

**2. EXEMPTION TO PERMANENT SIGNS ON PRIVATE PROPERTY BY-LAW -
MURAL AT 215 WURTEMBERG STREET**

**DÉROGATION AU RÈGLEMENT RÉGISSANT LES ENSEIGNES
PERMANENTES SUR DES PROPRIÉTÉS PRIVÉES – PEINTURE MURALE
SITUÉE AU 215, RUE WURTEMBERG**

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 above the third storey up to the tenth storey of the south wall elevation and a lower portion of the west wall elevation of the building located at 215 Wurtemberg Street, instead of the maximum initial three storey limit and entrance elevation restriction; provided appropriate staff and Councillor Fleury further review and approve the final mural concept;**
- 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; and**
- 3. suspend the notice required under Subsections 29.(3) and 34.(1) of Procedure By-law 2016-377 to consider this report at its meeting on 11 April 2018.**

RECOMMANDATIONS DU COMITÉ

Que le Conseil :

- 1. approuve une dérogation à l'article 142 du Règlement 2016-326 modifié régissant les enseignes permanentes sur les propriétés privées afin d'autoriser la présence d'une peinture murale du troisième au dixième étage du mur sud et sur la partie inférieure du mur ouest de l'immeuble situé au 215, rue Wurtemberg, au lieu de la limite initiale de trois étages et de la restriction relative au niveau de l'entrée, sous réserve que le**

- personnel de la Ville et le conseiller Fleury prennent connaissance de la conception définitive de la peinture murale et l'approuvent;
2. élargisse cette approbation au-delà du processus général de demande de dérogations mineures figurant dans les dispositions sur la délégation de pouvoir de la partie 5 du Règlement 2016-326; et
 3. suspende l'obligation de publier un avis, conformément aux paragraphes 29(3) et 34(1) du Règlement de procédure (no 2016-377), en vue d'évaluer ce rapport à sa réunion du 11 avril 2018.

DOCUMENTATION/DOCUMENTATION

1. Councillor's report, Ward 12, dated March 28, 2018 (ACS2018-CCS-PLC-0006)
Rapport du conseiller, Quartier 12, daté le 28 mars 2018 (ACS2018-CCS-PLC-0006)

Report to
Rapport au:

Planning Committee
Comité de l'urbanisme
10 April 2018 / 10 avril 2018

and Council
et au Conseil
11 April 2018 / 11 avril 2018

Submitted on March 28, 2018
Soumis le 28 mars 2018

Submitted by
Soumis par:
Councillor / conseiller Mathieu Fleury, Ward /Quartier 12

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Ward: RIDEAU-VANIER (12)

File Number: ACS2018-CCS-PLC-0006

SUBJECT: EXEMPTION TO PERMANENT SIGNS ON PRIVATE PROPERTY BY-LAW - MURAL AT 215 WURTEMBURG STREET

OBJET: DÉROGATION AU RÈGLEMENT RÉGISSANT LES ENSEIGNES PERMANENTES SUR DES PROPRIÉTÉS PRIVÉES – PEINTURE MURALE SITUÉE AU 215, RUE WURTEMBURG

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 above the third storey up to the tenth storey of the south wall elevation and

- a lower portion of the west wall elevation of the building located at 215 Wurtemberg Street, instead of the maximum initial three storey limit and entrance elevation restriction; provided appropriate staff and Councillor Fleury further review and approve the final mural concept;
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; and
 3. suspend the notice required under Subsections 29.(3) and 34.(1) of Procedure By-law 2016-377 to consider this report at its meeting on 11 April 2018.

RECOMMANDATIONS DU RAPPORT

Que le Comité de l'urbanisme recommande ce qui suit au Conseil :

1. approuver une dérogation à l'article 142 du Règlement 2016-326 modifié régissant les enseignes permanentes sur les propriétés privées afin d'autoriser la présence d'une peinture murale du troisième au dixième étage du mur sud et sur la partie inférieure du mur ouest de l'immeuble situé au 215, rue Wurtemberg, au lieu de la limite initiale de trois étages et de la restriction relative au niveau de l'entrée, sous réserve que le personnel de la Ville et le conseiller Fleury prennent connaissance de la conception définitive de la peinture murale et l'approuvent;
2. élargir cette approbation au-delà du processus général de demande de dérogations mineures figurant dans les dispositions sur la délégation de pouvoir de la partie 5 du Règlement 2016-326; et
3. suspendre l'obligation de publier un avis, conformément aux paragraphes 29(3) et 34(1) du Règlement de procédure (no 2016-377), en vue d'évaluer ce rapport à sa réunion du 11 avril 2018.

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, the Building Code Services Branch reviews 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 TM6 (Traditional Mainstreet zone) and designed as Traditional 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.

The property owner, Ottawa Community Housing, is supportive of the placement of the proposed mural on this building. The theme of the mural, "by the community for the community", was selected to create awareness of the contributions of newcomers to Ottawa. The design concept will be developed through community brainstorming sessions led by the mural artist. Residents of the Sandy Hill community are encouraged to participate.

DISCUSSION

The mural will be installed on the west and south elevations of a 15 storey apartment building located at the corner of Wurtemberg and Rideau Street. It is proposed that the mural design commence at grade level on the west side of the building facing Wurtemberg and continue to the south elevation extending up to the tenth storey.

The west elevation of the building is primarily comprised of apartment fenestration and features the main entrance into the building lobby. The south elevation of the building currently consists of a tall blank wall, absent of architectural relief, windows or aesthetic features. Exemptions to the By-law is necessary to allow the mural to be painted/installed on a wall that contains the main entrance to the building and secondly, to allow for the mural to extend above the third story maximum limit as prescribed in the regulations.

The mural reflects the character of the established community consistent with the guidelines found in the Official Plan for a Traditional Mainstreet. In addition, the proposed mural fulfills the public art component as mentioned in the Uptown Rideau Community Design Plan, where it recommends placement of a mural on the subject Ottawa Community Housing building at 215 Wurtemberg Street to enliven the facade. This mural will also assist in graffiti prevention at the lower floors of the building.

It is intended that the mural be completed in advance of a scheduled ceremony to be held in June of this year commemorating “Welcoming Ottawa Week”, an annual week of events created to convey the hospitality of the people of Ottawa to newcomers. It is also necessary that procedural rules be suspended so that this item can proceed to the next available Council meeting in order for the proposal to have Council approval prior to being assessed for a possible grant from the City’s Paint It Up Committee meeting on April 13, 2018. Further, the painting of this mural will need to begin in May and approval through the regular process would not be possible within this timeline.

After approval, the community will decide on the mural design. The artist is seeking to engage the community in assisting in the mural creation. It is recommended that additional review takes place once the final concept is completed to ensure that mural complies with other standards in the Sign By-law and the Paint It Up program.

RURAL IMPLICATIONS

There are no specific rural implications associated with this report.

CONSULTATION

Notice of this submission was provided on the City’s web site under the Public Meetings and Notices page for a period of seven days prior to the Planning Committee meeting.

Both the Lowertown Community Association and Action Sandy Hill were circulated for comment and are aware of the proposal. They will be included during the mural review process for the concept for the mural art.

The owner of the property, Ottawa Community Housing, was consulted and agrees with and fully supports the installation of a mural on this building.

Planning staff in the Heritage & Urban Design Branch has no concerns with the proposed exemption and supports the creation of a mural at this location.

COMMENTS BY THE WARD COUNCILLOR(S)

Councillor Fleury supports having the proposed mural on this building.

LEGAL IMPLICATIONS

There are no legal impediments associated with the implementation of the recommendations contained within this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this report.

FINANCIAL IMPLICATIONS

There are no direct financial implications.

ACCESSIBILITY IMPACTS

There is no accessibility impact 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

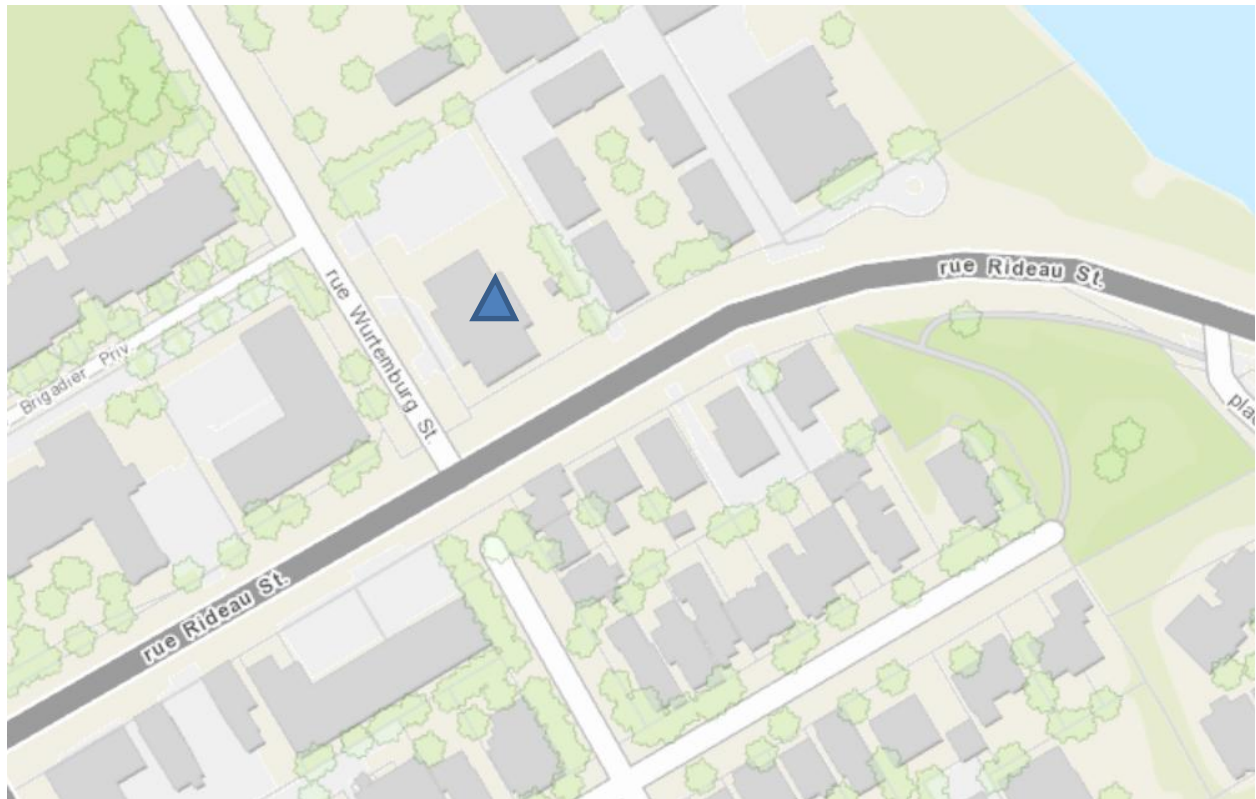
Document 1: Location Map

Document 2: Artist's rendering of proposed mural on building

DISPOSITION

Staff will implement Council's decision, as directed.

Document 1



 = 215 Wurtemberg Street

Document 2

Artist's rendering of an example of a mural on this building. Note: location and final concept of mural to be determined by the community.

