



RPT 21-67

TITLE: Digital Sign for Northern Mobile Cell Repair

DATE: February 11, 2021

TO: City Council

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the digital sign application for Northern Mobile Cell Repair to be located at 107 15 Street West, legally described as Lot 56, Block 11, Plan 99PA23055 Ext 0, be approved.

TOPIC & PURPOSE:

The purpose of the report is to approve the digital sign application for Northern Mobile Cell Repair.

BACKGROUND:

The Department of Planning & Development Services is in receipt of a digital sign application for Northern Mobile Cell Repair at 107 15th Street West, which is located in in the C1 - Downtown Commercial Zoning District. The purpose of this zoning district, "... is to provide a diverse mixture of commercial, institutional and residential uses..."

PROPOSED APPROACH AND RATIONALE:

The proposed digital sign is 3'-4" (1.016m) x 1'-8" (0.508m) = 5.55sq.ft. (0.516 sq.m.) and will be placed in the upper corner of the window at a height of 8'-2"(2.49m) from finished grade.

In the City of Prince Albert Zoning Bylaw No.1 of 2019, specifically Section 13.2 Digital Sign, it states:

"In addition to the regulations contained in Section 13.1 of this Bylaw, signs with digital faces or digital signs shall be administered in accordance with the following regulations:

1. Digital signs shall require City Council approval;
2. The brightness and message speed of a digital sign shall be easily adjustable and shall be at the discretion of the Development Officer;
3. Digital signs shall not broadcast live video or any type of audio;
4. One (1) digital sign shall be permitted per site; and
5. The City shall reserve the right to utilize a digital sign to display emergency or public safety broadcasts, or broadcast information regarding any other emergency situation where the general public may be affected.”

Upon review, the digital sign application meets all of the above noted criteria.

CONSULTATIONS:

Discussions with the applicant have taken place to address any issues or concerns prior to this report being submitted.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

The applicant will be notified of City Council's decision.

OTHER CONSIDERATIONS/IMPLICATIONS:

There are no other options to the recommendation, policy, financial or privacy implications to consider with this report.

STRATEGIC PLAN:

In accordance with the City's core value "accountable and transparent", Administration has reviewed and administered this permit process based on clear criteria and will continue to provide relevant information in a timely manner.

OFFICIAL COMMUNITY PLAN:

Section 17.7 of the Official Community Plan states that, "All signage shall comply with the Zoning Bylaw or the Portable Sign Bylaw and the design guidelines set out therein."

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

PRESENTATION:

None

ATTACHMENTS:

1. Location Plan w Aerial
2. Location Plan

Written by: Kim Pedersen, Development Coordinator

Approved by: Director of Planning & Development Services & City Manager