

# CONSULTATION HISTORY

Amendments to Land Use Bylaw –  
Schedule C, Sign Regulations



## 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 and comment cards for feedback. There was also the opportunity for questions and discussion with administration.

### **November 18, 2016**

An invitation was sent (via mail and email) to high-level stakeholder association representatives and select public representatives advising of an 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. Topics covered included the existing Schedule C document, and the introduction of Digital Displays.

### **December 6, 2016**

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

### **December 3-18, 2016**

Citylights, the City website, Twitter, and 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 were able to bring forward concerns, ideas, and questions of their members and following 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 engage in a high-level discussion on signage in St. Albert and did include discussion on Digital Displays.

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 who inquired on 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 from December 5-18, 2016.

The survey was comprised of 9 questions. Each question was provided a multiple-choice response and an individual comment section. Additional opportunity for general comments was also provided at the end of the survey.

A total of 223 responses were received and reviewed.

Respondents were able to identify their representation with 154 stating they were residents, 19 identifying as Sign Industry Representatives, 83 identifying as Business Owners/Representatives and 5 people skipping this question. Respondents could choose more than one category to identify themselves.