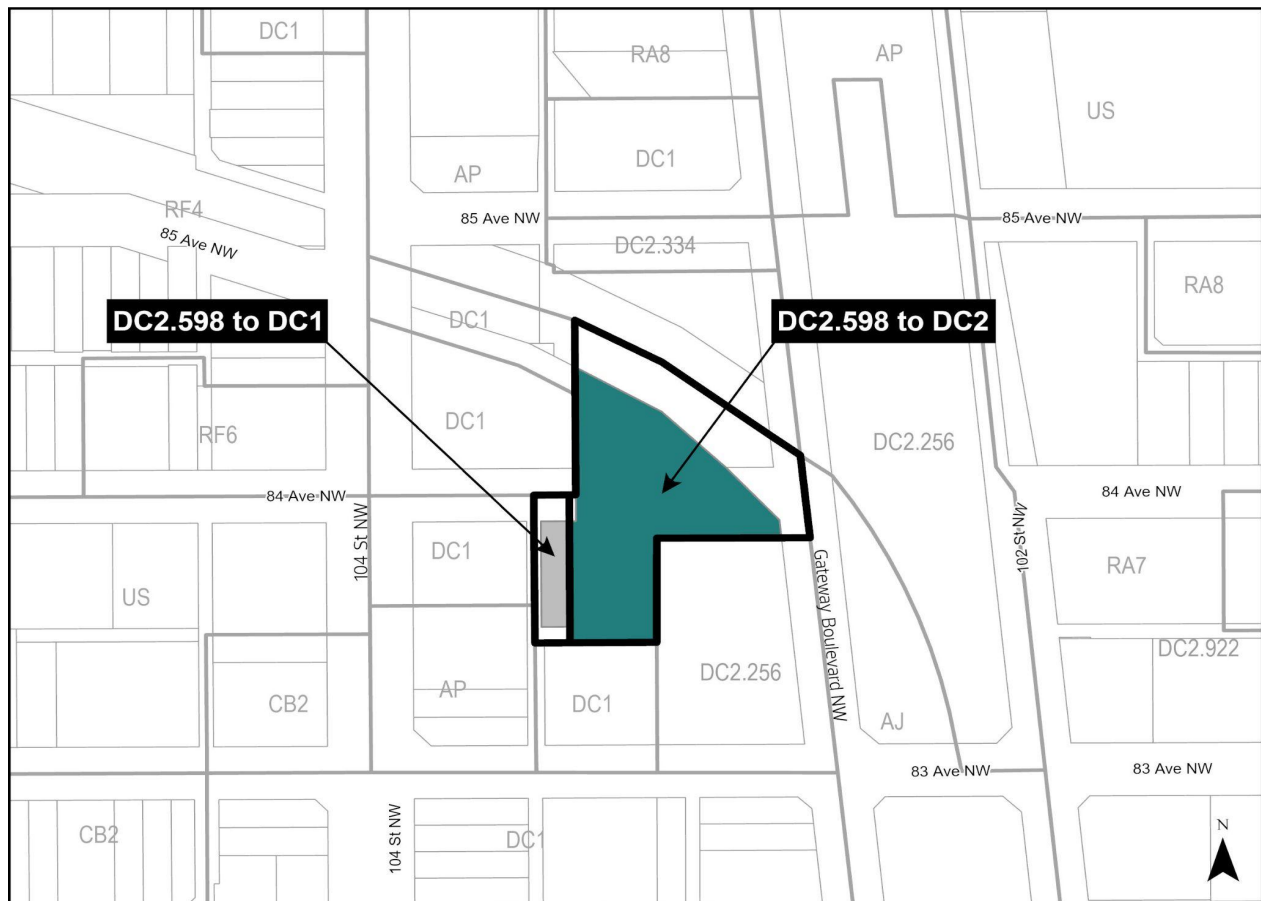


10330 & 10335 - 84 Avenue NW

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



Recommendation: That Charter Bylaw 20460 to amend the Zoning Bylaw from a (DC2.598) Site Specific Development Control Provision to a new (DC2) Site Specific Development Control Provision and a (DC1) Direct Development Control Provision be **APPROVED**.

Administration **SUPPORTS** this application because it:

- ensures the compatible integration of a new digital sign to a historic building and area.
- supports the promotion of theatre and cultural events.
- contributes to the ongoing viability and preservation of two historically significant buildings.

Application Summary

CHARTER BYLAW 20460 would amend the Zoning Bylaw, as it applies to the subject site, from a (DC2.598) Site Specific Development Control Provision to a new (DC2) Site Specific Development Control Provision and a (DC1) Direct Development Control Provision. The proposed DC2 Provision for the Arts Barns building is nearly identical except for allowing 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 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 application was accepted on February 8, 2023, from Fringe Theatre Adventures.

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.

Community Insights

Based on the characteristics of this application the file was brought forward to the public using the basic approach. This approach was selected because the proposed changes are minor and there was little response to the applicant's pre-application consultation or Administration's mailed notice.

The basic approach included the following techniques:

Applicant pre-application mailed notice, December 19, 2022

- Number of recipients: 54
- Number of responses: 1

Mailed notice of proposed land use changes, February 10, 2023

- Number of recipients: 51
- Number of responses: 2

Webpage

- edmonton.ca/strathconaplanningapplications

Common comments heard throughout the various methods include:

- Support a digital sign on the Arts Barn Building

- Worried the sign might be too bright to read in the daylight. Considerations should be given to ensuring the sign is legible in both daytime and evening.
- Worried about light pollution into residential building to the west

No formal feedback or position was received from the Strathcona Community League or Old Strathcona Business Association at the time this report was written.

Site and Surrounding Area

The rezoning area is located at the end of 84 Avenue NW, east of 104 Street NW. It includes the Fringe Theatre Arts Barns building and the Orange Hall, but not the Farmers’ Market. It is just outside of the Old Strathcona Provincial Historic Area and the Historical Commercial (DC1) Direct Development Control Provision, but contains both a designated Provincial and Municipal Historic Resource (Orange Hall) and a building on the Inventory of Historic Resources in Edmonton, but not designated (the Arts Barns).



Aerial view of application area

	EXISTING ZONING	CURRENT USE
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SUBJECT SITE	<ul style="list-style-type: none"> (DC2.598) Site Specific Development Control Provision 	<ul style="list-style-type: none"> Spectator Entertainment Establishments (Fringe Theatre Arts Barns) Public Libraries and Cultural Exhibits (Edmonton Radial Railway Society) Private Club (Orange Hall)
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CONTEXT

North	<ul style="list-style-type: none"> (AP) Public Parks Zone 	<ul style="list-style-type: none"> CP Rail Line/Shared Pathway
East	<ul style="list-style-type: none"> (DC2.256) Site Specific Development Control Provision 	<ul style="list-style-type: none"> Market (Old Strathcona Farmers' Market) and parking lot
South	<ul style="list-style-type: none"> (DC1) Direct Development Control Provision 	<ul style="list-style-type: none"> Spectator Entertainment Establishments (Walterdale Theatre)
West	<ul style="list-style-type: none"> (DC1) Direct Development Control Provision (AP) Public Parks Zone 	<ul style="list-style-type: none"> Public Libraries and Cultural Exhibits (Strathcona Library) Dr. Wilbert McIntyre Park



View of the Fringe Theatre Arts Barns looking east from 84 Avenue NW



View of the Orange Hall looking southeast from the lane

Planning Analysis

The changes from the existing zoning to the proposed are minor and will not lead to any new construction or building additions. This area does not typically contain digital signs, so careful consideration was given to the size and location of the proposed sign. The sign is required to be located on the first storey of the west Facade of the northern portion of the 2003 Arts Barns addition.

This will ensure it does not impact the integrity of the historic portion of the building and also not be at a height that could project over the broader area like a tall “billboard”. The sign must also be no bigger than 5.0 m² in area, which is small compared to standard digital signs in more typical locations for digital signs.

Other changes from the current to the proposed zones include:

- The addition of the Special Event Use which has been created since the current zoning was approved.
- The addition of a small Specialty Food Services opportunity (eg. a coffee shop).
- Removal of parking and loading requirements to align with Open Option Parking.
- Removal of a restriction for Public Libraries and Cultural Exhibits to only be for the storage, maintenance, administration and exhibition of industrial/railway-related exhibits.
- Updated appendices to align with current standards.

These changes are mostly administrative and there are no land use compatibility concerns.

Strathcona Area Redevelopment Plan

This site is part of the Heritage Character District within the Whyte Avenue Commercial Area of the Strathcona Area Redevelopment Plan (ARP). This district focuses on the preservation of existing and future historic resources and accommodating development which is complementary to the area’s history and

heritage. The one new digital sign, as appropriately regulated by the proposed DC2 Provision, is compatible with this focus and the zoning will continue to preserve and protect these buildings of historical significance.

The City Plan

The City Plan strives to promote Edmonton's history and encourage a sense of local identity by preserving and enhancing heritage and promoting gathering spaces for culture, sports, recreation and entertainment opportunities to support both formal and informal uses.

This application is seen to support the continued viability of the Fringe Theatre Arts Barns and the Orange Hall, both as historically significant buildings as well as gathering spaces for theatre and cultural events in Edmonton and is therefore in alignment with The City Plan.

Heritage

Built in 1951, the Strathcona Bus Garage was a transit facility that accommodated trolley cars and buses. The transit facility ceased operation in 1984, and was later occupied by the Old Strathcona Farmers' Market in 1988, which remains to this day. In 2003, an addition was built to the north of the historic building designed to accommodate live theatre and associated activities. No changes to the historic portion of the building are proposed by this application and the new digital sign is required to be on the 2003 addition to the building.

Built circa 1903, the Loyal Orange Lodge No. 1654 (Orange Hall) is significant as one of the oldest surviving public assembly buildings in Alberta and for its role in the early settlement and cultural development of Strathcona when it was still a separate city. No changes to the building are proposed by this application.

Edmonton Design Committee (EDC)

While this rezoning technically qualifies for EDC review as it involves Direct Control zoning and is within the area of EDC's jurisdiction, an exemption to review was granted because no new construction or additions are proposed.

Technical Review

This application does not substantially change development rights enough for the land to require a detailed technical review. As such, potential upgrade requirements for utilities or transportation related infrastructure will be reviewed at the Development Permit stage.

All other comments from affected City Departments and utility agencies have been addressed.

Appendices

1 Application Summary

Application Summary

Information

Application Type:	Rezoning
Charter Bylaw:	20460
Location:	84 Avenue NW, east of 104 Street NW
Addresses:	10330 - 84 Avenue NW 10335 - 84 Avenue NW
Legal Descriptions:	Lot 12, Block 79, Plan I A portion of Lot 1, Block 79, Plan 3022HW
Site Area:	4573 m ²
Neighbourhood:	Strathcona
Ward:	papastew
Notified Community Organizations:	Strathcona Community League Garneau Community League Central Area Council of Community Leagues Old Strathcona Business Association
Applicant:	Fringe Theatre Adventures

Planning Framework

Current Zone and Overlay:	(DC2.598) Site Specific Development Control Provision Whyte Avenue Commercial Overlay
Proposed Zones and Overlay:	(DC2) Site Specific Development Control Provision (DC1) Direct Development Control Provision Whyte Avenue Commercial Overlay
Plan in Effect:	Strathcona Area Redevelopment Plan
Historic Status:	The Loyal Orange Lodge No. 1654 (Orange Hall) is a designated Provincial and Municipal Historic Resource. The Strathcona Bus Garage is on the Inventory of Historic Resources in Edmonton but is not designated.

Written By:

Approved By:

Branch:

Section:

Andrew McLellan

Tim Ford

Development Services

Planning Coordination