



City of Prince Albert

RPT 2024-220

TITLE: Digital Sign Application - 4115 7th Avenue East

DATE: July 11, 2024

TO: City Council

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the Permanent Sign Application for a Freestanding and Digital Sign, to be located at 4115 7th Avenue East, legally described as Parcel 1, Plan 102375446, be approved.

EXECUTIVE SUMMARY:

The Community Development Department is in receipt of a Permanent Sign Permit application for a Freestanding Sign and a Digital Sign for McDonald's, located in The Yard. As the Development Permit for the McDonald's Restaurant has been approved, Administration recommends the approval of this Digital Sign Permit application as it complies with all the provisions outlined in *the City of Prince Albert Zoning Bylaw No. 1 of 2019*.

BACKGROUND:

As part of the new McDonald's development in The Yard, the applicant is seeking approval for their Freestanding and Digital Sign Permit application. Digital Signs require City Council approval.

The proposed Digital Sign (sign face) is two-sided, with an LED digital display measuring 0.96 metres in height and 1.92 metres in length, or approx. 3 feet X 6 feet. The Digital Sign face will be located below the primary sign feature, which is the typical McDonald's logo, and is intended to provide information specific to the restaurant. Please see the attached "*Sign Details*" for an image of the proposed sign.

As per section 14.1 of *the City of Prince Albert Zoning Bylaw No. 1 of 2019*, a Digital Sign and a Freestanding Sign are defined as:

- Digital Sign means a type of sign that displays digital images, graphics, text, animation or other information. These signs are capable of storing or displaying multiple formats and at varying intervals; and

- Freestanding Sign means a type of sign supported by a permanent structure with one or more uprights, braces or pylons, and which stands independently of a building.

PROPOSED APPROACH AND RATIONALE:

As of July 11th, 2024, the Development Permit for McDonald’s has been approved and issued, and the developer intends to start construction within the next few weeks.

In order to ensure all site work related to the restaurant and the sign can be completed concurrently, and because the Permanent Sign Application complies with all the regulations outlined in *the City of Prince Albert Zoning Bylaw No. 1 of 2019*, approval is recommended.

CONSULTATIONS:

The Community Development Department has been in contact with the applicant throughout the review process to ensure that they are aware of municipal requirements, processes, and options to manage expectations and timelines.

The Permanent Sign Permit application has been reviewed by the Department of Public Works, Parks, Recreation, and Culture, Fire and Emergency Services, and the Building Division; there are no concerns.

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 or any financial, policy, privacy, legal, safety or environmental implications to consider with this report.

STRATEGIC PLAN:

In reviewing this Permanent Sign Application, Administration is supporting the Strategic Priority of Building a Robust Economy by focusing on the Economic Diversity and Stability of the City to accommodate the needs of new businesses. Ensuring that developers and business owners can coordinate their work efficiently saves them time and money.

OFFICIAL COMMUNITY PLAN:

As per Section 17.7 of the Official Community Plan, the approval of this Permanent Sign Application is further supported in its compliance with the regulations outlined in the Zoning Bylaw:

“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.

ATTACHMENTS:

Sign Details

Written by: Darien Frantik, Planner

Approved by: Director of Community Development & City Manager