



CITY OF ST. ALBERT ADMINISTRATIVE BACKGROUNDER

TITLE: SCHEDULE C-SIGN REGULATIONS

On November 6, 2017 Councillor Hughes provided notice in accordance with Section 23 of Procedure Bylaw 22/2016 that she intended to bring forward the proposed motion below.

In order for Council to debate the motion, the motion must be formally moved.

PROPOSED MOTION(S):

That Schedule C - Sign Regulations Bylaw, Section 18(e) is amended to reinstate the limitation that is applied to C2, RC and CC districts only.

BACKGROUND:

Legislative Considerations

The motion provided in the Notice of Motion would not be legislatively adequate to make an amendment to Schedule C – Sign Regulations of the Land Use Bylaw. As this Schedule is part of a bylaw (the Land Use Bylaw), implementing the proposed amendment would require an amending bylaw.

If Council wishes to make the proposed amendment, an appropriate motion would be:

That Administration draft a bylaw to amend Section 18(e) of Schedule C - Sign Regulations Bylaw, to reinstate the limitation that is applied to C2, RC and CC districts only.

History

Schedule C of Land Use Bylaw 9/2005 regulates all signage within the City of St. Albert. Specifically, Section 18 of Schedule C speaks to 'Portable Signs'. A portable sign is defined as, "a temporary sign, with changeable copy, designed to be readily relocated."

Review of the entire Schedule C portion of the Land Use Bylaw began in the fall of 2015. The intent of the review was to complete general updates and housekeeping to the existing Schedule C document and to investigate the introduction of Digital Displays within the City.

Accordingly, public consultation was completed to gather information and assist in the formulation of any proposed Schedule C amendments. A public open house was held in January of 2016 and an industry workshop was held in November of 2016. The invitation-only workshop was for high-level industry representatives & associations to attend, and included two representatives from the Alberta Portable Sign Association. In December of 2016, an online public survey regarding signage was completed and was advertised via Facebook, Twitter, and Citylights, with specific stakeholders also being directly advised via letter or e-mail. Twelve (12) portable sign companies were identified as interested stakeholders included in that mailout.

Upon completion of the revised Schedule C document, the proposed amendments were presented on June 19th, 2017 at a Standing Committee of the Whole meeting. At that time, the current wording of Schedule C Section 18(e) was included in the draft document. The amendments to Schedule C were formally presented before Council at a Public Hearing on August 21st, 2017. The wording of Section 18(e) remained as previously drafted and unchanged. The Public Hearing remained open following the August 21st, 2017 council meeting and was scheduled for second and third reading on September 5th, 2017. No portable sign association or portable sign company spoke at either of the Public Hearing dates. The amended Schedule C document was adopted on September 5th, 2017.

Current Wording

As amended by Bylaw 33/2017, the current wording of Schedule C – Section (18)(e) reads:

(18) Portable Sign

(e) 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.

Previous Wording

Prior to the above-mentioned amendment, this Section (formerly Section (15)(e)) read:

(15) Portable Sign

(e) In C2, RC, 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.

Purpose/Intent of Change to Schedule C – Section 18(e)

The purpose of the amendment to the portable sign provision of Schedule C was to ensure fairness and consistency in the signage regulations for *all* parcels located

within the City of St. Albert that want to utilize portable signs. The previous regulation, which capped the number of portable signs only on C2, RC, and CC districted parcels, was considered unjust to those specific districts & businesses, but still deemed reasonable as a provision for all portable signs.

The recently adopted amendment safeguards that parcels along St. Albert Trail, within the Corridor Commercial (CC), Regional Commercial (RC), and General Commercial (C2) land use districts are now regulated in the same manner as all other land use districts. Meaning that all parcels where portable signs are identified as a permitted or discretionary use are equally regulated at a maximum of 1 or 2 portable signs per site, depending on their available frontage.

When drafting this amendment, all existing portable signs were considered. At the time of this report, there were 81 active portable sign permits in the City, located on 65 different land parcels. Upon adoption of the revised Schedule C document on September 5th, 2017, a total of three properties were affected by the amendment to the portable sign section of 18(e). Each of the three properties, all located within the Commercial and Industrial Services (CIS) district, had a reduction of one (1) portable sign per site. In total, the amendment to Section 18(e) of Schedule C resulted in a reduction of 3 portable signs within the City, which accounts for approximately 3.7% of all active portable signs.

In summary, the current portable sign provisions of Schedule C Section 18(e), aim to provide a consistent regulation for *all* land use parcels within the City of St. Albert that wish to utilize portable signage. The existing regulations were drafted following public, business, and industry consultation, and appropriate public hearing processes.

Report Date: December 4, 2017
Author(s): Chelsea D. Thompson
Committee/Department: Infrastructure and Development Services
General Manager: Glenn Tompolski
City Manager: Kevin Scoble