

**ATTACHMENT 2
BYLAW 17618
FILE: LDA15-0651
WOODCROFT**

DESCRIPTION: ZONING BYLAW AMENDMENT from (AP) Public Park Zone to (US) Urban Service Zone and (PU) Public Utility Zone; WOODCROFT.

LOCATION: South of 114 Avenue NW between 142 and 135 Streets NW
Coronation Park and the Telus World of Science

LEGAL DESCRIPTION: Blocks 23U & 24, Plan 3120MC, a portion of Lot 1 and Lot 2, Block 25, Plan 0727111, portions of NW-12-53-25-4 and SW-12-53-25-4

APPLICANT: City of Edmonton

OWNER: City of Edmonton

ACCEPTANCE OF APPLICATION: Dec. 16, 2015

EXISTING DEVELOPMENT: existing urban service buildings including Coronation Park , swimming pool and the Telus World of Science

SUSTAINABLE DEVELOPMENT'S RECOMMENDATION: That Bylaw 17618 to amend the Zoning Bylaw from (AP) Public Park Zone to (US) Urban Service Zone and (PU) Public Utility Zone be APPROVED.

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DISCUSSION

1. The Application

The intent of this application is to rezone Coronation Park from (AP) Public Park Zone to (US) Urban Service Zone and (PU) Public Utility Zone. The application has been made to accommodate digital signs for Telus World of Science and the future Recreation Centre, which is not an allowed use under the AP zone. In addition, the Public Utility Lot that runs through a portion of the site is being rezoned to (PU) Public Utility zone.

The Edmonton Telus World of Science has developed a plan for replacing their existing signage within the same footprint of their current signage.

The (AP) Public Park Zone and (US) Urban Service Zone generally allow the same list of uses; however, the current AP zone does not allow digital signs. This rezoning will allow signage for the Telus World of Science.

2. Site and Surrounding Area

This large site is occupied by the Coronation Park and the Telus World of Science and the other recreational uses.

The subject site is located in the south west corner of the Woodcroft neighbourhood. The site is bounded by 115 Avenue NW to the north, 134 Street NW to the east, 111 Avenue NW to the south and 142 Street NW to the west.

The Westmount Shopping Center is located to the east, across 135 Street NW. North and south of the application area is predominantly occupied by single detached housing and is zoned (RF1) Single Detached Residential Zone. Across 142 Street to the west are industrial warehouses zoned (IB) Industrial Business. The southeast corner of the site is occupied by Ross Sheppard High School.

ANALYSIS

1. Compliance with Approved Plans and Policies

The proposed rezoning align with policies of *The Way We Grow*, the Municipal Development Plan that encourage the maintenance and improvement of City owned and managed cultural facilities. The proposed rezoning will by allowing the development of specific signage to improve the prominence and redevelopment of this large area.

The Zoning Bylaw regulations regarding digital signage (Minor Digital On-premises Signs, Minor Digital Off-premises Signs, and Minor Digital On-premises Off-premises Signs) will require that they be located or constructed such that sign illumination will not project onto or impact any surrounding residential areas. Digital signs within the (US) Urban Service Zone are a discretionary use.

In addition, the Development Officer will review any digital signage applications in context with the surrounding development, the architectural theme of the area; any historic designations, proximity to residential development, driver decision points, and traffic conflict points including revisions to mitigate the impact of a proposed sign, and may refuse a permit that adversely impacts the built environment.

2. Transportation and Utilities

All digital signs must receive Transportation approval based on size and location at the safety review stage of the Development Permit review.

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

3. Surrounding Property Owners' Concerns

On January 4, 2016, an advance notice of this application was sent to the surrounding property owners and Woodcroft and the North Glenora Community Leagues. In response to the notification, one email response was received that expressed concerns about digital signage. Main areas of concern were regarding placement and intensity. In response it was noted that digital signs are a discretionary use and the placement and intensity of the signage must undergo a safety review at the development permit stage.

On February 8, 2016, Telus World of Science hosted a public open house to share information with the community as part of their Public Involvement Plan and provide an update on their sign renewal project and facility renovations. The open house was attended by the community with approximately 80-100 community members. The invite was sent to the North Glenora and Woodcroft community leagues who also posted information on their websites. Also, the event was advertised through media and exterior signage within Coronation Park and shared by community liaisons for further

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distribution. There was general support for replacing the sign and general questions about the zoning change.

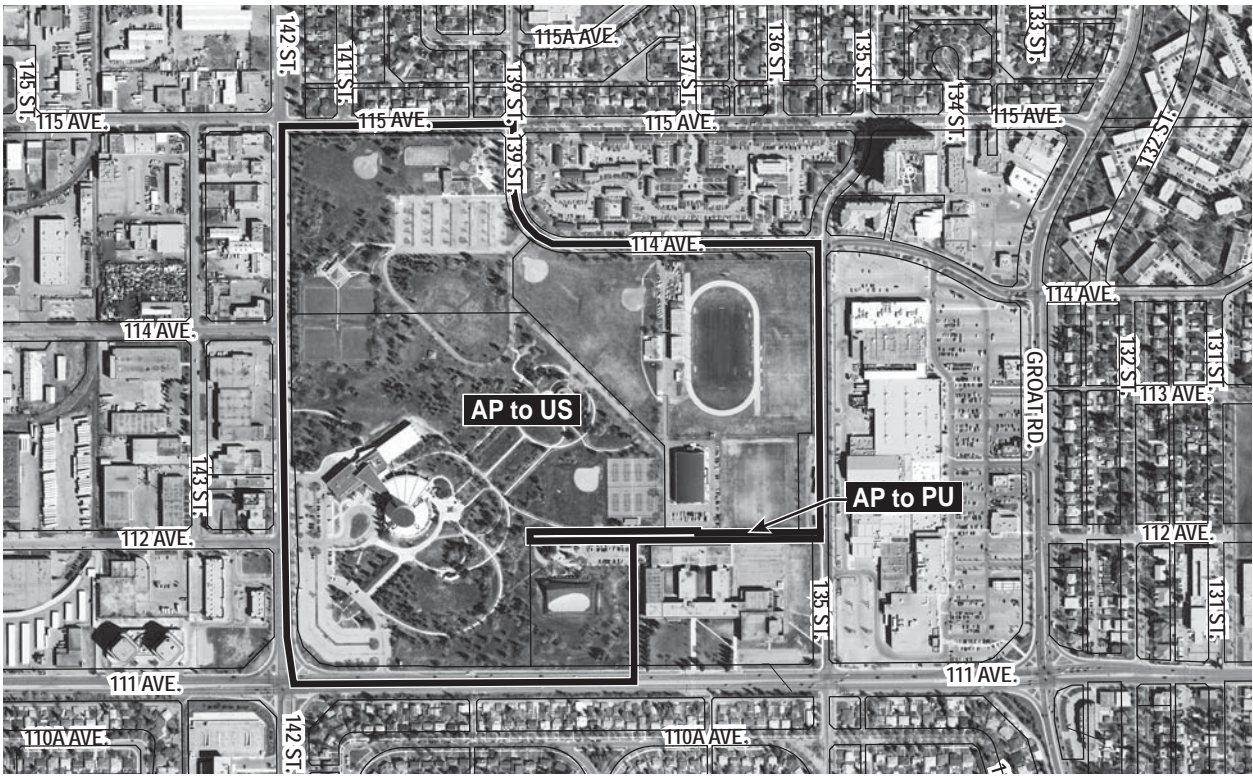
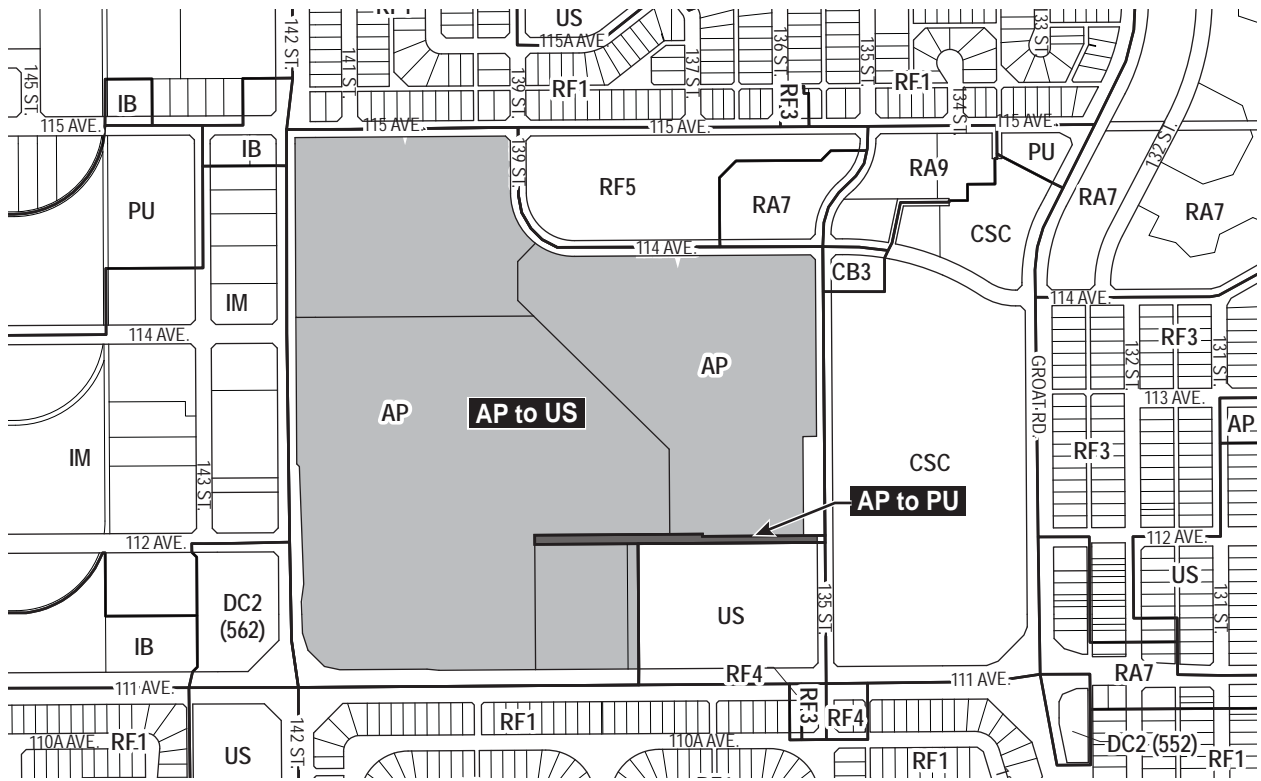
JUSTIFICATION

Sustainable Development recommends that Bylaw 17618 to amend the Zoning Bylaw from (AP) Public Park Zone to (US) Urban Service Zone and (PU) Public Utility Zone be APPROVED on the basis that the proposed development will allow for the continued improvement and operation of the Telus World of Science, provides the opportunity to allow for digital signs to promote events, connecting citizens to city facilities, is compatible with surrounding land uses, and meets the technical requirements of the Civic Departments and utility agencies.

ATTACHMENT

2a Maps

Written by: Don Read
Approved by: Tim Ford
Sustainable Development
April 18, 2016



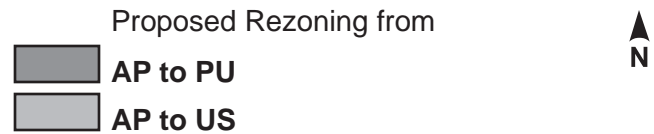
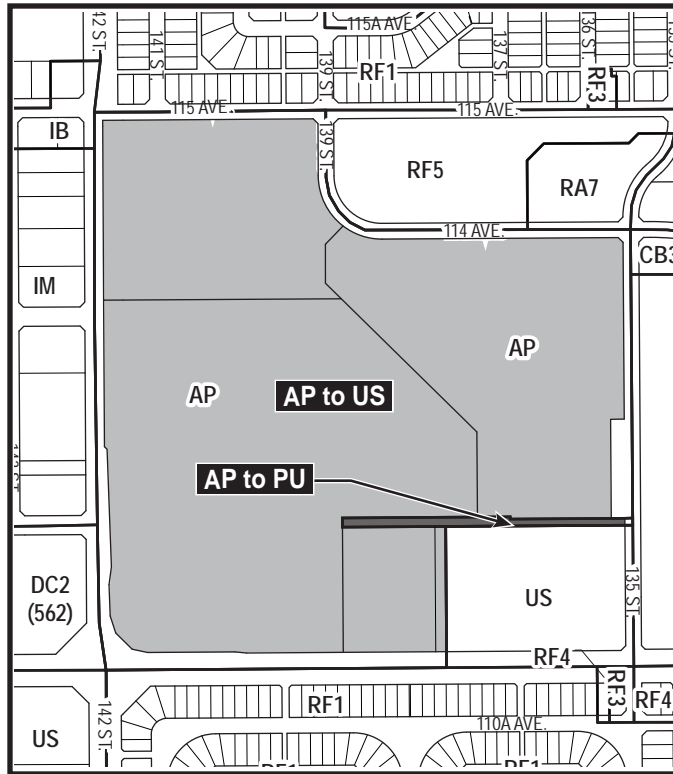
SURROUNDING LAND USE ZONES



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Location: 13548, 13808 – 111 Avenue NW, 11130U,
 11140 – 135 Street NW, 11211 – 142 Street NW,
 13831 – 114 Avenue NW



The purpose of proposed Bylaw 17618 is to change the Zoning Bylaw from (AP) public parks zone to (PU) public utility zone and (US) urban services zone; Blocks 23U & 24, Plan 3120MC, a portion of Lot 1 and Lot 2, Block 25, Plan 0727111, and portions of NW and SW-12-53-25-4, as shown on the attached sketch. These zones provide the opportunity to develop various forms of digital signs for Telus World of Science and the future Recreation Centre. Sustainable Development supports this proposed bylaw.

PROPOSED REZONING

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