

Potential Amendments to Bylaw 2202 – Sponsorship Recognition on Signage

Recommendation

That the April 3, 2018, Urban Form and Corporate Strategic Development report CR_5339, be received for information.

Previous Council/Committee Action

At the November 6, 2017, Community and Public Services Committee, the following motion was made:

That Administration provide a report with potential amendments to Parkland Bylaw 2202 to allow for recognition of sponsorship on signage in City parkland.

Executive Summary

The City of Edmonton allows various types of signage throughout the city, including opportunities for sponsorship recognition at facilities such as community league buildings or playgrounds. Signage on parkland, such as on a community league building or playground, is regulated by Zoning Bylaw 12800, Parkland Bylaw 2202 and Traffic Bylaw 5590, depending on the type, placement, and purpose of signage. While there are some restrictions, existing bylaws do not prevent sponsorship recognition on signage in City parkland.

In some cases, interpretation and application of the bylaws has been inconsistent. As outlined in the March 13, 2018 Urban Planning Committee report CR_5345 Digital Sign Regulations and Signage Policy, Administration is undertaking a comprehensive review of sign regulations to enhance clarity and ensure coherent, aligned and effective regulations.

Report

Activities on parkland are regulated by Parkland Bylaw 2202. Development in parks is facilitated through the Park and Facility Development process. Most development on parkland, including signs, also requires a development permit as regulated by Zoning Bylaw 12800.

Bylaw regulations are detailed and complex, and require technical expertise to understand and apply correctly. Administration will identify opportunities to clarify sign regulations in the Zoning Bylaw renewal, and establish clear procedures to ensure that requests for signage are consistently assessed in accordance with applicable bylaws.

Bylaws regulating signage in Edmonton are outlined below.

Parkland Bylaw 2202

While Parkland Bylaw 2202 restricts commercial activities on parkland and requires a permit for any sign, it does not prohibit or restrict recognition of a sponsorship contribution toward a park amenity on signage. No amendments are required to allow sponsorship recognition on signage.

Zoning Bylaw 12800

Zoning Bylaw 12800 regulates signs on titled lots (private property, including land owned by the City), including sign size, height, and location. It also regulates whether a development permit is required for different sign types, depending on the size and nature of the display.

Signs that do not require a permit generally include signs that are small in size, signs inside a building not intended for viewing outside, and directional signs. If a sign does not require a development permit, then the Zoning Bylaw does not apply to the sign and it may display sponsor logos. Types of displays such as a small plaque, stamp in concrete, or metal plate directly on playground equipment would not fall under the definition of sign in the Zoning Bylaw, and would not require a development permit.

If a development permit is required for a sign on parkland (such as in the Urban Services or Public Parks Zones), the Zoning Bylaw limits sponsor logos to 25 percent of the sign area.

New construction such as a community league building or playground on parkland requires a development permit. A separate application is required for signs that require a permit.

Traffic Bylaw 5590

Traffic Bylaw 5590 regulates the placement of signs on road right-of-way including roadways, light standards and other areas that have vehicle or pedestrian traffic. These signs are generally for temporary use. Non-profit organizations can obtain a permit for a sign on road right-of-way to advertise an event, however, the sign cannot display sponsor information or logos. Application guidelines for bridge banners allow sponsor names in plain text occupying no more than 10 percent of the banner.

Next Steps

Comprehensive Review of Sign Regulations in Zoning Bylaw 12800

At the March 13, 2018, Urban Planning Committee meeting, Administration proposed an approach to improve the regulation of signs in Edmonton. This approach includes development of a signage policy that establishes a vision for signs in Edmonton, followed by a comprehensive rewrite of sign rules in Zoning Bylaw 12800 to enhance clarity and ensure coherent, aligned and effective regulations. This approach can incorporate consideration of sponsorship recognition on signs in parkland and could suggest accompanying amendments to either the Parkland Bylaw 2202 or Traffic Bylaw 5590, if needed.

City Policy C-594 - Open Space Policy and Breathe: Green Network Strategy

The City's recently-adopted Policy C-594 - Open Space City Policy and Breathe: Green Network Strategy provide a comprehensive vision and strategic direction for open space planning. Section 4.10.4 c) Grants + Community Initiatives of Breathe specifically identifies the need to explore opportunities to expand private philanthropy, partnerships and sponsorships to supplement traditional sources of funding.

The Breathe Strategy is supported by an Implementation Plan (under development) to achieve Breathe's strategic directions, and to identify resourcing, timing and sequencing. Among the preliminary list of identified projects is an open space information signage review, which is proposed as a medium term initiative. This will involve a comprehensive review and evaluation of information signage required or permitted in open spaces, and recommend measures to integrate existing conventions, procedures and protocols into a consistent framework for implementation.

Update Administrative Processes

To ensure consistency regarding sponsorship recognition on signage, Administration will establish clear internal processes requiring all proposed signage on parkland to be reviewed by staff with the required subject matter expertise to determine applicable regulation.

Financial Implications

If a business receives the same level of recognition as all other donors, with no special treatment, and the recognition is minimal (a simple acknowledgement) then the charity/municipality can issue the business an official donation receipt for the full amount of the donation.

If a business receives special recognition for its donation, or if it receives more than minimal recognition, then this is sponsorship. Sponsorship is an advantage and its fair market value is deducted from the amount of the donation for receipting purposes. It is difficult, if not impossible, to calculate the value of sponsorship. When the value cannot

be calculated, the charity/municipality cannot issue the business an official donation receipt.

Public Engagement

Public notification of a Public Hearing to consider proposed amendments to the Zoning Bylaw 12800 would be required. Based upon the scope of any proposed amendments, a Public Engagement Charter will be undertaken to confirm public engagement input to any proposed amendments.

Corporate Outcomes and Performance Management

| Corporate Outcome(s): Conditions of success | | | |
|---|---|------------------|------------------|
| Outcome(s) | Measure(s) | Result(s) | Target(s) |
| Effective and efficient service delivery - the City adheres to established directives, policies and guidelines* (Zoning Bylaw 12800, Parkland Bylaw 2202) | Percentage of sign requests assessed in accordance with applicable regulation | tbd (Q1 2019) | 100% |

Others Reviewing this Report

- T. Burge, Chief Financial Officer and Deputy City Manager, Financial and Corporate Services
- A. Laughlin, Deputy City Manager, Integrated Infrastructure Services
- D. Jones, Deputy City Manager, City Operations
- R. Smyth, Deputy City Manager, Citizen Services
- C. Campbell, Deputy City Manager, Communications and Engagement