



**Date: 09/10/09**

## **City Council Committee Report**

**TO: Mayor & Council**

**FR: Jeffrey Port, City Planner**

**RE: Lakeview Drive Signage**

### **Background:**

Since the creation of the Harbourtown Centre Committee in 2000, and throughout the development and implementation of the Downtown Revitalization Project, there have been discussions on the removal of the billboards located along Lakeview Drive. Much of the discussion centered upon their affect as "sign pollution" as one enters the downtown core from the west.

This issue has been exacerbated with the completion of Phase I of DTR. With the completion of the Roundabout, City Hall Plaza and Main St., the billboards seem particularly out of place, with all of the landscaping and streetscaping improvements made by the City. In the new sign by-law soon to be adopted by City Council, it is recommended that no new billboards be permitted within City limits.

The Planning Department has recently been contacted by the Pattison Outdoor Advertising, in Winnipeg, on behalf of the CPR, with a partial solution to the billboard issue along Lakeview Drive. They are proposing to "consolidate" the five billboards into two new sign structures. The two new structures would be shared by the advertisers, and consist of a "heritage" style frame (sample attached), as opposed to the pole structure that are now used for support.


The advantage of this proposal is that it reduces the number of large sign structures on Lakeview Drive to two, instead of five, and provides for a more architecturally please support structure. The disadvantage is that the signs remain on the Kenora waterfront, and gateway downtown.

**Budget: N/A**

**Communication Plan/Notice By-law Requirements: N/A**

### **Recommendation:**

The Planning and Property Committee has two alternatives; (i) direct staff to work with Pattison Outdoor advertising to develop a plan to reduce the signage on Lakeview Drive from five to two, or (ii) direct staff to continue to work on the removal of the billboards on Lakeview Drive.



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