

March 30, 2012



City Council Committee Report

To: Mayor & Council

Fr: Tara Rickaby, Planning Administrator

Re: Request for Variance to Sign By-law 115-2010 – New pre-approved location Highway 17 E

Recommendation:

That the Property and Planning Committee defers a decision on this application for variance until such time as the Lake of the Woods Development Commission has made a decision on community events signage and advised Council of same.

Background:

In November of 2010, the Kenora Assembly of Resources (KAR), applied for and received approval for sign locations to be used by non-profit groups for events being held in the area. They are:

- Jean Leonard's property (formerly Cross Canada Sales);
- The CPR Hill on Lakeview Drive
- The Water Street retaining wall at the south end of Bernier Drive; and
- The corner of Tenth and Railway, being the east approach to the Real Canadian Wholesale Club (CPR approach).

KAR has recently applied to add another pre-approved location, on City lands, between the Home Hardware and the OPP Detachment on Highway 17 E. The application indicates that there will be no permanent signs at this location but that it will be used for short terms and removed immediately after the event being advertised. Applications would still be processed through the City's permitting system, which includes staff, with the delegated authority, approving the application. This would be on a first come, first served basis and for non-profit groups only.

The application was circulated internally with the following comments:

Roads Supervisor - No objection

Municipal Engineer - No objection

Kenora Hydro - Call for locates if any anchors to be used

Tourism Development - I am concerned about the visual appeal of new signage. I am not sure if [the City has] any guidelines in place but am [concerned] about putting up signage sporadically throughout the community without ensuring that it conforms to certain criteria. I know we are hoping to establish criteria as part of the Roger Brooks Re-Branding Process.

The responsibility for Special Events has been transferred to the Commission. The Tourism Committee met last month and discussed community events signage and will be finalizing a recommendation at this month's meeting on Wednesday. We have the direct responsibility for working with community groups to develop their events in the City. Our responsibility is not limited to the tent. Our support includes event advertising. The Commission is also responsible for the oversight of the Pavilion, which includes its exterior events board.

The signs will be erected/changed by KAR. Applications will be made by the non-profit group.



Budget: N/A –

Communication Plan/Notice By-law Requirements: Notice by agenda of Property and Planning Committee and Council, KAR, Clerk's Office, LOW Development Commission.