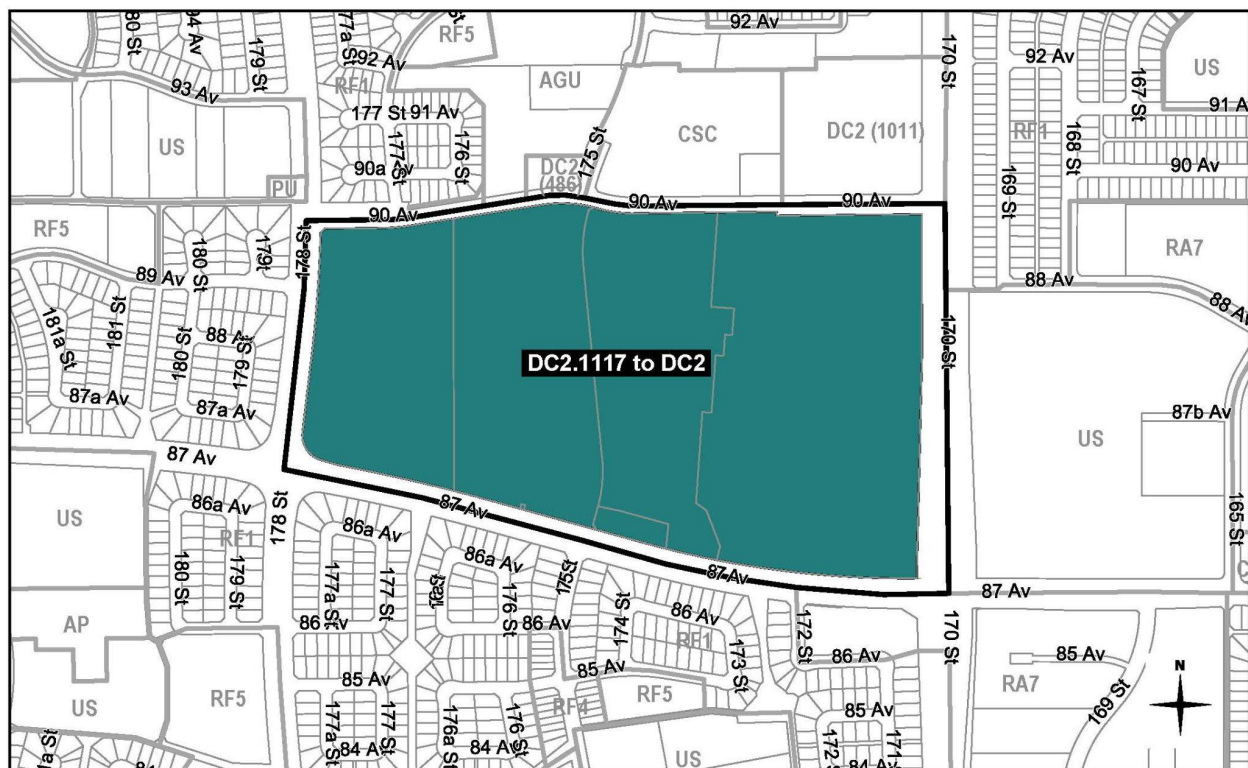




ADMINISTRATION REPORT **REZONING,** SUMMERLEA

8882 - 170 Street NW and 17410 - 87 Avenue NW

To update sign regulations in the existing (DC2) Site Specific Development Control Provision for West Edmonton Mall.



RECOMMENDATION AND JUSTIFICATION

Administration is in **SUPPORT** this application because it:

- it supports the ongoing development of West Edmonton Mall;
- will allow for signage opportunities (including digital signs) that are in scale with the unique characteristics of this site;
- and requires specific regulation to mitigate impacts on surrounding residential communities.

THE APPLICATION

CHARTER BYLAW 19127 proposes to amend the Zoning Bylaw from (DC2) Site Specific Development Control Provision to (DC2) Site Specific Direct Control Provision which will allow for greater control over the scale, location and types of signage on site.

The intent of this application is to update the current sign regulations in the Provision to include newer sign types (specifically digital signs) and allow for a limited number of signs that are larger than the current bylaw permits.

Major changes to the regulations include:

1. Freestanding signs:
 - a. a maximum of 22 freestanding signs around the perimeter of the site
 - b. Maximum 12m high on the NW and SW corners of the mall site on 170 Street NW; &
 - c. Maximum 11m high on the NW and SW corners of the mall site on 178 Street NW.
2. Digital signage:
 - a. Digital signage may be located adjacent to residential areas but is not to face residential areas
 - b. All digital signage in proximity to residential areas will be shut off between midnight and 5 AM and have additional summer and winter restricted hours of operation
 - c. Digital signage adjacent to commercial areas (170 Street NW, and portions of 87 Avenue and 90 Avenue) is not included in the time restrictions.
 - d. Digital signage is not permitted on the roof of the mall.
3. Signage on Parkades is permitted, however digital signage is not permitted.
4. Off premises advertising is permitted.
5. East facing Roller Coaster wall signage:
 - a. a maximum 50% of the east facing wall may be covered
 - b. 50% of the permitted signage may be digital.

SITE AND SURROUNDING AREA

The 44 hectare West Edmonton Mall (WEM) site is located in the Summerlea neighbourhood and bounded by three arterial roads: 170 Street NW, 87 Avenue NW, 178 Street NW, and one collector road: 90 Avenue NW.



AERIAL VIEW OF APPLICATION AREA

	EXISTING ZONING	CURRENT USE
SUBJECT SITE	(DC2) Site Specific Development Control	West Edmonton Mall
CONTEXT		
North	(DC2) Site Specific Direct Control; (CSC) Shopping Center Zone; (AGU) Urban Reserve Zone; and (RF1) Single Detached Residential Zone	Mixed commercial and service uses, Hotel, overflow parking lot, Temporary transit station (under construction); Neighbourhood park site; and Single detached residential
East	(US) Urban Services Zone; (RF1) Single Detached Residential Zone	Misericordia Community Hospital; Single detached residential

South	(RA7) Low Rise Apartment Zone and (RF1) Single Detached Residential Zone	Apartment housing; Single detached residential
West	(RF1) Single Detached Residential Zone	Single detached residential

PLANNING ANALYSIS

CITYPlan Alignment

The West Edmonton Mall is located in the future West Edmonton District in the City Plan. Within the Plan, the area around 170 Street and 87 Avenue is identified as one of the six Major Nodes ("WEM-Misicordia") on a Primary Corridor (170 Street NW) and Secondary Corridor with City Wide Mass Transit (87 Avenue NW).

Development of the West Edmonton Mall has been guided by a Direct Control Provision since its initial build. While a number of amendments to the DC2 have taken place over the years, the general intent of the DC2 has remained to allow for the development of a large multi-use/purpose shopping and entertainment facility. The amendment proposed with this application is specific to the signage found on the site and the application is driven by the owners intent to add additional signage opportunities to the site; specifically digital signage, off-premise advertising opportunities, and an increase the maximum permitted sign size (height and area). These additional permissions will add to the visual identity of West Edmonton Mall and strengthen the core development within "WEM-Misicrodia" Major Node.

Land Use Review

Within the existing DC2 for the site, permitted signs are identified and regulated through the sign regulations in the Zoning Bylaw. The current DC2 allows for up to 24 freestanding signs on the site as well as other signage; it does not allow for digital signage.

The proposed changes to the sign regulations of the Provision have undergone an extensive review by the Administration. Of particular note, the issues of light pollution and proximity to the abutting residential areas and the hospital were a priority of the review. It is Administration's opinion that it is important to focus signage towards the area around the mall and to not interfere with residential areas to the south, north and west of the site.

This application proposes 22 freestanding digital signs around the perimeter of the site at a height of 11m and 12m at the corners and one larger sign on the roller coaster building. Specific regulations that balance the development of large digital signs and the compatibility with the surrounding communities include:

- Orientation of the signs so they are not directed into the adjacent residential areas
- Minimum separation distance between each sign
- limiting the amount of each sign that could be used for digital signs at 50%
- Setbacks where required to ensure safe operation of intersections and traffic signals
- Hours of Operation
 - deenergized between midnight and 5 AM
 - Full running video restricted to daytime hours

- Static displays during the early morning and evening to limit distraction
- Digital content on the roller coaster building limited to 25%

Overall the signage changes have been reviewed to take into account nearby existing residential uses and the future LRT connection to the Mall. The signage is updated to reflect today's marketing and signage opportunities and provides a direction for the site over the long term. The proposed DC2 includes regulations that will help mitigate the effects of the new digital sign opportunities and address the issues related to traffic safety, and light pollution beyond the site and into the surrounding residential communities.

TECHNICAL REVIEW

All concerns and comments from City Departments have been addressed.

COMMUNITY INSIGHTS

ADVANCE NOTICE August 21, 2019	Number of recipients: 119 Responses: 1
PUBLIC MEETING February 24, 2020	<ul style="list-style-type: none"> ● February 24, 2020 ● Meeting was hosted by Community League to discuss a number of development initiatives in area (including LRT, Temporary Transit Terminal proposed north of 90 Ave. and current WEM applications) ● Approximately 40 residents attended. Discussion was primarily about LRT and Transit; however, some discussion about signage focussed on the brightness of the digital signs and their proximity to residential areas.
Engaged Edmonton Webpage September 19, 2021 - October 17, 2021	see the What We Heard Report attached

CONCLUSION

Administration recommends that City Council **SUPPORT** this application.

APPENDICES

- 1 "What We Heard" Public Engagement Report
- 2 Application Summary

WHAT WE HEARD REPORT

West Edmonton Mall proposed Signage regulations Rezoning Application (LDA19-0292)

PROJECT ADDRESS: West Edmonton Mall

- PROJECT DESCRIPTION:**
- Add a new section regarding all forms of signage
 - Rezoning from (DC2) Site Specific Development Control Provision Zone to (DC2) Site Specific Development Control Provision Zone

TYPE OF ENGAGEMENT	DATE	RESPONSES
DC2 pre-application notification	Mailed August 21, 2019	2
Notification of Engaged Edmonton website	September 17, 2021	214 Postcards sent out
Engaged Edmonton operation	Started September 28, 2016	Ended Oct 17, 2021

ABOUT THIS REPORT

The information in this report includes responses to the application notification and feedback gathered during and after the Engage Edmonton website was created and advertised by October 17. This report is shared with everyone who has emailed the file planner directly, and all attendees who provided their email address during the event. This summary will also be shared with the applicant and the Ward Councillor. If/when the proposed rezoning advances to Public Hearing this report will be included in the information provided to City Council.

MEETING FORMAT

In lieu of a public meeting due to the pandemic, an Engaged Edmonton website was created in order to solicit input regarding the rezoning. Response was minimal.

FEEDBACK SUMMARY

Four comments were received. Two emails were received in general opposition to the effect of digital signage.

One email was received from the Summerlea Community league with concerns about the details. Details regarding the operating hours of the digital signage were provided. One email was received from the Thorncliff community league concerned about digital signage on 87 Avenue east of the new transit center.

No comments of support were received.

WHAT WE HEARD

Generally the response to the Engaged Edmonton website, was limited and generated little concern.

ANSWERS TO QUESTIONS

- Generally the operation of digital signage over a 24 hour period and the spillover of light from all 22 digital signs (regardless of the size and the height) was revealed by the comments. The proposed provision relates to all signage types including size and height and location. All freestanding signage with digital content will have specific hours of operation daily and seasonally so as to minimize the possible effect on the adjacent residential areas. There are no time limits on the signage near commercial areas, 170 Street and the area east of the transit center.
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If you have questions about this application please contact:

Don Read, Planner

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APPLICATION SUMMARY

INFORMATION

Application Type:	Rezoning
Charter Bylaws:	19127
Date of Application Acceptance	January 30, 2019
Location:	South of 90 Avenue NW and west of 170 Street NW
Address:	8882 - 170 Street NW 17410 - 87 Avenue NW
Legal Description:	Lot 7, Block 22, Plan 832 2082 Lot 6A, Block 22, Plan 842 1542 Lot 5, Block 28, Plan 842 1891 Lot 6, Block 28, Plan 842 1891 Lot 4, Block 28, Plan 822 2590
Site Area:	43.77 ha.
Neighbourhood:	Summerlea
Ward:	sipiwiyiniwak
Notified Community Organizations:	Belmead, Summerlea and Thorncliff Community Leagues
Applicant:	Stantec

PLANNING FRAMEWORK

Current Zone:	(DC2) Site Specific Development Control Provision
Proposed Zone:	(DC2) Site Specific Development Control Provision
Plan in Effect:	No Plan in Effect
Historic Status:	None

Written By:	Don Read
Approved By:	Tim Ford
Branch:	Development Services
Section:	Planning Coordination