



File #: PH-16-007, **Version:** 1

TAMRMS#: B06

Bylaw 18/2016 - Digital Display Signs - New Public Hearing

Presented by: Michelle Brooking, Development Officer II

RECOMMENDATION(S)

The following motion is automatically before Council:

Moved by Councillor Heron

That Bylaw 18/2016, being Amendment 134 to Land Use Bylaw 9/2005, be read a first time.

1. That the Public Hearing be closed.
2. That Bylaw 18/2016 be read a second time.
3. That unanimous consent be given for consideration of third reading of Bylaw 18/2016.
4. That Bylaw 18/2016 be read a third and final time.

PURPOSE OF REPORT

The purpose of the report is to outline the proposed amendments to the Land Use Bylaw to allow for the introduction of digital displays with static images on fascia signs, freestanding signs, and billboards.

COUNCIL DIRECTION

On September 28, 2015, Council passed the following motion:

(C464-2015)

That Administration bring forward amendments to Land Use Bylaw 9/2005 that allow the introduction of digital displays with static images as outlined in Option 3 of the Digital Display Background Report, provided as Attachment 1 to the September 28, 2015 agenda report entitled "Digital Displays (Electronic Video Messaging Signs)" by Q2 2016.

On June 7, 2016, Council passed the following motion:

(C361-2016)

That the deadline for amendments to the Land Use Bylaw, as specified in Council Motion C464-2015, be extended to from Q2 2016 to Q3 2016

On August 22, 2016, Council passed the following motions:

(C497-2016)

That the Public Hearing on Bylaw 18/2016 be closed.

(C498-2016)

That Digital Sign matter be referred to Administration for consultation and return in February 2017.

BACKGROUND AND DISCUSSION

In accordance with the above motion (C464-2015), amendments have been prepared to the Land Use Bylaw for Council's consideration, provided as the attachment entitled "*Bylaw 18_2016 - Land Use Bylaw Amendment*". A redline of the proposed amendments have also been included as the attachment entitled "*Schedule C Sign Regulations REDLINE*".

A summary of the items changed from the August 22, 2016 version of the proposed amendments is provided in the attachment entitled "*Summary of Changes - August 2016 to February 2017*". This summary also addresses items of interest from the August 22, 2016 Public Hearing which have not been changed.

Key elements of the proposed regulations:

- 1) Allow for a digital display with static text images on fascia signs, freestanding signs, and billboards.
- 2) In Corridor Commercial (CC) and Commercial and Industrial Service (CIS) land use districts only.
- 3) Maximum digital display size on a **billboard**: 18.58 m² (10' x 20').
- 4) Maximum digital display size on a **fascia sign**: 5m² or 20% of unit face (whichever is less).
- 5) Maximum digital display size on a **freestanding sign**: 10m².
- 6) Minimum spacing for a sign with a digital display:
 - a. Billboard to billboard: 500m
 - b. Freestanding sign to freestanding sign: 150m
 - c. Billboard to freestanding sign: 150m
- 7) Minimum 100m from intersection.
- 8) Minimum 3m from edge of sign with digital display to property line.
- 9) Minimum 100m from residential, park, or institutional land use district.

The proposed regulations are based on and influenced by a number of key factors:

- Transportation Association of Canada (TAC) - 'Digital and Projected Advertising Displays: Regulatory and Road Safety Assessment Guidelines', provided as the attachment entitled "*CONFIDENTIAL - TAC Transportation Association of Canada Assessment Guidelines*". Key pages of note are pgs. 1-2, 15-20, 40-43, 53-58, 61-63, and 67.

- Best practices.
- Feedback received from consultations.
- Interest shown over time.
- In keeping with St. Albert's values and 'feel'.
- Council input at the September 28, 2015 Council meeting.
- Feedback at the August 22, 2016 Public Hearing.
- Manageable for Administration.

The proposed regulations allow for the greatest opportunity and flexibility for those wanting to employ the technology to be able to apply for it, while ensuring it is introduced in a reasonable manner. The proposed regulations strike a balance between allowing for the technology, safety, and manageability with current City resources.

The proposed regulations are considered a reasonable starting point to allow for the introduction of digital displays with static images. Administration will monitor implementation (from a processing, enforcement, safety, and needs perspective). Additional amendments can be brought forward in the future, if deemed necessary.

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

Public engagement was conducted in accordance with City Council Policy C-P&E-01 - Public Consultation requirements for Planning and Development processes. The public engagement process is outlined in the attachment entitled "*3 Steps to Public Engagement*".

An Open House was held on January 28, 2016 to obtain feedback from the public, local businesses, and the sign industry. The Open House display boards and survey were also available on the City website until February 29, 2016.

A Workshop was held on November 30, 2016. The format of the workshop was a World Café style where the facilitator posed generalized questions to tabled groups of stakeholder representatives, in order to obtain a cross-section of views from a diverse group of people. High-level representatives of identified stakeholder associations and/or committees as well as select members of the public were invited. The sign association representatives invited represented a total of 473 member companies. A Workshop outline is provided in the attachment entitled "*Consultation History*".

An online survey was available from December 5, 2016 to December 18, 2016. Invitations to complete the survey were sent via email to over 135 identified stakeholders. The survey was also advertised on various websites, in the newspaper, and via social media. 174 Surveys were completed. A survey outline is provided in the attachment entitled "*Consultation History*" and the survey results are provided in the attachment entitled "*Digital Display Survey*".

A notice was circulated to internal departments for feedback.

A review of the draft regulations was completed by the Transportation Branch. The Transportation Branch requested a minimum 100m setback from intersections, a minimum 8 second copy hold time, and reference to meeting established TAC (Transportation Association of Canada) standards and

practices. The requests from the Transportation Branch is based, in part, on their 'Safe System Approach'.

The feedback obtained was reviewed and incorporated into the regulations.

An overall summary of the consultation history is provided in the attachment entitled "*Consultation History*".

A summary of the consultation comments is provided in the attachment entitled "*Consultation Comments*".

IMPLICATIONS OF RECOMMENDATION(S)

Financial:

A review of the application fees for a digital display charged by nine other Alberta Municipalities showed a range from \$125 to \$1,000. The recommended fee for a development permit application for a digital display was \$450. This fee has already been approved by Council and incorporated into the Master Rates Bylaw 1/82, Schedule E for 2017.

Consideration was given to the complexity and amount of time the permit review for a digital display application will require. Additional time required for enforcement was also considered.

A light meter (approximately \$250) will have to be purchased for enforcement purposes. A light meter enables the measurement of the illumination, i.e. the effect of a digital display on the ambient light conditions, to ensure it does not exceed the maximum allowable limits set in the Land Use Bylaw regulations.

Legal / Risk:

Notwithstanding Council's direction on the potential amendments to the Land Use Bylaw, which primarily regulates the use of private lands, the Traffic Bylaw specifically prohibits any sign that is "self-illuminated or employs the use of electricity" from placement on a Highway (essentially the road surface, plus boulevards and sidewalks within the road right of way). The proposed Land Use Bylaw amendments do not conflict with the Traffic Bylaw in this regard.

Program or Service:

A new review process, application form, and brochure(s) will need to be developed. To that end, and in order to provide all potential applicants an equal opportunity for preparation and application, administration requests that the digital display regulations, once approved, are to go into effect May 1, 2017. This will allow Administration to provide as level a playing field as possible. Additionally, prior to May 1, 2017, Administration will need to:

- Create forms
- Create brochure(s)
- Purchase required equipment (light meter)
- Set up development permit review protocols
- Set up enforcement protocols
- Integrate and coordinate with proposed Schedule C - Sign Schedule updates to ensure that

potential regulation conflicts or loopholes are avoided.

Additional staff time will be required to process applications and for enforcement.

Organizational:

The in-depth review required for this type of application will add to the workload of both the Development Branch and the Transportation Branch. To what extent, is yet to be determined.

ALTERNATIVES AND IMPLICATIONS CONSIDERED

If Council does not wish to proceed with closing the public hearing and proceed through all three readings of Bylaw 18/2016 during the February 27 meeting, the following Alternative Recommendations have been provided:

1. That Bylaw 18/2016, being amendment 134 to Land Use Bylaw 9/2005, be read a first time.
2. That the Public Hearing be adjourned to March 20, 2017.

STRATEGIC CONNECTIONS

Council's Strategic Outcomes and Priorities (See Policy C-CG-02)

CULTIVATE ECONOMIC PROSPERITY: A diversified, robust and resilient economic foundation to support growth and community service delivery.

Long Term Plans (e.g. MDP, Social Master Plan, Cultural Master Plan, etc.)
Land Use Bylaw

Corporate Objectives (See Corporate Business Plan)
Deliver programs and services that meet or exceed our standards
Ensure our customers are very satisfied

Council Policies
n/a

Other Plans or Initiatives (Business Plans, Implementation Strategies, etc.)
n/a

Report Date: February 27, 2007
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Committee/Department: Development Services
General Manager: Gilles Prefontaine
City Manager: Kevin Scoble

Schedule C

SIGN REGULATIONS

C.1 Purpose

The purpose of this schedule is to ensure that signs:

- (a) do not disrupt the orderly and safe flow of vehicular and pedestrian traffic;
- (b) do not unduly interfere with the amenities of the district in which they are located;
- (c) do not materially interfere with or affect the use, enjoyment or value of neighbouring properties; and
- (d) do not create visual or aesthetic blight.

C.2 Applicability

- (1) This schedule shall apply to all signs that are posted, placed or erected on both private property and public property.
- (2) Unless otherwise indicated herein, the Traffic Bylaw regulates signage that is posted, placed or erected on City highways.
- (3) Notwithstanding subsection (1), this schedule does not apply to municipal signs or signs that are posted, placed or erected in accordance with a contractual arrangement between the City and another party.

C.3 Definitions

In this schedule,

- (a) **"A-board sign"** means an A-shaped, temporary sign with no external supporting structure that is set upon, but not attached to, the ground;
- (b) **"attention getting device"** means any pennant, flag, valance, propeller, spinner, streamer, searchlight, mascot, message, ornamentation or sign not otherwise defined under this section that is displayed in any manner for the purpose of drawing attention to a business or fundraising activity. Lights or other ornamentations associated with the holiday season, if displayed between November 15th and January 15th of the following year, shall not be considered attention getting devices;
- (c) **"awning"** means a light, detachable roof-like structure covered by fabric or other flexible material supported from a building by a fixed or retractable frame;
- (d) **"awning sign"** means a sign incorporated upon or within an awning;
- (e) **"balloon sign"** means a temporary air-inflated sign;
- (f) **"banner sign"** means a temporary sign constructed from a non-rigid fabric in a banner style which is attached to a pole or other structure;
- (g) **"billboard"** means a sign displaying only third party advertising;

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- (h) **"canopy"** means a fixed structure (comprised of a roof and supporting apparatus) that provides overhead shelter and is attached to and extends from a building;
- (i) **"canopy sign"** means a sign incorporated upon or within a canopy;
- (j) **"changeable copy"** means that portion of a sign upon which copy (including time and temperature displays) may be changed manually through the utilization of attachable characters, or changed automatically through the electronic switching of lamp banks or illuminated tubes;
- (k) **"community notice board"** means a structure erected by the City for the purpose of posting temporary community notices;
- (l) **"construction site identification sign"** means a temporary sign erected on a construction site for the purpose of advertising or providing information related to the referenced construction project;
- (m) **"copy"** means the text or graphics that comprise the message on a sign face;
- (n) **"developer marketing sign"** means a temporary sign promoting vacant lots or show homes within a subdivision;
- (o) **"development directional sign"** means a temporary sign placed or erected for the purpose of guiding or directing pedestrian or vehicular traffic to new subdivisions, new home areas, or show homes;
- (p) **"digital display"** means a device intended to display copy using electronic screens, projection, television, computer video monitors, liquid crystal displays (LCD), light emitting diode (LED) displays, or any other similar electronic, computer generated, or digital technology;
- (q) **"directional sign"** means a sign directing pedestrian or vehicular traffic, including ingress and egress signs and parking signs;
- (r) **"election sign"** means a temporary federal, provincial, municipal or school election sign or any other temporary sign connected with the holding of an election conducted in accordance with federal, provincial or municipal law. For the purposes of this schedule, a sign connected with a scheduled vote of the electorate (a process referred to by the Local Authorities Election Act, RSA 200, c. L-21) shall be considered an election sign;
- (s) **"electronic message sign"** means a sign or part of a sign upon which programmable or electronic switching of changeable, **text-only** copy is displayed. ~~A video sign shall not be considered an electronic message sign.~~ An electronic message sign's area shall not exceed 0.5 sq. m.;
- (t) **"fascia sign"** means a sign attached, etched or painted on a building. A wall mural shall not be considered a fascia sign;
- (u) **"flashing sign"** means a sign that contains an intermittent or flashing light source. An electronic message sign shall not be considered a flashing sign;
- (v) **"footcandle"** means a unit of measure of the intensity of light falling on a surface;

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- (w) **"freestanding sign"** means a sign anchored into the ground and not attached to a building;
- (x) **"highway"** means any thoroughfare, street, road, trail, avenue, parkway, driveway, viaduct, lane, alley, square, bridge, causeway, trestleway or other place or any part of any of them, whether publicly or privately owned, that the public is ordinarily entitled or permitted to use for the passage or parking of vehicles and includes:
- (i) a sidewalk, including a boulevard adjacent to the sidewalk;
 - (ii) if a ditch lies adjacent to and parallel with the roadway, the ditch; and
 - (iii) if a highway right of way is contained between fences or between a fence and one side of the roadway, all the land between the fences, or all the land between the fence and the edge of the roadway, as the case may be; but does not include a place declared by a provincial regulation not to be a highway;
- (y) **"illumination"** means the lighting of any sign by artificial means;
- (z) **"low profile sign"** means a freestanding sign not exceeding 2 m in height that incorporates a design and building material accentuating the architectural theme of the building or buildings adjacent to its location. A low profile sign's area shall not exceed 2.5 sq. m;
- (aa) **"mascot"** means a person or automaton dressed in costume or holding signage for the purpose of attracting attention to a business or fundraising activity;
- (bb) **"moped"** is as defined in the Use of Highway and Rules of the Road Regulation A.R. 304-2002;
- (cc) **"motor vehicle sign"** means a sign placed on, placed within, or attached to the exterior of a motor vehicle, which sign advertises or promotes:
- (i) the business for which the motor vehicle is being used, or
 - (ii) the sale of that motor vehicle, in the form of a "for-sale" sign, provided that the motor vehicle is parked entirely on a private residential property or entirely on the property of an approved automotive or recreation vehicle sales establishment;
- (dd) **"multiple tenant sign"** means a sign for advertising two or more on-site developments or businesses;
- (ee) **"municipal sign"** means a sign erected or placed by or on behalf of the City;
- (ff) **"municipal violation tag"** means a City-issued notice or ticket that alleges a Bylaw offence and provides a person with the opportunity to pay an amount to the City in lieu of prosecution for the offence;
- (gg) **"neighbourhood identification sign"** means a sign that displays the name of a City neighbourhood or business park;

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- (hh) **"peace officer"** is as defined in the Provincial Offences Procedures Act RSA 2000, c.P-34;
- (ii) **"pedestrian-oriented"** means designed, scaled and located in such a way that the primary purpose of the sign is to provide information to pedestrians and bicyclists;
- (jj) **"portable sign"** means a temporary sign, with changeable copy, designed to be readily relocated;
- (kk) **"private property"** means property that is not defined hereunder as public property;
- (ll) **"projecting sign"** means a sign that is attached to, supported by, and extends at least 0.5 m outward from, a building. Neither a canopy sign nor an awning sign shall be considered a projecting sign;
- (mm) **"promotional advertising sign"** means a temporary sign displayed for the purpose of advertising temporary events or activities including, but not limited to, grand openings, sales and new or discounted products;
- (nn) **"provincial violation ticket"** means a "violation ticket" as defined in the Provincial Offences Procedures Act RSA 2000, c.P-34;
- (oo) **"public property"** means, except for highways, any property owned, held or controlled by the City or other public authority;
- (pp) **"real estate sign"** means a temporary sign erected or placed for the purpose of advertising real property for sale or rent;
- (qq) **"roadway"** means that portion of highway normally intended for motor vehicle passage;
- (rr) **"roof sign"** means a sign attached to the roof of a building or parapet of a building;
- (ss) **"self-supported"** means supported by one or more columns, uprights, or braces in or upon the ground that are not attached to, and do not form part of, a building;
- (tt) **"sign"** means a device or structure erected or placed for the purpose of providing direction or providing information on such things as a development, business, product, service, location, event or person;
- (uu) **"sign area"** means the areas of a sign that are available for copy (excluding the main support structure). The sign area of a multiple faced sign is the area of one face;
- (vv) **"sign height"** means the vertical distance measured at right angles from the highest point of the sign or sign structure to the finished grade directly below;
- (ww) **"temporary sign"** means a sign, not permanently installed or in a fixed position, that advertises a business, site, event or activity for a limited period of time;

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- (xx) **"third party advertising"** means the advertising of a business, commodity, service or entertainment product that is conducted, sold or offered elsewhere than on the site upon which the sign is located;
- (yy) **"traffic control device"** means any sign, signal, marking or device placed, marked or erected by the City for the purpose of regulating, warning or guiding traffic;
- (zz) **"walkway decal"** means a sign adhered to a travel surface that is designated for pedestrian use;
- (aaa) **"wall-mounted"** means attached to the wall of a building;
- (bbb) **"window sign"** means a sign placed on or inside a window that faces outward and is intended to be seen from the outside.

C.4 General Regulations

- (1) Notwithstanding any other provision of this schedule,
 - (a) signs shall not be constructed or located such that they may be confused with or detract from a traffic control device, municipal sign or other municipal device;
 - (b) signs shall not be constructed or located such that they interfere with the safe or orderly movement of pedestrians or motor vehicles or the sight lines required under this or any other bylaw;
 - (c) a sign must not employ motion picture projections;
 - (d) ~~video signs~~, walkway decals, flashing signs and attention getting devices are not permissible within the City;
 - (e) a sign displaying a neighbourhood name must be consistent with any City neighbourhood naming policy;
 - (f) a sign height must not exceed the maximum building height allowed in the applicable district;
 - (g) the illumination of a sign must not negatively affect, nor pose a safety hazard to, an adjacent site or area;
 - (h) wiring and conduits for electrified signs must be concealed from view;
 - (i) signs must be designed and constructed to ensure:
 - (i) the durability of the sign (taking into account whether it is a permanent or temporary sign);
 - (ii) the compatibility of the sign with adjacent development; and
 - (iii) the compatibility of the sign with the architecture of the on-site building frontage;
 - (j) if a sign fits within 2 or more sign categories then:
 - (i) it shall be a permitted use if it is a permitted use under each sign category;

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- (ii) it shall be a discretionary use if it is a discretionary use under at least 1 sign category; and
 - (iii) it shall comply with all regulations applicable to each category of sign.
- (k) signs on public property in a residential district must:
- (i) not exceed 1.5 sq. m in sign area, unless otherwise authorized under this Bylaw;
 - (ii) not exceed 3 m in sign height, unless otherwise authorized under this Bylaw; and
 - (iii) be self-supported or wall-mounted signs, unless otherwise authorized under this Bylaw;
- (l) with the exception of motor vehicle signs, all signs displayed on or within trailers, motor vehicles, or other moving vehicles are prohibited in all districts;
- (m) separation or setback distance of a sign shall be measured from the point of the sign closest to another sign, property line, or building;
- (n) when a sign has been erected or displayed without the issuance of a required development permit, processing fees for the required development permit will be doubled.
- (2) Unless otherwise stated hereunder, all signs must have a development permit in compliance with Part 3 of this Bylaw.

C.5 Regulations For Signs With a Digital Display

(1) General Regulations

- (a) Signs containing a digital display shall meet the following requirements:
- (i) Unless otherwise stated in this schedule, a digital display may only be approved in the CC or CIS districts. Digital displays are prohibited in all other land use districts;
 - (ii) Digital displays are prohibited on a parcel adjacent to Ray Gibbon Drive when the copy of the sign is visible from Ray Gibbon Drive;
 - (iii) Subject to approval, a digital display is only permitted on a billboard, fascia sign, or freestanding sign. A digital display is not permitted on any other sign type;
 - (iv) A sign with a digital display located on, or attached to, a roof of a building is prohibited;
 - (v) Unless otherwise stated in this schedule, a digital display must be located a minimum of 100 m from a roadway intersection;
 - (vi) No third party advertising is permitted on a fascia sign with a digital display or a freestanding sign with a digital display;

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- (vii) Landscaping required under an approved development permit must not be removed or altered to accommodate the placement or visibility of a sign with a digital display;
- (viii) A digital display sign-face may be mounted on one or two sides of a sign only. If a digital display is two-sided, each side must be parallel with the other. Triple-sided, multi-sided, or curved digital displays are not permitted;
- (ix) All digital displays must be enclosed to the satisfaction of the Development Officer;
- (x) A sign with a digital display shall not face a residential or park land use district;
- (xi) The Development Officer shall be satisfied that the sign:
 - (A) does not physically obstruct the sightlines or view of a traffic control device or traffic control signal for oncoming vehicular traffic;
 - (B) is not located in the field of view near or past a traffic control device or traffic control signal in the sightlines of oncoming vehicular traffic;
 - (C) is not located in the field of view near or past other traffic conflict points such as intersections, merge points, exit ramps, or curved roadways; and
 - (D) does not include illumination that may compete with or dull the contrast of a traffic control device or traffic control signal for oncoming vehicular traffic.
- (xii) All signs containing a digital display must be equipped with an ambient light sensor, in accordance with the following:
 - (A) The ambient light sensor shall automatically adjust the brightness level of the copy area based on ambient light conditions; and
 - (B) Brightness levels of the digital display shall not exceed 0.3 foot-candles above ambient light conditions when measured from the digital display face at its maximum brightness.
- (xiii) Copy shall be static and remain in place for a minimum of eight (8) seconds before switching to the next copy;
- (xiv) The transition time between each digital display copy shall be instantaneous;
- (xv) Transitions between each digital display copy shall not involve any visible effects, including but not limited to: action, motion, fading in or out, dissolving, blinking, intermittent or flashing light, or the illusion of such effects;
- (xvi) Copy shall not be shown on the digital display using full motion video, movies, Motion Picture Experts Group (MPEG), or any other non-static digital format;

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- (xvii) Copy shown in a manner requiring the intended message to be viewed over multiple copy transitions is not permitted;
- (xviii) At any time, if a Development Officer determines that the brightness or light level of a digital display exceeds the limits set out in subsection (xii)(B), the Development Officer may direct the development permit holder to change the settings in order to bring the digital display into compliance with this Bylaw, and if that direction is not complied with, the Development Officer may issue an order directing that the digital display be immediately discontinued;
- (xix) If any component on the sign fails or malfunctions in any way and fails to operate as indicated on the approved development permit plans, the sign owner shall ensure that the sign is turned off until all components are fixed and operating as required;
- (xx) The sign owner shall provide a name and telephone contact information of a person having access to the technology controls for the sign, who can be contacted 24 hours a day in the event that the sign malfunctions;
- (xxi) The electrical power supply to a digital display shall be provided underground unless otherwise allowed by the Development Officer;
- (xxii) Existing digital displays (previously known as electronic message signs) approved prior to the effective date of this bylaw amendment shall be bound by their original development permit approval; and
- (xxiii) An applicant with a valid existing development permit approval for a digital display which permits static text-only copy may apply for a new development permit to allow the addition of static images to the display. All regulations for digital displays, including the design guidelines must be achieved.

(2) Billboards With a Digital Display

- (a) As a discretionary use, subject to the issuance of a development permit, a billboard with a digital display may be located in the CC and CIS districts, adjacent to, but not on the roadways that are shown on Figure 24.
- (b) A billboard with a digital display must:
 - (i) be self-supported;
 - (ii) not exceed 8 m in sign height;
 - (iii) be located a minimum of 150 m from another billboard without a digital display;
 - (iv) be located a minimum of 500 m from another billboard with a digital display facing the same oncoming traffic;
 - (v) be located a minimum of 25 m from a freestanding sign without a digital display;

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- (vi) be located a minimum of 150 m from a freestanding sign with a digital display, facing the same oncoming traffic;
 - (vii) be located a minimum of 100 m from a residential, P, PS or IF district;
 - (viii) subject to subsection (1)(a)(v), be located a minimum of 3 m from all property lines; and
 - (ix) not project beyond the boundary of a site upon which it is located.
- (c) The maximum area of a billboard with a digital display must not exceed 18.6 sq. m.
 - (d) The space between the faces of a double-faced billboard with a digital display must be enclosed.
 - (e) The maximum period for which a development permit may be issued for a billboard with a digital display is five (5) years. Upon application and re-assessment, the Development Officer may renew a development permit for the digital display for up to five (5) additional years.

(3) Fascia Sign With a Digital Display

- (a) As a discretionary use, subject to the issuance of a development permit, a fascia sign with a digital display may be located in the CC and CIS districts.
- (b) A fascia sign with a digital display must:
 - (i) not exceed 5 sq. m in area, or 20% of the building or unit face; whichever is less;
 - (ii) have a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign;
 - (iii) not extend more than 300 mm in height above a building or parapet; and
 - (iv) not extend more than 400 mm outward from the supporting building's frontage.
- (c) The maximum period for which a development permit may be issued for a fascia sign with a digital display is five (5) years. Upon application and re-assessment, the Development Officer may renew a development permit for the digital display for up to five (5) additional years.

(4) Freestanding Sign With a Digital Display

- (a) As a discretionary use, subject to the issuance of a development permit, a freestanding sign with a digital display may be located in the CC and CIS districts.
- (b) A freestanding sign with a digital display must:
 - (i) not exceed 10 m in height;

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- (ii) be located a minimum of 25 m from a freestanding sign without a digital display;
 - (iii) be located a minimum of 150 m from a freestanding sign with a digital display facing the same oncoming traffic;
 - (iv) be located a minimum of 25 m from a billboard without a digital display;
 - (v) be located a minimum of 150 m from a billboard with a digital display, facing the same oncoming traffic;
 - (vi) be located a minimum of 100 m from a residential, P, PS, or IF district;
 - (vii) subject to subsection (1)(a)(v), be located a minimum of 3 m from all property lines adjoining a highway; and
 - (viii) not project beyond the boundary of the site upon which it is located.
- (c) Subsection (4)(b) does not apply to a digital display with copy that only displays a motor vehicle fuel price or a drive-through menu board.
- (d) Notwithstanding Section C.6(13)(b)(i), the maximum digital display area on a freestanding sign shall not exceed 10 sq. m.
- (e) No more than 1 freestanding sign with a digital display is allowed per site.
- (f) Notwithstanding subsection (e), a maximum of 2 freestanding signs with a digital display may be permitted on a site measuring at least 1 ha or consisting (at least partially) of a commercial building that measures at least 10,000 sq. m in floor area, provided that at least 1 of the signs is a multiple tenant sign.
- (g) The maximum period for which a development permit may be issued for a freestanding sign with a digital display is five (5) years. Upon application and re-assessment, the Development Officer may renew a development permit for the digital display for up to five (5) additional years.

C.6 Regulations For Specific Types of Signs

(1) A-Board Sign

- (a) An A-Board sign is a permitted use in industrial or commercial districts, and no development permit is required, provided the sign:
- (i) does not exceed 0.8 sq. m in sign area;
 - (ii) does not exceed 1 m in sign height; and
 - (iii) is not located on a public utility lot; and
 - (iv) maintains a separation distance of 10 m from another A-Board sign.



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- (b) Notwithstanding clause (a)(i), an A-Board sign for a live/work unit shall not exceed 0.5 sq. m in sign area. **(BL14/2008)**

(2) Awning and Canopy Signs

- (a) Subject to the issuance of a development permit, awning and canopy signs:
- (i) may be located in commercial, industrial, ICC, PS or IF districts; and
 - (ii) may be located in a district zoned for multiple dwelling units provided that such signs are limited to on-site name and address identification.
- (b) An awning or canopy sign must:
- (i) not exceed a maximum vertical dimension of 1.5 m, unless otherwise stated;
 - (ii) on a 1-storey building, not extend more than 300 mm above the roof or parapet;
 - (iii) on a building with more than 1 storey, not extend more than 750 mm above the floor of the second storey (and in any event, must not extend over the bottom of any second storey window sill);
 - (iv) provide a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign; and
 - (v) not extend beyond the width of the building frontage except where the sign is wrapped around a corner, in which case it must extend for a distance that is equal to the width of the sign.
- (c) An awning or canopy sign for a live/work unit shall not exceed 0.5 sq. m in sign area. **(BL14/2008)**



(3) Balloon Sign

- (a) As a discretionary use subject to the issuance of a development permit, a balloon sign may be located in the C2, CC, RC and CIS districts. **(BL24/2009)**
- (b) A development permit for a balloon sign is valid for a maximum of 30 consecutive days. Following the expiration of the development permit, the site shall remain free of balloon signs for a minimum of 30 consecutive days. Balloon signs may be displayed on a site for a maximum of 90 days in a calendar year.
- (c) If mounted on the ground surface of a site, a balloon sign:
- (i) must not exceed 8 m in height;

Schedule C

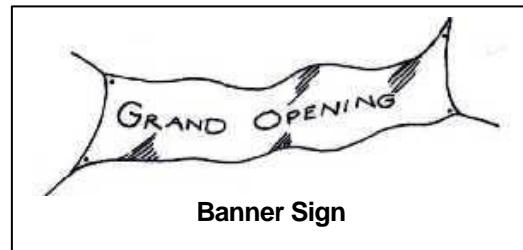
- (ii) must be located at least 1.5 m from all property lines (with the exception of a corner lot where the sign must be set back a minimum of 6 m from all property lines); and
- (iii) must not interfere with the access to or from the site.
- (d) If mounted on a building, the vertical dimension of a balloon sign plus the building height must not exceed the maximum height allowances in the district.
- (e) A balloon sign may be illuminated.
- (f) No more than 1 roof mounted balloon sign is allowed per site, and a balloon sign be located at least 150 m from another balloon sign.
- (g) A balloon sign shall not be located within 30 m of a residential district.

(4) Banner Sign

- (a) A banner sign is a permitted use in the P, PS, IF, industrial and commercial districts (other than the BW, ICC, BP, BP2, BPT, DCMU, DCNUV, DT or MC districts), and no development permit is required provided the sign is: **(BL32/2006; BL38/2011; BL19/2012)**
 - (i) used solely to advertise a non-profit or charity event; and
 - (ii) placed on a site for a period not exceeding 48 total hours in a calendar month. **(BL27/2005; BL42/2005)**

- (b) Notwithstanding subsection (a), upon the issuance of a development permit, a banner sign may be placed for more than 48 hours in the P district provided the sign is used to advertise a non-profit or charity event.

- (c) Upon the issuance of a development permit, a banner sign may be placed in the C2, CC, RC and industrial districts. **(BL24/2009)**



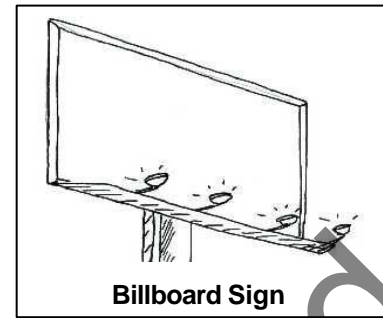
- (d) A development permit for a banner sign is valid for a maximum of 30 consecutive days. Following the expiration of the development permit, the site shall remain free of banner signs for a minimum of 30 consecutive days. Banner signs can be displayed on a site for a maximum of 90 days in a calendar year.
- (e) A banner sign that is attached to the side of a building must comply with the dimensional regulations for fascia signs.

(5) Billboards

- (a) As a discretionary use subject to the issuance of a development permit, a billboard may be located in the CC and industrial districts, and adjacent to, but not on, the roadways that are shown on Figure 24.
- (b) A billboard must:
 - (i) be a self-supported or wall mounted sign;

Schedule C

- (ii) not exceed 30 sq. m in sign area;
- (iii) not exceed 8 m in sign height;
- (iv) be located a minimum of 30.5 m from a roadway intersection;
- (v) be located a minimum of 100 m from an R1, P, PS or IF district;
- (vi) be located a minimum of 150 m from another billboard;
- (vii) be located a minimum of 25 m from any freestanding sign;
- (viii) subject to subsection (iv), be located a minimum of 3 m from all property lines adjoining a highway; and
- (ix) not project beyond the boundary of a site upon which the billboard is located.



(6) Construction Site Identification Sign

- (a) A construction site identification sign is a permitted use in all districts, and no development permit is required, provided that the sign:
 - (i) is a self-supported or wall-mounted sign;
 - (ii) does not exceed 3.5 m in sign height;
 - (iii) does not exceed 5 sq. m in sign area; and
 - (iv) is not erected for a period longer than 12 months from the issuance of a building permit relating to the construction project.
- (b) No more than 2 construction site identification signs are allowed per site.

(7) Development Directional Sign

- (a) A development directional sign is a permitted use in R1, R2, R3, R3A, R4, C1, C2, CC, CIS, BP, BP2 and BPT districts, and no development permit is required provided that the sign is located adjacent to the roadways listed in Schedule B. **(BL27/2005, BL4/2008; BP38/2011)**
- (b) Subject to the issuance of a development permit, development directional signs may be allowed on a public utility lot or in a UR district for a period of time specified by the Development Officer.
- (c) A development directional sign must:
 - (i) be a self-supported sign;
 - (ii) not exceed 1.5 sq. m in sign area;
 - (iii) not exceed 3 m in sign height; and,
 - (iv) be located a minimum of 30.5 m from a roadway intersection.

Schedule C

(8) Developer Marketing Sign

- (a) A developer marketing sign is a permitted use in a residential district, and no permit is required provided that the sign:
 - (i) is a self-supported sign;
 - (ii) is not illuminated;
 - (iii) is located in a subdivision or development that is subject to a subsisting development agreement;
 - (iv) does not exceed 3 sq. m in sign area; and
 - (v) does not exceed 3 m in sign height.
- (b) No more than 2 developer marketing signs are allowed per site.

(9) Directional Sign

- (a) Subject to the issuance of a development permit, directional signs may be located in commercial, industrial, R3, R3A, R4, P, PS and IF districts. **(BL4/2008)**
- (b) A directional sign must:
 - (i) be a self-supported or wall mounted sign;
 - (ii) not exceed 3 sq. m in sign area;
 - (iii) not exceed 2.5 m in sign height; and
 - (iv) be located a minimum of 30.5 m from a roadway intersection.
- (c) In the ICC, DCMU and DCNUV Districts, pedestrian-oriented directional signage may be utilized to clearly delineate pedestrian walkways, to provide directions, or to provide control where vehicular and pedestrian conflicts are deemed likely to occur. **(BL42/2005; BL32/2006)**
- (d) A directional sign shall not include advertising copy, with the exception of a logogram.

(10) Electronic Message Sign

- (a) An electronic message sign is a permitted use in C1, C2, CC, RC or CIS and no development permit is required, provided that the sign is located in a window. **(BL24/2009)**
- (b) Subject to the issuance of a development permit, electronic message signs may be located in IF, PS, MC, BP, BP2, BPT, DCMU, DCNUV, DT or BW districts provided that the sign is located in a window. **(BL27/2005; BL42/2005; BL32/2006; BL19/2012)**
 - ~~(i) in CC, RC, C2, PS, IF and CIS districts provided that the sign is a self-supported or wall-mounted sign; **(BL24/2009)** or~~

(11) Election Signs

Election signs are permitted uses in all districts and no development permits are required provided that:

Schedule C

- (a) the signs are posted:
 - (i) with respect to municipal and school elections, only between 12:00 noon on nomination day and 24 hours after the closing of polling stations; and
 - (ii) with respect to provincial and federal elections, only between 12:00 noon on the day when an election writ is handed down and 24 hours after the closing of polling stations;
- (b) in a residential district, the signs must:
 - (i) not exceed 1.5 sq. m in sign area;
 - (ii) not exceed 3 m in sign height; and
 - (iii) be self-supported or wall-mounted signs.
- (c) the signs may not be placed or erected within 30.5 m of any roadway intersection; and
- (d) the signs may not be posted on or within any City-owned or occupied facility, or on or within any site upon which a City-owned facility is situated.
- (e) For any site that is adjacent to St. Albert Trail, the signs shall have a minimum dimension of 1.22 m x 1.22 m. **(BL 18/2013)**

(12) Fascia Sign

- (a) A fascia sign is a permitted use in all districts and no development permit is required provided that the sign:
 - (i) does not exceed 0.5 sq. m in sign area; and
 - (ii) does not advertise a home occupation or home office or business.
- (b) Subject to the issuance of a development permit, a fascia sign in excess of 0.5 sq. m in sign area may be located:
 - (i) in commercial, industrial and UR districts;
 - (ii) in P, PS, IF, and residential districts zoned for multiple dwelling units, provided that the sign is for on-site name and address identification only;
 - (iii) in Areas A and B of the ICC district; and
 - (iv) in Area B of the DCNUV district. **(BL32/2006)**
- (c) A fascia sign:
 - (i) must have a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign;
 - (ii) must not extend more than 300 mm in height above a building or parapet;
 - (iii) must not extend more than 400 mm outward from the supporting building's frontage;

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- (iv) for a live/work unit must:
 - (A) not exceed 0.5 sq. m in sign area;
 - (B) be indirectly illuminated and shielded; and
 - (C) be similar in proportion, construction materials and placement as other signs located on the building facade; and **(BL14/2008)**
- (v) in the ICC, DCMU and DCNUV districts: **(BL42/2005; BL32/2006)**
 - (A) must not be above the roof line, except where the sign forms part of an architectural feature designed to the satisfaction of the Development Officer;
 - (B) must be similar in proportion, construction materials and placement to that of other fascia signs located on a building's facade;
 - (C) must not obscure architectural elements of the building; and
 - (D) if the sign incorporates copy, such copy must be limited to the name of the business and its logogram.
- (d) The specific provisions under this subsection (12) are applicable only where they do not conflict with any other part of this schedule.

(13) Freestanding Sign

- (a) Subject to the issuance of a development permit, a freestanding sign is a permitted use in:
 - (i) commercial and industrial districts;
 - (ii) P, PS, IF and UR districts; and
 - (iii) residential districts zoned for multiple dwelling units provided that the sign is for name and address identification only.
- (b) A freestanding sign must:
 - (i) not exceed 7.5 sq. m in sign area unless the site upon which the sign is located has a frontage wider than 30 m (in which case the sign may be up to 1.2 sq. m larger for each additional 10 m of frontage);
 - (ii) not exceed 10 m in sign height;
 - (iii) be located a minimum of 3 m from all property lines adjoining a highway; and
 - (iv) not project beyond the boundary of the site upon which it is located.
- (c) In a commercial district, a freestanding sign must be separated by a minimum of 25 m from any other freestanding sign or a billboard.

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- (d) In the ICC district:
- (i) a freestanding sign must be separated by a minimum of 75 m from another freestanding sign or a billboard; and
 - (ii) up to 25% of the sign area of a freestanding sign (as determined by the Development Officer) must employ changeable copy.
- (e) In the BP, BP2, BPT, DCMU and DCNUV Districts, all freestanding signs shall be low profile signs. **(BL27/2005; BL42/2005; BL32/2006; BL38/2011)**
- (f) No more than 1 freestanding sign is allowed per site.
- (g) Notwithstanding subsection (f), a maximum of 3 freestanding signs may be permitted on a site measuring at least 1 ha or consisting (at least partially) of a commercial building that measures at least 10,000 sq. m in floor area, provided that:
- (i) the site is located in a C2, CC, RC or industrial district; **(BL24/2009)** and
 - (ii) at least 1 of the signs is a multiple tenant sign.
- (h) Notwithstanding subsection (f), a maximum of 2 freestanding signs may be permitted on a site that measures between 0.5 ha and 1 ha, provided that:
- (i) the site is located in a C2, CC, RC or industrial district; **(BL24/2009)**
 - (ii) the site contains a commercial building with more than 4000 sq. m in floor area; and
 - (iii) at least 1 of the signs is a multiple tenant sign.
- (i) In all districts where portable signs are permitted, a freestanding sign employing changeable copy may take the place of a portable sign allowed on a site. Each freestanding sign employing changeable copy may exceed the maximum allowable freestanding sign area by 20% in order to accommodate the changeable copy portion of the freestanding sign.
- (j) The specific provisions under this subsection (13) are applicable only where they do not conflict with any other part of this schedule.

(14) Neighbourhood Identification Sign

- (a) Subject to the issuance of a development permit, neighbourhood identification signs may be located in all districts.
- (b) A neighbourhood identification sign must:
- (i) be a self-supported sign;
 - (ii) not exceed 6 sq. m in sign area;
 - (iii) not exceed 3 m in sign height; and
 - (iv) in accordance with City policy, incorporate the neighbourhood name specified by the relevant plans or bylaw.

Schedule C

- (c) A neighbourhood identification sign may incorporate the logogram of the developer.

(15) Portable Sign

- (a) A portable sign is a permitted use in C1, C2, CC, RC, ICC, and CIS Districts. **(BL24/2009)**
- (b) At the discretion of the Development Officer, portable signs may be located in UR, P, PS and IF districts.
- (c) Portable signs must:
 - (i) not exceed 5 sq. m in sign area;
 - (ii) not exceed 2.5 m in sign height;
 - (iii) be located no less than 1.5 m from any property line; and
 - (iv) maintain a separation distance of 30 m from another portable sign.
- (d) In C2, RC and CC districts, portable signs are limited to a maximum of 1 sign for sites with frontages up to 30 m. **(BL24/2009)**
- (e) In C2, RC and CC districts, portable signs are limited to a maximum of 2 signs per site for sites with frontages greater than 30 m, but in no case is more than 1 sign per business allowed. **(BL24/2009)**
- (f) In the ICC district, a portable sign must be separated by a minimum of 400 m from another portable sign. **(BL13/2006)**
- (g) A development permit for a portable sign is valid for a maximum of 90 days.

(16) Projecting Sign

- (a) Subject to the issuance of a development permit, a projecting sign is a permitted use in R4, CC, RC, C1, C2, MC, BW, PS, IF, DCMU, DCNUV, DT and industrial districts. **(BL42/2005; BL32/2006; BL4/2008; BL24/2009; BL19/2012)**
- (b) A projecting sign must:
 - (i) not exceed 0.5 sq. m in sign area;
 - (ii) be placed so that the distance between the nearest edge of the sign and the building to which it is attached does not exceed 0.35 m;
 - (iii) provide a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign;
 - (iv) have clearance from any electrical power lines or other utilities and provide for safe pedestrian movement or any other activities or use underneath the projecting sign;
 - (v) except for corner locations, be located at right angles to the building facade;

Schedule C

- (vi) complement the architecture and coordinate with other streetscape improvements and development;
- (vii) on a 1-storey building, not extend more than 300 mm above the roof or parapet;
- (viii) on a building with more than 1 storey, not extend more than 750 mm above the floor of the second storey (and in any event, must not extend over the bottom of any 2nd storey window sill); and
- (ix) be indirectly illuminated and shielded for a live/work unit.
(BL14/2008)

(17) Promotional Advertising Sign

- (a) Promotional advertising signs are permitted uses in the C2, CC, RC and CIS districts and no development permit is required, provided that:
(BL24/2009)
 - (i) the sign does not exceed 2.5 sq. m in sign area;
 - (ii) the sign is located a minimum of 1.5 m from all property lines adjoining a highway; and
 - (iii) the sign advertises an event, service or product available on the site.
- (b) Two promotional advertising signs are allowed for every 30 m of site frontage (up to a maximum of 6 signs allowed per site).
- (c) Promotional advertising signs are not allowed when any other temporary sign is displayed on a site.

(18) Real Estate Sign

- (a) A real estate sign is a permitted use in all districts, and no development permit is required, provided:

- (i) that the sign is a self-supported or wall-mounted sign;
- (ii) that the sign does not exceed 3 m in sign height; and
- (iii) that the sign advertises only the site upon which the sign is located.



Real Estate Sign

- (b) No more than 2 real estate signs are allowed per site.
- (c) In a residential district, each real estate sign must:
 - (i) not be illuminated; and
 - (ii) not exceed 1.5 sq. m in sign area.

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(19) Roof Sign

- (a) Subject to the issuance of a development permit, a roof sign is a permitted use in CC, RC and CIS districts. **(BL24/2009)**
- (b) A roof sign must not exceed 8 sq. m in sign area.
- (c) The maximum vertical dimension of a roof sign is 3 m, however the vertical dimension of the sign plus the building height must not exceed the maximum height allowances in the district.
- (d) No more than 1 roof sign is allowed per building.
- (e) A roof sign shall not overhang a building.
- (f) A roof sign may be illuminated.

(20) Other Signs

Subject to any other applicable provision of this schedule, a development permit is not required for:

- (a) signs posted or exhibited inside a building;
- (b) window signs, provided they are not for the purpose of advertising a home occupation or home office;
- (c) motor vehicle signs, provided the vehicle is not temporarily or permanently parked for the purpose of displaying the sign;
- (d) signs located on a community notice board;
- (e) signs erected pursuant to a development agreement; and
- (f) emergency or warning signs placed on a public building, lot or utility right of way.

C.7 Enforcement

(1) Removal and Impoundment of Signs

- (a) In addition to pursuing any other remedy referenced under this schedule, a peace officer may cause to be immediately removed and/or impounded any sign:
 - (i) placed in contravention of a provision of this schedule;
 - (ii) where, in his or her opinion, the sign is in a state of extensive disrepair; or
 - (iii) where safety concerns or emergency conditions may justify such removal.
- (b) A sign removed under subsection (a) shall be delivered to an storage facility where it will remain impounded until claimed by an individual, business or organization referenced on the sign.
- (c) If an impounded sign is not reclaimed within 30 days of the individual, business, or organization (as referenced under subsection [b]) being notified (either verbally or in writing) of the sign's removal, the City may dispose of the sign in any manner it deems appropriate.

Schedule C

(2) Offence

- (a) Any owner, lessee, tenant or occupant of land or a building (or portion thereof) who places (or allows or causes to be placed) a sign upon such land or building (or portion thereof) in contravention of this schedule has committed an offence.
- (b) With respect to a sign placed or erected in contravention of this schedule on public property that is not subject to a lease or license of occupation, the appearance of the name of an individual, business or organization on the sign, whether for the purpose of declaring ownership of the sign or advertising thereon, is prima facie proof that the individual, business or organization caused or permitted the sign to be placed on the property, and that individual, business or organization shall be deemed responsible for the referenced contravention.

(3) Continuing Offence

In the case of an offence that is of a continuing nature, a contravention of a provision of this schedule constitutes a separate offence with respect to each day, or part thereof, during which the contravention continues, and a person committing such an offence is liable to a fine in an amount not less than that established by this Bylaw for each such separate offence.

(4) Fines and Penalties

- (a) The commission of an offence is punishable by the imposition of a fine in an amount not exceeding \$10,000.00, and to an order of imprisonment for not more than one (1) year, or both.
- (b) The fine for an offence under this schedule is \$110.00.

(5) Municipal Violation Tag

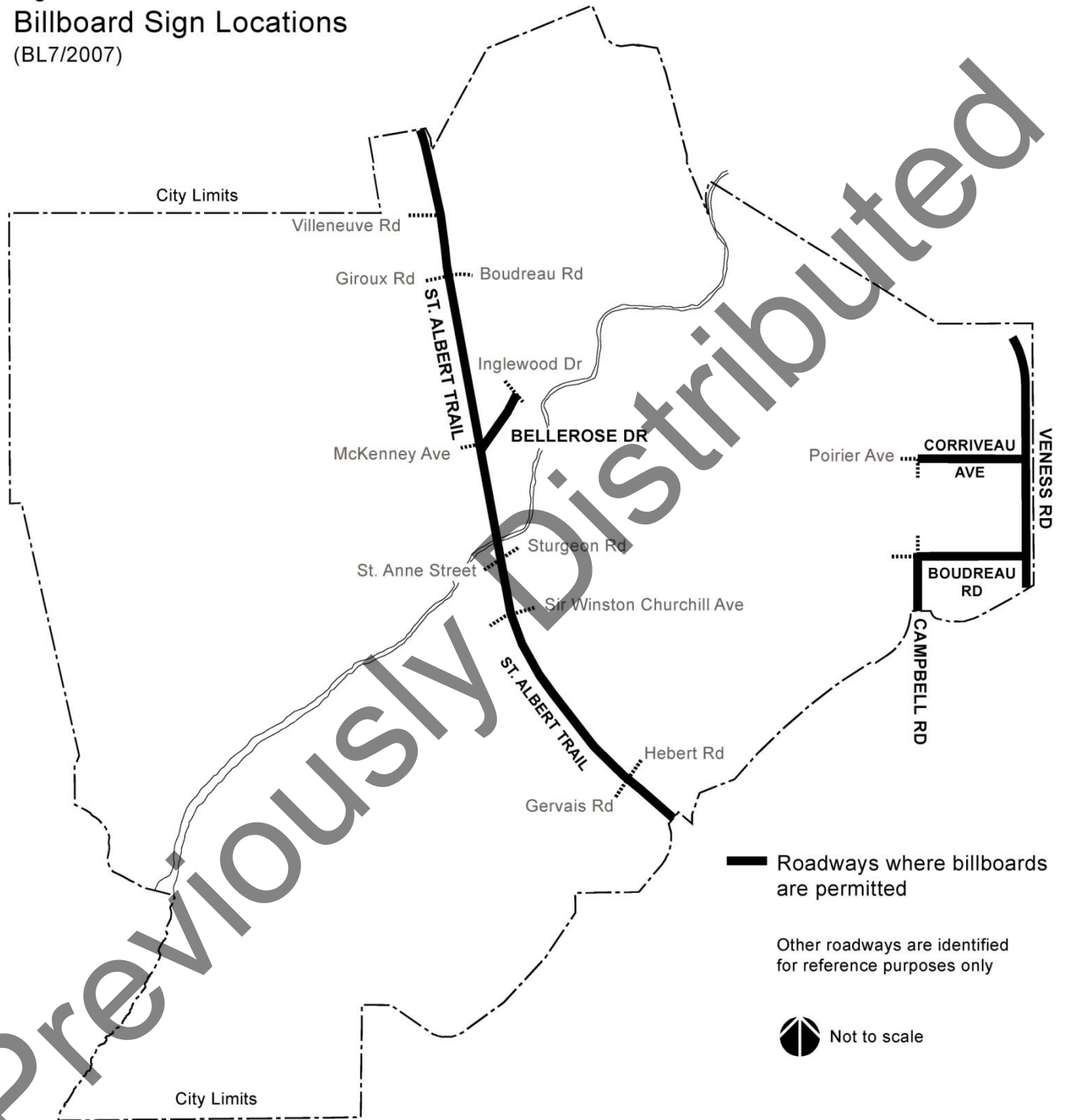
- (a) A peace officer may issue, with respect to an offence under this schedule, a municipal violation tag specifying the fine amount established by this schedule.
- (b) Where a municipal violation tag is issued with respect to the offence, the fine amount indicated thereon may be paid in lieu of prosecution.

(6) Provincial Violation Ticket

- (a) A peace officer may issue, with respect to an offence under this schedule, a provincial violation ticket:
 - (i) specifying the fine amount established by this schedule; or
 - (ii) requiring an appearance in court without the option of making a voluntary payment.
- (b) Where a provincial violation ticket specifies a fine amount in accordance with this schedule, a voluntary payment equal to the specified fine amount may be made.

Schedule C

Figure 24
Billboard Sign Locations
(BL7/2007)



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Previously Distributed

SUMMARY OF CHANGES

AUGUST 2016 TO FEBRUARY 2017

Amendments to Land Use Bylaw – Schedule C, Sign Regulations – Digital Display



General Regulations

C.5(1)(a)(iv)

Regarding Digital Displays on a roof:

Wording changed/enhanced from 'shall not be' to 'prohibited'.

Reason: 'prohibited' is the intent. 'shall not be' could potentially be open to interpretation.

Old:

(iv) A sign with a digital display shall not be located on, or attached to, a roof of a building;

New:

(iv) A sign with a digital display located on, or attached to, a roof of a building is prohibited;

C.5(1)(a)(xvii)

Regarding copy:

Removed "The use of a single copy area for the purpose of advertising multiple messages, or"

Reason: Eliminating the text allows for multiple messages on a single copy. This would allow a digital display on a freestanding sign to mimic traditional tenant sign panels.

Old:

(xvii) The use of a single copy area for the purpose of advertising multiple messages, or copy shown in a manner requiring the intended message to be viewed over multiple copy transitions is not permitted;

New:

(xvii) Copy shown in a manner requiring the intended message to be viewed over multiple copy transitions is not permitted;

Billboards With a Digital Display

C.5(2)(b)(iii)

REMOVED

Reason: Based on feedback received. While the survey results showed a general preference for an architecturally enhanced support structure, the respondents noted they generally didn't mind the basic support structure. Additionally, there were concerns raised about how the increased width of an architecturally enhanced support could potentially block the view of what is located behind it.

An architecturally enhanced support structure could be encouraged, where appropriate, rather than required.

Old:

(b) A billboard with a digital display must:

...

~~(iii) have an architecturally enhanced structural support;~~

C.5(2)(b)(iv)

REMOVED

Reason: Internal discussion regarding purpose and intent. It is not currently required for billboards and could potentially impact minimum parking stall requirements depending on sign placement.

There were no concerns or comments raised regarding this proposed regulation during the Public Hearing or subsequent consultations.

Old:

(b) A billboard with a digital display must:

...

~~(iv) have a low profile landscaped area of 1.0 m around the base of the sign to the satisfaction of the Development Officer who shall take into account access for maintenance;~~

C.5(2)(b)

(b) A billboard with a digital display must:

...

ADDED "(iii) Located a minimum of 150 m from another billboard without a digital display;"

Reason: It was missed in the initial draft regulations. It is the same separation distance that is currently required between billboards without digital displays.

Freestanding Sign With a Digital Display

C.5(4)(b)

Switched order of (iv) and (v) for consistency with rest of digital display regulations.

Old:

(b) A freestanding sign with a digital display must:

...

(iv) be located a minimum of 150 m from a billboard with a digital display, facing the same oncoming traffic;

(v) be located a minimum of 25 m from a billboard without a digital display;

New:

(b) A freestanding sign with a digital display must:

...

(iv) be located a minimum of 25 m from a billboard without a digital display;

(v) be located a minimum of 150 m from a billboard with a digital display, facing the same oncoming traffic;

C.5(4)(g)

REMOVED

Reason: Based on feedback received. The workshop and survey showed that while there is a general concern regarding sign clutter, there was no overwhelming support to restrict the available sign types. Generally, businesses did not want sign types restricted while residents would like to see some type of restriction. It was suggested that sign clutter could potentially be limited by strict enforcement of spacing regulations.

Old:

~~(g) In all districts where portable signs are permitted, a freestanding sign employing a digital display shall take the place of all portable signs allowed on a site. Each freestanding sign employing a digital display may exceed the maximum allowable freestanding sign area by 20% in order to accommodate the digital display portion of the freestanding sign. The maximum digital display limits of subsection (d) still apply.~~

C.5(4)(h)

REMOVED

Reason: Based on feedback received. The workshop and survey showed that while there is a general concern regarding sign clutter, there was no overwhelming support to restrict the available sign types. It was suggested that sign clutter could potentially be limited by strict enforcement of spacing regulations.

Old:

~~(h) Promotional advertising signs are not allowed when a freestanding sign with a digital display is located on a site.~~

ITEMS OF INTEREST NOT CHANGED FROM AUGUST 2016 TO FEBRUARY 2017

3rd Party Advertising

Billboards will remain the only sign type to allow 3rd party advertising. Freestanding signs and fascia signs, both traditional and those with a digital display, will continue to allow for on-site advertising only, as that is the existing intent of these sign types. It will also serve to maintain consistency between the regulations for traditional signs and signs with a digital display.

There is a fundamental difference between a sign which helps promote a business on site and one that has 3rd party advertising. A sign which displays on-site advertising only helps promote and contribute to the success of on-site businesses. A sign that displays 3rd party advertising is a business venture in itself.

Billboard Spacing

At the September 28, 2015 Council meeting, Administration recommended Option 2, to bring forward amendments to Schedule C to allow for the introduction of digital displays with static images on freestanding signs and fascia signs only. It was recommended that billboards not be considered as part of the amendment at this time. This was in part due to the desire to take a disciplined approach to introducing this type of technology.

Administration was directed by Council to move forward with Option 3, which was to bring forward amendments to Schedule C to allow for the introduction of digital displays with static images on freestanding signs, fascia signs, and billboards.

Based on discussion at the August 22, 2016 Public Hearing, it was conveyed that Council would like to support the growth of local business. In order to help facilitate this, the minimum separation distance between two billboards with a digital display facing the same oncoming traffic will remain 500m. The proposed separation distance of 500m will support the potential for local businesses to be able to have a freestanding sign with a digital display to promote their on-site business(es).

A possible reduction of this spacing could be brought forward in the future, if deemed necessary (and appropriate).

Timing

A 6 second hold time is based on a sign industry business model, not road safety. While a 6 second hold time has been the “typical” norm in the past, municipalities often cannot tell you what that number is based on, as the number was often simply copied from another jurisdiction.

An 8 second hold time is based on the Transportation Association of Canada (TAC) recommendations. TAC actually recommends 20 seconds for on-site advertising and 8 seconds for 3rd party advertising. For consistency and ease of enforcement the 8 second hold time is proposed to be applied to digital displays on all sign types.

One of the aims of an 8 second hold time is to minimize the potential number of frame changes within a driver’s line of view.

Over half of the respondents to the December 2016 survey supported an 8 or 10 second hold time.

Community Messaging

Community messaging has not been included as a requirement for digital displays.

The workshop and survey revealed that while people thought that it would be nice for the owner of a digital display to dedicate a certain amount of advertising time to community messaging, it should not be mandated.

Freestanding Sign Size

The maximum allowable area for a digital display on a freestanding sign and fascia sign remains the same. This will serve to maintain consistency between the regulations for traditional signs and signs with a digital display.

The size of existing freestanding signs and fascia signs in the City was reviewed as part of the original research and the proposed sign areas fall in line with what is currently existing in the City. Most freestanding signs along St. Albert Trail are very similar in sign area, with one or two exceptions. The proposed sign areas would allow the majority of existing freestanding signs to be retrofitted with digital displays (subject to meeting the regulations and permit approval). The same is true for fascia signs.

The majority of the respondents of the survey felt that the current size of existing freestanding signs in the City was just right.

100m Setback from Intersection/Corner

The Transportation Branch has spent the past several years implementing various safety protocols at intersections in the City to make them safer. In an effort to target a “Safe System Approach” to our network, which focuses on design and operational considerations to influence the roadway environment to enhance safety and minimize risk to road users; there would be a target to maximize the distance between intersection locations and the use of digital displays. To support the “Safe System Approach”, they have requested a minimum 100m setback from intersections. This aims to limit the potential distraction at key decision making points as well as the reduction of any potential conflict with traffic signals.

School and Church Sites

At this time, digital displays will remain proposed for CC (Corridor Commercial) and CIS (Commercial and Industrial Service) Land Use Districts only. This is considered a reasonable starting point to allow for the introduction of digital displays with static images. It is key that a balance is stricken between allowing for the technology, safety, and manageability with current City resources.

School and church sites are generally located within residential areas and greater research would have to be done to see what the possible impact would be on residential properties. These sites could potentially be a consideration in the future.

The survey results were split on whether digital displays should be allowed on school and church sites.

3 STEPS TO PUBLIC ENGAGEMENT TEMPLATES

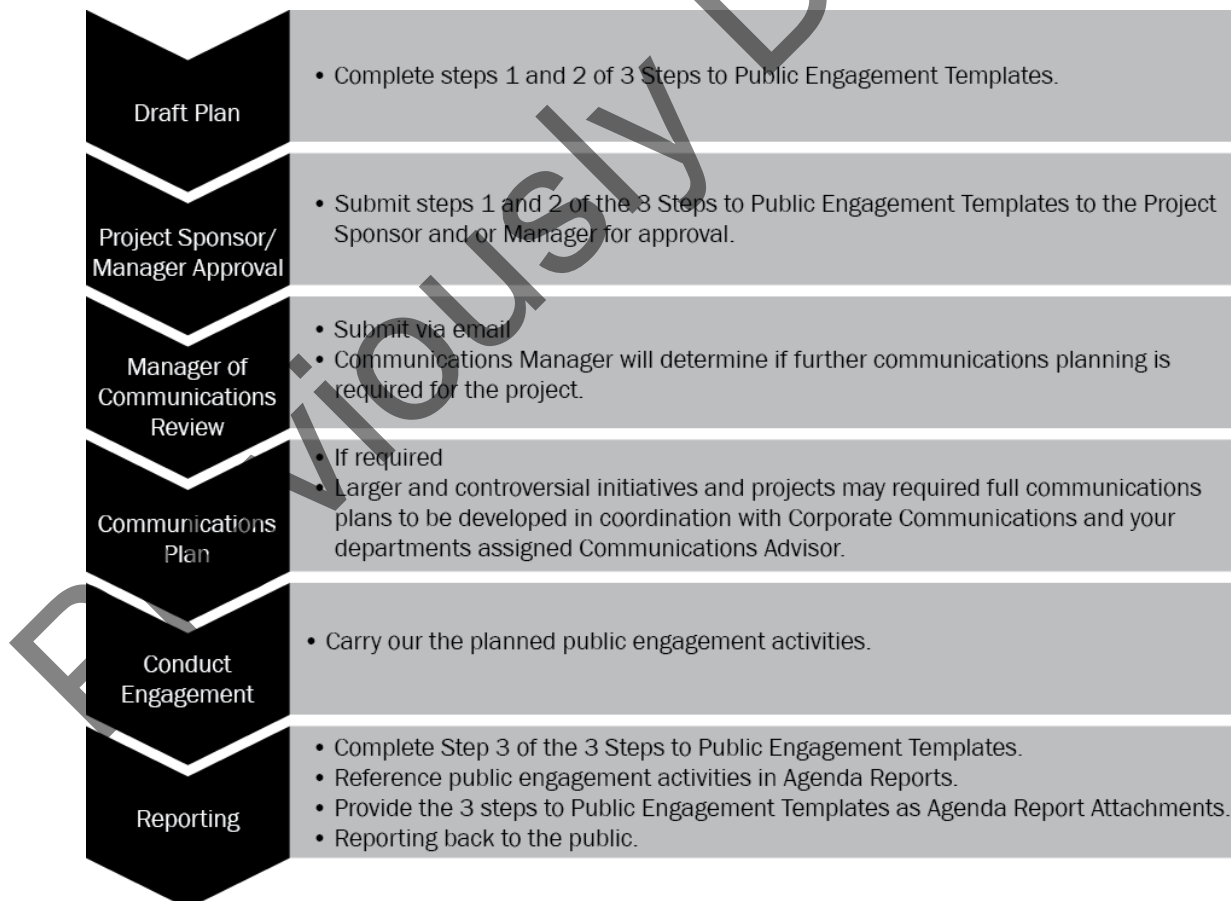
Directions:

1. The attached templates are to be used with the *3 Steps to Public Engagement Guidebook* and *Toolkit*.
2. Templates are to be completed at the time of Project Plans and Charters.
3. Templates and the *Public Engagement Spectrum* chart are to be included in all Agenda Reports and files.
4. Templates and Public Engagement must be referenced in all Agenda Reports under the *Stakeholder Communications or Engagement*.

***The intention of the 3 Steps to Public Engagement is to help staff plan, record, report and justify the Public Engagement initiatives they undertake.**

***Staff are expected to take responsibility for the Engagement and its outcomes.**

Public Engagement Flow Chart



STEP 1 – DECIDING TO ENGAGE

Exemptions:

If your project fits into one of the following categories, you do not have to use the Three Steps to Public Engagement if:

- The project is routine, in nature, or is maintenance and follows established department policies and procedures.
- Ongoing initiatives that are part of standard business procedures and conducted on a regular basis (e.g.: census, community satisfaction survey, annual programming surveys, application processing that is part of everyday business procedures)
- External led projects and initiatives (primarily statutory Planning & Development activities) covered under City Council Policy C-P&E-01 Public Consultation requirements for Planning and Development Processes. These processes are governed under the Municipal Government Act and are usually processed in response to a developer application or conducted privately by the proponent.

All projects should complete the first DECIDING template, whether or not Public Engagement is required.

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STEP 1 – DECIDING TO ENGAGE

1. DECIDING TO ENGAGE TEMPLATE

A. Project Description

Project Name: Digital Display Option 3

Responsible Department: Planning & Development

Project Sponsor: _____

Project Manager: Michelle Brooking

B. Engagement Objectives

Obtain feedback from stakeholders.
Educate and collect public/stakeholder opinion to improve decisions.
Communication and public relations.

C. Need to Engage

If you select **yes** to any of the below, engagement is necessary

	Yes	No	Comments
The issue directly affects a specific group in the community, their rights and entitlements	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Ability of business to advertise in a new way.
The project will impact or cause inconvenience to the daily lives of residents including services and programs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not directly related to services and programs.
Public input is required for project development	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Wants and needs of stakeholders.
The issue directly and significantly affects the natural environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Additional light pollution.
A significant number of people or particular groups are likely to have strong views on the issue	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The public, business and sign industry.
The change or issue is likely to directly affect quality of life	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Changes are not proposed in residential areas.
A legal administrative trigger, such as public hearing, subdivision or a process governed by the Municipal Government Act	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Public hearing.
The decision has long-term, large-scale or otherwise significant social, environmental and/or economic impacts for one or more stakeholder groups	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The public, business and sign industry.
There is - or will be - public and/or media concern over the issue	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The public, business and sign industry.

Exceptions

- Covered in Policy P&E-01 Notification with radius of less than 100 m

Approval – No Engagement Required

Project Sponsor/Manager _____

Date _____

2. PLANNING TO ENGAGE

A. Who Will Be Engaged?

Group	What Issues Interest This Group?	Engagement Level	Proposed Engagement Tools
Public	Safety, aesthetics	Consult	Mail out, Open House
Local businesses	Economic	Consult	Mail out, Open House
Sign industry	Economic	Consult	Mail out, Open House
Transportation Branch	Safety, procedural, resources, expertise	Involve	Open House, review of draft regulations
Development Branch	Safety, procedural, resources, expertise	Involve	Open House, review of draft regulations
Communications	Disseminating advertising regarding Open House and online content.	Inform	Citylights, Twitter, Facebook, display boards and banners.

B. Outcomes of Engagement

To have a better understanding of the wants and needs of stakeholders regarding digital displays with static images.

C. Key Messages to the Public

Have your say. Opportunity to provide feedback regarding the addition of regulations regarding digital displays with static images to Land Use Bylaw 9/2005.

D. Tools

Date	Tools	Objective	Details
Jan. 11, 2016	Mail out	Inform regarding upcoming Open House.	Letter sent to sign companies, Chamber of Commerce and others having shown interest over time advising of upcoming Open House.
Jan.-Feb. 2016	Citylights, City website, twitter, facebook	Inform regarding upcoming Open House and survey availability.	Details regarding Open House, survey availability and display boards from Open House.
Jan. 28, 2016	Open House	Educate and obtain feedback from stakeholders.	Display boards with examples, questionnaires, survey, videos of examples, question and answer with administration.
June 2016	Draft review	Obtain feedback from internal stakeholders.	Address concerns and potential loopholes.
Aug. 22, 2016	Public Hearing	Present draft regulations.	Public feedback provided regarding proposed regulations. Answered questions from Council regarding proposed regulations.
Nov. 18, 2016	Mail Out	Inform regarding upcoming Workshop.	Letter sent to high-level stakeholder association representatives and select public representatives advising of invite-only Workshop.
Nov. 30, 2016	Workshop	Educate and obtain feedback from stakeholders.	General questions posed for roundtable discussion to obtain and share a cross-section of views from a diverse group of people. Notes, drawings, and ideas were encouraged.
Dec. 6, 2016	Email	Contact stakeholder list to advise regarding upcoming online survey availability.	Details regarding online survey availability.
Dec. 3-18, 2016	Citylights, City website, twitter, facebook	Inform regarding upcoming online survey availability.	Details regarding online survey availability.
Dec. 5-18, 2016	Online Survey	Obtain feedback from stakeholders	16-Question survey, with ample opportunity for general comments.

E. Coordination with Other Departments?

Communications - Disseminating advertising regarding Open House, surveys, and online content. Citylights, Twitter, Facebook, display boards and banners.
Transportation - Review of draft regulations for feedback.

F. Budget

Estimated: _____

Actual: _____

St. Albert Expo: Q1 Q2 Q3 Q4

Review and Approval

Communications Advisor Date

Project Sponsor/Manager Date

Comments:

3. REPORTING ON ENGAGEMENT

A. Achieving Public Engagement Objectives

Objectives	How Was It Achieved?
Obtain feedback from stakeholders.	Open House, Workshop, online surveys, telephone conversations, emails.
Educate and collect public/stakeholder opinion to improve decisions.	Open House, Workshop, online surveys, telephone conversations, emails.
Communication and public relations.	Open House (Q&A with administration), Workshop, Citylights, City website, twitter, facebook.

B. Results and Responses

Issue Identified	Source	(City/Department) Response
Safety/distraction	Public/Business/Sign Industry	Minimum spacing, maximum size, maximum brightness levels, automatic dimming features, limited land uses.
Spacing/proximity to intersections	Public/Business/Sign Industry	Minimum spacing based on sign type/size.
Brightness	Public/Business/Sign Industry	Require ambient light sensor and automatic dimming.

C. Conclusion

- Create regulations that will allow for the technology with due consideration for safety, spacing, and brightness.

D. Lessons Learned from Public Engagement

- Open House - Too many topics in a single room limits the free-flow of attendees. People congregate in front of displays because there is limited free space; some people, therefore do not get a chance to see everything.
- Workshop - World Café Workshop format was very successful and well-received by participants. A lot of good discussion and sharing of ideas was generated from various points of view. Everyone was open to respectful sharing and listening.

Previously Distributed

STEP 1 – DECIDING TO ENGAGE

CONSULTATION HISTORY

Amendments to Land Use Bylaw – Schedule C, Sign Regulations – Digital Display



CONSULTATION HISTORY

January - February 2016

Citylights, the City website, Twitter, and Facebook were used to inform the public regarding the January 28, 2016 Open House and survey availability.

January 11, 2016

A mail out was sent to identified stakeholders to inform them regarding the upcoming Open House. Identified stakeholders included the Chamber of Commerce, sign companies, businesses, and residents who had shown interest over time.

January 28, 2016

An Open House was held at the Red Willow Church to educate and obtain feedback from stakeholders. The Open House included various display boards with sign examples, questionnaires, a survey, videos of sign examples. There was also the opportunity for questions and discussion with administration.

June 2016

Obtained feedback from internal stakeholders regarding the draft regulations. Addressed concerns and potential loopholes.

August 22, 2016

Proposed regulations were presented to Council at a Public Hearing. Administration was directed to do more public consultation.

November 18, 2016

An invitation was sent (via mail and email) to high-level stakeholder association representatives and select public representatives advising of invite-only Workshop.

November 30, 2016

A Workshop was held in the Douglas Cardinal Boardroom, City Hall. General questions were posed for roundtable discussion to obtain and share a cross-section of views from a diverse group of people. Notes, drawings, and ideas were encouraged.

December 6, 2016

An email was sent to the identified stakeholders to inform them of and encourage participation in online survey.

December 3-18, 2016

Citylights, the City website, Twitter, Facebook were used to inform the public regarding the online survey availability.

December 5-18, 2016

Online survey open to the public.

WORKSHOP OUTLINE (November 2016)

Over time, administration has compiled a list of over 135 stakeholders. Sitting down with each one of the stakeholders on an individual basis would have been both impractical and impossible given timelines and the regular workload of administration.

It was determined that the most productive and manageable way to engage the various stakeholder groups was to invite head representatives (President/Chairman, CEO, etc.) of identified stakeholder associations and/or committees as well as select members of the public who have shown interest in signage.

The head representatives of specific membership groups would be representing their respective membership groups. They would be in a position to bring forward the concerns, ideas, and questions of their members and after the workshop would be able to provide feedback to their members regarding the workshop.

The list was comprised of 34 invitees, with the following breakdown:

- 6 Sign Industry (representing 473 member companies)
- 9 Real Estate/Developer
- 5 Business Sector
- 2 Safety/Traffic Related
- 5 Resident
- 7 Community Group

Invitations were sent via mail and email on November 18, 2016. A follow-up reminder email was sent November 28, 2016. All communications noted that additional opportunities for feedback would be available to the broader community, industry, and businesses at large after the workshop.

The Workshop was held on November 30, 2016. The format of the workshop was a World Café style where the facilitator posed generalized questions to tabled groups of stakeholder representatives, in order to obtain and share a cross-section of views from a diverse group of people. Notes, drawings, open discussion, and ideas were encouraged.

The intent of the workshop was to have a high-level discussion on signage in St. Albert, including the introduction of Digital Displays with static images.

Of the 34 invitees, 13 people attended the workshop, with the following breakdown:

- 3 Sign Industry
- 2 Real Estate/Developer
- 3 Business Sector
- 0 Safety/Traffic Related
- 4 Resident
- 1 Community Group

Administration clearly communicated that additional opportunities for feedback would be available after the workshop. This was noted on the Workshop invitations, at the Workshop itself, and to anyone inquiring regarding opportunities for feedback.

SURVEY OUTLINE (December 2016)

An email was sent to the identified stakeholder list on December 6, 2016 advising of the upcoming online survey availability. Stakeholders were encouraged to forward the email notice to anyone they thought may want to complete the survey.

The online survey was available December 5-18, 2016.

The survey was comprised of 16 questions. Each question was provided with an individual comment section. An additional opportunity for general comments was also provided at the end of the survey.

174 responses were received and reviewed.

CONSULTATION COMMENTS

Amendments to Land Use Bylaw – Schedule C, Sign Regulations – Digital Display



The comments noted below reflect feedback from all consultation throughout 2016. Many of the comments received from the consultations after the August 2016 Public Hearing were similar to those received from the consultations prior to the August 2016 Public Hearing. Feedback related to specific issues raised at the August 2016 Public hearing has been captured below in [blue](#).

Local Business Comments

Comment	Response
Digital displays should not be permitted in residential districts.	Digital displays are not proposed in residential districts at this time.
Digital displays should not be permitted on St. Albert Trail. Busy road; too distracting for drivers.	Minimum spacing between digital displays and maximum brightness limits relative to ambient light conditions have been incorporated to help mitigate concerns.
Digital displays should be allowed along boulevards like St. Albert Trail.	Discretionary use in CC land use district (St. Albert Trail).
Digital displays should be allowed in all commercial and retail areas and highways.	Discretionary use in CC and CIS land use districts.
Support allowing static images	Static images are a discretionary use in CC and CIS land use district.
Large digital display signs between Edmonton and St. Albert on St. Albert Trail are too bright and very distracting.	Maximum brightness limits relative to ambient light conditions have been incorporated to help mitigate concerns.
Interested in a digital display with static images to promote own business and sell ads to others to defray cost.	At this time, 3 rd party advertising will be allowed on billboards only.

<p>Interested in a digital display with static images to promote own business.</p> <p>A digital display offers much more flexibility for messaging. Messages can change by day or day part.</p> <p>You can promote all of your key products.</p>	<p>Noted.</p>
<p>There are too many signs along St. Albert Trail and it detracts from the efforts to improve the look of the trail.</p>	<p>Minimum spacing between digital displays. No sign type restrictions are proposed at this time. There will be a greater emphasis on spacing enforcement moving forward.</p>
<p>It's not fair or reasonable to allow the Chamber of Commerce the use of digital images and not those who have the same capacity regardless of their signs being on City property or not.</p>	<p>Noted.</p>
<p>I would like to see a couple more billboards on St. Albert Trail with either static or digital display.</p>	<p>Billboards are part of the proposed amendments.</p>
<p>Community messaging should be up to the sign owner.</p>	<p>A requirement for community messaging is not proposed at this time.</p>
<p>Digital displays provide the ability to advertise short term campaigns, therefore other temporary signs should not be needed and could therefore reduce clutter.</p>	<p>No sign type restrictions are proposed at this time. There will be a greater emphasis on spacing enforcement moving forward.</p>
<p>As the cost to advertise on different sign form varies, the sign types should not be restricted.</p>	<p>No sign type restrictions are proposed at this time. There will be a greater emphasis on spacing enforcement moving forward.</p>
<p>Approximately 2/3 of survey respondents selected 'none-6' as the appropriate number of billboards facing the same direction of travel.</p>	<p>Current spacing proposed between billboards with a digital display is 500m. This could potentially allow 0-6 billboards in the same direction of travel (subject to meeting other regulations).</p>
<p>Approximately 3/4 of survey respondents stated digital display advertising should be locally (St. Albert focused).</p>	<p>Freestanding signs and fascia signs continue to be for on-site advertising only. Spacing proposed for billboards with a digital display is 500m to help limit the potential impact they could have on placement of freestanding signs with a digital display.</p>

Approximately 3/4 of survey respondents stated that the size of existing freestanding signs in the city is just right.	The proposed maximum digital display area for a freestanding sign falls in line with current sign areas. Most freestanding signs could be retrofitted with a digital display (subject to meeting other regulations).
Approximately 1/2 of survey respondents stated that the proposed digital display regulations should reflect a conservative approach.	The proposed regulations are considered to be not overly conservative nor overly permissive.
Approximately 60% of survey respondents selected 8 or 10 seconds as the minimum hold time for a single message.	The proposed minimum hold time is 8 seconds.

Resident Comments

Comment	Response
Not in residential, schools, parks, playgrounds or recreation centres. Light pollution. Nobody wants to live next door to a bright billboard.	Digital displays are not proposed in residential, school or park districts at this time. Minimum separation distance from residential and park districts have been incorporated. Brightness limits have been incorporated.
Not in residential, non-commercial lands, and most intersections.	Digital displays are not proposed in residential, school or park districts at this time. Minimum separation distance from residential and park districts have been incorporated. Minimum setback from roadway intersections incorporated.
Not in parks. Keep the natural look.	Digital displays are not proposed in park districts at this time. Minimum separation distance from park districts has been incorporated.
Not on St. Albert Trail. Already a lot of signs there.	Minimum spacing between digital displays. No sign type restrictions are proposed at this time. There will be a greater emphasis on spacing enforcement moving forward.
Digital displays should be allowed nowhere. The less large advertising signs, the better.	Noted.
Too distracting. Oversaturation of advertising. Distracting to drivers.	Size, spacing, and brightness limits incorporated to help mitigate concerns.

Digital displays should be allowed setback from St. Albert Trail and streets. To minimize distraction.	Minimum spacing between digital displays and setbacks have been incorporated to help mitigate concerns. Minimum setback from roadway intersections incorporated.
Digital displays should be allowed on commercial lands, St. Albert Trail and corners.	Discretionary use in CC and CIS land use districts. Minimum setback from roadway intersections incorporated.
Digital displays should be allowed in industrial or areas that don't detract from the aesthetics of St. Albert's core or arteries.	Discretionary use in CC and CIS land use districts. Not permitted in the downtown or residential districts.
It should dim in the evening. Images are more effective. "A picture is worth a thousand words".	Maximum brightness limits relative to ambient light conditions incorporated.
Signs in Edmonton are too big, too bright, and/or too distracting: Gateway Boulevard northbound, southeast corner of Westmount Shopping Centre, St. Albert Trail and 137 Avenue, along Yellowhead, and Mark Messier Trail.	Size, spacing, and brightness limits incorporated.
There is one in Calgary on a bridge = unsafe!	Size, spacing, and brightness limits incorporated.
Sign at 170 Street and Stony Plain Road is well presented.	Noted.
Large sign on 156 Street and St. Albert Trail is well presented – only because there is lots of room there. It's in a field.	Noted.
No portable signs – digital or not.	A site with a digital display may not have portable signs.
Limit 3 rd party advertising. Digital only for on site premises.	3 rd party advertising on billboards only. On-site advertising only on Freestanding signs and fascia signs.
Encourage use of digital permanent on site advertising over portable signs or billboards.	No sign type restrictions are proposed at this time. There will be a greater emphasis on spacing enforcement moving forward.
Community messaging would be a nice thing for a business to do, but should not be mandated.	A requirement for community messaging is not proposed at this time.
Too much clutter and distraction. If a business has a digital display other sign types should be limited.	No sign type restrictions are proposed at this time. There will be a greater emphasis on spacing enforcement moving forward.

Approximately 3/4 of survey respondents selected 'none-6' as the appropriate number of billboards facing the same direction of travel.	Current spacing proposed between billboards with a digital display is 500m. This could potentially allow 0-6 billboards in the same direction of travel (subject to meeting other regulations).
Approximately 3/4 of survey respondents stated digital display advertising should be locally (St. Albert focused).	Freestanding signs and fascia signs continue to be for on-site advertising only. Spacing proposed for billboards with a digital display is 500m to help limit the potential impact they could have on placement of freestanding signs with a digital display.
Approximately 3/4 of survey respondents stated that the size of existing freestanding signs in the city is just right.	The proposed maximum digital display area for a freestanding sign falls in line with current sign areas. Most freestanding signs could be retrofitted with a digital display (subject to meeting other regulations).
Approximately 2/3 of survey respondents stated that the proposed digital display regulations should reflect a conservative approach.	The proposed regulations are not overly conservative nor overly permissive.
Approximately 55% of survey respondents selected 8 or 10 seconds as the minimum hold time for a single message.	The proposed minimum hold time is 8 seconds.

Sign Industry Comments

Comment	Response
Not in close proximity to intersections. Safety.	Minimum setback from roadway intersections incorporated.
Not in residential.	Digital displays are not proposed in residential districts at this time.
Digital displays should be allowed in Commercial, industrial, in place of billboards and some residential schools/churches.	Discretionary use in CC and CIS land use districts.
Digital displays should be allowed on main roadways.	Discretionary use in CC and CIS land use districts.
No concerns if they emulate static displays which change every ? seconds.	The proposed regulations reflect this.
City Ford, St. Albert Trail & 156 Street, many digital billboards are signs that are too big, too bright, or too distracting.	Size, spacing, and brightness limits incorporated.

Most on-premise displays are well presented.	Noted.
Key to success is enforcement to ensure responsible operation of digital displays.	Administration will implement strict enforcement protocols to ensure signs are operating as approved and in a safe manner.
Limit the chance of SDAB undermining a good bylaw.	Comprehensive permit reviews and SDAB presentations will be a key component.
Community messaging could be suggested, but should not be mandated.	A requirement for community messaging is not proposed at this time.
Digital displays provide the ability to advertise short term campaigns, therefore other temporary signs should not be needed and could therefore reduce clutter.	No sign type restrictions are proposed at this time. There will be a greater emphasis on spacing enforcement moving forward.
As the cost to advertise on different sign form varies, the sign types should not be restricted.	No sign type restrictions are proposed at this time. There will be a greater emphasis on spacing enforcement moving forward.
Approximately 2/3 of survey respondents selected 'none-6' as the appropriate number of billboards facing the same direction of travel.	Current spacing proposed between billboards with a digital display is 500m. This could potentially allow 0-6 billboards in the same direction of travel (subject to meeting other regulations).
There was a 50/50 split of survey respondents as to whether digital display advertising should be locally (St. Albert focused).	Freestanding signs and fascia signs continue to be for on-site advertising only. Spacing proposed for billboards with a digital display is 500m to help limit the potential impact they could have on placement of freestanding signs with a digital display.
Approximately 2/3 of survey respondents stated that the size of existing freestanding signs in the city is just right.	The proposed maximum digital display area for a freestanding sign falls in line with current sign areas. Most freestanding signs could be retrofitted with a digital display (subject to meeting other regulations).
Approximately 1/2 of survey respondents stated that the proposed digital display regulations should reflect a conservative approach.	The proposed regulations are considered to be not overly conservative nor overly permissive.
Approximately 60% of survey respondents selected 8 or 10 seconds as the minimum hold time for a single message	The proposed minimum hold time is 8 seconds.

'Other' Comments

(Respondent self identified in more than one category – Resident / Local Business / Sign Industry)

Comment	Response
Not in residential with the exception of schools.	Digital displays are not proposed in residential districts at this time.
Not in residential. Higher traffic and distracted attention.	Digital displays are not proposed in residential districts at this time.
No (location restriction). As Fountain Park Pool has one.	Discretionary use in CC and CIS land use districts only at this time. Could potentially add other land use districts later, if deemed appropriate.
There should be strict guidelines on sign separation and size.	Size and spacing limits incorporated.
Digital displays should be allowed in commercial, retail, industrial.	Discretionary use in CC and CIS land use districts.
Digital displays should be allowed everywhere but residential.	Discretionary use in CC and CIS land use districts only at this time. Could potentially add other land use districts later, if deemed appropriate.
No concerns as long as there is a specified hold time.	Minimum hold time incorporated.
No concerns. Must meet Canadian Advertising Standard with ad message.	This is the responsibility of the sign owner/operator.
Distracting to drivers.	Size, spacing, and brightness limits incorporated.
No concerns. It's all good.	Noted.
There are too many in close proximity to intersections.	Minimum setback from roadway intersections incorporated.
149 Street intersection in Edmonton is a bit crowded.	Minimum spacing requirements incorporated.
Signs at Merit Construction on St. Albert Trail and City of Edmonton rec. centres are well presented.	Noted.
Sign at Calgary Trail and Whitemud is well presented.	Noted.
Relax the bylaw. It's about time.	Noted.

Internal Comments

Comment	Response
Transportation - Minimum 100m setback from roadway intersection.	Incorporated into regulations.

Transportation - Include reference to TAC (Transportation Association of Canada) Standards.	This is part of the internal review process. It does not need to be explicitly stated in the Land Use Bylaw.
Transportation – General concerns regarding safety.	The regulations propose to strike a balance between allowance of digital displays and safety. Transportation Branch will take part in the permit review process.
Economic Development - Are these amended regulations for digital signs focussed exclusively on vehicle and driver impacts?	No. Impacts related to pedestrians, neighbouring residential and park spaces, etc. were also considered.
Economic Development - Would a screened vertical digital sign that is placed near a roadway (downtown) so that vehicles are not distracted by it be permitted? If 'yes', what size and would moving video be permitted as well?	This amendment does not allow for digital displays in the DT.
Economic Development - Why can't the digital signs be used in DT, C1, C2, BP, BP2, and RC? These are all areas of commerce. We are most interested in seeing the DT added as a minimum.	Discretionary use in CC and CIS land use districts only at this time. Could potentially add other land use districts later, if deemed appropriate. The Land Use Bylaw and DARP speak to the type of development, design and architectural standards in the DT. Based on the scale and type of development (including residential) in the DT, digital displays as presented in this amendment would not be appropriate.
Economic Development - Does the current amendments contemplate place digital signage on the trail system and in parks?	It was considered, but not deemed suitable at this time.
Economic Development - Advertising.....could a multi tenant commercial area have digital advertising as a portion of their free standing sign?	Yes.
Economic Development - Copy changes on a digital sign (section 2.n) indicates a minimum of 8 seconds for copy change. We have experience that allows it to be as low as 6 seconds.	While some municipalities use a minimum 6 second hold time between copy changes, the selection of this number has historically been somewhat arbitrary. The <i>Digital and Projected Advertising Displays: Regulatory and Road Safety Assessment Guidelines</i> recommend a minimum of 8 seconds.

Economic Development - Would these regulations allow signage to be placed at the Botanic Park, Lois Hole Provincial Park entrance...?	It was considered, but not deemed suitable at this time.
Economic Development - Ray Gibbon Drive should be added to the permitted arterial location.	As Ray Gibbon Drive will be handed over to the Provincial Government at some time in the future, <u>all</u> sign types are being limited along this corridor.

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