian

Resolved that City Council has no objection to the proposed extended licenced area as detailed in the written request for a liquor licence extension for an outdoor event on the following stated date:

Loplop Gallery Lounge  
651 Queen Street East

Downtown Days, Rotaryfest – July 19 to 21, 26 to 28, 2012  
Buskerfest – August 2 to 4, 9 to 12, 2012

- cc) Mover: Councillor J. Krmpotich  
Seconder: Councillor P. Christian

Resolved that Councillor Lou Turco be authorized to travel to the FONOM Board meeting being held in Kapuskasing (2 days in July) at no cost to the City

## ***PART TWO – REGULAR AGENDA***

### **6. REPORTS OF CITY DEPARTMENTS, BOARDS AND COMMITTEES**

- (1) ADMINISTRATION**
- (2) COMMUNITY SERVICES DEPARTMENT**
- (3) ENGINEERING**
- (4) FIRE**
- (5) LEGAL**
- (6) PLANNING**

- a) Digital Signs By-law**

Further correspondence is attached for the information of Council.

- (7) PUBLIC WORKS AND TRANSPORTATION**

- (8) BOARDS AND COMMITTEES**

- a) Sault Ste. Marie Economic Development Corporation – Management Plan and Destination / Attraction Development Business Plan – Gateway Site**

A further resolution is attached for the consideration of Council.

Mover: Councillor S. Myers

Seconder: Councillor T. Sheehan

Whereas the SSMEDC Gateway Committee has completed the mandate given to them by City Council in Feb.2010, and

Whereas the report titled "Management Plan and Destination Attraction Development Business Plan - Gateway Site" dated May 2012 is a valuable document, and

Whereas the SSMEDC Tourism Gateway committee was made up of volunteer community leaders from tourism and business, and

Whereas this document containing validated and current information is a significant contribution to the municipality

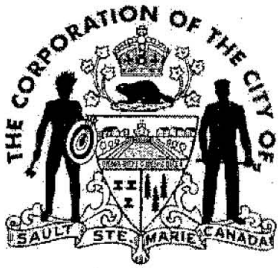
Therefore be it resolved that City Council requests a letter of thanks be sent to the members of the SSMEDC Tourism Gateway Committee thanking them for the work in completing the task.

7. **UNFINISHED BUSINESS, NOTICE OF MOTIONS AND RESOLUTIONS  
PLACED ON AGENDA BY MEMBERS OF COUNCIL**
8. **COMMITTEE OF THE WHOLE FOR THE PURPOSE OF SUCH MATTERS AS  
ARE REFERRED TO IT BY THE COUNCIL BY RESOLUTION**
9. **ADOPTION OF REPORT OF THE COMMITTEE OF THE WHOLE**
10. **CONSIDERATION AND PASSING OF BY-LAWS**

**AGREEMENT**

**2012-130**

- k) A by-law to authorize the execution of an agreement between the City and Ellwood Robinson Limited for the Surface Treatment Program 2012.



## CITY COUNCIL RESOLUTION

Date: June 25, 2012

Agenda Item

5(bb)

MOVED BY  
SECONDED BY

Councillor  
Councillor

J. Krmpotich  
P. Christian

Resolved that City Council has no objection to the proposed extended licenced area as detailed in the written request for a liquor licence extension for an outdoor event on the following stated date:

Loplop Gallery Lounge  
651 Queen Street East

Downtown Days, Rotaryfest - July 19 to 21, 26 to 28, 2012  
Buskerfest – August 2 to 4, 9 to 12, 2012

☐ CARRIED ☐ DEFEATED ☐ AMENDED ☐ DEFERRED  
☐ REFERRED ☐ OFFICIALLY READ NOT DEALT WITH

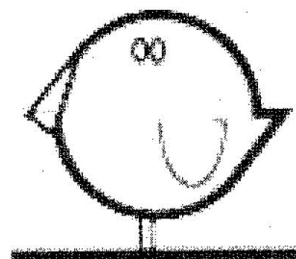
SIGNATURE

☐ C.A.O.  
☐ City Solicitor  
☐ Comm. Finance/Treasurer  
☐ Comm. Eng. & Planning  
☐ Comm. Human Resources

☐ Comm. Community Services  
☐ Comm. P.W. & Transportation  
☐ City Clerk  
☐ Fire Chief  
☐ Police Chief

☐ Mayor  
☐ Dir. Libraries  
☐ E.D.C.  
☐ Cons. Authority  
☐

June 21, 2012



Donna Irving, City Clerk  
99 Foster Drive  
Sault Ste Marie, On  
P6A 5N1

Dear Ms. Irving,

We are once again requesting to extend the liquor license at 651 Queen St East (Loplop Gallery Lounge) to include the sidewalk immediately in front of the business. The approximate area to be licensed is 25' by 25'. We are requesting the extension July 19-21, July 26-28, August 2-4 and August 9-12 this year. This licensing will coincide Downtown Days, Rotaryfest (Loplop Second Stage) and Buskerfest 2012

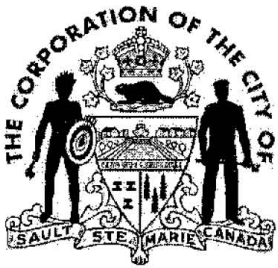
If you require any further information please do not hesitate to contact me at 945.0754.

Thank you for your consideration,

Sincerely,

Stephen Alexander  
Owner - Loplop Gallery Lounge

<b>RECEIVED</b>	
<b>CITY CLERK</b>	
JUN 22 2012	
NO.:	52466
DIST.:	<i>Ampl.</i>



## CITY COUNCIL RESOLUTION

Date: June 25, 2012

Agenda Item

5(CCC)

MOVED BY  
SECONDED BY

Councillor  
Councillor

J. Krmpotich  
P. Christian

Resolved that Councillor Lou Turco be authorized to travel to the FONOM Board meeting being held in Kapuskasing (2 days in July) at no cost to the City.

☐ CARRIED  
☐ REFERRED

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☐ OFFICIALLY READ NOT DEALT WITH

☐ AMENDED

☐ DEFERRED

SIGNATURE

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☐ Police Chief

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☐ Cons. Authority  
☐

b(6)(a)

June 25, 2012

To: Mayor Debbie Amaroso and Members of City Council

Re: Digital Signs By-law

Good Evening,

I wanted the opportunity to convey our thoughts and position with respect to the Digital Sign By-law draft.

Digital Advertising Network Inc, a division of E.C.Boone Limited is in the business of digital advertising. We are hopeful of conducting business within Sault Ste Marie in the very near future.

First off, I wanted to commend your city for taking a proactive approach in attempting to establish guidelines with respect to digital signs. I first met with Peter Tonazzo on April 26<sup>th</sup>, 2012 to discuss the digital sign by-law draft. It was quite apparent that Peter and staff had spent a considerable amount of time and effort on the topic. I forwarded my comments to Peter with respect to the draft of the by-law. In general, our feelings are that the by-law is somewhat restrictive, but with that said, it SHOULD be.

Digital billboard signs are built and installed to attract attention. It is paramount in our opinion that these signs do not distract motorists and convey there message in the same fashion as "static" traditional outdoor billboards, such as the numerous examples throughout Sault Ste Marie and cities across the country. Digital technology allows for a much more crisp vibrant message to be displayed. Furthermore, digital signs allow for the ability to include more advertisers on an ongoing basis.

Digital Advertising Network was looking forward to having this draft by-law in place in Sault Ste Marie and I attended the council meeting back on May 28<sup>th</sup> in the hopes that the by-law would be adopted so that the framework was

established and thus would allow for Digital Advertising Network to find a suitable location(s) within this framework.

At the May 28<sup>th</sup> council meeting, a representative from the Sault Ste Marie Chamber of Commerce addressed council and requested that the by-law be deferred so to allow further consultation in that the by-law was too restrictive in certain areas.

As per the report from Peter Tonazzo received last Friday June 22<sup>nd</sup>, further consultation took place in a meeting on June 13<sup>th</sup>, 2012 with representatives from the Chamber of Commerce and specific areas of concern were addressed, namely

- Duration of message
- Prohibition of flashing, fading, scrolling and video not being permitted does not allow the full use of digital technology
- The requirement for a safety review for signs located within close proximity to an intersection will add costs and is not warranted or required.

In addressing these topics, our view is that although the duration of message is longer than many municipalities currently allow, it is acceptable. Secondly, we do concur that prohibiting flashing, fading, scrolling, video streaming etc does not allow for the full use of the digital technology, in no way would Sault Ste Marie want digital signs to be able to utilize the full scope of their technology. Constant static messages that are allowed to change immediately is the only view that should be taken. Allowing any of these other elements would in our opinion be a potential distraction to motorists which is not an option. I have attached a link that depicts in our opinion how digital sign technology should be utilized when it pertains to motorists. Lastly, with regard to the requirement of a safety review for signs proposed in close proximity to an intersection, it will add costs but we feel it is absolutely warranted by the city to request such a review. There should be no price tag placed on the topic of safety for motorists and pedestrians. Cities are unique and different with their individual traffic patterns in various areas and should be governed as such when it comes to digital signs. In fact, it may be beneficial to incorporate a clause similar to that within the proposed draft that deals with brightness (section 3.4) that states digital signs that are proposed in



close proximity to an intersection must satisfy safety concerns of the Chief Building Official in consultation with the traffic and engineering departments.

I also wanted to address the topic of current and existing digital signs within Sault Ste Marie. I find it quite troubling that the Sault Ste Marie Chamber of Commerce is the party that initially requested council to defer the digital draft by-law at its May 28<sup>th</sup> council meeting. All the while, there is a digital sign upon their property which is continually promoted to businesses to solicit advertising on said sign.

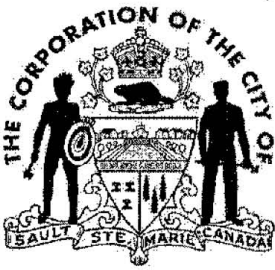
Naturally, I would assume that if indeed the Chamber is of the opinion that this proposed by-law be further deferred that they will do the honourable thing of turning off their own digital sign until the by-law is adopted.

So as to summarize, we would like to see the by-law adopted in its current form at this evening's council meeting.

Respectfully,

Jeff McCoy

Digital Advertising Network



## CITY COUNCIL RESOLUTION

Date: June 25, 2012

Agenda Item

6(8)(a)

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SECONDED BY

Councillor  
Councillor

S. Myers  
T. Sheehan

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