

Gateway Casinos & Entertainment has proposed a new electronic sign to be placed above the main entrance to Playtime Casino Kelowna on Water Street. In addition to traditional print, media and social channels, Gateway relies extensively on digital messaging systems both inside and outside of our facility in order to provide information on upcoming events and features to our guests. This type of sign is widely used at many casinos across the Province including Cascades Kamloops, Chances Squamish, River Rock/Richmond, Hard Rock/Coquitlam, and Chances Kelowna.

The process for the variance application was started well before the new bylaws came into effect. The final submission for the variance was presented in June 2018, versus when the bylaw went into effect in August 2018. We appreciate you taking the time to revisit this request.

Content of the sign will provide great benefit to the community, as well as complement the cultural district and have a positive impact on tourism.

- While the ECM board will provide information for our gaming patrons and for our family friendly restaurant Match Eatery & Public House, we would provide the space to the City to display emergency details such as wildfire information and Amber alerts, as well as cultural events.
- Visitors and tourists to the area would expect modern and appealing signage in line with major entertainment destinations and our sign would only serve to enhance that.
- Gateway's marketing and branding teams will be producing unique content that will be both engaging for our patrons and provide a feel of excitement for the high energy downtown area around Prospera Place and surrounding arts and cultural establishments.

The addition of the sign is in keeping with the \$12 million of investments recently made at the Casino which helps to drive money to local community.

- Revenues derived from the casino allows for the funding of recreational and cultural activities in the communities where we operate.
- Through the Gateway Gives program, Gateway also supports important community and charitable initiatives in Kelowna.

The billboard will be located within the 'Cultural District' and the entertainment and commercial zone, directly in front of Prospera Place, adding character to the City.

- The design and placement of the sign has been thoroughly considered to minimise overall impact on the distinct architectural character of our existing casino and Delta Grand hotel building.

MEETING:	2018-12-04	ITEM:	7.8
BYLAW:	DVP 18-0147	PLANNING	<input checked="" type="checkbox"/>



GATEWAY
CASINOS & ENTERTAINMENT LIMITED

- The sign fits well within the structural elements and does not overwhelm the unique design of Playtime Kelowna's frontage.
- There is a large public park adjacent to the property that provides ample landscaping for green walkways for residents.

Gateway will work closely with the City on an appropriate size for the sign.

- The sign will be in line with modern standards for ECM boards and provide a strong visual appeal for the entertainment area.
- We will work closely with the City Planning department to produce a sign that is unique and representative of Kelowna's Urban Planning directives.

The City's ECM board requirements of operation will be strictly enforced to prevent excessive light pollution or distraction to motorists.

- As the sign will produce no more light than the fascia signs already in the area, impact to residents will be minimal.
- The development across the street calls for mixed use residential/commercial units, the lower floor will very likely be retail space which will not be affected by the light output.
- We will work with the City to ensure that we are following and adhering to guidelines

There is no intention to allow third party advertising on the sign.

- Space on the billboard is not for sale, and it will not be used as a revenue source for the Casino
- The primary function of the billboard is to advertise for the casino itself, and secondary function to promote cultural events in the area, and highlight any emergency information as the City requires.

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