

# Staff Report to Council

**Title:** Sign Bylaw Exemption - 754 Queen St. Kincardine – The Bruce

**Report Number:** Development Services-2024-05

**Director:** Infrastructure & Development

**Manager:** Development Services

**Meeting Date:**  
Wednesday, March 13, 2024

**Date to be considered by Council:**  
Wednesday, March 13, 2024

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## Recommendation:

That the Council of the Municipality of Kincardine grant an exemption request from section 2.17 of By-law 2003-136 for the placement of “The Bruce” backlit signage at the property located at 754 Queen St. Kincardine.

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## Executive Summary:

A sign permit application has been received from the owner (Craig Kirkconnell) of The Bruce restaurant located at 754 Queen St. Kincardine. The application is to replace the existing signage with backlit type lettering which will display “The Bruce.” As per Kincardine’s sign bylaw, backlit signage is not permitted within the downtown Business Improvement Area unless approved through the BIA and Council. The BIA has submitted a letter in support of the proposed lighting/ signage change which has formulated part of this report.

## Strategic Priorities:

A.3-Support business expansion and retention to support a diversified economy

## Financial Considerations:

N/A

## Context and Background Information:

The property at 754 Queen St, Kincardine is known as The Bruce restaurant. It is located in the Downtown Kincardine Business District and is zoned General Commercial C1-e. The current signage consists of a 3-sided type facade along Queen St which incorporates the advertising logo of “The Bruce”. The owner proposes to change out the current letter styling and replace the logos with ‘backlit’ style lighting that will accentuate

“The Bruce” logo. Lighting of the new signage will only be applicable to the facade facing Queen St, and the signage alterations to the flanking sides of the existing facade will not incorporate any illumination at this time.

Through review of the request and consultation with the BIA, the Development Services department would consider the sign exemption request acceptable and in keeping with the intent of the current Sign Bylaw.

**Consultation Overview:**

Downtown Business Improvement Area

**Origin:**

This report was initiated through a review of the submitted Sign Permit application.

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**Attachments:** Letter of Authorization – Lakeside Downtown Kincardine BIA Board  
Façade Signage Layout  
BIA District Map – Subject Site “The Bruce”

**Prepared by:** Dwayne McNab CBCO, Chief Building Official/ Development Services Manager

**Submitted by:** Dwayne McNab CBCO, Chief Building Official/ Development Services Manager