

- 5. WAIVER TO PERMANENT SIGNS ON PRIVATE PROPERTY BY-LAW -
MURAL AT 595 GLADSTONE AVENUE**
- DEMANDE DE DÉROGATION AU RÈGLEMENT SUR LES ENSEIGNES
PERMANENTES SUR LES PROPRIÉTÉS PRIVÉES – PEINTURE MURALE
AU 595, AVENUE GLADSTONE**

COMMITTEE RECOMMENDATION

That Council approve a waiver to Section 124.A of the Permanent Signs on Private Property By-law No. 2005-439, as amended, to allow a mural onto the exterior wall containing the main entrance to the building at 595 Gladstone Avenue.

RECOMMANDATION DU COMITÉ

Que le Conseil approuve une exception de l'article 124.A du Règlement no 2005-439 régissant les enseignes permanentes sur les propriétés privées, tel que modifié, afin de permettre une murale sur le mur extérieur où se trouve l'entrée principale du 595, avenue Gladstone.

DOCUMENTATION / DOCUMENTATION

1. Councillor McKenney's Report, dated 4 July 2016 (ACS2016-CMR-PLC-0003).

Rapport du conseillère McKenney, daté le 4 juillet 2016 (ACS2016- CMR-PLC-0003).
2. Extract of draft Minutes, Planning Committee, 12 July 2016

Extrait de l'ébauche du procès-verbal, Comité de l'urbanisme, le 12 juillet 2016.

**Report to
Rapport au:**

**Planning Committee
Comité de l'urbanisme
12 July 2016 / 12 juillet 2016**

**and Council
et au Conseil
13 July 2016 / 13 juillet 2016**

**Submitted on July 4, 2016
Soumis le 4 juillet 2016**

**Submitted by
Soumis par:
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Ward: SOMERSET (14)

File Number: ACS2016-CMR-PLC-0003

**SUBJECT: WAIVER TO PERMANENT SIGNS ON PRIVATE PROPERTY BY-LAW -
MURAL AT 595 GLADSTONE AVENUE**

**OBJET: DEMANDE DE DÉROGATION AU RÈGLEMENT SUR LES ENSEIGNES
PERMANENTES SUR LES PROPRIÉTÉS PRIVÉES – PEINTURE
MURALE AU 595, AVENUE GLADSTONE**

REPORT RECOMMENDATIONS

That Planning Committee recommend that Council approve a waiver to Section 124.A of the Permanent Signs on Private Property By-law No. 2005-439, as amended, to allow a mural onto the exterior wall containing the main entrance to the building at 595 Gladstone Avenue.

RECOMMANDATIONS DU RAPPORT

Que le Comité de l'urbanisme recommande au Conseil d'approuver une exception de l'article 124.A du Règlement no 2005-439 régissant les enseignes permanentes sur les propriétés privées, tel que modifié, afin de permettre une murale sur le mur extérieur où se trouve l'entrée principale du 595, avenue Gladstone.

BACKGROUND

The City of Ottawa's Paint it Up! program, a partnership between the City of Ottawa and Crime Prevention Ottawa, has been successful in supporting arts and culture, deterring graffiti, and adding a unique layer of beauty and character to our city.

The House of Paint Festival of Urban Arts and Culture, in partnership with the Ottawa Community Immigrant Services Organization's Youth Program, has received funding to paint a mural at 595 Gladstone Avenue on the wall of a corner store called Domestic Foods, facing Gladstone Avenue (see Document 1). The owner of the property has authorized the painting of the mural in order to deter incidences of graffiti.

The property is zoned TM14 H(17), a Traditional Mainstreet zone under the City's Zoning By-law. The Permanent Signs on Private Property By-law 2005-439, as amended, permits murals in this zone. However, the wall where the mural is proposed to be painted is technically considered the wall containing the main entrance to the building and, therefore, a waiver is required to the Permanent Signs on Private Property By-law as murals are not permitted on front walls of buildings.

DISCUSSION

In this situation, the front entrance of the commercial use is located right at the corner of Gladstone and Percy Avenues; however, both walls are considered to be part of the wall containing the main entrance. The placement of the mural on the wall facing Gladstone Avenue will be facing residential dwellings that are also zoned Traditional

Mainstreet. The addition of a mural on this wall which has been subject to graffiti will improve the appearance of the building by deterring future incidents of graffiti.

RURAL IMPLICATIONS

There are no specific rural implications associated with this report.

CONSULTATION

The property owner is in support of the proposal.

Planning and Growth Management Comments

The Planning and Growth Management department has no concerns with the proposed waiver.

COMMENTS BY THE WARD COUNCILLOR

Councillor McKenney is fully supportive of the mural as the artwork serves to beautify a busy street in the downtown core, while discouraging graffiti in a high incident area.

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: Photograph of Proposed Mural Location

DISPOSITION

Staff will implement Council's decision, as directed.

Document 1: Photograph of Proposed Mural Location (in red)

