

CONSULTATION COMMENTS

Amendments to Land Use Bylaw –
Schedule C, Sign Regulations



The comments noted below reflect summarized feedback from public consultations undertaken throughout 2016. Consultation activities included an open house, a high-level workshop, and an online survey. (*Note: These comments are specific to Schedule C overall and do not speak to the introduction of digital displays.)

Open House Comments (Jan. 28, 2016)

Comment	Response
Signs should be on private property and not within road right-of-ways.	Traffic Bylaw speaks to signage on boulevards and within road right-of-ways.
Consider allowing portable signs for special events on City lands.	City Engineer addresses signs on public property.
Signs should not distract from driver's sightlines.	Noted. Is a requirement of any development within the City.
Consider longer approvals for portables, not only for 90-days.	Other communities do allow longer approval periods; however, the existing 90-day period allows for better monitoring.
Implementation of a 60-day on, 30-day off rotation for portable signs is unfair and not in the best interest of businesses.	Noted. Response(s) from businesses, the sign industry and administration did not support making this change.
Signs should remain in a good state of repair and not be unsightly.	Is an existing requirement under the enforcement section of Schedule C.
Signs should be enforced when not in compliance with rules.	Noted. No change is required to Schedule C to accommodate additional enforcement.
Developer marketing signs should not be allowed indefinitely.	Marketing Signs are permitted for the length of a development project.
Portable signs on St. Albert Trail look poor and unprofessional. Limit usage.	Noted. Usage is limited by permits, approval time frames and required separation distances.
Developer marketing sign types and real estate signs are ok, but limit signage for individual businesses.	Noted. The goal of the regulations is to allow a fair opportunity for all advertising.

Reduce portable signs, introduce digital signs and no third-party signage. Only advertising of businesses on site.	Digital Signage was approved by Council in April 2017. Currently only billboards (digital and traditional) and digital freestanding signs permit for third party advertising.
A-boards should only be advertised when the business is open.	The proposed regulations reflect this.

Workshop Comments (Nov. 30, 2016)

Comment	Response
Most small businesses utilize portable signs due to their affordability.	Noted.
Need more enforcement of signs.	No change is required to Schedule C to accommodate additional enforcement.
Signage allows all businesses and groups to get their word out and advertise.	Schedule C aims to allow for a diversity of signage options.
Not-for-profit & community groups need options.	Currently community groups may put a submission in to the City Engineer for permission to use City lands for signs.
Signage needs some controls.	Schedule C defines and regulates.
Lawn signs should be for a limited time, if allowed at all. Pandora's Box scenario	The proposed regulations reflect this.
Existing regulations are dated.	Noted.
Parts of St. Albert Trail feel more "cluttered" with signage than others.	This may be due to the location of multi-tenant buildings, versus single usage buildings.
Signage is a privilege, not a right.	Noted.
Reduce clutter and distractions through regulations. Use separation distances.	The proposed regulations reflect this and identify adjusted separation distance(s).
Size of signs should depend on the location and size of the project. Marketing Sign rules are too restrictive.	This was considered when drafting the new provisions for Developer Marketing Signs.
Consider where the high collision intersections are and limit signage there.	Most signage requires a minimum setback from an intersection.
St Albert Trail is our commercial corridor and signage should be expected. High volume and high visibility.	Noted.
Lawn signs should be for not-for-profits and community groups only.	Noted.
Developer Marketing Signs help with investment and letting people know what is coming soon.	Noted.

The City should consider a couple signs of their own to promote community events and groups.	Noted. This would require more research and internal discussion.
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Online Survey Comments (Dec. 5-18, 2016)

Comment	Response
No apparent enforcement of signage. Is frustrating for businesses who follow the rules.	Noted. No change is required to Schedule C to accommodate additional enforcement.
Points along St. Albert Trail are cluttered and signs are distracting to drivers.	Noted.
There is TOO much regulation of signage. Reduce the rules.	Schedule C provides General Regulations and sign specific regulations.
Sign fees and rules make it difficult to run our business.	Sign fees are applied as per the Master Rates Bylaw.
Sizes should be more standardized and consistent with industry standards.	The proposed regulations reflect this. Industry Standards were considered.
“Temporary” signs are actually permanent	Noted.
On-site businesses should have precedence over third-party.	Currently, only billboards and digital freestanding signs permit third-party advertising.
Prefer more permanent signage over those plexi/election sign ones.	Noted.
There are many ways to advertise your business besides just signs. Website, flyers, and newspaper.	Noted.
St. Albert is not Edmonton, and signage should fit our community.	This was a consideration when reviewing the Schedule C document.
As a consumer, signs tell me about sales and new businesses.	Noted.
Some areas have more signage than others.	This may be due to the location of multi-tenant buildings, versus single usage buildings.
Many signs distract from the beauty of our City.	Noted.
Issue is the types of signs allowed, not the number of signs. Reduce the temporary plexi-style signs and A-boards.	A diversity of sign types is provided by Schedule C currently.
Requiring some signs to obtain permits and not others, is unfair. Charge for all.	Noted.
Safety and not types of signs should be the consideration.	Noted. Safety, obstruction and visibility is spoken to in the existing Schedule C document.

Variety is good. Allowing different signs allows businesses choices.	Noted.
Some signs need better definitions.	The proposed regulations reflect this and several definitions were revised.
Creative fencing that includes images and words should be allowed for new developments.	A new sign type, Developer Marketing Fence Sign is proposed with the amendments.
Residents should be able to display signs as they please on private property.	Noted.
Rules should allow for new technologies to be introduced and not be to “tight”.	Noted.
Duplication in signs & messages should not be allowed. One sign per business.	Noted. Within the Schedule, some sign types identify no more than one sign per business.
Separation distance rules don’t work, because a business wont put up a sign if it can’t be seen.	Noted.
Separation rules should apply to all sign types including election signs.	Noted.
Road speed should determine the type of signs allowed and the distance between.	Noted.
Lawn signs should not be allowed on City property or boulevards. Advertising should not be part of the residential areas.	The City Engineer addresses requests for signage on public property, while the Traffic Bylaw addresses signs within road right-of-ways.
Allowing these signs may result in harassment, vandalism or slander.	Noted.
Regulating signs is a charter rights issue. Allow personal freedoms.	Noted.
The City should not be able to regulate what I do on my private property as an owner.	Noted.
Election signs are bad enough, but no signs in neighbourhoods for commercial or other reasons.	Noted.
Attempting to control sign content is difficult. Don’t allow a sign if you cannot enforce it.	Noted.
Require a permit and regulate the size of signs in residential areas.	Noted.
Allow “political” signs in windows but not on lawns.	Noted.
Why make regulations for something that is not a common issue? I do not see a lot of lawn signs in my neighbourhood.	Noted. Pursuing the introduction of Lawn Signs in residential areas was following a Council motion to do so.

How do we control hate speech or offensive messages?	The intent of Schedule C is not to control the message but the sign's location, area and height etc. There are criminal laws that would address hate speech.
Location and position of signage should be for safety reasons.	Safety is a primary concern of Schedule C.
Position of a sign (parallel or perpendicular) should be at the owner's discretion.	Noted.
Sign locations require flexibility.	Noted.
The site & the development's size should be considered when approving Marketing Signs.	The proposed regulations reflect this.
One size should work for all developments.	Noted.
Developer signs and real estate signs should be treated equally.	Noted.
The existing limit should be increased, but not obstruct views or safety.	Noted.
Bigger signs when there's no other development around it.	This was considered, but found to be difficult to draft.
Small signs can be hard to read.	Noted.
Limit when Developer and Real Estate signs should be removed.	Most Marketing signs are limited to the time frame of the development project.
Do not increase the size of the signs, but allow more signs on bigger development sites.	Noted. However, increasing sign numbers was considered potentially counter productive in trying to reduce sign "clutter".
Do not worry about third-party messages. Control the sign type, but not the message. Safety is not impacted by the message.	Noted.
Third-party ads for community groups only.	Noted.
Promote local businesses over outside or third-party companies.	Noted.
Signs should only advertise that property and the businesses located there.	Noted.
Allow third party advertising in St. Albert.	Currently only billboards (digital and traditional) and digital freestanding signs permit for third party advertising.
Signs should all be treated equally.	The Schedule C document attempts to create a fair hierarchy of signage, based on the impact that a sign type may have.

Try for a balance between sign “pollution” and reasonable business advertising.	Noted.
If signs are not permitted, then businesses will find another method to advertise.	Noted.
The existing layout of the Sign Bylaw is easy to read and to find information.	Noted. The existing format of Schedule C was built upon for the proposed amendments.
Billboards should be allowed within all industrial areas and not so limited.	Noted.
Do not over manage or regulate signs. Let the businesses and customers determine what works.	Noted.

Internal Comments

Comment	Response
Economic Development – Developers in the “fringe areas” have different needs than those in developed areas. Increased sizes should be permitted in these areas.	Noted. The proposed regulations considered all Developer Marketing Sign locations and not just those sites on the outskirts of the City.
Economic Development – Larger signage should be allowed for major developments like shopping centres, hotels and apartments.	The proposed regulations reflect this. Developer Marketing Signs now have three potential sizes, based on the site area and frontage.
Economic Development – New signage such as fencing and cladding of sites should be permitted.	A new sign type, Developer Marketing Fence Sign has been proposed.
Economic Development - Ray Gibbon Drive should be better utilized for signs.	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.