Subject: Sign Exemption Request – 765 Queen Street

Report Number: Building-2020-05

Meeting Date: Monday, January 13, 2020

Recommendation: THAT the Council of the Municipality of Kincardine hereby authorize an exemption to Section 2.17 and Section 4.1 (ii) of By-law No. 2003-136 in order to allow a fascia sign that is internally illuminated and that same sign project 0.6 metres (24”) from the wall at 765 Queen Street.

Date to be considered by Council: Monday, January 13, 2020

Report Summary: The owners of Bistecca have submitted an application to erect a fascia sign at 765 Queen Street. The sign is approximately 5.8 metres by 1.7 metres and is internally illuminated and projects approx. 0.6 metres from the main wall. As a result of the lighting and projection, the request requires an exemption to the Sign By-law.

Origin: Applicant Request

Existing Policy: Sign By-law No. 2003-136

Background/Analysis: The owners of Bistecca have submitted an application to erect a fascia sign on the front of the building located at 765 Queen Street. The fascia sign is approximately 5.8 metres by 1.7 metres (19’ x 5’ 6”) and is internally illuminated. The sign projects from the wall approx. 0.6 metres (24”).

765 Queen Street is zoned C1 commercial as per the 2003-25 Comprehensive Zoning By-law.

Section 2.17 of the Sign by-law states that internally illuminated signs are prohibited in the Business Improvement Area.

And Section 4.1 (ii) states that “No fascia sign shall project further from the main wall of the building than 30.5 centimeters (12 inches).”
Therefore, an exemption to the Sign By-law is requested to allow for a fascia sign that is internally illuminated and projects from the wall approximately 0.6 metres.

The internally illumination portion of the sign request was discussed at the November meeting of the BIA and the illumination was supported.

**Community Plan and Integrated Community Sustainability Plan (ICSP) Considerations:** NA

**Financial Implications:** 2019 Rates and Fess By-law

**Attachments:** Schedule ‘A’ – Bistecca Sign