

Downtown Development and Revitalization Advisory Committee (DDRAC)

Minutes

Tuesday, October 22, 2019

Atrium, City Hall at 3:00pm

Attendance:

Robin McPherson
Daniel Romanko
Tisha Polocko

Paul Vance
Kelly Burke
Rosemary Hale

Regrets:

Adrian Thiessen
David Vivian

Sharvin Keshavarznia

Staff Liaison:

Scott Ritchie, Urban Design Planner
Judy Pihach, Manager of Planning Services

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1. **Call meeting to order (Acting Chair)**
R. McPherson called the meeting to order at 3:05
 2. **Additions/Deletions to the Agenda**
None.
 3. **Motion to Approve the Agenda**
Moved by R. Hale
CARRIED
 4. **Motion to Adopt the Minutes of the Previous Meeting** (September 17, 2019)
Moved by T. Polocko
CARRIED
 5. **Presentations**
 - 5.1 CIP Review
B. Bellows provided the Committee with an overview of the City's Community Improvement Plan (CIP) review process. Intent if to refine programs criteria with

a greater focus on heritage and affordable housing. Downtown development intended to remain high priority.

Motion

Moved by R. Hale:

To receive the presentation from B. Bellows.

CARRIED

5.2 Video Signage on City Facilities

S. Ritchie provided an overview of a recent Council direction for staff to report on the theme of adding video signage on City facilities. Video signage is not permitted in the City's sign by-law, nor is third party advertising (advertising for products not available on site – typically billboards). The report request was in response to a private application to install a video billboard on the side of 132 St. Paul Street.

Committee members expressed general concern with the proposal, particularly with the potential cumulative impacts of multiple video signs on the streetscape and the negative precedent that installations on City facilities would establish. Some DRP members suggested that limited first-party video advertising may be appropriate on some City buildings if tastefully done – such a marquee at the PAC – but size would need to be limited to pedestrian scale – poster sized and not cover any architectural or historic elements.

Members described that digital video signage – and particularly third-party digital signage - would undermine the objective of promoting heritage in the downtown. The DDRAC recommends against the introduction of video signs.

Motion

Moved by R. Hale:

That the DDRAC adopt the staff recommendations described in the sign variance report for 142 St. Paul Street (PBS-155-2019) as being their same position regarding digital signage on City facilities.

CARRIED

6. Committee Business

6.1 Downtown Projects Update

S. Ritchie advised that construction of the new plaza at 40 St. Paul Street would be soon be starting.

Economic Development staff to attend next meeting to provide an update on the Bell smart kiosks pilot program. Committee members requested information on if there has been reporting from other communities that installed these kiosks.

Action: S. Ritchie to circulate new Strategic Plan
Action: S. Ritchie to circulate committee work plan template.

4. **Date of Next Meeting**

November, 19 2019 (later rescheduled to November 26, 2019)

5. **Motion to Terminate**

Moved by: T. Polocko.

CARRIED