

COUNCIL REPORT

June 18, 2010

To: Mayor & Council

From: Bill Preisentanz, CAO

Re: Sign – Paterson Medical Centre

Recommendation:

That Council of the City of Kenora hereby approve the location of a 8'x6' sign to be located at the Paterson Medical Centre adjacent to the new addition; and

That the requirement for a ground sign fee for this application be suspended; and further

That use of the City's brand logo be granted to the Paterson Foundation for use on the ground sign at the Paterson Medical Centre.

Background:

The Kenora Health Care Centre Board has undertaken a new addition to the existing Paterson Medical Centre at 45 Wolsley Street. In the past 5 years the Board has invested more than \$7 million in developing health care facilities within the City. With support from the City of Kenora as well as donations from the Paterson Foundation, the establishment of a modern up-to-date facility has become a reality.

In recognition of \$1 million donation from the Paterson Foundation, Mr. Andrew Paterson wishes to erect an 6' x 8' sign as per attached adjacent to the new addition to the Paterson Medical Centre at 35 Wolsley Street. In accordance with the City's new Sign Bylaw, the proposed sign is in compliance with the maximum size requirements (5 sq. metres) as well as the setback from the street (1.5 metres), as the sign will be located on private property owned by KHCC and does not have any impact on sight lines or City utilities.

6.6 Ground signs

6.6.1 For the purposes of calculating sign area of a ground sign, it shall not include the sign area of the municipal address.

6.6.2 For the purposes of calculating the height of a ground sign, it shall include the sign area of the municipal address;

6.6.3 A ground sign having a height of 3.00 metres or greater shall not contain any copy within 1.00 metre above the average grade except for the municipal address of the premises, property or a combination thereof.

6.6.4 A ground sign that abuts a street may allocate a maximum of 25% sign area to a read-o-gram.

6.6.5 A read-o-gram located, erected or displayed on a ground sign pursuant to subsection 6.5.4 shall not have a message displayed for less than three (3) seconds during which there shall be no movement or change in colour or intensity of illumination and the message shall not scroll horizontally or vertically.

6.6.6 A ground sign shall not be located, erected or displayed within:

- (a) 15.00 metres of a traffic control device;
- (b) 1.5 metres of any street line, private driveway or premises;
- (c) 1.5 metres or a distance equal to 75% of the height of the ground sign, whichever is greater, from any lot line(s).

6.6.7 A ground sign shall be located, erected or displayed on the same street line used to calculate the maximum sign area of any said ground sign pursuant to the application sections of Part 5 to Part 9.0 of this By-law.

Ground sign One (1) per street line 0.30 m² per linear metre of the street line to a maximum 5.0m² 3.00m is max height

Can be Non-illuminated, externally illuminated or internally illuminated

One (1) additional ground sign shall be permitted where a minimum separation distance of 200 m is maintained between each permitted ground sign located along any one (1) street line