

Development Services Committee – March 7, 2022

Request for Sign Variance on City-owned Property at Mary Street North (Ward 4)

That the Development Services Committee recommend to City Council:

Whereas, Spectra Venue Management (Spectra) manages the Tribute Communities Centre (T.C.C.) on behalf of the City of Oshawa; and,

Whereas, on January 24, 2022, Spectra submitted correspondence (see Attachment 1) seeking to explore the possibility of removing the video sign board at 99 Athol Street East which is at the end of its life cycle and replacing it with a new High Definition LED video sign board in a new more visible location; and,

Whereas, Spectra has identified the west façade of the Mary Street Parking Garage located at the northeast corner of King Street East and Mary Street North as an appropriate location for the new High Definition LED video sign board (see Attachment 1); and,

Whereas, Spectra has clarified that the new High Definition LED video sign board would primarily advertise upcoming events such as Oshawa Generals games but would also include third party advertising for T.C.C. sponsor recognition (i.e. Tribute, Pizza Pizza, Coca-Cola); and,

Whereas, Spectra has also clarified that the new High Definition LED video sign board would accommodate City of Oshawa public service announcements such as Program Registration or COVID-19 information; and,

Whereas, both the T.C.C. and the Mary Street Parking Garage are owned by the Corporation of the City of Oshawa; and,

Whereas, the Sign By-law 72-96, as amended, defines an Official Sign as any sign required by or erected on behalf of any federal, provincial, regional or municipal government or agency thereof or board or commission or public utility; and,

Whereas, a new video sign board at the Mary Street Parking garage would be considered an Official Sign; and,

Whereas, Article 3.5.1 of Sign By-law 72-96, as amended, permits the City to install an Official Sign on City property including projecting into a municipal road allowance; and,

Whereas, Article 3.11.1 of Sign By-law 72-96, as amended, permits a read-of-graph to be incorporated into a display surface as part of a permitted sign area for a fascia sign; and,

Whereas, the new High Definition LED video sign board proposed by Spectra is 6.09 metres (20 ft.) by 3.65 metres (14 ft.) (see Attachment 2); and,

Whereas, Article 3.12 of Sign By-law 72-96, as amended, provides that none of the provisions of Bylaw 72-96, as amended, apply to prevent the erection or display of any Official Sign; and,

Whereas, although Sign By-law 72-96, as amended, provides an exemption through Article 3.12.1, it is appropriate to seek Council direction on this matter owing to the third party advertising;

Therefore, be it resolved that the Development Services Committee recommend to City Council that Spectra Venue Management be advised that the City consents to a new High Definition LED video sign board, approximately 6.09 metres (20 ft.) by 3.65 metres (14 ft.) in size as shown generally on Attachments 1 and 2 to be installed at the Mary Street Parking Garage.



Tribute Communities Centre

24th January 2022

Victoria White
Principal Planner
City of Oshawa
50 Centre Street South
Oshawa ON L1H 3Z7

Re: Potential Electronic Video Board Installation at the Mary Street Parking Garage

Dear Victoria;

As you are aware, Spectra Venue Management manages the Tribute Communities Centre on behalf of the City of Oshawa. We are currently exploring the capital replacement of our existing electronic messaging boards currently installed on the north facing wall of the venue, and which were installed in 2006. One concept we are exploring is the possibility of relocating a video board to the west facing wall of the Mary Street parking garage tower at King and Mary Street (please see attached illustration). As discussed, in concept, the unit would be an HD LED outdoor video board of approximately 20'H x 12' W. As this is in concept at this time, we do not have drawings or a unit weight to provide, however; the board would be of the latest LED technology and as we know; as this new technology evolves it has become much thinner and lighter over time.

The reasoning for this request is as follows:

- New VB technology would allow the ability to run full colour video advertising, City of Oshawa PSA's, and upcoming event content. This new location provides a much higher pedestrian and traffic volume which would significantly increase viewership/impressions then what is experienced on the venue in the current location.
- Higher viewership/impressions should translate into increased market awareness, ticket sales for events, and increased impression values for title sponsors such as Tribute Communities.
- Any financial gains realized by the City through increased event revenues or through sponsorship would be City realized revenues.

It should be noted that the unit would continue to be insured, programed and maintained by Spectra and/or its third-party contractor.



Tribute Communities Centre

At this time, understanding if such an endeavor would be possible is the first step and any conditions/restriction you may deem necessary would not only form the foundation of assessing the merit of the proposal but also provide the base RFQ content required to scope the project, and solicit quotes from recognized providers. It is anticipated that we would need some direction on approval on or before April 1st, 2022 to adequately plan this project.

Please do not hesitate to contact me if you require anything further or have any questions

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Vella", written over the typed name "Yours sincerely,".

Vince Vella
General Manager
Tribute Communities Centre
Spectra Venue Management
O: 905.438.8881 ext. 101
Vince_Vella@spectrarp.com

c.c. Stephanie Sinnott

**KING STREET EAST AND
MARY STREET NORTH
INTERSECTION
- FACING EAST -**





Quotation for Outdoor LED Display – Tribute Communities for Oshawa Generals
6' x 9'– Using VISIONiQ Sealed Module System with full redundancy & diagnostics
Updated Quotation #JR18-032201

DATE

Updated May 25, 2018

6'H x 12'W	Option 1: VISIONiQ Sealed Module System
	10mm SMD
Configuration	VISIONiQ Sealed Module System with redundancy and diagnostics. Wall Mounted rear vented Display Synchronous (redundant) Controller with embedded high temperature range player, direct IP communication option, and GUARDIANiQ remote watchdog service. Webcam with mounting arm options.
Cabinet Size – each face	6' 3.6" high x 12' 7.2" wide x 8" deep
LED Viewing Area – each face	6' 3.6" high x 12' 7.2" wide
Diagnostics	Full diagnostics & lifetime monitoring with email alerting
Redundancy	At the photo cell, data signal, scanning/receiver card, controller/sender card
Box Construction	Aluminum extrusion system with powder coat. Cabinet and Modules Engineered to withstand 265 kph hurricane force winds. Cabinet shipped in 1 section on one (1) flatbed truck. System designed with unistrut clamp & angle system for rapid, on-site installation.
Warranty	5 year parts and a 1 year on site labour warranty. Additional on-site labor warranty available. On-site labor for sign commissioning and local technician training included in price.
Ingress Protection	Waterproof modules and cables – IP67 (front) IP66 (rear)
Service	Front or Rear Service through quick service latch system
Operating Temperature	-40° to +55° C
Brightness	+7,500 NITS plus an additional 20% brightness overhead to be released over the lifetime of the product
Viewing Angle	160 degrees H x 160 degrees V
LED Display Matrix – each face	192 pixels H x 384 pixels W (73,728 total pixels)
Product/Pixel Pitch	10mm SMD (3-in-1 RGB)
Max. Wattage (full power; pure white)	5,562 watts (1,724 avg running watts)
Price (excluding taxes, & shipping)	\$45,450 USD per single face

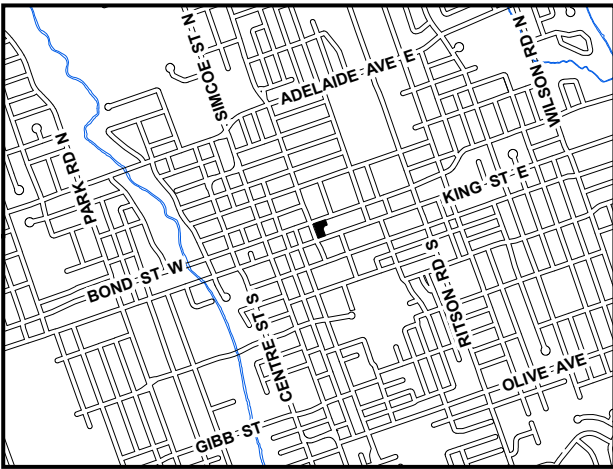
7'H x 10'W	Option 2: VISIONiQ Sealed Module System
	10mm SMD
Configuration	VISIONiQ Sealed Module System with redundancy and diagnostics. Wall Mounted rear vented Display Synchronous (redundant) Controller with embedded high temperature range player, direct IP communication option, and GUARDIANiQ remote watchdog service. <i>Webcam with mounting arm options.</i>
Cabinet Size – each face	7' 4.2" high x 10' 6" wide x 8" deep
LED Viewing Area – each face	7' 4.2" high x 10' 6" wide
Diagnostics	Full diagnostics & lifetime monitoring with email alerting
Redundancy	At the photo cell, data signal, scanning/receiver card, controller/sender card
Box Construction	Aluminum extrusion system with powder coat. Cabinet and Modules Engineered to withstand 265 kph hurricane force winds. Cabinet shipped in 1 section on one (1) flatbed truck. System designed with unistrut clamp & angle system for rapid, on-site installation.
Warranty	5 year parts and a 1 year on site labour warranty. Additional on-site labor warranty available. <i>On-site labor for sign commissioning and local technician training included in price.</i>
Ingress Protection	Waterproof modules and cables – IP67 (front) IP66 (rear)
Service	Front or Rear Service through quick service latch system
Operating Temperature	-40° to +55° C
Brightness	+7,500 NITs plus an additional 20% brightness overhead to be released over the lifetime of the product
Viewing Angle	160 degrees H x 160 degrees V
LED Display Matrix – each face	224 pixels H x 320 pixels W (71,680 total pixels)
Product/Pixel Pitch	10mm SMD (3-in-1 RGB)
Max. Wattage (full power; pure white)	5,408 watts (1,676 avg running watts)
Price (excluding taxes, & shipping)	\$44,680 USD per single face

INCLUDED WITH YOUR DIGITAL DISPLAY PURCHASE

- Signs manufactured, and quality assurance performed at Media Resources manufacturing facility in Oakville, Ontario, Canada
- Warranty:
 - 5 year parts warranty. Parts warranty is a 5 year renewal warranty with parts replaced for any warranted item. Full on-site spare parts kit included; spare parts kit replenished for any spare parts used during the life of the warranty
 - 1 year on-site labor warranty.
- Photocells and Temperature Sensors
- Mounting brackets
- All computing and communication equipment house in the rack (require 3U of space)
- Video Controllers
- FULL **VISIONiQ** Control System with
 - **VISIONiQ** Fully Sealed Module System with 100,000 hour rating to half brightness.
 - Redundant control system with
 - 2 way data
 - Redundant scanning card system
 - Redundant controller architecture
 - Redundant photocells with auto dimming sensor
 - Full diagnostics capability with over 50 monitored events with remote alerting
 - Remote power management using MRI developed **GUARDIANiQ** system with automated self-cycling. Remote power management option included to allow rapid, remote repowering of electrical components.
 - **VISIONiQ** color calibration system using customer supplied DSLR camera
 - Integrated AC surge protection. Customer responsible for grounding.
 - Option: Visual verification using included webcam with mounting bracket. Webcam quality for both visually verification and Proof of Performance. \$1,495 USD
- On-Site Commissioning for Initial Displays:
 - Technician costs included to commission and train local service technicians.
 - Included on site time plus all expenses.

NOT INCLUDED & TERMS

- Terms: 50% deposit with order and balance prior to delivery; terms to be discussed.
- FOB Media Resources plant in Oakville, Ontario
- Pricing valid for 30 days of quote submittal
- Customer to supply data and power to digital display
- Customer responsible for damaged caused by power spikes, lightning and improper maintenance
- Excludes all permits, artwork, media stream and approvals supplied by others or extra
- Excludes primary power to the display and final electrical hook-up. Final electrical hookup by others (or quoted separately) and not included in the price
- Excludes any additional software packages or 3rd party services
- Any local authority, province or federal sign permit if required, will be extra



Item: DS-22-66
Attachment 2

Development Services Department

Subject: Request for Sign Variance on City-owned Property
Address: 1 Mary Street North
Ward: Ward 4



Subject Site

