

CHARTER BYLAW 20460

To allow for a digital sign at the Fringe Theatre Arts Barns and the continued preservation of the Orange Hall, Strathcona

Purpose

Rezoning from DC2 to DC2 and DC1; located at 10330 & 10335 - 84 Avenue NW.

Readings

Charter Bylaw 20460 is ready for three readings after the public hearing has been held. If Council wishes to give three readings during a single meeting, Council must unanimously agree that Charter Bylaw 20460 be considered for third reading.

Advertising and Signing

This Charter Bylaw was advertised in the Edmonton Journal on April 6, 2023, and April 15, 2023. The Charter Bylaw can be passed following third reading.

Position of Administration

Administration supports this proposed Charter Bylaw.

Report

The land proposed for rezoning includes the Arts Barns building and the Orange Hall, but not the Farmers' Market. The proposed DC2 Provision for the Arts Barns building is almost the same as the current one, but would allow for one digital sign, limited to the first storey of the west facade of the northern portion of the 2003 addition to the building and 5.0 m² in area. The current DC2 Provision does not allow digital signs.

The current DC2 Provision also includes the Orange Hall, which is proposed to change to a stand alone DC1 Provision, as is normal practice for a designated Provincial and Municipal Historic Resource. No material changes are proposed for the Orange Hall building or site.

This application also includes administrative amendments to ensure the new DC1 and DC2 Provisions reflect open option parking, current uses, definitions and writing standards.

This proposal aligns with the Strathcona Area Redevelopment Plan and The City Plan by preserving and enhancing heritage, accommodating development which is complementary to the area's history and heritage, and promoting gathering spaces for cultural and entertainment opportunities.

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All comments from civic departments or utility agencies regarding this proposal have been addressed.

Community Insights

On December 19, 2022, the applicant mailed a pre-application notification letter to surrounding property owners and the presidents of the Strathcona Community League, Garneau Community League and Central Area Council of Community Leagues as well as the Old Strathcona Business Association. One response was reported.

Administration mailed a notice of the proposed land use changes to the same recipients on February 10, 2023. Two responses were received.

Feedback received in response to the above engagement is summarized in the attached Administration Report.

Attachments

1. Charter Bylaw 20460
2. Administration Report