



City of Prince Albert

RPT 2024-244

TITLE: Permanent Sign Permit Application (Digital Sign) – 1601 2nd Avenue West

DATE: August 8, 2024

TO: City Council

PUBLIC: X

INCAMERA:

RECOMMENDATION:

That the Permanent Sign Application for a Digital Sign, to be located at 1601 2nd Avenue West, legally described as Lot 47, Block 13, Plan 101843760, be approved.

EXECUTIVE SUMMARY:

The Community Development Department is in receipt of a Permanent Sign Permit Application for a Digital Sign for P.A. Electronics, located on the corner of 2nd Avenue West and 16th Street West. P.A. Electronics wish to install a Digital Sign face vs. a typical static sign face, which requires City Council approval. Since the Permanent Sign Application complies with all the provisions outlined in *the City of Prince Albert Zoning Bylaw No. 1 of 2019*, Administration recommends approval.

BACKGROUND:

The Community Development Department is in receipt of a Permanent Sign Permit Application to add a Digital Sign (sign face) to the existing freestanding sign located at 1601 2nd Avenue West, for use by P.A. Electronics.

The proposed Digital Sign is a two-sided panel that is to be located below the existing sign features, measuring 2.44 metres in height and 2.49 metres in length, or approximately 8 feet by 8 feet 2 inches. Please see the attached “*Location Plan*” and “*Sign Details*.”

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

“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.”

PROPOSED APPROACH AND RATIONALE:

P.A. Electronics wishes to add a digital sign face to their existing permanent sign, providing them with additional advertising space. The current sign meets the required Zoning Bylaw regulations, and Administration has completed its review of the Permanent Sign Permit Application for the addition of the Digital Sign (sign face) and it, too, complies with all the regulations outlined in *the City of Prince Albert Zoning Bylaw No. 1 of 2019*; therefore, Administration recommends approval.

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 Departments of Public Works, Parks/Rec/Culture, Fire and Emergency Services, and the Building Division and there are no concerns.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

Subject to the approval of this Permanent Sign Application, the applicant will be notified in writing.

BUDGET/FINANCIAL IMPLICATIONS:

Administration has received a \$400 Sign Application Fee.

OTHER CONSIDERATIONS/IMPLICATIONS:

The Permanent Sign Application complies with all regulations outlined in the Zoning Bylaw, specifically Sections 13.1, 13.2, and 13.7, which manages permanent signage.

OPTIONS TO RECOMMENDATION:

There are no options to the Recommendation.

STRATEGIC PLAN:

In approving this Permanent Sign Permit Application for a Digital Sign (sign face), Administration is supporting the Strategic Priority of Building a Robust Economy by accommodating the needs of an existing business.

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:

1. Location Plan
2. Sign Details

Written by: Darien Frantik, Planner

Approved by: Director of Community Development & City Manager