

WHAT WE HEARD REPORT - VERBATIM

Text Amendment to Arena Entertainment District Zone (LDA18-0675)

PROJECT ADDRESS: 10104 - 104 AVENUE NW
10220 - 104 AVENUE NW
10255 - 104 AVENUE NW
10270 - 103 AVENUE NW
10305 - 104 AVENUE NW
10344 - 102 STREET NW

PROJECT DESCRIPTION: Text Amendment to the Arena and Entertainment District (AED) Zone, to allow for Major Digital Signs atop Stantec Tower.

TYPE OF ENGAGEMENT	DATE	NUMBER OF ATTENDEES
Open House	December 6, 2018	89

ABOUT THIS REPORT

The information in this report includes feedback gathered during the December 6, 2018 open house. This report includes responses verbatim as provided and as written, without providing any personally identifying information. A summary report is shared with everyone who has emailed the file planner directly, and all attendees who provided their email address during the event on December 6, 2018. The summary report will also be shared with the applicant and the Ward Councillor. If/when the proposed rezoning advances to Public Hearing this report will be included in the information provided to City Council.

MEETING FORMAT

The meeting format was a drop-in public engagement where attendees were able to view display boards with project information and ask questions of City Staff, the applicant, and the owners. Participants were invited to share their feedback on a “Graffiti wall” by offering general feedback as well as by filling out a comment form which asked:

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1. Do you support Major Digital Signs which could be used for advertising on top of the Stantec Tower?
Yes / No / Unsure
 - Why?
2. Do you have any other comments regarding the proposal, or Digital Signs in Edmonton?

We received 15 forms with written comments. Responses to Question 1. had 3 in support, 2 Unsure, and 10 opposed to the digital signs. There were also numerous notes on the “Graffiti wall”. The comments and questions we received are summarized by main themes below.

WHAT WE HEARD

Light Cast and Light Pollution:

- I live over 2.5 kms away from Ice District and I can see the lights from construction from my house, I can't Imagine how much worse this will be with a sign that changes. This Affects Everyone
- I want signs to be Pedestrian Low impact! No signs on the top of the highest building west of Toronto!
- Signs: g-> Removing uses for district has a point? to encourage wider impact? Ice District should be contained inside ice district.
- Increased light pollution and reduced access to night sky
- You can see the building from city limits - this is an extraordinarily visible building. Impacts 5+ km around. Light reaches that far? Could/should there be a lumen limit to prevent it from being seen 2+ km away?
- Increases light pollution over a large area
- There is more than enough light pollution in the city we don't need more.
- The proposal might be ok if it was limited to colourful lighting without advertising, but the light pollution aspect remains
- I know that a lot of people are enthusiastic about brightness/colour/"activation of space"
But: a lot of these people like to come downtown & do exciting, stimulating things and then go home & relax in a calm, quiet, non-bright environment.
- I live on one side and work on the other side of this building so go by 2-4 times a day.
Sometimes, you just want to walk down a street without a lot of drama
- These signs are almost always too bright, too distracting and annoying.
- Nice lighting that doesn't move is one thing.
- Brightness, especially at night, is a concern
- Special concern: I have issues with visual processing and overstimulation because of brightness/flashing patterned lights -> especially with anything that's bright enough to be

reflected to the ground or other surfaces. Do you know how many surfaces a single bright light can reflect off downtown? It can be hard to deal with all the “liveliness” when you’re just trying to walk home without falling after a long day. Please consider balancing the need for calm/everyday reality along with a desire for excitement.

- I am concerned about the brightness of the sign. I live very close to the tower and am worried I will have more sleepless nights due to all the light in the area.
- Site plans showing narrow cone of light for the billboard is misleading. The billboard lights are 180 degree lights so everything to e+w will be illuminated.
- The light pollution is counted to climate change efforts (ie dark sky, etc)
- Increasing light pollution through signage at the top of tower may reflect light sustainable excess to night sky was not considered.
- Big digital sign will increase attraction but reduced access to night sky. Stantec Tower is tallest in western Canada, and big digital sign at such high height will have significant impact on access to night sky & will negatively impact nocturnal species & will reduce access see stars, moon & sky
- The more lighting makes for a good city
- Big bold colourful OK with me, make Edmonton “Alive”
- great as statement
- Council needs to see reports with amount of light reaching further than Ice District, how much reaches 1km +
- Increases light pollution over a large area
- The light pollution is counted to climate change efforts (ie dark sky, etc)
- I am concerned about the brightness of the sign. I live very close to the tower and am worried I will have more sleepless nights due to all the light in the area.
- I can see current, non moving lighting 2.5km away

Aesthetic and Commercialization:

- Striping/strips are nice
- The bright colouring is nice as long as it isn’t advertising
- More Blade Runner
- Will add vibrancy to the skyline. Suggestion: Oversized goal lights when Oilers score?
- Like coloured lights up side of bldg. Maybe coordinate w bridge light colours
- Like the light up fin part
- It will be “most likely” a business sign etc. So its ok
- Big bold colourful OK with me, make Edmonton “Alive”
- great as statement
- Tallest tower in west “Must” have a sign
- There are signs on many buildings downtown already. This one is more flexible and brighter than most.
- I appreciate the honesty of the images showing the intent of the advertising nature of the billboards.
- Think it great
- Good ads for city

- Would have been great for grey cup
- It is a good idea architecture student/grad neon lights add to “pride” at city makes a beauty skyline too
- Tacky
- The size and scale of billboards at the top. The commercialization of our City’s image
- Project goals for the Ice District/AED can be better met under existing rules
- Edmonton becoming an advertising center that may not portray innovation, creativity or community
- HATE the paid advertising!!! IT would cheapen this beautiful building. Oilers = Ok Amber Alert = Ok Ford Toyota Joe’s Garage = No!!
- Appendix A Looks: Cheap: Like we are Atlantic City a gambling capital; In some distopia
- Signs: Why remove Pedestrians from g2? Ice District was pitched to Council as a Pedestrian development, why change?
- I want signs to be Pedestrian Low impact! No signs on the top of the highest building west of Toronto!
- Signs: g-> Removing uses for district has a point? to Encourage wider impact? Ice District should be contained inside ice district.
- Don’t like ads at top since will be seen for miles but not by people in ice district (too high) No ads need that type of scale. I’m fine if it’s just coloured lights.
- Does not promote excitement in the Ice District, as it cannot be seen from the local area
- I do not support this proposal. It looks tacky and is not something the City should encourage
- As a resident who can view the Ice District from my home, I would much prefer to see decorative lighting. Please do not turn this into a sign!!!
- Dominates and Defines the skyline with advertising
- I don’t want to see used car ads from half-way across the city
- Concerned about the image of “selling out” the city skyline - Every skyline photo will have a billboard in it
- Tower side lighting would adversely affect residential towers downtown
- Cheapens the look of the City
- CHEAP LOOKING
- This is the tallest building in Edmonton, a bright sign at the top will be visible from St Albert. I don’t want to see shitty advertising half way across the city
- I don’t want the most visible thing in the whole city to be advertising
- We should ban all outdoor advertising like Sao Paulo
- And FTLOG does everything have to have advertising?
- They will detract from the identity of Edmonton by caving in to advertising and profit just like so many other global cities
- The scale of the signs is too large and will be visible too far and to too many residential units. They will be an unwelcome distraction and are un-needed commercialization of the city’s image.



- Scale is huge for advertising - it will dominate DT & the whole East + West ends of the City with corporate branding. Brightness will also cause impact on surrounding residential uses, both current + future.
- Site plans showing narrow cone of light for the billboard is misleading. The billboard lights are 180 degree lights so everything to east+west will be illuminated.
- Global cities (eg Shanghai) have raced to light towers with advertising resulting in poor light programming that hinders the aesthetic of the development
- Edmonton's vision to attract people to live + work downtown does not align with the proposed digital advertising.
- The use for advertising is not attractive for the City. Lighting can be done well - see "Light the Bridge". However, it should be done for non advertising purposes.
- Digital signs are everywhere, need more controls.
- This would be the most valuable billboard in the west, and there is a reason that no other city in the world has done this - it's uncouth.
- Other buildings with lighting use the lighting for holidays, etc. not ads. This is distasteful
- The way that this so neatly ties in to the other lighting that is already installed makes me feel like this was planned from the beginning and is only now being brought forward when the building is in its most positive light in Edmonton - should have been in the original proposal.
- Digital signs should continue to be limited to their current height.
- These signs will not be visible from the ice district, and so will be advertising to the city and surrounding area.
- This is the tallest tower in the city, and will define how our city is seen. I do not want to have our city defined by a digital advertising billboard.
- It's cheap and commercial and, frankly, beneath us.
- It will be distracting and take away from the image of the city. The pedestrian oriented advertising is sufficient for the goals of the project.
- Digital signs are everywhere, need more controls.
- When proposal if the bylaw changes would allow Katz group to licence the screen to Pattison for digital ads, the City of Edmonton said it could, Katz group said it would not.
- I like the bottom part that gives light to the tower but unsure of the over commercialization
- I think adding a public art component could be interesting. For any set # of days of ads, there would be an equal days of art.

Precedent Setting:

- Tallest tower in west "Must" have a sign
- The size and scale of billboards at the top. The commercialization of our City's image
- Setting precedence in the core for lighting on all buildings
- Just worried the precedent it sets (10 year every building has a sign)
- This seems like it would set precedent for signage at the top of buildings. Don't like that.
- Concerned about the image of "selling out" the city skyline - Every skyline photo will have a billboard in it
- Open to future commercialization

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- Open to corruption
 - Setting a precedence for future towers in the core.
 - We would be selling out the skyline, which sets a dangerous precedent.
 - I am concerned about future developments. What this would be used for, if approved, could very easily be changed for more commercial uses in the future.
 - I am also concerned that more signs would be approved on adjacent towers, as is implied in the project graphics.
 - There is a difference between the way the City described the kind of content that could appear on the screens. The city of Edmonton was clear that any advert could appear. The Katz group was clear that only building tenants, PSA's + civic themes could appear.
 - If we allow it on one building soon all building will have adds on them.
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If you have questions about this application please contact:

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