

Charter Bylaw 18534

Text Amendment to the Zoning Bylaw - Sign Regulations

Purpose

To amend Zoning Bylaw 12800 to improve the clarity and interpretation of sign regulations.

Readings

Charter Bylaw 18534 is ready for three readings after the public hearing has been held. If Council wishes to give three readings during a single meeting, Council must unanimously agree "That Charter Bylaw 18534 be considered for third reading."

Advertising and Signing

This Charter Bylaw has been advertised in the Edmonton Journal on August 17, 2018, and August 25, 2018. The Charter Bylaw can be passed following third reading.

Position of Administration

Administration supports this Bylaw.

Report

Existing regulations for signage in Zoning Bylaw 12800 are complex and difficult to enforce. The complexity of the existing rules has led to different interpretations by stakeholders of what signs can be developed in Edmonton. This complexity has created uncertainty for Development Officers, enforcement staff, the sign industry, and the general public.

As a first step, Administration is proposing a number of targeted text amendments to Zoning Bylaw 12800 that will improve the readability and ease of application of the sign regulations. The changes will provide more clarity to Development Officers reviewing digital sign regulations and to applicants interpreting how the regulations apply to their sign proposals. The proposed changes include:

- Updated general sign definitions to improve clarity;
- Simplified sign use classes to clearly differentiate different sign types;
- Clarified separation distances for all freestanding signs, whether they contain digital copy or not; and
- Adding missing sign regulations to specific sign schedules.

After presentation of the draft amendments to Urban Planning Committee on May 22, 2018, Administration also made the following proposed changes:

- Replaced the term 'Digital Sign' with 'Digital Copy' in all instances, including sign schedules; and

- Added missing regulations for 'Roof Off-premises Signs' in Sign Schedule 59E to provide direction for this type of sign, which is allowed in the Griesbach Village Centre Zone.

These changes were incorporated into the draft report and amendment that was circulated to stakeholders, as highlighted in the Public Engagement section below. Please refer to Attachment 1 - Charter Bylaw 18534 and Attachment 2 - Markup of Proposed Text Amendment to Zoning Bylaw 12800 for further detail on the proposed amendments.

The amendments proposed through Charter Bylaw 18534 are considered Phase 1 of the sign review project for Zoning Bylaw 12800. Future work will include:

- **Phase 2: Sign Policy (2019)** - Administration will hold conversations with a range of stakeholders about the key outcomes that sign regulations should achieve in Edmonton, and review best practice in other municipalities. This work will inform a signage policy that outlines principles and clear direction for regulating all types of signs.
- **Phase 3: Regulations Rewrite (2020)** - A more comprehensive examination of all sign rules in Zoning Bylaw 12800 will be undertaken to align regulations with the new signage policy.

Conclusion

The proposed amendments to Zoning Bylaw 12800 will provide more robust sign rules in the short term and set the stage for further improvements to the way signs are regulated in Edmonton.

Policy

The proposed amendments to Zoning Bylaw 12800 support the following policy in *The Way We Grow*, Edmonton's Municipal Development Plan:

- 11.3 Implementation Strategy: Implementation of the Municipal Development Plan will require incremental or wholesale amendments to the Zoning Bylaw over time.

Corporate Outcomes

The proposed amendments contribute to the following corporate outcome:

- "Edmonton has a globally competitive and entrepreneurial business climate" by ensuring Zoning Bylaw 12800 provides more clarity and certainty in the development of signs for applicants and businesses.

Public Consultation

Starting in 2017, public engagement included a sign industry workshop, an online survey, two public open houses and three sign industry discussions. The draft bylaw

amendment and report were circulated to internal and external stakeholders on May 31, 2018, and four weeks were provided for comments and questions on the proposed amendments.

Refer to Attachment 3 - Public Engagement Summary and *What We Heard* Report for further information on public engagement activities and the range of perspectives that were shared.

Attachments

1. Charter Bylaw 18534
2. Markup of Proposed Text Amendment to Zoning Bylaw 12800
3. Public Engagement Summary and *What We Heard* Report