

Downtown Development and Revitalization Advisory Committee (DDRAC)

Minutes

Tuesday, September 17, 2019

Atrium, City Hall at 3:00pm

Attendance:

Robin McPherson
Daniel Romanko
Tisha Polocko
Kelly Burke

Adrian Thiessen
David Vivian
Rosemany Hale
Sharvin Keshavarznia

Regrets:

Paul Vance
Judy Pihach, Manager of Planning Services

Staff Liaison:

Scott Ritchie, Urban Design Planner

1. **Call meeting to order (Acting Chair)**
R. McPherson called the meeting to order at 3:00
2. **Additions/Deletions to the Agenda**
R. Hale requested that the Committee discuss a recent digital signage proposal for downtown. Added to item 5.1.
3. **Motion to Approve the Agenda**
Moved by D. Vivian
CARRIED
4. **Motion to Adopt the Minutes of the Previous Meeting** (July 16, 2019)
Moved by D. Vivian
CARRIED
5. **New Business**
 - 5.1 Downtown Projects Update
S. Ritchie provided an update on the plaza construction at 40 St. Paul Street – to commence following Grape and Wine Festival.

The Committee discussed a recent proposal to permit a digital billboard (also referred to as a third party animated digital sign) at 142 St. Paul Street. City staff denied the requested sign variance and an appeal was made to Council. Council deferred consideration of the request until they receive a staff report regarding digital signage on City facilities.

DDRAC members requested to be consulted on the matter of digital signage downtown prior to the staff report on the matter being brought to Council.

Action: S. Ritchie to circulate staff report of signage proposal for 142 S. Paul Street and add discussion on digital signage to agenda for next meeting.

Action: Staff to provide update on status of smart kiosks pilot program at next meeting.

5.2 Committee Work Plan

Committee members discussed the list of possible area of interest for work plan. It was noted that the items generally fit into two categories: policies and projects. DDRAC removed Provincial restructuring as being beyond their scope and added the theme of how to improve streetscape of St. Paul Street from Carlisle to Court – a possible greening competition was identified.

There were questions about how the various themes fit with the Committee's role and a request for staff to circulate the terms of reference. DDRAC also requested an update on the City's Community Improvement Plan (CIP) review.

Committee members expressed an interest in reviewing municipal policies and by-laws that may be acting as barriers, including those related to signage, patios, filming, busking, encroachments, and merchandising. Staff to circulate available documents.

DDRAC members discussed the issues/challenges of graffiti and identified a possible partnership opportunity with the Culture Committee to look at murals of problem walls.

DDRAC discussed need to address parking attraction as part of downtown parking study and requested an update on that study. DDRAC identified a need to expedite implementation of the parking study's recommendations.

Action: S. Ritchie to circulate DDRAC terms of reference.

Action: Staff to provide status update on Downtown Parking Strategy at future meeting.

Action: Staff to provide update on CIP review at future meeting.

Action: S. Ritchie to circulate available by-laws/policies

4. **Date of Next Meeting**
October 15, 2019

5. **Motion to Adjourn**
Moved by: A. Thiessen

CARRIED