

5. Exemption to the Permanent Signs on Private Property By-law - Mural at 1365 Bank Street

Dérogation au Règlement régissant les enseignes permanentes sur des propriétés privées – Murale au 1365, rue Bank

Committee recommendations

That Council:

- 1. approve an exemption to Section 142 of the Permanent Signs on Private Property By-law 2016-326, as amended, to allow a mural to be installed on the ninth storey up to and including the fourteenth storey of the south wall elevation of the building located at 1365 Bank Street, instead of the maximum initial three storey limit restriction; and**
- 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.**

Recommandations du Comité

Que le Conseil :

- 1. approuve une dérogation à l'article 142 du Règlement régissant les enseignes permanentes sur des propriétés privées (no 2016-326), dans sa version modifiée, pour permettre la réalisation d'une murale entre le 9e et le 14e étage du côté sud du bâtiment situé au 1365, rue Bank, plutôt que la limite de trois étages initiale; et**
- 2. traite cette approbation indépendamment du processus général de demande de dérogation mineure énoncé dans les dispositions relatives à la délégation de pouvoirs de la partie 5 du Règlement no 2016-326.**

Documentation/Documentation

- 1. Report from Councillor Jean Cloutier, dated May 19, 2021 (ACS2021-OCC-PLC-0004)**
Rapport du conseiller Jean Cloutier, daté le 19 mai 2021 (ACS2021-OCC-PLC-0004)
- 2. Extract of draft Minutes, Planning Committee, June 10, 2021**

Extrait de l'ébauche du procès-verbal du Comité de l'urbanisme, le 10 juin
2021

**Report to
Rapport au:**

**Planning Committee
Comité de l'urbanisme
10 June 2021 / 10 juin 2021**

**and Council
et au Conseil
23 June 2021 / 23 juin 2021**

**Submitted on May 19, 2021
Soumis le 19 mai 2021**

**Submitted by
Soumis par:
Councillor / Conseiller Jean Cloutier**

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Ward: ALTA VISTA (18)

File Number: ACS2021-OCC-PLC-0004

**SUBJECT: Exemption to the Permanent Signs on Private Property By-law -
Mural at 1365 Bank Street**

**OBJET: Dérogation au Règlement régissant les enseignes permanentes sur
des propriétés privées – Murale au 1365, rue Bank**

REPORT RECOMMENDATIONS

That Planning Committee recommend that Council:

- 1. approve an exemption to Section 142 of the Permanent Signs on Private Property By-law 2016-326, as amended, to allow a mural to be installed on the ninth storey up to and including the fourteenth storey of the south wall elevation of the building located at 1365 Bank Street,**

instead of the maximum initial three storey limit restriction; and

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.

RECOMMANDATIONS DU RAPPORT

Que le Comité de l'urbanisme recommande au Conseil :

1. d'approuver une dérogation à l'article 142 du Règlement régissant les enseignes permanentes sur des propriétés privées (n° 2016-326), dans sa version modifiée, pour permettre la réalisation d'une murale entre le 9^e et le 14^e étage du côté sud du bâtiment situé au 1365, rue Bank, plutôt que la limite de trois étages initiale; et
2. de traiter cette approbation indépendamment du processus général de demande de dérogation mineure énoncé dans les dispositions relatives à la délégation de pouvoirs de la partie 5 du Règlement n° 2016-326.

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. As part of this process, Building Code Services reviews non-residential mural proposals to assess compliance with the Permanent Signs on Private Property By-law with respect to location, appropriate zoning and mural content. A mural approval does not require a permit and there is no fee for the associated staff review.

The property is zoned AM8 (Arterial Mainstreet zone) and designated as an Arterial Mainstreet in the Official Plan. The Permanent Signs on Private Property By-law 2016-326, as amended, permits a mural on a commercially zoned building. In addition, a mural is allowed on the first three storeys of the building (excluding the main entrance elevation), provided it is not used to promote commercial advertising or public information or solicitation of any kind with the exception of a limited area to acknowledge the artist or sponsor of the sign.

DISCUSSION

The mural will be installed on the south elevation of a 17-storey apartment building

located at the corner of Bank Street and Riverside Drive. It is proposed that the mural design commence at the 9th floor level on the south side of the building facing the Transitway and continue on the south elevation extending up to and including the 14th storey.

The south elevation of the building currently consists of a tall blank wall, absent of architectural relief, windows or aesthetic features. Exemption to the By-law is necessary to allow the mural to be painted/installed above the third storey maximum limit as prescribed in the regulations.

The Bank Street Community Design Plan recommends placement of public art under the Transitway bridge adjacent to the subject Ottawa Community Housing building at 1365 Bank Street.

The "Wisdom Mural" symbolism includes:

- a sunflower that represents the resilience of Mother Nature and also the sun as the source of energy and life. As one of the Elders said, we are the petals of the same flower and as such should live in harmony and balance.
- The transformation of the dry stem into a healthy one symbolizes the positive impact that our reconnection with Nature could have on the planet. We are water, we are stardust, we are part of a Universal cycle and as such we should inhabit the universe looking at it with gratitude and humbleness.
- The round image with the four dots on the right represents the back of the Algonquin drum. The drum nodes represent our relationships with our ancestors, with each other and with Nature. The four colour dots represent the community and the teachings of the medicine wheel.
- The symbol at the top is the Golden Ratio or Divine proportion, a mathematical sequence that appears in nature and symbolizes growth, harmony and perfection.
- The Ursa Major and Ursa Minor constellations are a symbol of direction and inspiration for many cultures around the world.

RURAL IMPLICATIONS

There are no specific rural implications associated with this report.

CONSULTATION

The concept of the “Wisdom Mural” has been reviewed by and has the support of Algonquin Elder, Francine Prayer; Ottawa Community Housing Vice President Community and tenant support, Brian Gilligan; and the Alta Vista Community Association.

COMMENTS BY THE WARD COUNCILLOR

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

“The mural proposed for the Ottawa Community Housing (OCH) building at 1365 Bank St. will be a great benefit to the community as a whole, and is complimentary to the upcoming revitalization effort of Bank St. south of Riverside Dr. The proposed design enhances the exterior of the OCH residential building. My hope is that this mural will become a point of pride for the community and a beautiful and unique way-finding indicator for many in the neighbourhood.

Claudia Salguero’s thoughtful and profound work will be a highlight in this area, as it is in other areas of the city where her work is displayed. Her commitment to working with neighbourhoods where her art is installed never goes unnoticed, and her leadership and mentorship is another benefit to our communities.

Through discussions with OCH management, the Alta Vista Community Association and residents of Alta Vista, I have heard nothing but support for this mural.

I am happy to support this exemption to ensure a timely installation and look forward to seeing and contemplating the finished work.”

LEGAL IMPLICATIONS

There are no legal impediments to the adoption of the recommendations in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this report.

ASSET MANAGEMENT IMPLICATIONS

There are no asset management issues related to 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

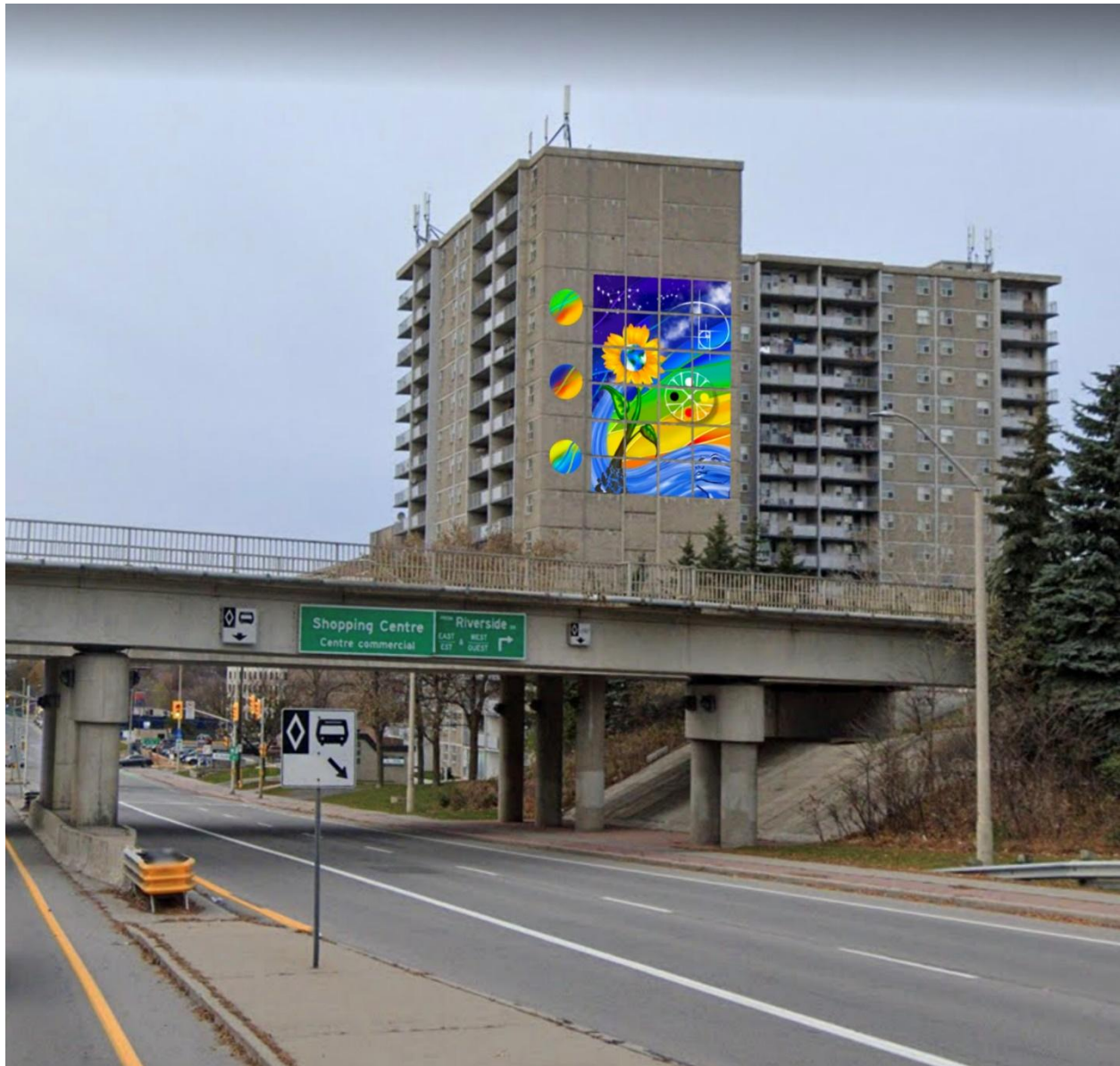
Document 2 Location Map

DISPOSITION

Staff will implement Council's decision, as directed.

Document 1

Artist's rendering of proposed mural installation at 1365 Bank Street



Document 2

Location Map 1365 Bank Street

