



4 February 2011

City Council Committee Report

To: Mayor & Council

Fr: Tara Rickaby, Planning Administrator

Re: Signage – CPR Lands (McLeod Park Area)

Recommendation:

That Council approves a variance, to sections 4.1 (h) and 8.1.1 (b)(e I & ii) of Sign By-law No. 115-2010, to permit the construction/location of a ground sign/read-o-gram sign on property, owned by Canadian Pacific Rail and within the Harbourtown Centre; and

That the ground sign with electronic readerboard be permitted subject to approval of an ad hoc committee (one representative from each Harbourtown Centre and BIZ, Parks Supervisor, Museum Curator, Chief Building Official and one member of Council) which will decide on the design of the sign and landscaping treatment; and

That the location and orientation of the sign is approved by the Operations Department, based on whatever information is required to make the decision.

Background:

As part of the Downtown Revitalization Plan, the City of Kenora approached the CPR with an aim to remove the billboard signs along the main line, abutting the greenbelt area between City Hall and McLeod Park.

Recently, the sign closest to City Hall was removed. Subsequently City staff met with a representative of Pattison Outdoor Advertising to discuss the other signs, located further to the west, next to McLeod Park. Pattison Outdoor Advertising has met with CPR. CPR has provided a letter of support, indicating that it is satisfactory to CPR.

The representative of Pattison Outdoor Advertising met with the Harbourtown Centre Committee on February 3rd to review its proposal to remove the remaining five billboards and replace them with the digital "billboard". The Committee adopted the following motion:

Moved by: Buck Matiowski

Seconded by: Ralph Page

THAT the Harbourtown Centre Committee supports the Pattison Outdoor Advertising proposal for the location of a digital sign, east of McLeod Park, subject to approval of its design being characteristic of Kenora's heritage, that the landscaping be approved and that the Municipal Road Supervisor approves the location in consideration of safety of the travelling public and pedestrians.

CARRIED

The City has accessed the MTO policies for signage along roadways. There is some concern, for safety, as the new sign would not be located on the same side of the road as the closest travelled lane, in addition to the geometry of the curve.

Budget: No cost to the City

Communication Plan/Notice By-law Requirements:

Licensing, Building, Parks Supervisor, Planning Department, Operations and notice on the Committee Agenda that variance to Sign By-law approved for location of electronic ground sign.