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| <p>1. MURAL ON 3 LOWREY STREET

MURALE AU 3, RUE LOWREY</p> |
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COMMITTEE RECOMMENDATIONS

That Council approve:

1. A waiver to Section 122A.(1), clauses (b) and (c), of the Permanent Signs on Private Property By-law No. 2005-439, as amended, to allow a mural on the concrete retaining wall at 3 Lowrey street, facing Garland Street; and
2. A waiver to Section 4 of the Signs on City Roads By-law No. 2003-520, as amended, to allow a mural on the Garland Street road allowance.

RECOMMANDATIONS DU COMITÉ

Que le Conseil approuve :

1. une exception aux clauses (b) et (c) de l'article 122A.(1) du Règlement no 2005-439 régissant les enseignes permanentes sur les propriétés privées, tel que modifié, afin de permettre une murale sur le mur de soutènement en béton situé au 3, rue Lowrey et donnant sur la rue Garland;
2. une exception à l'article 4 du Règlement no 2003-520 concernant les enseignes sur les routes de la ville, tel que modifié, afin de permettre une murale sur l'emprise routière de la rue Garland.

DOCUMENTATION / DOCUMENTATION

1. Acting Deputy City Manager's Report, Planning and Infrastructure, dated 1 September 2015 (ACS2015-PAI-PGM-0147).

Rapport du Directeur municipal adjoint par intérim, Urbanisme et infrastructure, daté le 1 septembre 2015 (ACS2015-PAI-PGM-0147).

2. Extract of draft Minutes, Planning Committee, 22 September 2015

Extrait de l'ébauche du procès-verbal, Comité de l'urbanisme, le 22 septembre 2015

**Report to
Rapport au:**

**Planning Committee
Comité de l'urbanisme
22 September 2015 / 22 septembre 2015**

**and Council
et au Conseil
14 October 2015 / 14 octobre 2015**

**Submitted on September 14, 2015
Soumis le 14 septembre 2015**

**Submitted by
Soumis par:
Councillor / conseiller Jeff Leiper, Ward / Quartier 15**

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Ward: KITCHISSIPPI (15)

File Number: ACS2015-CMR-PLC-0009

SUBJECT: MURAL ON 3 LOWREY STREET

OBJET: MURALE AU 3, RUE LOWREY

REPORT RECOMMENDATIONS

That Planning Committee recommend that Council approve:

- 1. A waiver to Section 122A.(1), clauses (b) and (c), of the Permanent Signs on Private Property By-law No. 2005-439, as amended, to allow a mural on the concrete retaining wall at 3 Lowrey street, facing Garland Street; and**

- 2. A waiver to Section 4 of the Signs on City Roads By-law No. 2003-520, as amended, to allow a mural on the Garland Street road allowance.**

RECOMMANDATIONS DU RAPPORT

Que le Comité de l'urbanisme recommande au Conseil d'approuver :

- 1. une exception aux clauses (b) et (c) de l'article 122A.(1) du Règlement n° 2005-439 régissant les enseignes permanentes sur les propriétés privées, tel que modifié, afin de permettre une murale sur le mur de soutènement en béton situé au 3, rue Lowrey et donnant sur la rue Garland;**
- 2. une exception à l'article 4 du Règlement n° 2003-520 concernant les enseignes sur les routes de la ville, tel que modifié, afin de permettre une murale sur l'emprise routière de la rue Garland.**

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.

A local business person has proposed to fund a mural on the concrete retaining wall of 3 Lowrey Street, across from their newly built semi-detached homes on Garland Street. They have secured local artist ARPi to design and complete the mural, which will feature depictions of birds, Monarch butterflies, and flowers such as hostas and milkweed, adding a vibrancy to the neighbourhood.

The property is zoned R4H, a Residential Fourth Density zone category under the City's Zoning By-Law. The Permanent Signs on Private Property By-law 2005-439, as amended, does not permit murals on a residential building or structure in a residential zone unless it is on a property that directly abuts a commercial, industrial or institutionally zone property and where there have been reported incidents of graffiti.

A waiver is also required to the Signs on City Roads By-law, as part of the retaining wall encroaches onto the City's road allowance on Garland Street. Section 4 of the By-law does not identify a mural as an allowable sign on the road allowance.

The business owner and the property owner of 3 Lowrey have requested this exemption in order to beautify the concrete wall, create a graffiti deterrent, and promote the local arts within the community.

DISCUSSION

The placement of the mural on the concrete wall of 3 Lowrey Street will not be obtrusive to local residents, and will revamp the immediate vicinity. The mural will speak to the nature of the Hintonburg Community, showcasing the artwork of local artist ARPi. The mural will also be slightly visible to West-bound traffic travelling down Scott. The neighbours, Hintonburg Community Association, and owner of the property have been consulted, and all encourage the project.

RURAL IMPLICATIONS

There are no specific rural implications associated with this report.

CONSULTATION

The residents at 11, 13, 15, 17 and 19 Garland Street, who will face the mural, have been consulted and have no objections, and have provided letters of support for the mural.

The owner of the property at 3 Lowrey Street has been consulted and has granted permission for his property to be used for the mural.

The Hintonburg Community Association has been consulted and have no objections to this mural.

Planning and Growth Management Comments

The Planning and Growth Management Department has no concerns with the proposed recommendations.

COMMENTS BY THE WARD COUNCILLOR

Councillor Leiper is fully supportive of the mural and has provided the following comments:

“I believe this mural will be a welcome addition to the Hintonburg neighbourhood. Funded by a local business owner and supported by the Hintonburg Community Association, the mural will be an example of how builders can to give back to the community.

Having secured one of my favourite local artists, ARPi, to create the mural. ARPi has had work featured at Orange Art Gallery, The Hintonburg Public House, West End Well, and Railbender Tattoo Studio & Art Gallery, all of which are Kitchissippi institutions. ARPi's work often walks the line between realism and abstraction, a concept familiar within Hintonburg as we balance new, modern developments with a unique character and history. The art depicted will be vivid, compelling, and will enhance the streetscape.

I am pleased to see this project spearheaded and organized, and I am looking forward to welcoming the mural into the community.”

LEGAL IMPLICATIONS

There are no legal impediments to adopting the recommendations outlined in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this report.

FINANCIAL IMPLICATIONS

There are no direct financial implications.

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

Document 3: Letters of Support from Garland Street Residents

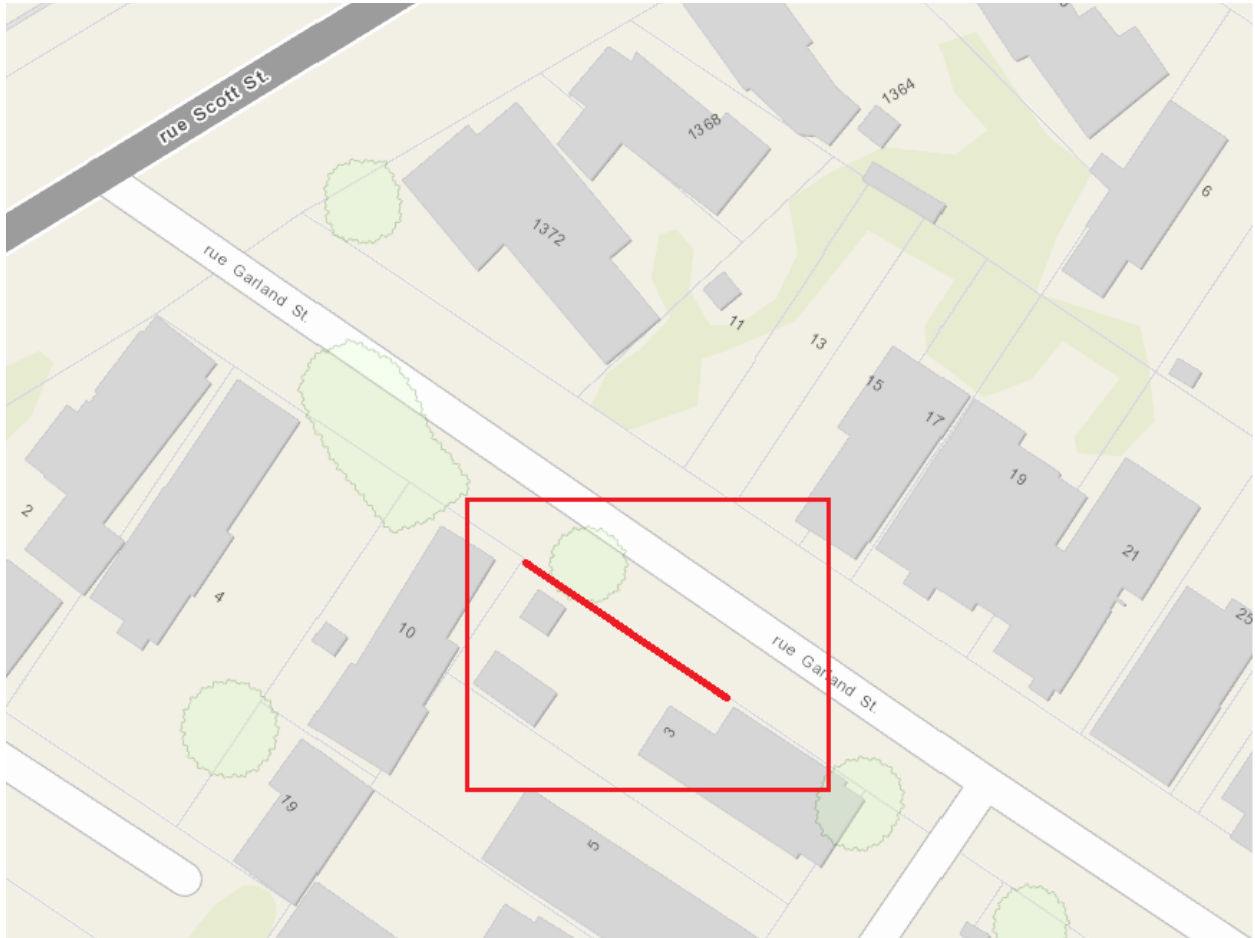
DISPOSITION

Staff will implement Council's decision, as directed.

Document 1: Artist's rendering of proposed mural



Document 2: Location Map



Document 3: Letters of Support from Garland Street Residents

Letter #1

“I am writing regarding the proposal by Content Homes to have a mural painted on the Garland Street retaining wall. I reside with my family in one of the units facing the wall. As such, we will arguably be the most affected by the project at this time.

With that in mind, I'd like to voice my strong support for the plan and the proposed design. I feel the mural will be a great addition to our neighbourhood.”

Letter #2

“I would like to register my support for the mural being considered on Garland Street. It will add to the neighbourhood culture of an arts-friendly community.

As such a large focal point of the street, it can only add to the flavour and beauty of our interesting and beautiful community and city.”