

September 8, 2011



City Council Committee Report

To: Mayor & Council

Fr: Tara Rickaby, Planning Administrator

**Re: Buck Matiowski for Farmers Market, Ukrainian Literary Society
Variance to Sign By-law 115-2010**

Recommendation:

That Council of the City of Kenora refuses the request for a variance from Sign By-law 115-2010 to permit a trailer mounted sign at property at 1010 Highway 17 East for the following reasons:

- Creates a driver distraction for motorists on approach to the intersection of Highway 17 East and Fifth Street South,
- The location of a temporary sign does not protect and enhance the aesthetic qualities and visual character of the City.

Background:

Buck Matiowski, on behalf of the Farmers Market and Ukrainian Literary Society, has applied to locate a temporary sign, trailer mounted, at property located at 1010 Highway 17 East. This property is the location of a vacant industrial building between Dingwall Ford and A & W.

There are several areas already approved, which do not require permission for use by non-profit groups:

- 1) Hill abutting Lakeview Drive and CPR mainline, west of roundabout
- 2) Retaining wall at South end of Bernier Drive
- 3) Road Allowance at corner of Railway Street and Tenth Avenue South.

The intent of the Sign By-law is to regulate the location and number of signs within the City. The Planning Department does not recommend the use of an unused property as a location for signage as it does not enhance the aesthetic qualities and visual character of the area.

The Operations Manager and Road Supervisor have concerns with respect to driver distraction.

Budget: N/A – Costs to be borne by the applicant.

Communication Plan/Notice By-law Requirements: Notice by agenda of Property and Planning Committee and Council, Buck Matiowski, Licensing, City Clerk and Commissioner of Signs