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Bylaw C-1251-23

Land Use Bylaw Text
Amendment

Developer Marketing Signs

Public Hearing

City of Spruce Grove

Public Hearing

Bylaw C-1251-23

June 26, 2023





Project Overview

» Council Direction:

“Administration include consideration of temporary major development signage for commercial, industrial and sports and entertainment districts through an amendment to the Land Use Bylaw (Nov 21, 2022)”

» **Purpose:** Promote major developments, commercial shopping centers, industrial parks, or entertainment districts.

» Process:

- Assess Existing Signs (for gaps)
- Regional Municipal Review (baseline for regulation)
- Consult Stakeholders
- Propose Bylaw





Assessment of Signs

» Gap Assessment:

Sign Types: Billboard Signs, Developer Marketing Signs, and Freestanding Signs

» **Size:** signs were not sufficiently large

» **Zoning Flexibility:** Signs were limited to districts and not permissible once zoning changed

» **Content Flexibility:** Signs were limited to third party only (Billboard)

» **Tenure:** Temporary signs were not given a tenure of more than one year.

» **“Developer Marketing Sign”** as defined in the Land Use Bylaw (LUB) could meet the objectives with amendments.





Regional Comparison

	Edmonton	Fort Saskatchewan	Leduc	St. Albert
Size (Max)	20 – 65 m ²	30 m ²	19 m ²	30 m ²
Spacing	100 – 300 m (incremental)	100 m	100, 30m(intersection)	150, 100m(residential) 30m(Intersection)
Height	8.0 m	7.5 m	9.0 m	8.0 m
Location	On site, not in setback.	On -site, 5.0 m from property line	On-site, 10 m from a building	On -site, 3.0 m from property line
Districts	Commercial and Industrial	Industrial, Public Utility Lot, Urban Reserve, and Agriculture	Specific to highway oriented corridors, Industrial and Urban Reserve	Commercial and Industrial
Duration	5 years	5 years	3 years	5 years

Stakeholder Input

Consideration from landowners, Urban Development Institute and EDAC:

- » Increase size to meet industry standard (36m²)
- » Increase permissible height and flexibility to approve variances where reasonable
- » Increase the tenure of approval (2 - 5 years)
- » Reduce separation distance requirement to reduce potential conflict with other signs





Proposed Amendment

- » Amend definition to allow the sign in commercial centres, entertainment districts and making it a Discretionary Use under Section 94;
- » Increase the size of the sign to a maximum of 36 m², and up to 8.0 m in height, above the grade of the road or highway.
- » Permit up to 2 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 vacant lands with approved Area Structure Plans.
- » Require the sign to be located at least 100 m from a residential district and be separated by 100 m from other Development Marketing Signs, Billboard Signs or Freestanding Signs.





Proposed Amendment



THE CITY OF SPRUCE GROVE

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LAND USE BYLAW AMENDMENT – DEVELOPMENT MARKETING SIGNS

WHEREAS, pursuant to the *Municipal Government Act*, RSA 2000 cM-26, a municipality shall pass a land use bylaw and may amend the land use bylaw;

AND WHEREAS, the City of Spruce Grove wishes to amend Bylaw C-824-12, the Land Use Bylaw;

NOW THEREFORE, the Council for the City of Spruce Grove, duly assembled, hereby enacts as follows:

1. Bylaw C-824-12 is amended as follows:

1.1 To delete the following in strikethrough and add the following in bold to Section 7 DEFINITIONS:

DEVELOPMENT MARKETING SIGNS

A Temporary Sign for the purpose of promoting neighbourhoods, **commercial shopping centres, entertainment district** or industrial parks under development.

1.2 To add the following in bold to Section 94 SIGN PERMITTING:

(1) Except as provided in this Section, all Signs require a Development Permit and all Signs are considered a Permitted Use in Districts, except for **Development Marketing Signs, Billboards and Balloon Signs, which are considered a Discretionary Use, where Signs are a Use available by the terms of this Bylaw.** In reviewing applications for Sign Development Permits, the Development Officer may consider, without limitation and in addition to the specific requirements of this Bylaw, the nature and design of the proposed Sign, the impacts of the proposed Sign on surrounding properties and the community, and the number and type of Signs located or proposed to be located in the vicinity of the proposed Sign. In granting a Development Permit in respect of a Sign, the Development Officer may impose such conditions and restrictions as may, in the Development Officer's discretion, be necessary or desirable, in mitigating the impact of the Sign on neighbouring

properties and the community. Such restrictions may include, amongst other things, a time limitation on the duration of the Development Permit, requirements for Landscaping, specific design requirements and limitations on the hours during which a Sign may be illuminated.

To delete the following in strikethrough and add the following in bold to Section 104 Development Marketing Signs:

- (a) **Allowed on vacant lands along highways and arterial roads in the UR – Urban Reserve District, M1 – General Industrial District, C2 Highway Commercial District and SE – Sports and Entertainment District, where lands have an approved Area Structure Plan.**
- (b) Shall not exceed ~~4.7~~ **36** m² in Sign Area.
- (c) ~~Shall have a maximum Height of 3.0 m.~~ **Shall have a maximum height of 8.0m above the grade of the road, when the sign is located within 200 m from the edge of the road pavement.**
 - i. **Development Officers may exercise their discretion in adjusting the height requirements when the grade of lands adjacent to the Highway exceeds the highway grade.**
- (d) ~~The Sign is to~~ **shall** be located in the same neighbourhood quarter section as the **proposed development being subdivision** described on the Copy.
- (e) Limited to two Signs per quarter section.
- (f) ~~Development Permit is valid for one year.~~ **Development Permit may be issued for up to three years. After the initial three year period, permits may be extended annually through an extension request.**
- (g) No part of a sign shall be closer than 3.0m from the property line.





Proposed Amendment

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- (h) The minimum distance between a sign and land districted for residential use shall be 100 m.
- (i) A Development Marketing Sign shall be separated from other Development Marketing Sign, Billboard Sign or Freestanding Sign by 100 m.
- (j) Development Marketing Signs shall not contain a digital copy.

- 2. This amending bylaw shall be consolidated into Bylaw C-824-12.
- 3. This bylaw shall come into force and effect when it receives third reading and is duly signed.

First Reading Carried 12 June 2023

Second Reading Carried [Click here to enter a date.](#)

Third Reading Carried [Click here to enter a date.](#)

Date Signed

Mayor

City Clerk

Public Hearing

C-1251-23

Questions & Comments

