



REQUEST FOR DECISION

MEETING DATE: June 26, 2023

TITLE: C-1251-23 - Land Use Bylaw Amendment - Development Marketing Signs - Public Hearing, Second and Third Reading

DIVISION: Planning & Infrastructure

SUMMARY:

On November 21, 2022, Council approved the following motion:

“THAT Administration be directed to include consideration of temporary major development signage for commercial, industrial, and sports and entertainment districts through an amendment to the Land Use Bylaw by Q2, 2023”.

C-1251-23 - Land Use Bylaw Amendment - Development Marketing Signs expands regulations for Development Marketing Signs and is being brought forward for consideration by Council.

A Public Hearing is required to hear from anyone who may be affected by Bylaw C-1251-23. Upon closing of the Public Hearing, Council may consider giving second and third reading to the Bylaw.

If approved, the proposed Bylaw will allow for the installation of large scale billboard-style Development Marketing Sign in urban reserves, commercial, industrial, and sports and entertainment districts located adjacent to highways and arterial roads, for the purposes of promoting new neighbourhoods, shopping centres, and other major developments.

PROPOSED MOTION:

THAT second reading be given to C-1251-23 - Land Use Bylaw Amendment - Development Marketing Signs.

THAT third reading be given to C-1251-23 - Land Use Bylaw Amendment - Development Marketing Signs.

BACKGROUND / ANALYSIS:

Administration has been directed to propose an amendment to the Land Use Bylaw that would allow for temporary large-scale signage in upcoming commercial, industrial, and entertainment districts. The primary purpose of these signs would be to promote major developments in the area.

Administration conducted an assessment of the sign types currently permitted and regulated under the Land Use Bylaw. Additionally, a high-level scan of the billboard-style signs permitted by other municipalities in the Edmonton metro region was conducted. The report summarizing the findings of this review is attached and titled "Major Development Signage Review".

The review identified that Spruce Grove presently allows three temporary sign types, namely Billboard, Development Marketing Sign, and Freestanding real estate signs, which could potentially be used to promote new developments. However, there are certain limitations associated with each of these sign types, as follows:

- Billboards are restricted to third-party advertising only and are permitted only in UR - Urban Reserve District.
- Development Marketing Signs are limited in size to a maximum of 4.7 m² and can only be installed in UR - Urban Reserve District.
- Freestanding real estate signs are primarily intended for residential districts, promoting individual lots or apartment projects, and their size is limited based on the lot frontage.

The review determined that there is presently a void in the availability of large-scale signage in commercial, industrial, and entertainment districts. This gap is particularly evident for signage with a size standard of 30m² and above, which is currently being allowed in other cities.

The review also found that Development Marketing Signs as currently defined in the Land Use Bylaw for the purposes of "promoting neighbourhoods, shopping centres or industrial parks under development" is consistent with Council's intent for major development signage.

Administration proposes the following key changes to the regulations for Development Marketing Signs under the Land Use Bylaw, to eliminate the current limitations and achieve the desired outcome:

- Increase the size of the sign to a maximum of 36m² but exclude digital signs.
- Allow an increase in height up to 8.0 m above the grade of the road or highway.
- Permit up to two temporary signs per quarter section for a period of three years, with permits extendable annually.

- Allow the signs in UR - Urban Reserve, M1 - General Industrial, C2 - Highway Commercial, and SE - Sports and Entertainment Districts.
- Permit the signs within 3.0 m from the property line on undeveloped lands with approved Area Structure Plans.
- Require the sign to be located at least 100 m from a residential district and be separated by 100m from other large signs.

With the proposed changes, developers and landowners will be allowed to display up to two temporary Development Marketing Signs on vacant lands that have approved area structure plans. These signs will have the flexibility of being permitted across urban reserve, highway commercial, industrial, or entertainment districts

OPTIONS / ALTERNATIVES:

Bylaw C-1251-23 is being presented at a Public Hearing. Should Council feel they need further information to make a decision, they may choose to adjourn the public hearing for continuance at a later date. If Council chooses this option, second reading of this bylaw will be re-scheduled.

This bylaw is also being brought forward for consideration of second and third reading. Upon closing of the Public Hearing and based on information provided at the Public Hearing, discussion and consideration of changes to the bylaw may be made. Alternatively, Council may defeat the motion for second reading and choose to defeat this bylaw, or a Councillor may make the following motion if they wish to defer third reading to a later date:

THAT third reading for C-1251-23 - Land Use Bylaw Amendment - Development Marketing Signs be deferred.

CONSULTATION / ENGAGEMENT:

The proposed bylaw was shared with key stakeholders, including the Urban Development Institute - Spruce Grove Committee (UDI), and the Economic Development Advisory Committee (EDAC), for their review and comments. Administration has taken into account the feedback from UDI and EDAC in the development of the proposed bylaw. Additionally, the proposed bylaw has been circulated to other City departments for their comments.

A statutory Public Hearing, advertised per the requirements of the *Municipal Government Act*, will be held prior to consideration of second reading. Advertising of the Public Hearing was placed in the Spruce Grove Examiner on June 16, 2023, and uploaded to the City website on June 13, 2023, as per the Advertising Bylaw thereby satisfying the requirements of the *Municipal Government Act*.

IMPLEMENTATION / COMMUNICATION:

If approved, the Land Use Bylaw will be updated per Bylaw C-1251-23 and be published on the City's website.

IMPACTS:

Approval of this bylaw will allow developers and landowners to post up to two Development Marketing Signs on undeveloped lands with approved area structure plans in the UR- Urban Reserve, M1 - General Industrial, C2 - Highway Commercial, and SE - Sports and Entertainment Districts.

FINANCIAL IMPLICATIONS:

n/a