



**September 7, 2012**

## **City Council Committee Report**

**To:** Property and Planning Committee

**Fr:** Kevin Robertson, Commissioner of Signs

**Re:** Variance to Sign By-law 115-2010, requested by the Kenora Womens Action Network, for the period of September 17<sup>th</sup> to September 22<sup>nd</sup>, 2012 (Facsimile indicates September 28<sup>th</sup> – October).

**Recommendation:** That with the exception of the signage located on private property i.e. the Kenora Mall, the Property and Planning Committee refuses the request for variance as the proposed signage could (per Section 4.1 of Sign By-law)

Obstruct the view of any pedestrian or driver of a motor vehicle, obstructs the visibility of any traffic control sign or device, or interferes with vehicular traffic in a manner that could endanger Does not relate to any use or uses of the premises located on the same property; or is within the sight triangle; and

That the intent of the Sign By-law, to reduce and control the number of signs within the City of Kenora, is not met.

**Background:** Application for variance dated September 5, 2012, submitted by the Kenora Sexual Assault Centre. For an event being "Take Back the Night". Request is for 1 square sign and 1 life size silhouette at approximately 30 locations in the Harbourn Centre.

The application was circulated internally and the following comments received:

Department	Comment
Parks	No issue because 1 week only. Assumption is that applicant will be responsible to ensure any vandalism is addressed
CBO/Sign Commissioner	<ul style="list-style-type: none"><li>- driver distraction – the application indicates approx 30 locations with a message through a high traffic route.</li><li>- impediment to pedestrian traffic – there is no indication of the size of the square message board portion of the signage. Also were and how they are to be placed throughout the route e.g. fastened to light standards, fastened to meter stands, free standing or weighted etc.</li><li>- liability – do they need a certificate of insurance naming the City of Kenora?</li><li>- precedent – there are many worthy causes and committee events held in Kenora throughout the year</li></ul>

	which may request the same exposure.
Risk Management Officer	As with any other use of City lands, encroachment of signs should include certificate of insurance
Roads Supervisor	The locations are too numerous and distracting for traffic. I would like to see <i>one or two locations</i> chosen for <i>one or two days</i> that are slow moving traffic areas such as the mall. The use of private property such as the CP fence, Lakewood school and store locations will have to be addressed by the individual property owners.
Planning Administrator	Use of the CP fence should not be permitted. The City has, as part of the downtown revitalization project, not permitted signage to be placed on that fence. The use of the mall property is ideal as it provides a venue which would give pedestrians ample opportunity (moving from vehicle to mall etc) to read the message.

**Budget: N/A –**

**Communication Plan/Notice By-law Requirements: Council Agenda, Sign Commissioner, Licensing, Applicant**