



Council Report

Report Number: BLDG2023-001
Meeting Date: September 26, 2023
Title: Sign By-law 2009-076, Amendment No. 8
Description: Academy Theatre site specific amendment
Author and Title: Susanne Murchison, Chief Building Official

Recommendations:

That Report BLDG2023-001, **Sign By-law 2009-076, Amendment No. 8**, be received;

That the proposed sign by-law amendment, substantially in the form attached as Appendix B to Report BLDG2023-001, be approved by Council; and

That the necessary amending by-law be brought forward for adoption.

Department Head: _____

Financial/Legal/HR/Other: _____

Chief Administrative Officer: _____

Background:

At the Council Meeting of November 8, 2016, Council adopted the following amendment to By-law 2009-076, a By-law to Regulate Advertising Devices in the City of Kawartha Lakes:

Section 3.4 to Schedule "A" - Specific Location: Section 3.4 to Schedule A is added as follows:

"3.4 The Academy Theatre located at 2 Lindsay Street South, Lindsay shall be exempt from the provisions of Schedule "E" attached to and forming part of this by-law, with respect to the marquee sign, and the following site specific requirements will be imposed:

- i) copy will remain static at all times;
- ii) Copy will be relevant to the theatre programming only; and
- iii) Display area will exhibit a white background with static letters and/or images."

This allowed for the replacement of the former marquee to a safer, more efficient format. The Academy Theatre is located within the Lindsay Business Improvement Area and the applicable sign by-law regulations restrict the use of internally lit sign types.

The Academy Theatre is proposing to add additional signage to the building, including additions to the marquee sign, and have proposed to install internally lit signage in four locations: three additions to the existing marquee sign and a blade sign on the upper storey of the west elevation (front) of the building. A fifth sign is proposed on the north elevation of the building; however, this sign will be externally lit with goose neck lighting in full compliance with the sign by-law.

As a result of this proposal and application for a municipal sign permit, the Academy Theatre has requested a further amendment to their site specific exemption to allow these signs to be erected. As currently written, the by-law does not permit the proposed signage, as the proposed type falls within the definitions associated with the prohibited types in the Lindsay Business Improvement Area, Schedule E.

The property is located within the Downtown Lindsay Heritage Conservation District and therefore the municipal sign permit is required to be preceded by a municipal Heritage Permit. The proposal was evaluated by Economic Development Officer – Heritage Planner and a report with findings and recommendations was taken to Kawartha Lakes Municipal Heritage Committee for endorsement (See Appendix A). The Kawartha Lakes Municipal Heritage Committee endorsed the proposal and a Heritage Permit has been

issued by the Economic Development Officer – Heritage Planner. The proposal was evaluated against the criteria contained in the Downtown Lindsay Heritage Conservation District plan, deemed acceptable, approved and a permit issued.

Attached as Appendix “B” to this report is a copy of the elevation design depicting the proposed additional signs.

This report is required in conjunction with the Heritage Permit approval stream and follows that direction.

Rationale:

The proposed signage was reviewed by the City’s Economic Development Officer – Heritage Planner and endorsed by the Kawartha Lakes Municipal Heritage Committee. In order to implement the endorsement, the Sign By-law needs to be amended to allow Staff to issue the Sign Permit. As a result of the Heritage Committee endorsement and subsequent issuance of the Heritage Permit, Staff are recommending that the Sign By-law be amended to allow for the issuance of the Sign Permit.

To implement the approval, the proposed sign by-law amendment would add the following provision to Section 3.4 of Sign By-law 2009-076:

“iv) The three (3) sign faces mounted on top of the marquee and the west elevation blade sign are permitted to be internally lit, per the approved Heritage Permit.”

A copy of the draft sign by-law amendment is attached as Appendix “C” to this report.

Other Alternatives Considered:

Council could choose to not approve the proposed sign by-law amendment, which would then prohibit the proposed signage.

Alignment to Strategic Priorities

This report will align to the specific priority of a Vibrant and Growing Economy, as improved signage will add visibility to the existing business, enhancing tourism, and enhance the appearance of a heritage designated structure.

Financial/Operation Impacts:

There are no financial implications to the City related to this proposed sign by-law amendment.

Consultations:

Economic Development Officer – Heritage Planning

Attachments:

The following attached documents may include scanned images of appendices, maps, and photographs. If you require an alternative format, please call Susanne Murchison, Chief Building Official, 705.324.9411 ext. #1200.

Appendix A – **Report KLMHC2023-062 – Alteration Application for 2 Lindsay Street South, Academy Theatre**



KLMHC2023-062
Alteration Applicatic

Appendix B – Proposed sign elevations



Flato Academy
Theatre elevations.p

Appendix C – Draft Sign By-law 2009-076 Amendment No. 8



draft amending
bylaw to By-law 2009-

Department Head email: rholy@kawarthalakes.ca

Department Head: Richard Holy, Director of Development Services