

**3. WAIVER TO PERMANENT SIGNS ON PRIVATE PROPERTY BY-LAW -
MURAL AT 261 MONTRÉAL ROAD**

**DÉROGATION AU RÈGLEMENT RÉGISSANT LES ENSEIGNES
PERMANENTES SUR DES PROPRIÉTÉS PRIVÉES – MURALE AU 261,
CHEMIN DE MONTRÉAL**

COMMITTEE RECOMMENDATIONS

That Council:

- 1. waive the notice required under Subsections 29. (3) and 34. (1) of the Procedural By-law to consider this report at its meeting on 10 May 2017;**
- 2. approve a waiver to Section 142.(2), of the Permanent Signs on Private Property By-law 2016-326, as amended, to allow a mural on the entire four storey west wall elevation at 261 Montréal Road, instead of the maximum three storey limit; and**
- 3. allow this approval beyond the general application process for minor variances found in the delegation of authority provisions in Part 5 of By-law 2016-326.**

RECOMMANDATIONS DU COMITÉ

Que le Conseil :

- 1. annule l'avis requis en vertu des paragraphes 29. (3) et 34. (1) du Règlement de procédure afin d'examiner le présent rapport lors de sa réunion du 10 mai 2017 ;**
- 2. approuve une renonciation à l'article 142.(2) du Règlement 2016-326 régissant les enseignes permanentes sur les propriétés privées, modifié, afin de permettre la présence d'une murale sur l'intégralité du mur ouest de l'immeuble de quatre étages situé au 261, chemin de**

Montréal, alors que la limite maximale est de trois étages ; et

- 3. élargisse cette approbation au-delà du processus général de demande de dérogations mineures figurant dans les dispositions sur la délégation de pouvoir de la partie 5 du Règlement 2016-326.**

DOCUMENTATION / DOCUMENTATION

1. Councillor M. Fleury's report, dated 2 May 2017 (ACS2017-CCS-PLC-0004)

Rapport du conseiller M. Fleury daté le 2 mai 2017 (ACS2017-CCS-PLC-0004)

Report to
Rapport au:

Planning Committee
Comité de l'urbanisme
09 May 2017 / le 09 mai 2017

and Council
et au Conseil
10 May 2017 / 10 mai 2017

Submitted on May 2, 2017
Soumis le 2 mai 2017

Submitted by
Soumis par:
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Ward: RIDEAU-VANIER (12)

File Number: ACS2017-CCS-PLC-0004

**SUBJECT: WAIVER TO PERMANENT SIGNS ON PRIVATE PROPERTY BY-LAW -
MURAL AT 261 MONTRÉAL ROAD**

**OBJET: DÉROGATION AU RÈGLEMENT RÉGISSANT LES ENSEIGNES
PERMANENTES SUR DES PROPRIÉTÉS PRIVÉES – MURALE AU
261, CHEMIN DE MONTRÉAL**

REPORT RECOMMENDATIONS

That Planning Committee recommend that Council:

1. approve a waiver to Section 142.(2), of the Permanent Signs on Private Property By-law 2016-326, as amended, to allow a mural on the entire four

storey west wall elevation at 261 Montréal Road, instead of the maximum three storey limit;

- 2. allow this approval beyond the general application process for minor variances found in the delegation of authority provisions in Part 5 of By-law 2016-326; and**
- 3. waive the notice required under Subsections 29. (3) and 34. (1) of the Procedural By-law to consider this report at its meeting on 10 May 2017.**

RECOMMANDATIONS DU RAPPORT

Que le Comité de l'urbanisme recommande au Conseil :

- 1. d'approuver une renonciation à l'article 142.(2) du Règlement 2016-326 régissant les enseignes permanentes sur les propriétés privées, modifié, afin de permettre la présence d'une murale sur l'intégralité du mur ouest de l'immeuble de quatre étages situé au 261, chemin de Montréal, alors que la limite maximale est de trois étages;**
- 2. d'élargir cette approbation au-delà du processus général de demande de dérogations mineures figurant dans les dispositions sur la délégation de pouvoir de la partie 5 du Règlement 2016-326;**
- 3. d'annuler l'avis requis en vertu des paragraphes 29. (3) et 34. (1) du Règlement de procédure afin d'examiner le présent rapport lors de sa réunion du 10 mai 2017.**

BACKGROUND

The City of Ottawa's Mural Program has been successful in supporting arts and culture, deterring graffiti, and adding a unique layer of beauty and character to our City.

The Executive Director of the Quartier Vanier B.I.A. (QVBIA) is seeking the City's approval to allow a mural painted up to four storeys, being the entire west wall, at 261 Montréal Road. This mural would be the centrepiece of MOZAIK (a community celebration), in which this association will unveil the tallest mural in Ottawa on June 10, 2017, and come together as a community to celebrate Canada's 150th anniversary through themes of diversity, community and inclusion through arts.

The property is zoned TM3 (Traditional Mainstreet zone) and designed as Traditional Mainstreet in the Official Plan. Montréal Road is also under the Montréal Road District

Secondary Plan. The Permanent Signs on Private Property By-law 2016-326, as amended, permits a mural on a commercial building in this zone provided it does not exceed the third story of a building. A mural is also allowed if it does not advertise a business and has a limited area to acknowledge the artist or sponsor.

The property owner agrees with this request and authorizes the placement of the proposed mural on his property for a period of at least five years.

DISCUSSION

The placement of the mural on the entire west wall of 261 Montréal Road will not be obtrusive to local residents or businesses and will revamp and beautify the immediate vicinity. Having the mural extended an additional storey will not significantly alter the visual impact of the façade on this streetscape or be a traffic distraction since the mural would be situated at least 45 metres from both residential units and the nearby intersection of Montréal and Marier. The mural's darker colours will blend into the nearby building elevations located further west of this location much better than the existing white blank wall of this building (see Document 2).

As a form of renewal, the mural reflects the character of the established community consistent with the guidelines found in the Official Plan for a Traditional Mainstreet. In addition, the proposed mural fulfills the public art component in open spaces goal found in the Montreal Road District Secondary Plan.

Regarding this area, Vanier is a cultural mosaic and is home to the largest Inuit population outside of Nunavut. This mural would honour their history, experiences, and contribution to the area of Vanier. By including marine creatures from the North in the mural design, this proposal would also highlight concepts such as conservation, stewardship and harmony (see Document 1).

Having such a bold, large and creative mural will add to Vanier's artistic richness as demonstrated by the numerous murals found throughout the neighborhood. The current murals that exist in Vanier have a more historical archival emphasis, while this proposed concept brings in themes of cultural diversity and legend.

It is important that this mural be approved through Committee, rather than delegated authority, because of the time constraints due to the scheduled ceremony to be held in the community in early June of this year. In addition, the painting of this mural will need to begin in mid May and approval through the regular process would not be possible within this timeline.

RURAL IMPLICATIONS

There are no specific rural implications associated with this report.

CONSULTATION

Notice of this submission was provided on the City's web site under the Public Meetings and Notices page for a period of seven days prior to the Planning Committee meeting.

The B.I.A. asked the community to vote for their favourite mural design. The winning artist team are Dominique Boisvenue and Kalkian Assefa. The association is seeking to engage the community in assisting in the mural creation and the resultant community celebration.

The owner of the property has been consulted and has granted permission for his property to be used for the mural. The local community association is aware of this request and mural proposal and is in support of the mural.

Planning Services has no concerns with the proposed waiver.

COMMENTS BY THE WARD COUNCILLOR(S)

Councillor Fleury is fully supportive of the mural and provides the following comments:

“As the Co-Chair of Ottawa 2017, I am happy to see that the QVBIA, in partnership with House of PainT, are organizing an event called MOZAIK on June 10, 2017, in which they will unveil the tallest mural in Ottawa during a large community celebration in the heart of Vanier for Canada's 150th. The QVBIA continues to play a key role in Vanier, making the mainstreets more attractive for patrons, residents and business owners. I am pleased to offer my office's full support on this project, as it will leave a lasting positive impact on our community.”

LEGAL IMPLICATIONS

There are no legal implications associated with adopting the recommendations contained within this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this report.

FINANCIAL IMPLICATIONS

There are no financial implications associated with the report recommendations.

ACCESSIBILITY IMPACTS

There are no accessibility impacts associated with this report.

TERM OF COUNCIL PRIORITIES

This project addresses the following Term of Council Priority:

HC4-Support arts, heritage and culture.

SUPPORTING DOCUMENTATION

Document 1: Artist's rendering of proposed mural

Document 2: Location Map and image of building

DISPOSITION

Staff will implement Council's decision, as directed.

Document 1

Document 1: Artist's rendering of proposed mural



Document 2: Location Map and image of building

