



File #: IR-26-010, Version: 1

TAMRMS#: B05

INFORMATION REQUEST (IR) - Replacement of Arden Theatre / AHF Marquee Signs

Requested by: Councillor Korotash

Date of Request: March 10, 2026

Date Response Due: April 10, 2026

Confidential Response: No

QUESTION

Can Administration please provide any necessary background information that may have already been prepared related to the replacement of the Arden Theatre / AHF Marquee signs, and what steps would be necessary to enhance communication with new digital display(s) either in their current or new locations.

If possible, could Administration also provide a cost estimate for the replacement of the signs with a digital display(s) and potential for cost recovery by selling advertising space.

RESPONSE

In 2015, project CULTR 017, *St. Albert Place Way finding Enhancement and Exterior Signage Replacement*, was approved with the intent to replace the exterior Arden Theatre and Museum marquee message boards and to add a prominent display and messaging opportunity for the Library and other St. Albert Place users. However, the proposed sign locations were not supported under the former Land Use Bylaw, and locations that aligned with heritage conservation standards did not meet Transportation Engineering requirements. When alternative locations were explored, the cost of the sign exceeded the approved budget. As consensus could not be reached, within the allocated budget, the project was ceased, and the approved funding was ultimately returned.

Changes to the Land Use Bylaw in 2024 (Bylaw 18/2024) introduced the PPI District and now allow this type of sign as a discretionary use, making it possible to consider.

Digital signs must meet specific size, setback, and location requirements, including distances from residential areas, intersections, other digital signs, and traffic control devices.

For St. Albert Place, signage would be required to meet a minimum setback of 20.0 m from a residential or PRK district, 150 m from another digital sign if two are proposed, and 30.5 m from an intersection. Signs cannot be located in the field-of-view near or past a traffic control device or curved roadways.

Potential sign locations, including the existing Arden Theatre and Musée Héritage Museum marquee locations, may meet setback requirements but are subject to Engineering Services review due to intersection spacing. As a municipal historic resource, any proposed signage would also require review for alignment with heritage conservation standards in collaboration with the Arts and Heritage Foundation and must comply with the City's Digital Display Guidelines.

As it relates to potential revenue, third-party advertising on a digital sign is not permitted within a PPI district; the sign would be limited to promoting St. Albert Place events and services only.

The Land Use Bylaw allows for municipal sign exemptions, for signage on City owned land, but this would still require further discussion and Engineering approval and may still limit potential locations.

A cost estimate was not developed as part of this information request, noting that limitations on sign location and the prohibition on third-party advertising may affect interest.

Should Council wish to proceed, Council would need to direct Administration to undertake the initial steps required to explore and pursue new digital signage at St. Albert Place and/or another suitable location, that could also be utilized to promote DBA initiatives and enhance downtown vibrancy, which include:

1. Identifying feasible sign locations, including coordination with relevant City departments and collaboration with the Arts and Heritage Foundation to confirm alignment with bylaws, guidelines and heritage conservation standards and guidelines.
2. Obtaining cost estimates for sign replacement, installation, and ongoing operation.

Report Date: April 9, 2026
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