

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 – Temporary metal framed ground signs

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:

KAR has applied for a variance to several sections of the Sign By-law in order to accommodate short-term "banner/flag" type signs being located in several areas of the City.

In 2011, Council approved a similar application, made by a single non-profit group, for sign locations north and west of the roundabout.

The application was circulated, with the following comments received:

Municipal Engineer - Proposed signs may be too small [to accommodate large enough text] to be effectively read from a moving vehicle. Also they are easily removed by vandals.

Roads Supervisor - Signs cannot block any other signs or pathways

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.

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.