Subject: Approval of Non-Accessory Sign - BIA Queen Street Non-Accessory Signage

Report Number: Building-2020-02

Meeting Date: Monday, July 6, 2020

Recommendation: THAT the Council of the Municipality of Kincardine hereby approve a non-accessory sign as per Section 2.25 of By-law No. 2003-136 in order to allow the BIA Board erect a sign on the south exterior wall of Locals Pub and Eatery, 877 Queen Street, to promote Queen Street ‘North’ Businesses.

Date to be considered by Council: Monday, July 6, 2020

Report Summary:

The BIA Board is requesting that a non-accessory sign be installed on the exterior wall of Locals Pub and Eatery, 877 Queen Street. The sign will help promote businesses in the shopping district of Queen Street North.

Origin: BIA Board and Kincardine Tourism

Existing Policy: By-law No. 2003-136 being a By-law to Regulate or Prohibit Signs within the Municipality of Kincardine.

Background/Analysis: With the closure of the Lambton ‘block’ of Queen Street to vehicle traffic during weekends in the summer months this year, the BIA Board is looking at ways to further promote the retailers and dining establishments that were very much in favour of extending the road closure north.

As survey results and logistics of closing the full length of Queen Street in the downtown core weren’t supported for this pilot project in 2020, we are hopeful that through additional signage, potential clientele/customers will be prompted to make the short trek north to patronize additional retailers and restaurants.

The BIA Board, in cooperation with Locals in downtown Kincardine (Durham Street/Queen Street intersection), are proposing the installation of a 4’x8’ sign inviting shoppers to experience ‘Queen Street North’. The sign will be concise in...
its messaging, making it legible for those on foot or in a vehicle to view. The proposed sign would be installed on the south side of the restaurant.

Additional temporary signage affixed on the safety barriers during the weekend closures will reiterate this same messaging to best support all of our downtown businesses, no matter their location.

Sign By-law Section 2.25 No person shall erect non-accessory signs without the approval of Council, with the exception of private yard and garage sales.

Staff is supporting the request to promote the downtown.

**Community Plan and Integrated Community Sustainability Plan (ICSP) Considerations:** N/A

**Financial Implications:** Rates and Fees By-law

**Attachments:** Sign Location

    Picture of Proposed Sign