

**To:** Planning Advisory Committee

**From:** Melisa Tang Choy, Planner

**Proposal:** Amendment to Section 6 of Zoning By-law Z-5 to permit one electronic billboard with third-party signage

**Property:** **160 Two Nations Crossing (PID 75436899)**

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**OWNER:** Rubber Duck Car Wash Ltd. (c/o Patrick Downe)  
20 E Lewis Street  
Oromocto, NB E2V 2X5

**APPLICANT:** Pattison Outdoor Advertising (c/o Brad Miller)  
240 Jennett Avenue, Suite 100  
Dartmouth, NS B3B 0G9

### **SITE INFORMATION:**

**Location:** Southwest corner of Two Nations Crossing and Depot Court

**Context:** Commercial corridor along Two Nations Crossing, 12 Neighbours Community to the northeast, vehicle servicing business to the west, St. Mary's First Nation to the east, City of Fredericton Northside Operations Centre to the south

**Ward No:** 4

**Municipal Plan:** Commercial Centres & Corridors

**Zoning:** Commercial Corridor Zone Two (COR-2)

**Existing Land Use:** Car wash business

**Previous Applications:** N/A

### **EXECUTIVE SUMMARY:**

Pattison Outdoor Advertising is proposing to install an electronic billboard on property located at 160 Two Nations Crossing. Advertisements on the billboard would change automatically and would be played on a loop. The Applicant is proposing to use the billboard to advertise the on-site car wash business, as well as to lease the remainder of the advertisement space to other off-site commercial partners. Section 6 of Zoning By-law does not permit third-party signage, including billboards, and thus requires a zone amendment.

Staff have significant concerns about the proposed billboard, its impact on the streetscape and the precedent it would set for the City. Staff recommend that the proposal be denied.

## **APPLICATION:**

Pattison Outdoor Advertising, on behalf of Rubber Duck Car Wash, has made application to amend 6.3(4)(a)(x) of Zoning By-law Z-5 to permit the installation of an electronic billboard with third-party signage in the Commercial Corridor Zone Two (COR-2) on property located at 160 Two Nations Crossing.

## **PLANNING COMMENTS:**

### Proposal:

- The Applicant is proposing to install an electronic billboard with third-party signage on property located at 160 Two Nations Crossing. Space on the billboard would be allocated to the on-site car wash business, as well as to other commercial partners that are not located on the subject property. The Applicant has indicated that the advertisements would be played on a loop, and that these would be static images, with no scrolling images or videos displayed. However, third party signage, including billboards, is not permitted under the signage by-law and requires a zone amendment.
- The current freestanding sign on the northeast corner of the subject property (closer to the intersection of Two Nations Crossing and Depot Court) would be removed and replaced with the proposed billboard on the northeast corner of the property. As shown on Map II, the proposed billboard would be set back 2 metres from the property lines. The total height of the sign would be 5.94 metres, and the sign face area would measure 9.07 m<sup>2</sup> (see Map III). The Applicant has indicated that the proposed sign would be similar to their electronic billboard located in Corner Brook, Newfoundland and Labrador.

### Municipal Plan:

- The subject property is designated Commercial Centres and Corridors in the *Municipal Plan*. While the land-use designation recognizes that the area will accommodate significant vehicle movement, the specific area is intended to develop and evolve over time with more emphasis on a greater mix of land uses, including Workforce Housing, which promotes residential intensification along commercial corridors. This can then lead to enhancements to the public realm, active transportation and public transit.
- Additionally, subsection 3.9.1(13)(iv) of the Municipal Plan regarding complete streets highlights adequate sign control as an element to achieving a streetscape that is designed to support walking and enhancing the public realm.

## Zoning By-law:

- As billboards are a type of prohibited sign under Section 6 of the Zoning By-law, there are no specific standards for them. In order to evaluate the scale of the proposed billboard, the standards for freestanding signs are used on the table below for comparison, as they are defined as “any sign supported independently of a building and permanently fixed to the ground by posts or a monument style base”.
- The proposal meets the standards for freestanding signs in the COR-2 zone as follows:

<b>Standard</b>	<b>Required</b>	<b>Proposed</b>	<b>Variance</b>
Sign height (max, ground to top)	11 m	5.94 m	N/A
Sign area	10 m <sup>2</sup>	9.07 m <sup>2</sup>	N/A
2 parallel sign faces	Yes	Yes	N/A
Setback from property lines	2 m	2 m	N/A

- The sign standards are in place to ensure that signs neither overwhelm their immediate environment (neighbouring signs) or become a hazard to road users and pedestrians. Staff have worked with the Applicant to ensure that the dimensions of the proposed sign meet the standards for freestanding signs in the COR-2 zone, and the table above shows that the proposed billboard would meet the aforementioned standards.

## Advertising

- The applicant is proposing to use the billboard to advertise the business onsite, as well as other businesses that are not located on the subject property.
- Section 6.3(4)(a) of *Zoning By-law Z-5* outlines prohibited signs in the City. This includes Third Party Signage, which are defined as “a sign which identifies, advertises, promotes or directs attention to businesses, goods, services, matters, or activities that are not available on the lot where the sign is located.” More specifically, Billboards are defined as:  
*“A sign which displays third party advertising upon which advertising copy can be displayed as tri-vision sign copy, or is pasted, glued, painted or otherwise fastened to permit its periodic replacement and includes poster panels and painted structures.”*
- The intent of this provision in the Zoning By-law is to ensure signage advertises only uses happening on the subject property where the sign is located and to limit the proliferation of visual clutter. Staff have significant concerns about the proposal for third party signage given the precedent it would set for the City as a whole and this section of Two Nations Crossing. It is Staff’s opinion that adherence to the existing sign regulations is necessary to ensure a transition to an enhanced public realm.

- The City's Zoning By-laws have prohibited the erection of new off-site signage, including billboards, since the 1970s. While Staff are contacted regularly with inquiries regarding billboards within the city, Staff have historically not supported applications for third party signage, except in very unique circumstances. For instance, in 2008, Staff supported the erection of the billboard located at 867 Prospect Street, as this was being relocated from the NBEX grounds to a commercial corridor and did not result in an additional billboard in the City. Additionally, there are a selected few examples of third-party signage in the City that are legal non-conforming. The City Motel has a legal non-conforming roof top sign with third party advertising. The sign owners applied for a zone amendment in 2016 for a larger sign and were denied.
- Staff would note that PAC and Council supported an application for a freestanding sign with readerboard with third-party signage on the premises of Centre Communautaire Sainte Anne at 715 Priestman Street. The approval was granted despite Staff's recommendation to deny the application due to the precedent it would set for the City. While Staff had no issues with the community events advertised (30% of the time/space) and recognised their significance for the Francophone community, there were concerns regarding the advertisement for commercial partners (70% of the time/space).
- Additionally, as the proposed sign would change advertisement automatically, this would also fall under the definition of "electronic static copy". Electronic static copy refers to the sign displays that are changed electronically rather than manually. Under Section 6 of the Zoning By-law, this type of display is only permitted for readerboards and not for the signs themselves.
- Consequently, Staff are of the opinion that the proposed billboard does not meet the objectives outlined in the Municipal Plan, nor does it meet the intent of Section 6 of the Zoning By-law. While Staff recognise that advertising serves as an important element to businesses, consideration must also be taken regarding how this might impact the streetscape and the future development of the area. Staff recommend that the application is denied.

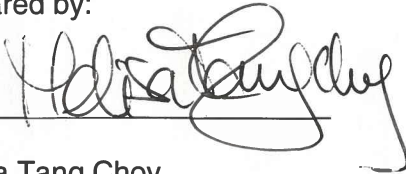
## Engineering & Operations

- The City of Fredericton made amendments to the Zoning By-law when digital message signage started to become popular in other jurisdictions. The objective was to mitigate some of the negative impacts that roadside distractions and glare can cause. The concern for safety stems from drivers being distracted by paying attention to information that is not essential to the task of driving. This can in some instances be a contributing factor to collisions. In addition, the light emitted from digital message signage can have an effect on drivers' ability to see at night due to glare and changes in ambient light levels. Specific to this site, bright digital signage would stand out and be particularly demanding of a driver's attention given the relatively uncluttered and open nature of the Two Nations Crossing corridor.

**RECOMMENDATION:**

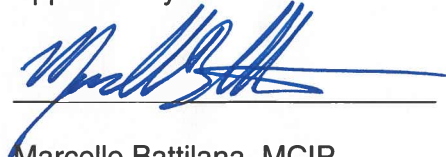
It is recommended that the application submitted by Pattison Outdoor Advertising for an amendment to 6.3(4)(a)(x) of Zoning By-law to permit the installation of one electronic billboard on property located at 160 Two Nations Crossing be denied.

Prepared by:

A handwritten signature in black ink, appearing to read 'Melisa Tang Choy', written over a horizontal line.

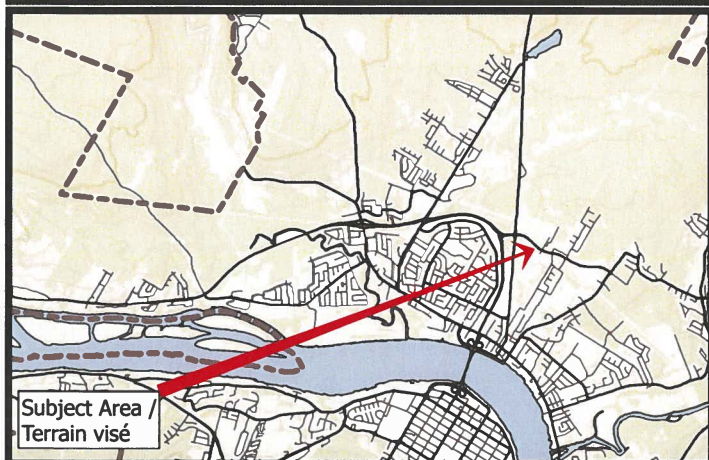
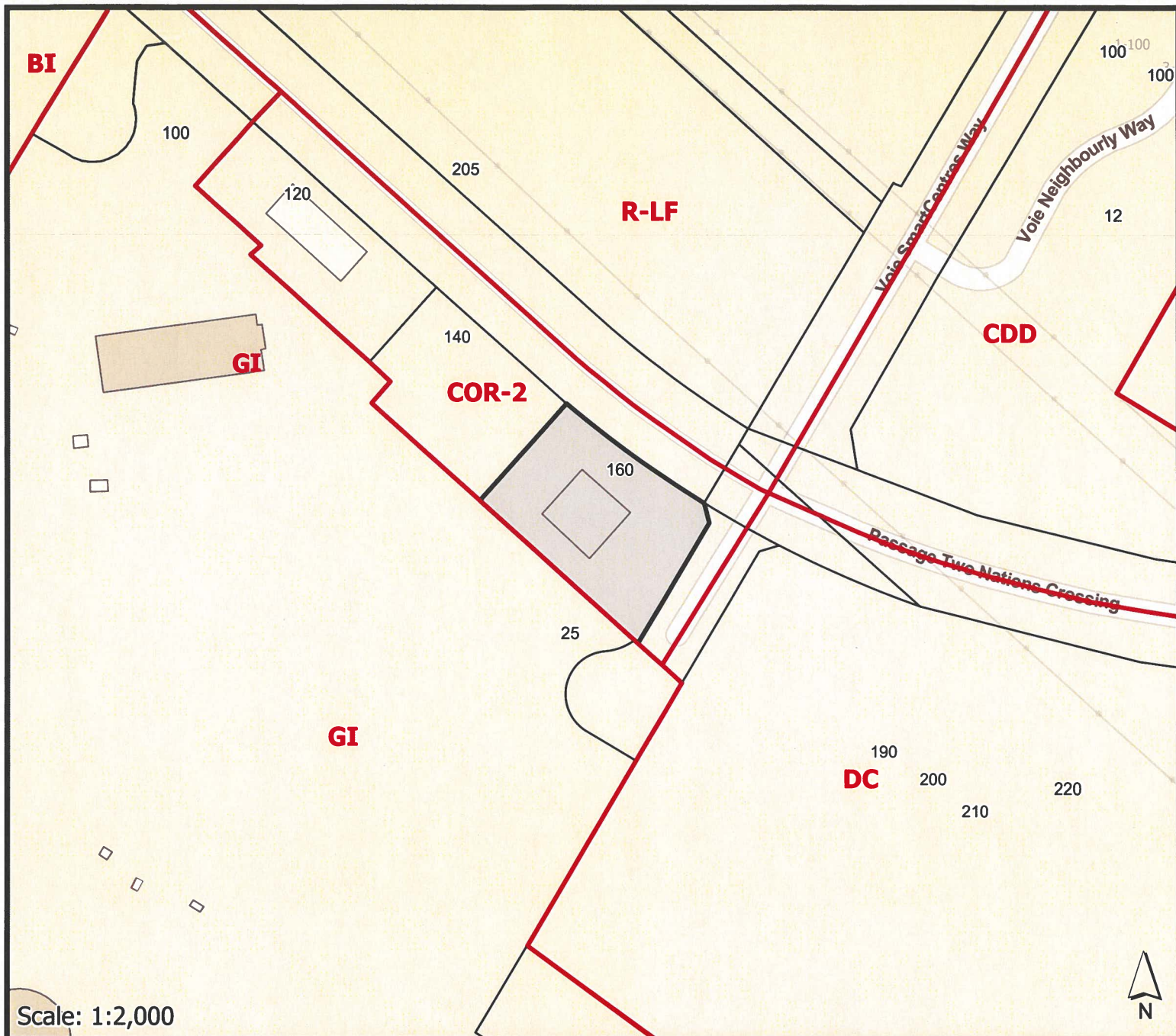
Melisa Tang Choy  
Planner, Community Planning

Approved by:

A handwritten signature in blue ink, appearing to read 'Marcello Battilana', written over a horizontal line.

Marcello Battilana, MCIP  
Assistant Director, Planning & Development





 Subject Property / Propriété Visé

Amendment to section 6 of Zoning By-law Z-5 to permit one electronic billboard sign (off-site signage) in the COR-2 zone.

Modification de l'article 6 de l'arrêté de zonage Z-5 afin de permettre l'installation d'un panneau d'affichage électronique avec publicité de tiers (affichage hors site) dans la zone COR-2.

**Fredericton**

Community Planning  
Planification urbaine

Map \ carte # I

File \ fiche: PR-17-2025

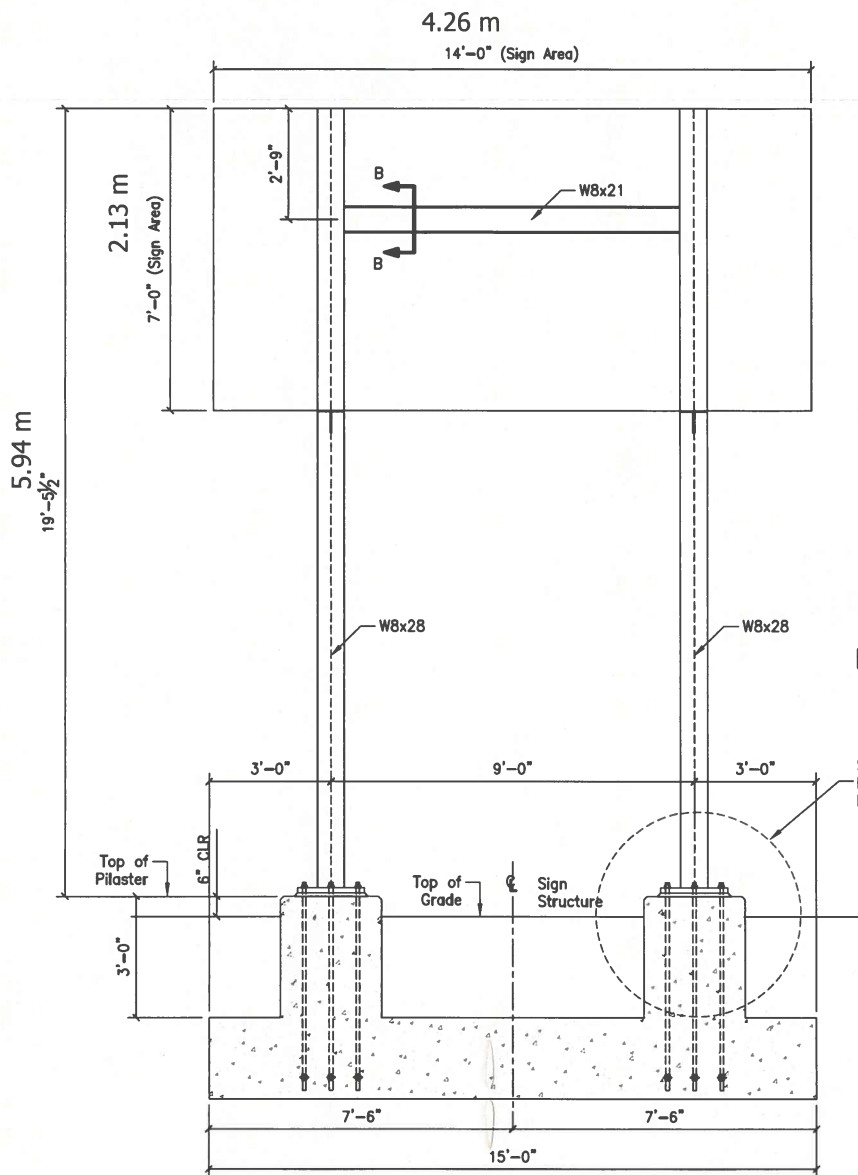
Date \ date: mars \ March 19, 2025

Subject \ sujet: Passage 160 Two Nations Crossing  
Pattison Outdoor Advertising  
(c/o Brad Miller)





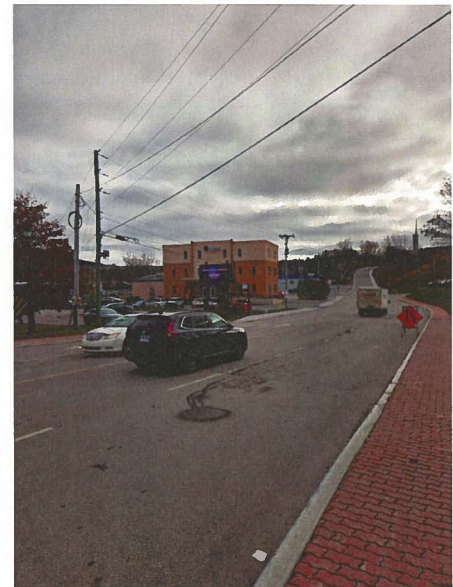




**Elevation view of digital sign face / Vue en élévation de la face du panneau**



**Existing Corner Brook Example 1 / Exemple existant de Corner Brook 1**



**Existing Corner Brook Example 2 / Exemple existant de Corner Brook 2**

### **Elevations / Élévations**

**Fredericton**

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Map \ carte # III

File \ fiche: PR-17-2025

Date \ date: mars \ March 19, 2025

Subject \ sujet: Passage 160 Two Nations Crossing  
Pattison Outdoor Advertising  
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