



**August 31, 2011**

**City Council  
Committee Report**

**To: Mayor & Council**

**Fr: Tara Rickaby, Planning Administrator**

**Re: Kenora Sexual Assault Centre  
Variance to Sign By-law 115-2010**

**Recommendation:**

That Council of the City of Kenora approves the variance request, from Sections 4.1 (e) to permit pennant signs on public property, 4.1(h) to permit banner signs which do not relate to any use of the premises upon which they are located, Table "A" – Signs not requiring a permit to permit more than 3 signs in one location by a charitable organization, and 8.1.2 Harbourn Town Centre, to permit banner 4 sets of banner signs for a special event, of the Kenora Sexual Assault Centre to locate a series of signs on municipal property located on Lakeview Drive (2 locations) and Veterans Drive on approach to, after the roundabout with the following conditions:

- No existing signs or paths are to be blocked;
- No sign shall be closer to the roundabout than 30 metres;
- No sign shall be closer to the other than 5 metres;
- All signs are to be removed by noon on September 17, 2011; and

That the sign locations east of the roundabout, on Main Street South, and south of the roundabout on Bernier Drive be refused due to the possibility of driver distraction and due to the congestion caused by the construction site, respectively; and

That the Kenora Sexual Assault Centre be permitted to erect the signs in those locations on September 14, 2011.

**Background:**

The Kenora Sexual Assault Centre ( a non-profit agency) wishes to promote "Take Back the Night" which is an annual event which is held to help to raise awareness of safety issues for women and children, and to protest the harassment, sexual abuse, and assaults experienced by many women and children in our society. In particular, Take Back the Night is about women reclaiming the right to be free of violence and to be able to walk without fear, particularly at night.

The request was circulated internally with the following comments received:

Roads Supervisor: Signs must not block any existing signs or pathways.

Operations Manager: Does not recommend the signs on Bernier Drive and those between the roundabout and City Hall as the area is too congested and will lead to sign clutter and driver distraction. Has provided alternate location for west-bound traffic, on north side of Lakeview Drive.

The Planning Administrator: One of the underlying objectives of the sign by-law is to control signage within the City. The reason that section 4.1(h) was implemented was because it effectively controls the amount of signage within the City. Section 4.1 (e) also ensures that the City of Kenora is standing behind its own goals by, generally, not permitting the use of City lands for commercial signage, however offering an opportunity for non-profit agencies to raise awareness for their particular mandate.

**Budget: N/A –**

**Communication Plan/Notice By-law Requirements: Notice by agenda of Property and Planning Committee and Council, Kenora Sexual Assault Centre, Licensing, City Clerk and Commissioner of Signs**