

4.0 AMENDMENTS TO THE ARENA AND ENTERTAINMENT DISTRICT ZONE

The amendments to the AED zone pertain to the sign and lighting regulations.

<p>g. Signage</p>	<p>Delete g.i. 'At each Development Permit Stage, a Comprehensive Sign Design Plan and Schedule for the subject development permit stage shall be submitted in support of the land use concept and design that are integral in establishing the special character and ambiance associated with major destination sports, retail and entertainment Uses for approval of the Development Officer. The sign plans shall be designed to contribute to a lively, colourful and exciting pedestrian environment. The sign plans shall incorporate all previous development permit stages, resulting in an overall sign plan at the final development permit stage.'</p> <p>And replace with the following:</p> <p>g.i. 'At each Development Permit Stage, a Comprehensive Sign Design Plan and Schedule for the subject development permit stage shall be submitted in support of the land use concept and design that are integral in establishing the special character and ambiance associated with major destination sports, retail and entertainment districts for approval of the Development Officer. The sign plans shall be designed to contribute to a lively, colourful and exciting environment. The sign plans shall incorporate all previous development permit stages, resulting in an overall sign plan at the final development permit stage.'</p> <p>Add the following regulation after g.v.</p> <p>'g.vi. One Tower, abutting the north side of 103 Avenue NW between 102 Street NW and 103 Street NW, shall be permitted to have east and west facing Major Digital On-premises Signs as well as Major Digital Off-premises Signs limited to tenants, activities, and events within the AED Zone, and public service advertisements and events throughout the City, located in accordance with Appendix A hereto, approximately 230 m above, erected upon, against or, on top of or above the parapet of said tower. The lighting scheme, signage and digital copy may change based on seasons, events, celebrations, advertisements, etc. All non-public service advertisements are restricted to promoting events and tenants within the AED Zone. The primary role of the signage is to establish the character of the AED Zone as a unique place, promote and support activities fostering a sense of arrival and excitement, and serve a wayfinding function by containing, amongst other things, the name of the building, Site, premises or tenants, or the activities carried on in the building, Site or premises or the activities carried on by the tenants in the AED Zone, or any off-premises public service advertisements and events.'</p>

j. Exterior Lighting	<p>Delete j.i. 'Enhanced lighting at Grade shall be provided to improve the pedestrian environment and address the long night associated with a winter city. Detailed lighting plans shall be submitted with each Development Permit Stage.'</p> <p>And replace with the following:</p> <p>'j.i. Enhanced lighting at Grade shall be provided to improve the pedestrian environment. Enhanced lighting may also be incorporated above Grade for towers to address the long nights associated with a winter city as well as add to the vibrancy and excitement of an Arena and Entertainment District. Detailed lighting plans shall be submitted with each Development Permit Stage.'</p>
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5.0 RATIONALE

The amendment to the AED Zone will help to facilitate the development of an overall signage and lighting scheme for ICE District. The area is intended to create a lively atmosphere through animation of the area with lighting, public art, signage, gathering spaces, and an improved public realm. The proposed lighting/signage will help to create excitement in an entertainment district, with capabilities to animate the site and buildings for special events such as Canada Day, PRIDE, New Years Eve; to celebrate our local sports teams such as the Oilers; or to help provide colour, lighting and ambiance fitting for ICE District, especially in our long dark winters. Colour schemes can be lined up with other areas of the City such as the high level bridge celebrating themes, special days/events or people.

ICE District is an entertainment district which is intended to be lively, animated, lit and exciting. The signage and the lighting help to create a sense of arrival to ICE District. This is similar to arriving in areas such as Times Square, LA Live, etc. These are all unique areas in a city that are defined by lighting and signage which play a large part in activating the area and generating excitement for Edmontonians and visitors to the City.