



Town of Niagara-on-the-Lake

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REPORT #: CDS-24-072 **COMMITTEE DATE:** 2024-05-01
REPORT TO: Municipal Heritage Committee **DUE IN COUNCIL:** 2024-05-28
SUBJECT: Document Title

1. RECOMMENDATION

It is respectfully recommended that:

- 1.1 Heritage Permit Application HER-10-2024 for the installation of fascia signage on the bulkhead at 57 Queen Street be recommended to Council for approval subject to the following conditions:
 - 1.1.1 The alterations be carried out substantially in accordance with the Heritage Permit Application in **Appendix I** and the drawing and specification in **Appendix II**;
 - 1.1.2 The pin-mounted letters be solid colour metal with a matte finish; and
 - 1.1.3 The applicant obtains the required Sign Permit.

2. EXECUTIVE SUMMARY

- The applicant for 57 Queen Street has submitted a Heritage Permit Application (File No. HER-10-2024) to install a fascia sign on the bulkhead in the form of individual pin-mounted letters.
- A Heritage Permit is required to install signage as the property is within the Queen-Picton Heritage Conservation District (“HCD”) designated under Part V of the Ontario Heritage Act;
- Staff recommend approval of the proposed fascia sign as the alterations are consistent with the policies and objectives of the Queen-Picton Heritage Conservation District Plan (“District Plan”); and
- No negative impacts are anticipated to the cultural heritage value of the property or District with the alterations.

3. PURPOSE

The purpose of this report is to provide a recommendation to Council regarding an application for installation of new signage at 57 Queen Street (subject property). The subject property is designated under Part V of the Ontario Heritage Act (OHA).

Appendix I contains the Heritage Permit Application and **Appendix II** contains the details of the design.

4. BACKGROUND

4.1 Site Description

The subject property is located on the north side of Queen Street, between Regent Street and Victoria Street. It contains a two-storey commercial-style building with a continuous façade on Queen Street. The architectural style of the subject property is Colonial Revival with a front pediment. The building also features rectangular window openings with wooden mouldings and lintel, a wooden cornice, and stringcourse details with wooden brackets. The structure is clad in wooden siding and contains large display windows on the ground level. The entrance to the building is recessed and contains two separate entrances for separate retail units.

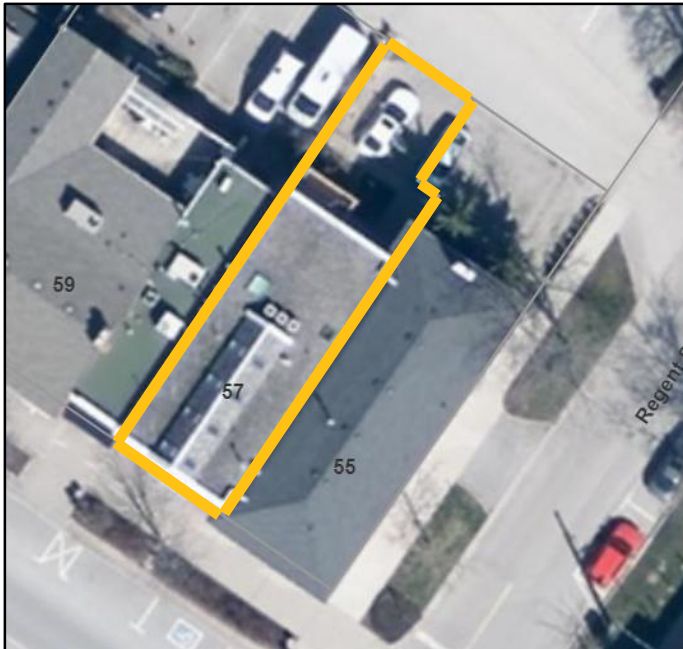


Figure 1: Location of Subject Property

4.2 Policy Context

4.2.1 Ontario Heritage Act

The Property is located within the Queen-Picton HCD, designated under Part V of the OHA. Under section 42(1) of the OHA, a Heritage Permit is required prior to alterations to heritage attributes identified within a Heritage Conservation District Plan. Signs are identified as a heritage attribute within the commercial area of the HCD.

4.2.2 Queen-Picton Heritage Conservation District Plan, 1986

The Queen-Picton HCD was adopted by Council in 1986 and re-adopted through By-law 4362-10. The Heritage Conservation District Plan (“District Plan”) provides policies for alterations within the HCD. The property contains an ‘A’ building which are considered a valuable and integral part of the heritage conservation district. Policies state:

Colors	colors used through paint and materials shall be historically accurate colors of quiet, subtle, natural shades.
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Materials materials appropriate and typical of the heritage district shall be used with an emphasis on natural fabric such as brick, stone and wood as opposed to metals and plastic.

Guidelines for signage in sections 29(r) and (t) of the District Plan encourages lettering to be of a high quality and preferably hand-painted. Plastic signs are discouraged. Objectives for signage in section 6A.9.2 state:

- to provide signs that are complementary to the historic streetscape.
- to provide signs that are functional and easily read by pedestrian and motorists.
- to encourage signage that is restrained and well-designed.
- to prevent a clutter of signage that detracts from the overall clarity of the streetscape.
- to discourage plastic and back-lighted signs.

Policies for signage in section 6A.9.3 direct that:

- Signs shall be of a high quality and complementary to the historic character of the business district.
- Entablatures over storefronts shall be preserved or rebuilt where missing.

5. DISCUSSION / ANALYSIS

The applicant is proposing black, metallic, pin-mounted letters on the fascia that are 7 inches in height against a white painted bulkhead. The details in **Appendix II** show the height of the proposed letters in relation to the size of the entablature.

To encourage compatibility with existing signage in the HCD, the proposed letters should be a matte (flat), solid colour finish. Backlighting of the letters and signage is not permitted.

6. IMPACTS

The size and dimensions of the proposed signage follows the guidelines of the HCD study. The design and the colour of the signage are muted and do not stand out from the surrounding streetscape nor does it compete with the design of the historic structure.

7. STRATEGIC PLAN

The content of this report supports the following Strategic Plan initiatives:

Pillar

1. Vibrant & Complete Community

Priority

1.2 Economic Development & Community Partnerships

Action

1.2 b) Community Partnership

8. OPTIONS

8.1 Option 1: Approval subject to conditions (**Recommended**)

- 8.2 Option 2: Approve without conditions. Not Recommended as the conditions will ensure compliance with the proposal submitted and the Town's process for signage.
- 8.3 Option 3: Do not approve. Not recommended as the proposal, subject to conditions, meets the intent of the District Plan.

9. FINANCIAL IMPLICATIONS

There is no fee for a heritage permit application and any staff review and administrative costs are covered by the Town.

10. ENVIRONMENTAL IMPLICATIONS

Not applicable

11. COMMUNICATIONS

Once Council has made a decision on the Application, notice of the decision will be given as required in the *OHA*. The decision of Council is subject to a 30-day appeal period following notice of Council's decision. If no appeal is received the decision of Council is final.

12. CONCLUSION

Heritage Permit Application HER-10-2024 for the installation of the fascia signage at 57 Queen Street be recommended for approval, subject to conditions, as the proposal is consistent with the District Plan policies and no negative impacts are anticipated to the HCD or the subject property.

13. PREVIOUS REPORTS

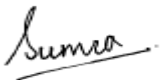
Not applicable.

14. APPENDICES

- **Appendix I** – Heritage Permit Application
- **Appendix II** – Proposed Signage

Respectfully submitted:

Prepared by:



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