



**Public Meeting of Council  
Tuesday, October 1, 2013, 7:00 PM  
Council Chambers**

**Mayor Clifford Lee presiding**

**Present:**      **Deputy Mayor Stu MacFadyen**      **Councillor Rob Lantz**  
                         **Councillor Jason Coady**                              **Councillor Danny Redmond**  
                         **Councillor Edward Rice**                              **Councillor David MacDonald**  
                         **Councillor Terry Bernard**                              **Councillor Melissa Hilton**  
                         **Councillor Cecil Villard**

**Also:**            **Donna Waddell, DCS**                              **Alex Forbes, PM**  
                         **Laurel Palmer Thompson, PDO**                              **Hope Parnham, PDO**  
                         **Linda Thorne, AA**

**Regrets:**        **Councillor Mitchell Tweel**                              **Roy Main, CAO**

Mayor Lee opened the meeting. He then turned the meeting over to Councillor Lantz, Chair of the Planning & Heritage Committee, who introduced the application and briefly explained the process.

**1. 360 Grafton Street (PID#825943)**

**A request to consider an amendment to Appendix “G” of the City of Charlottetown Zoning and Development Bylaw – List of Additional Properties in the Comprehensive Development Area Zone and Their Permitted Uses – to add Special Events Signage as an additional permitted use for the concert venue site located at 360 Grafton Street (PID# 825943).**

Ron Waite and Ernie Morello, CADC, attended the meeting to present the application. Mr. Morello reviewed a rendering of the proposed signage as well as a site plan showing the location of the signage. Two signs are proposed for the site; one is to be located on the existing concrete pad for the former Imperial Oil sign on Grafton Street, and the other one is to be located on Water Street. The proposed electronic reader-board sign is to be located on the Grafton Street site only. The sign will be double-sided and visible to traffic entering and exiting the City. The reader board portion of the sign on Grafton Street will be 5’6” x 2.5’ and will have text only with no images. The sign will advertise programmed events taking place on the event site and could also advertise other events taking place in the City.

Mayor Lee asked for any questions or comments.

Councillor Rice asked if the signage will be open for other advertising and if so, will a fee be charged.

Mr. Waite explained that their intention is to recover costs only and not to make a profit. As well, he noted that there will be no product advertising.

Councillor Rice asked how much the fees will be.

Mr. Waite explained that the fees will reflect the operating costs associated with the sign.

The Mayor congratulated CADC on the events that have taken place on the venue this summer.

**There being no further comments or questions, the meeting adjourned at 7:10 p.m.**