

## MEMORANDUM

FILE:

DATE: APRIL 20, 2017

TO: Kevin Scoble, City Manager  
City Manager's Office

FROM: Kelly Jerrott, Director  
Cultural Services

SUBJECT: ST. ALBERT PLACE DIGITAL SIGN/MARQUEE CAPITAL PROJECT  
UPDATE AND REQUEST FOR DIRECTION

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Project #: CULTR - 017

Total Budget: \$265,000

### Request

Because of the many sensitive considerations (bylaw exemption, precedence, traffic safety) Cultural Services and the project management team is requesting the City Manager provide direction on the next steps of this project.

### Project Purpose

To replace the exterior Arden Theatre and Musée Héritage Museum marquee message boards with digital signage to create a prominent display and communications system for St. Albert Place and its cultural amenities, programs and events.

A digital sign will be a strong messaging and wayfinding system for St. Albert Place that will provide high service levels that align with our residents' expectations. It will be a strong communication tool to allow administration to leverage the many events and attractions that draw residents and visitors to the downtown core, eg. Farmers' Market, Children's Festival, Library, etc.

The original charter is attached.

### Background

This project charter was developed in 2014 to update the antiquated marquee systems used by the Arden Theatre and the Musée Héritage Museum, while at the same time

utilizing technology to provide a system for wayfinding and messaging for St. Albert Place, the City of St. Albert and its partners.

During the 2017 budget process, an additional \$45,000 was allocated to this capital project for two purposes:

1. To engage a consulting firm to create detailed technical drawings to take the project to tender, providing expert review of submissions and the construction process. (A key learning from the Servus Place digital sign project)
2. For increased product and construction costs since development of the project charter in 2014.

It is important to note that these additional funds would allow for the actual construction of the sign, however, traffic modifications and/or a bylaw exemption may need to be considered regarding the new Land Use Bylaw changes. The Planning and Engineering departments are being consulted for these considerations.

### **Timelines**

- 2014 - Capital Charter approved for 2015 Budget (\$220,000)
- 2015 - Design development and stakeholder engagement (external and internal)
- Late 2015 - Project placed on hold until recommended Land Use Bylaw Digital Signage changes brought forward
- Mid 2016 - Recommended bylaw changes presented by Planning & Development
- Late 2016 - Contracted location analysis and design recommendations
- Late 2016 - Internal Stakeholder meetings held to compile feedback from stakeholder departments on the location and design recommendations
- Late 2016 - Based on location and design recommendations, requested and received additional funds (\$45,000) during 2017 budget process for increased material costs and technical contractor assistance
- 2017 - Tender and construction. Governance model built to manage inventory and establish messaging criteria for the sign

### **Stakeholder Engagement**

Comprehensive stakeholder engagement has happened with both internal (Asset Management, PW, ITS, Transportation, Planning and Engineering) and external (Arts & Heritage Foundation and industry experts) stakeholders.



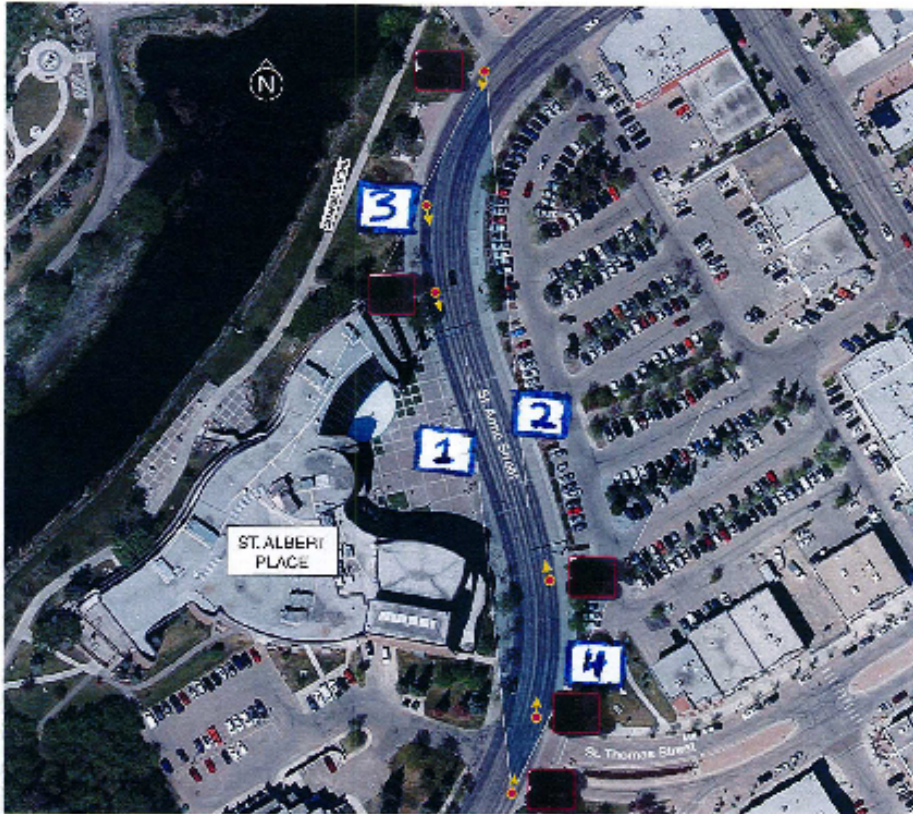
Bond Creative was contracted to conduct a review of potential sites and make recommendations on design and locations based on the project’s purpose; a copy of this report is attached.

Through this engagement process, some considerations and concerns were brought forward by the various groups. These are outlined on the next page.

<b>Considerations for Design and Location Consideration</b>	<b>Explanation</b>	<b>Important Factors</b>	<b>Mitigation</b>
Charter intent – Wayfinding, Messaging & Sightlines	The intent of the charter is to provide messaging and wayfinding for St. Albert Place	<ul style="list-style-type: none"> <li>- Proximity to the building</li> <li>- Digital messaging system (text or images)</li> <li>- Sightlines</li> <li>- Majority of St. Anne Street traffic travels from north to south (Google mapping route)</li> </ul>	The closer the sign is and more centered it is to the building provides the best wayfinding and messaging capabilities with optimal sightlines for vehicular and pedestrian traffic.
Pedestrian crosswalks and safety	If the digital sign is placed close to the pedestrian crossings, it will be a distraction and safety concern	<ul style="list-style-type: none"> <li>- Proximity to crosswalks and traffic control</li> <li>- sightline issues (traffic control being blocked)</li> <li>- Distraction from crossing</li> </ul>	<ul style="list-style-type: none"> <li>- The sign should be placed away from the crosswalk and signal controls.</li> <li>- Speed limits can be reduced to 40km/hr.</li> <li>- The crossings can be redesigned to mitigate the impact of a sign.</li> </ul>
Heritage designation of the building	As the building is a designated heritage building – the façade and structure must remain intact and true to the original construction	<ul style="list-style-type: none"> <li>- Proximity to the building</li> <li>- Design elements</li> </ul>	<ul style="list-style-type: none"> <li>- The sign can be on the opposite sign of the road away from the building.</li> <li>- Design can be altered to mitigate</li> </ul>
Access to Utilities	Building the sign close to a utility corridor ensures project costs remain within budget	<ul style="list-style-type: none"> <li>- Proximity to power</li> </ul>	If the sign is located across the street or on the north end of the building, then it will be close to a utility corridor.

<p>Land Use Bylaw - Digital Signage</p>	<p>The Land Use Bylaw states the sign can not be located within 30.5m of a controlled intersection or crossing</p>	<ul style="list-style-type: none"><li>- Public perception of bylaw exemption</li><li>- Industry backlash of breaking our own rules</li></ul>	<p>A Bylaw exemption will need to be made for the sign to be located anywhere along St. Anne Street from Perron to the roundabout.</p>
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- Hardline Data Access is available close to the building but is not a necessity
- Placing the sign on the plaza will increase project costs due to landscaping/brickwork in the area

Considerations	Location 1	Location 2	Location 3	Location 4
Charter Intent - Wayfinding/Messaging				
Transportation/ Safety				
Sightlines				
Heritage Designation				
Access to Utilities				
Traffic Bylaw				
Ideal				
Manageable with mitigation				



Not Ideal

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Kelly Jerrott

Attachments:

1. Project Charter
2. Consultant Review and Recommendations

cc: Glenn Tompolski, Acting General Manager, Community and Protective Services  
Gilles Prefontaine, General Manager, Development Services  
Stephen Bourdeau, Business and Events Manager, Cultural Services

