



April 17, 2013

City Council Committee Report

TO: Mayor and Council

FR: Tara Rickaby, Planning Administrator

RE: Application for Variance to Sign By-law 115-2010 - WSL

Recommendation:

That Council refuses an application for a request for variance by WSL Sport & Leisure, in accordance with Section 4.1(h) of Sign By-law Number 115-2010 (h) that states: "does not relate to any use or uses of the premises located on the same property" described as CON 1J LOT 8 PCL 28244 RP KR 1313 PART 1 PCL 26462, as the location of a billboard sign is not consistent with the intent of the Sign By-law for the reasons indicated in the Sign Commissioner's comments.

Background:

The City of Kenora received an application for variance to the Sign By-law, from Winnipeg Sports and Leisure; a boat/rv etc. sales and service centre located just outside of the west Kenora boundary.

WSL proposes to erect a billboard-type sign 2.43 m (8ft) x 4.88 (16ft) in size on private property on Highway 17 E.

Comments from Circulation:

Departments and Agencies Circulated	Comments Received
Planning Department	May not be consistent with the intent of the sign by-law, however is consistent with brand promise .No objections as long as the property owner has given permission.
Roads Department	Given the location 1.5 metres from the right of way for the highway should suffice. No lights please.
Sewer & Water Department	N/A
Kenora Hydro	N/A
Kenora Fire and Emergency Services	N/A
Heritage Kenora	N/A
Parks Department	No objections received.
Engineering Department	No comment or issues from Engineering.
Sign Commissioner/Building Department	The City may set a precedence if a variance is provided to advertise by bill board sign, a business not associated with the property;

	<p>and if approved the City should be prepared to receive similar requests, which will bring back the debate/issue regarding bill board signs in general e.g. what size, how many and permitted locations. In addition the business in question is not located within the boundaries of Kenora which compounds the issue/s with bill board advertising. Recommend refusal as the billboard is not consistent with the intent of the sign by-law to ensure signs:</p> <ul style="list-style-type: none">2.1 (c) are compatible with surrounding activities or uses(d) protect and enhance the aesthetic qualities and visual character of the City(e) are consistent with the City's planning, urban design and heritage objectives
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Budget: N/A

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