

April 12, 2011



**City Council  
Committee Report**

**To: Mayor & Council**

**Fr: Tara Rickaby, Planning Administrator on behalf of Ad Hoc  
Committee II**

**Re: Signage Proposal – McLeod Park**

**RECOMMENDATION:**

THAT the Council of the City of Kenora refuses the request of Pattison Outdoor Advertising, agent for Canadian Pacific Railway for the following variances to Sign By-law No. 115-2010:

- 1) To section 8.1.1(b) to permit the location of a static digital billboard to be located at a specific site, east of McLeod Park, within the Harbourtown Centre Area; and
- 2) To section 4.1(h) to permit the location of a sign which does not relate to any uses, or uses, of the premises located on the same property;
- 3) To 7.3.1. Table D – Ground Sign - To permit the area and height of the sign; and To 8.1.2. Table E – Ground Sign - To permit the area and height of the sign as the approval would enable development not in keeping with the City of Kenora Sign By-law, the intent of the Downtown Revitalization Plan and the associated Sign Replacement and Façade Improvement Program provided by the Community Improvement Plan; and THAT the City of Kenora investigates alternatives to the existing billboards with CPR.

**BACKGROUND:**

In February, the Property and Planning Committee formed an Ad Hoc Committee, composed of a BIZ representative, a Harbourtown Centre representative, the Parks Supervisor, Sign Administrator, a member of Council and the Planning Administrator to make a recommendation with respect to a proposal by Pattison Outdoor Advertising to remove five existing billboards and replace them with one static digital billboard, and some destination signage. Their recommendation was to approve the variance, with several conditions.

There was a great deal of public input received between the Property and Planning Committee and the Council meeting on March 22<sup>nd</sup>. As a result, Council requested that a new Ad Hoc Committee review the matter again.

The Committee met on March 31<sup>st</sup> and established a new set of assumptions: 1) The ultimate goal is to remove the existing billboard signs from the area; 2) CPR's position is that if the static electronic sign board is not permitted, the existing billboard signs will remain.

The Committee discussed three alternatives for signage in the area: 1) The existing billboards remain; 2) the variance is approved and the static electronic sign board is permitted; and 3) depending upon costs, the City of Kenora enters into a lease for an amount equal to the revenue received by CPR in exchange for removal of the existing billboard signs.

**Budget: N/A –**

**Communication Plan/Notice By-law Requirements: Notice by agenda of Property and Planning Committee and Council, Canadian Pacific Railway, Pattison Outdoor Advertising**