



## Wood Buffalo Downtown Revitalization Advisory Committee

Conducted Electronically via MS Teams

Wednesday, November 4, 2020

5:00 PM

### Agenda

#### Public Participation for November 4, 2020 Wood Buffalo Downtown Revitalization Advisory Committee Meeting

Wood Buffalo Downtown Revitalization Advisory Committee (Committee) will be conducting the November 4, 2020 Meeting through electronic communications in accordance with the Meeting Procedures (COVID-19 Suppression) Regulation, Order in Council 99/2020.

- Anyone wishing to participate in the meeting is encouraged to do so by registering to speak as a delegate by way of teleconference or by submitting their delegation comments by email.
- To participate by teleconference:
  - Anyone wishing to speak by teleconference to an item on the November 4, 2020 Committee Meeting Agenda must pre-register by 12 noon, November 4, 2020.
  - To register to speak via teleconference, please email [boardsandcommittees@rmwb.ca](mailto:boardsandcommittees@rmwb.ca) or call 780-743-7001 with your name, the phone number that you will be dialing in from and an email address that you can be reached at prior to and during the meeting.
  - You must provide the name of the agenda item that you wish to speak to.
  - All registrants will be emailed the details on how to participate prior to the start of the meeting.
  - Each registrant will be given a maximum of **5 minutes** to address the Committee.
- To make written submissions as a delegation before or during the live meeting:
  - Please email [boardsandcommittees@rmwb.ca](mailto:boardsandcommittees@rmwb.ca) You must include your name for the record.
  - You must provide the name of the agenda item that you wish to speak to in the subject line.
  - Please note that email comments for an agenda item must be received prior to the start of that item during the meeting. *Emails that are received after the agenda item has been introduced or are not relevant to an agenda item, will not become part of the record of this meeting.*
  - All written submissions are **public** and will be shared with the Committee verbally on the record during the course of the meeting.
  - Each submission will be shared verbally with the Committee for a maximum of **5 minutes**.

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The personal information on this form is collected under the authority of Section 33 (a) & (c) of the Alberta Freedom of Information and Protection of Privacy Act. The personal information will be used as contact information. If you have any questions about the collection or use of this information contact the Chief Legislative Officer, Legislative Services, 7<sup>th</sup> Floor Jubilee Building, 9909 Franklin Ave. T9H 2K4, or call (780) 743-7001.

**1. Call to Order**

**2. Adoption of Agenda**

**3. Minutes of Previous Meetings**

- 3.1. Wood Buffalo Downtown Revitalization Advisory Committee Meeting - October 7, 2020

**4. Presentations**

- 4.1. Christopher Booth, Planning and Development re: Proposed Land Use Bylaw
- 4.2. Andrea Haley, Wood Buffalo Economic Development Corporation re: Place Brand

**5. New and Unfinished Business**

- 5.1. Recommendations for Committee Appointments
- 5.2. Date of Next Meeting
- 5.3. Franklin and Main Park Project Update
- 5.4. Annual Report to Council
- 5.5. Partnership Funding Source Discussion for Projects
- 5.6. Formation of Working Groups
- 5.7. Downtown Revitalization Incentive Program Feedback

**Adjournment**

**Minutes of a Meeting of the Wood Buffalo Downtown Revitalization Advisory Committee held via Electronic Communication, a combination of video conferencing and teleconferencing, in Fort McMurray, Alberta, on Wednesday, October 7, 2020, commencing at 5:00 PM.**

**Present:**

Brianne English, Oil and Gas Industry  
 Carolyn Evancio, Seniors Resource Committee  
 Jean-Marc Guillamot, Business Community  
 Cheryl Golosky, Indigenous Representative  
 Sheri Pidhirney, Business Community  
 Melanie Walsh, Community Development  
 Renee Moulard, Public-at-Large  
 Roy Williams, Land Development Industry  
 Todd Hillier, Safety and Security Sector  
 Owen Erskine, Recreation, Culture and Heritage  
 Henry Hunter, Education

**Absent:**

Verna Murphy, Councillor  
 Jeff Peddle, Councillor

**Administration:**

Jade Brown, Chief Legislative Officer  
 Chris Booth, Manager, Planning and Development  
 Monica Lance, Manager, Special Projects  
 Darlene Soucy, Clerk, Legislative Services

**1. Call to Order**

Chair Roy Williams called the meeting to order at 5:07 p.m.

**Entrance**

Todd Hillier joined the meeting at 5:09 p.m.

## 2. Adoption of Agenda

### MOTION:

THAT the Agenda be adopted as presented.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Melanie Walsh, Community Development
<b>SECONDER:</b>	Sheri Pidhirney, Business Community
<b>FOR:</b>	English, Evancio, Guillamot, Golosky, Pidhirney, Walsh, Mouland, Williams, Hillier, Erskine, Hunter

## 3. Minutes of Previous Meetings

### 3.1. Wood Buffalo Downtown Revitalization Advisory Committee Meeting - September 2, 2020

### MOTION:

THAT the Minutes of the Wood Buffalo Downtown Revitalization Advisory Committee Meeting held on September 2, 2020 be approved as presented.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Renee Mouland, Public-at-Large
<b>SECONDER:</b>	Todd Hillier, Safety and Security Sector
<b>FOR:</b>	English, Evancio, Guillamot, Golosky, Pidhirney, Walsh, Mouland, Williams, Hillier, Erskine, Hunter

## 4. Presentation

### 4.1. Annalee Adair, Adair and Associates, re: Public Art Plan

Annalee Adair, Adair and Associates, provided an overview of the proposed Public Art Plan, noting that public engagement has closed, and analysis has begun on the feedback received through the on-line survey and individual interviews with various stakeholders in the region, and that the draft would be brought to Council in November.

## 5. New and Unfinished Business

### 5.1. Committee Member Term Review and Committee Recruitment

Darlene Soucy, Legislative Officer, provided an overview of the current Wood Buffalo Downtown Revitalization Committee Members' terms, noting that the annual recruitment campaign for Council-appointed Boards and Committees is underway and noted that the deadline to apply is 4:30 p.m. on October 23, 2020.

## 5.2. 2021 Priority Actions and Recommendations

The Committee Members reviewed the priorities of beautification, placemaking, neighbourhood safety and being pedestrian friendly, and proposed early actions, with a focus on early action initiatives that could be completed within 12 months, as well as the development of medium and long-term plans for the next three to five years.

### MOTION:

THAT the Wood Buffalo Downtown Revitalization Advisory Committee bring forward a recommendation to Council that the 2021 Committee priorities and actions be undertaken in 2021 as part of the Downtown Revitalization Capital Budget project.

<b>RESULT:</b>	<b>CARRIED [UNANIMOUS]</b>
<b>MOVER:</b>	Todd Hillier, Safety and Security Sector
<b>SECONDER:</b>	Sheri Pidhirney, Business Community
<b>FOR:</b>	English, Evancio, Guillamot, Golosky, Pidhirney, Walsh, Mouland, Williams, Hillier, Erskine, Hunter

## 5.3. Partnership Funding Source Discussion for Projects

The Committee discussed avenues for businesses and not-for-profits to develop community partnerships for funding to take advantage of the downtown revitalization incentive program grants and agreed that they would bring back ideas to the next meeting.

## 5.4. Franklin and Main Park Project Status Update and Engagement Update

Bipul Bhowmik, Transportation Engineer, Engineering, provided an update on the current progress of the Franklin and Main Park project, noting that the contract has been awarded with planned completion of the park for the summer of 2021.

Matthew Harrison, Acting Director, Communications and Stakeholder Relations, provided an overview of the recent public engagement for the Franklin and Main Park project, noting that the general themes heard were related to having landscaping, activities, food services, gathering spaces, seating and pedestrian pathways, with a focus on safety measures such as lighting, open spaces and access to nearby parking.

## 5.5. Other Downtown Revitalization Project Updates

James Semple, Supervisor, Roads, Public Works, provided an update on the Franklin Lighting Project, noting that the work is continuing on Franklin Avenue to replace the current light standards with black, heritage style lights, which will have outlets for holiday lights, as well as flower basket and banner arms.

### Exit

Renee Mouland exited the meeting at 7:00 p.m.

## 5.6. Working Groups Discussion

Darlene Soucy, Legislative Officer, provided an overview of working groups and how they can be used to facilitate information gathering and discussions around various tasks and initiatives. Monica Lance, Manager, Special Projects, noted that the Committees working groups should be focused on moving their priorities forward in 2021.

With consensus of the Committee, it was agreed that Committee Members would consider two working groups aligned around Neighbourhood Safety and Pedestrian Friendly as one working group and the other being Beautification and Placemaking, and that Members would bring back goal setting, reporting timelines, and their preferred group to join to the next meeting.

### Action Items:

- Administration committed to providing the Public Art Plan to the Committee when it goes to Council and to invite Annalee Adair to a future meeting.
- Administration will provide an update on the Downtown Revitalization Incentive Program at the next meeting.
- Members will bring back ideas for potential community partnerships for funding that may allow some businesses and not-for-profits to take advantage of the Downtown Revitalization Incentive Program grants.
- Administration will continue to provide updates on the progress of the Franklin and Main Park Project.
- Members will provide input into the formation of two working groups: 1. Neighbourhood Safety and Pedestrian Friendly; 2. Beautification and Placemaking; including goal setting, reporting timelines and their preferred group for the next meeting.
- Administration will provide an update on the Committee's annual reporting to Council at the next meeting.

### **Adjournment**

The meeting adjourned at 7:23 p.m.

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Chair



REGIONAL MUNICIPALITY  
OF **WOOD BUFFALO**



# What is a Land Use Bylaw?

- The Land Use Bylaw (LUB) guides what can be built and how land is used in the region. The LUB regulates things like:
  - location of commercial, industrial, and residential areas;
  - what uses can occur on different types of land;
  - new buildings design and their location on a property;
  - parking; and,
  - home-based businesses and secondary suites.

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**Municipal Government Act 639**

*Every municipality must pass a land use bylaw.*

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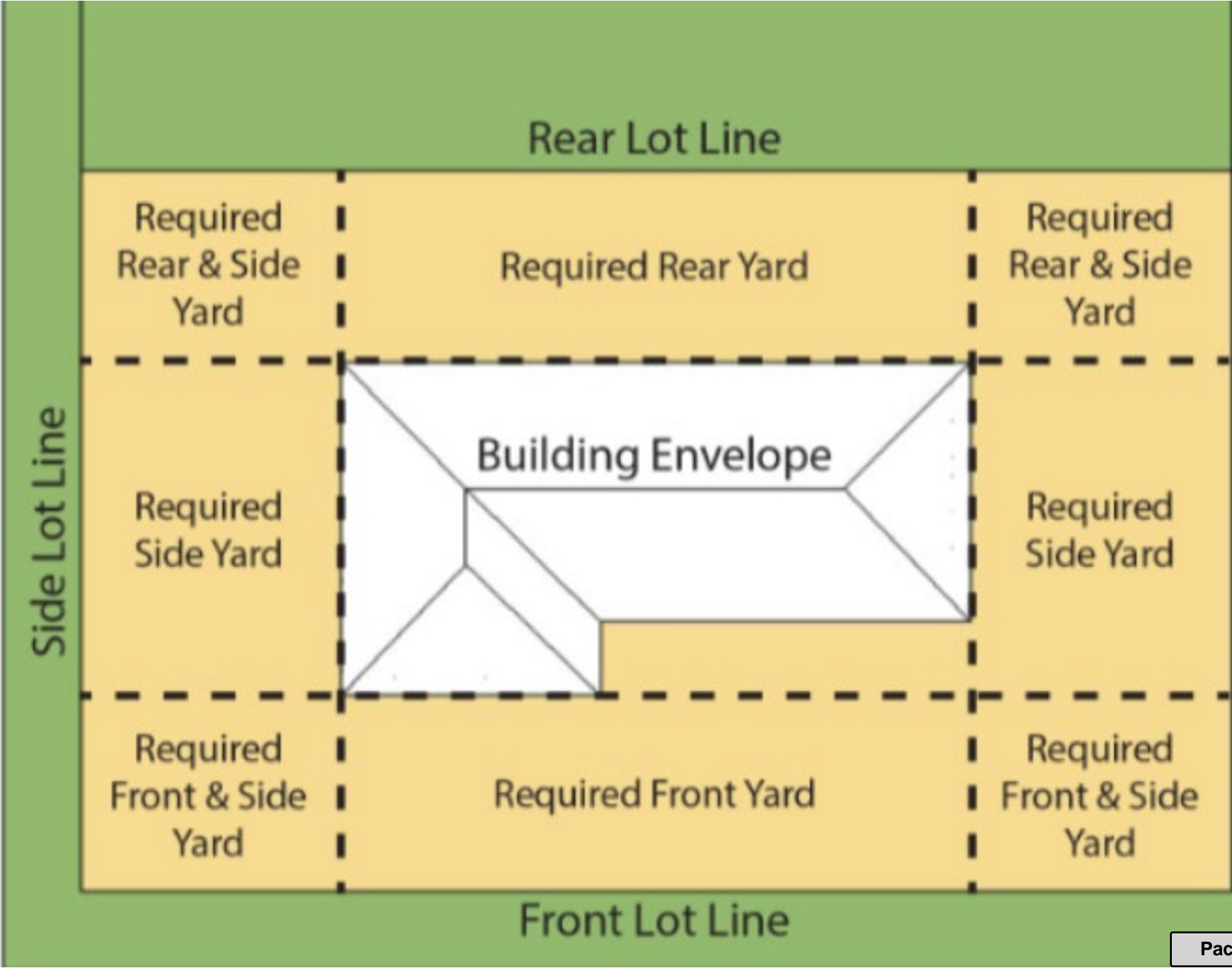
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**Municipal Government Act 640(1)**

*A Land Use Bylaw may prohibit or regulate and control the use and development of land and buildings in a municipality*

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# What Do Changes Mean for Existing Development?

- **Non-conforming buildings:**
  - may continue to be used
  - may not **be** added to, rebuilt or structurally altered except to make it a conforming building or for routine maintenance
- **Non-conforming uses:**
  - may continue
  - may not continue if that use is discontinued for 6 consecutive months or more

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**Non-Conforming Building** is a building

- that is lawfully constructed or lawfully under construction at the date a land use bylaw affecting the building or the land on which the building is situated becomes effective, and*
  - that on the date the land use bylaw becomes effective does not, or when constructed will not, comply with the land use bylaw;*
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**Non-Conforming Use** is a lawful specific use

- being made of land or a building or intended to be made of a building lawfully under construction at the date a land use bylaw affecting the land or building becomes effective, and*
  - that on the date the land use bylaw becomes effective does not, or in the case of a building under construction will not, comply with the land use bylaw*
-



# The Draft Land Use Bylaw

## What we heard

- Make the Bylaw easier to read

## Land Use Districts

- Allow for a broad range of housing types.
- Allow for a range of land uses that will provide the community with services and facilities.

## What has changed?

- We focused on language and clarity. The proposed Land Use Bylaw is concise, has improved graphics, and simplified definitions.
- Changes to zoning in locations where development exists.
- Introduced new Land Use Districts suitable to rural communities like Hamlet Residential and Hamlet Community Core.



# Residential Districts

- Key changes include:
  - Districts have been simplified and the number of Districts *reduced*
  - Minimum lot sizes and width requirements have mostly decreased
  - Minimum parking stall requirement for single detached or semi-detached dwellings has increased from a minimum of *2 stalls to 4 stalls*
  - Front yard setbacks for single detached and semi-detached dwellings has decreased from *6.0m to 4.5m* for the house, and *6.0m* only for the garage portion
  - Minimum building height for single detached and semi-detached dwellings has *increased* from 10.0m to 12.0m (*not exceeding 3 storeys*).



# Residential Districts

- Architectural Elements & Pedestrian-Friendly Development Requirements
  - A front attached garage width for a single detached dwelling will not exceed 70% of the width of the house
  - The front façade and primary entrance will address the street using porches, stairs windows, etc.
  - Maximum width of a townhouse is 48m or 6 units
  - No parking will be between the road and front an *apartment building*



# Secondary Suites



**Basement Suite**  
*a self-contained secondary dwelling unit located on the basement level of a principal dwelling*



**Loft Suite**  
*a self-contained secondary dwelling unit located on the loft level of a principal dwelling*

**Garden Suite**  
*an accessory dwelling unit located in a single storey building separate from the principal dwelling*



**Detached Garage Suite**  
*an accessory dwelling unit located above a detached garage*







# Residential Districts – Low density

## **R1** Low Density Residential District

### *Purpose*

*...to provide for low density residential development in the Urban Service Area.*

### *What has changed?*

This District is the low-density residential district and includes the former “R1S – Small Lot Residential District” and “R1P – Planned Unit Residential District”.

### *Supported land uses include:*

Single Detached Dwellings, Semi-Detached Dwellings, and Secondary Suites.

## **R1E** Estate Residential District

### *Purpose*

*...to provide for low-density single detached residential development on **larger estate lots** in the Urban Service Area.*

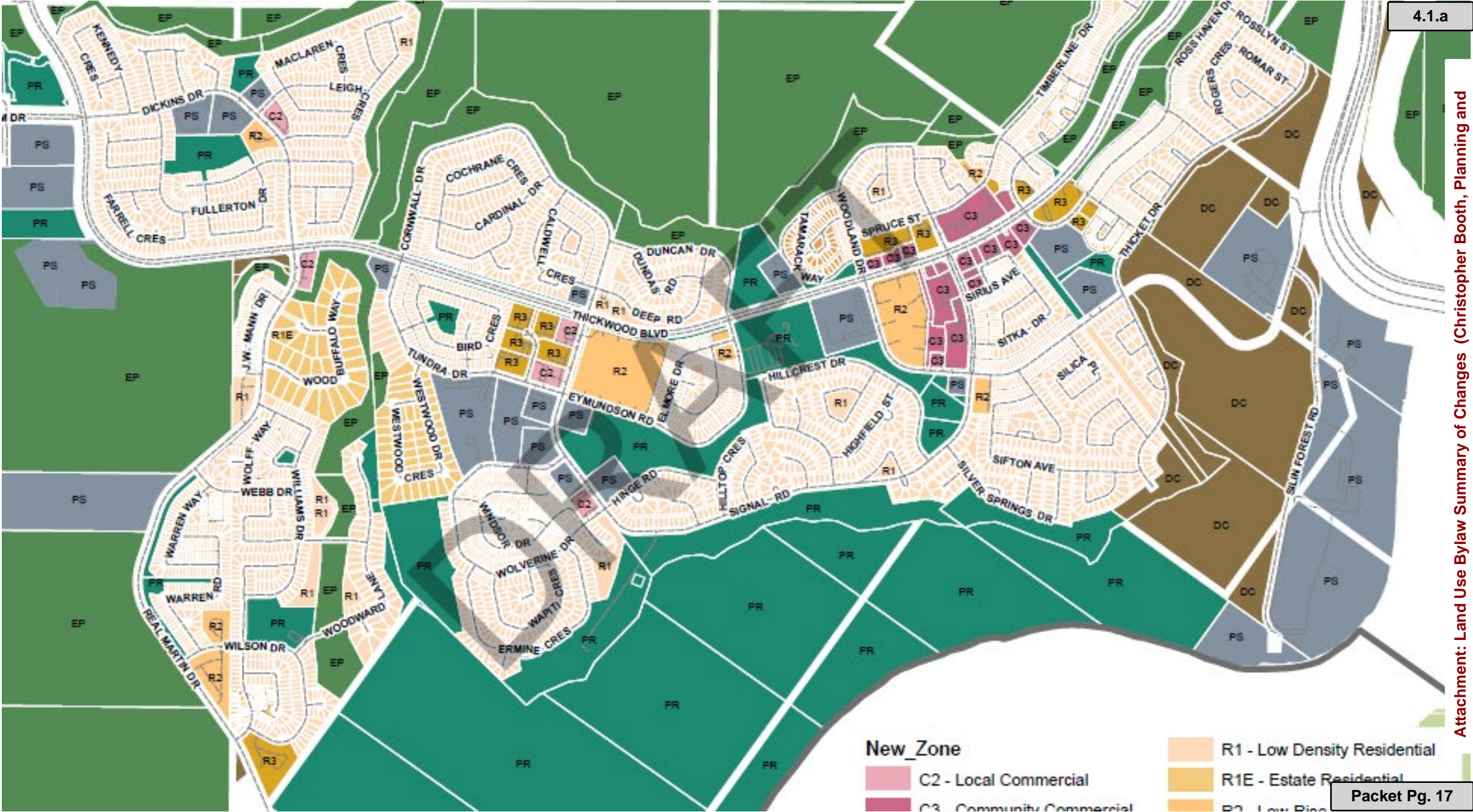
### *What has changed?*

Very little has changed in this District from what exists currently.

### *Supported land uses include:*

Single Detached Dwelling and Secondary Suites.





# Residential Districts – Medium density

## **R2** Low-Rise Medium Density Residential District

### *Purpose*

*...to provide for medium density residential development in the Urban Service Area.*

### *What has changed?*

Increase in minimum lot sizes and width for Semi-Detached Dwellings and decrease in minimum lot width and depth for Multi-Unit Dwellings.

### *Supported land uses include:*

Single Detached Dwelling, Semi-Detached Dwelling, and Multi-Unit Dwellings.

## **R3** Mid-Rise Medium Density Residential District

### *Purpose*

*...to provide for mid-rise medium density residential housing in the form of, Townhouses, low rise Apartments and other dwelling types of similar density in the Urban Service Area.*

### *What has changed?*

Low density typologies have been removed and site provisions are based on the typology, rather than one set of rules that apply to all typologies.

### *Supported land uses include:*

Apartment, Multi-Unit Dwelling, Live-Work Unit, Retail, Restaurant, and Office.





# Residential Districts – High density

**R4**

## High Density Residential District

### *Purpose*

*...to provide for high density residential developments with mixed uses in the form of apartment buildings within the Urban Service Area.*

### *What has changed?*

Site provisions are based on the typology, rather than one set of rules that apply to all typologies.

### *Supported land uses include:*

Apartment, Restaurant, Liquor Store, Drinking Establishment, Office, and Retail.

**RMH**

## Mobile Home District

### *Purpose*

*...to provide for the development of residential subdivisions in which mobile housing is the predominant housing form, or comprehensively planned mobile home parks.*

### *What has changed?*

Single Detached Dwellings and Basement Suites have been removed and minimum height requirements have increased.

### *Supported land uses include:*

Mobile Home and Mobile Home Park.



# Manufactured and Mobile Home

## Existing Land Use Bylaw

### Manufactured Home

*any structure, whether ordinary equipped with wheels or not, that is manufacturer to meet or exceed the Canadian Standards Association standard CSA Z240 and that is used as a residence or for any other purpose.*

**VS**

## Proposed Land Use Bylaw

### Mobile Home

*means a residential building containing one dwelling unit and is constructed on a permanent undercarriage or chassis, designed with the capability of being transported from one location to another without the necessity of being placed on a permanent foundation.*

- Challenges with *manufactured home* definition:
  - Difficult to determine the difference between a *manufactured home* and a *modular home*
  - Reliance on CSA standard left loopholes for similar development but made to a different standard
- Advantages to new definition of *mobile home*
  - More accurately reflects the type of development we are talking about



# Commercial and Institutional Districts



- Key changes include:
  - The number of districts have been reduced
  - Pedestrian friendly and walkable commercial areas will be promoted through:
    - Minimum and Maximum front yard setbacks
    - Weather protection elements including awnings and canopies will be required
    - Vehicle-oriented uses will not be allowed in some commercial districts
  - Lively store fronts will be required through defining buildings with different materials, colours, windows, etc. and the screening of surface parking areas
  - Parking will be located at the side, rear, or within parking structures

# Commercial and Institutional Districts

**C1**

## Main Street District

### *Purpose*

*...To provide for pedestrian-oriented mixed use commercial and residential development, comprised of shopping streets, near residential neighbourhoods.*

### *What has changed?*

This District will replace the existing “MDD – Main Street District” which applies to Parsons Creek.

### *Supported land uses include:*

Live-Work Units, Small Restaurants, and Convenience Store Retail.

**C2**

## Local Commercial District

### *Purpose*

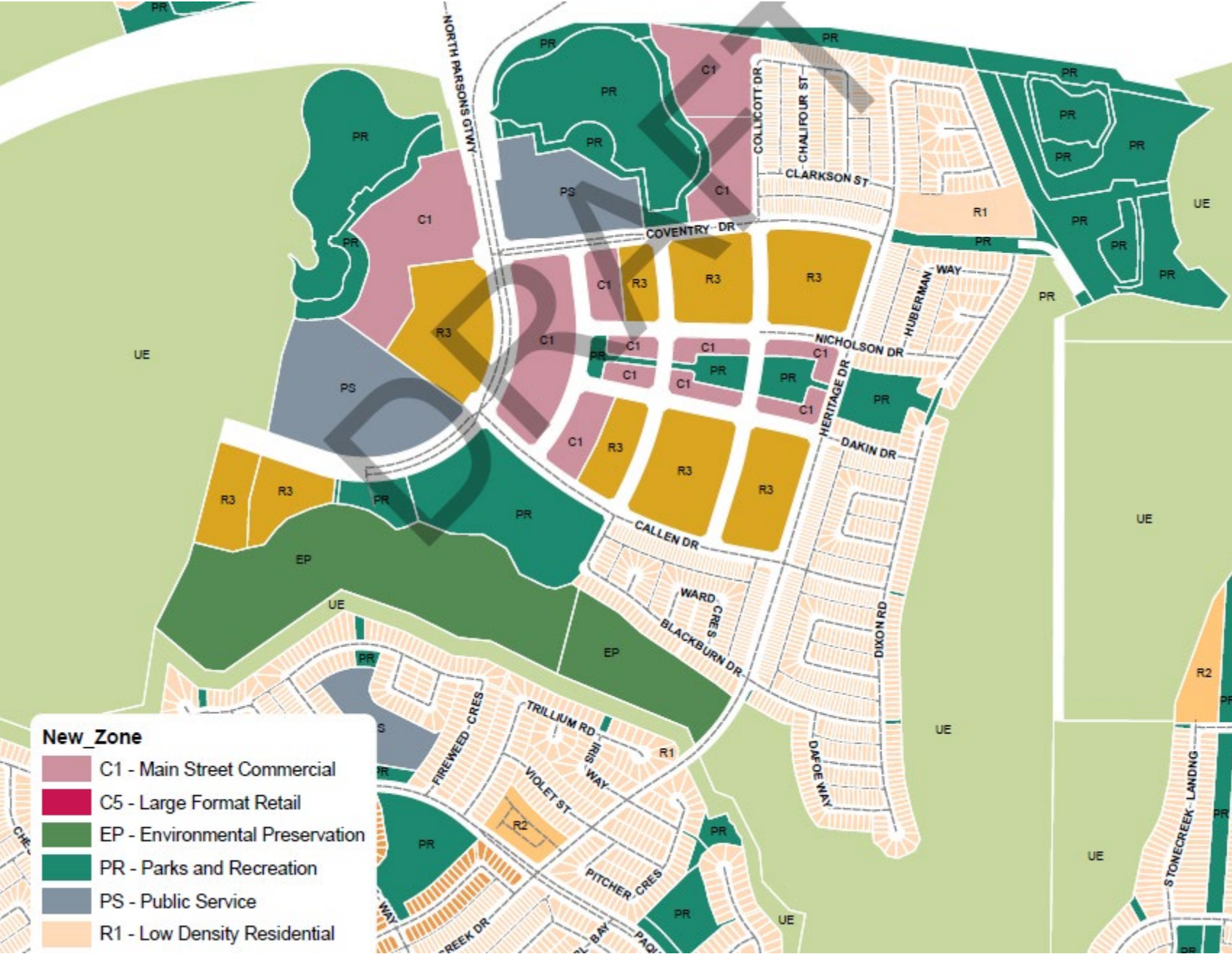
*Development of commercial uses intended to serve the day-to-day needs of residents of a neighbourhood, with limited opportunities for residential developments above commercial uses.*

### *What has changed?*

Minimum setback requirements have decreased and provisions for requiring building articulation and specifying the location of parking have been added.

### *Supported land uses include:*

Offices, Small Health Facilities, Small Restaurants, and Convenience Store Retail.





# Commercial and Institutional Districts



## **C3** Community Commercial District

### *Purpose*

*...to provide opportunities for a mix of land uses including retail, entertainment, small office commercial, and residential. Located centrally in the community with easy accessibility to surrounding neighborhoods and adjacent to arterial collector.*

### *What has changed?*

This District emphasizes a mix of land uses and includes residential uses.

### *Supported land uses include:*

Indoor Recreation Facilities, Restaurants, Retail, and Offices.

## **C4** Highway Commercial District

### *Purpose*

*...to provide for vehicle oriented commercial development along high volume, high visibility corridors.*

### *What has changed?*

The intent of this District has changed to add vehicle oriented commercial uses, but otherwise remains the same.

### *Supported land uses include:*

Service Stations, Automotive Vehicle Sales, and Hotels.



# Commercial and Institutional Districts



**C5**

## Large Format Retail District

### *Purpose*

*...to provide for the development of large-scale commercial uses intended to serve a regional trade area. Development is comprehensively designed and located adjacent to arterial roads and highways in the Urban Service Area.*

### *What has changed?*

There is no existing development that would fall in this District and would be more applicable to future development.

### *Supported land uses include:*

Service Station, Shopping Centres, and Large-Scale Retail.

**PS**

## Public Service District

### *Purpose*

*...to provide for the delivery of educational, health, government and other institutional services.*

### *What has changed?*

Built Form Provisions for sitting, architectural elements, massing and parking has been included. There will be no loading, storage, or garbage collection in any yard next to a public street.

### *Supported land uses include:*

Educational Service Facilities, Park, Recreation Facilities, Health Facilities, Retail Development, and Recycling Facilities.



# Industrial Districts

- Key changes include:
  - The number of districts have been **increased** from 1 district to 3
  - This allows diversification of industrial areas and provide flexibility to allow businesses to be located to similar or complimentary areas.



## Light Industrial District

### *Purpose*

*...To provide for the development of a wide range of compatible commercial and industrial uses, which do not adversely affect surrounding non-industrial uses through the generation of emissions, noise, odors, vibrations, heat, bright light or dust.*

### *What has changed?*

1. Sites will be entirely paved and finished with landscaping.
2. Outdoor Storage is only allowed if it is screened, accessory to another use, and located in rear yard.
3. Retail and Office development will not be allowed as the principal use for any building.
4. Primary entry doors will be located along the building face next to a public street.

### *Supported land uses include:*

Office, Automotive Vehicle Sales, Warehousing and Storage, and Hotels.





# Industrial Districts

**IM**

## Medium Industrial District

### *Purpose*

*...To provide for industrial uses that may impact adjacent land uses through emissions, noise, odors, vibrations, heat, bright light or dust and may be located partially outdoors.*

### *What has changed?*

1. Outdoor Storage will not be allowed as a principal use.
2. Retail & Office will not occupy more than 50% of the Gross Floor Area.
3. Drinking Establishments will be limited to maximum 100 people or 120m<sup>2</sup> Gross Floor Area.
4. Driveways will be paved.

### *Supported land uses include:*

Heavy Equipment Dealerships, Contractor Services, and Automotive Services (such as mechanic shops).

**IH**

## Heavy Industrial District

### *Purpose*

*...to allow for industrial uses that impact adjacent land uses due to their appearance, noise, odor, risk of toxic emissions, or fire and explosion hazard. These industrial uses must be located on the fringes of the Urban Service Area or in the Rural District.*

### *What has changed?*

Office development must not be principal use or over 50% Gross Floor Area of a building.

### *Supported land uses include:*

Outdoor Storage, Bulk Oil, Fuel, and Chemical Storage, and Automotive Services (such as mechanic shops and auto wreckers).



# Downtown

## Removing Barriers

The following provisions will be removed:

1. Green Building Standards
2. Green Utilities
3. Through Block Connections
4. Downtown Primary Office Employment Area

## Facilitating Development

Changes to provide more flexibility and options for development include:

1. Drive-Thru as a Discretionary Use across the Downtown instead of only in certain areas
2. Frontage Types have been consolidated and apply across the downtown to provide maximum flexibility and options

## Clarifications

The following changes are intended to help improve readability of the Bylaw:

1. Removing of the following sections:
  - a. Design Review Panel
  - b. City Centre Adjudicating Officer
  - c. Provisions for Development in Proximity to Rapid Transit Stations
2. Street Types sections will be removed since, the Statutory Plans have enough detail to support development when streets are replaced.
3. Utilize General Regulations to remove some redundant sections, including Waste Collection and Exterior Lighting



# General Regulations

## ● Home-Based Business

Proposed changes include:

1. Home Business renamed to “Home Business, Major” and Home Occupation renamed to “Home Business, Minor”
2. No Development Permit for a Home Business, Minor if the development complies with the Land Use Bylaw

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### **Home Business, Major**

*means the Accessory Use of a residential property by the permanent resident or occupant for a business activity or occupation. A business may include client visits and commercial vehicle for the primary use of the business.*

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### **Home Business, Minor**

*means the Accessory Use of a residential property by the permanent resident or occupant for a business activity conducted by the permanent resident and shall not generate client or vehicular traffic.*

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# General Regulations

## Accessory Buildings

Proposed changes include:

1. Increase maximum lot area for accessory buildings in Residential Districts outside the Urban Service Area
2. Sea Cans will be a Discretionary Use in Rural, Hamlet Commercial, Hamlet Community Core and Rural Residential Districts.
3. Quonsets will only be a Discretionary Use in Industrial, Institutional, Airport, Urban Expansion, and the Rural District.

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### **Sea Can**

*means a standardized reusable steel shipping container used for the safe, efficient and secure storage and movement of materials and products*

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### **Quonset**

*means an accessory structure where the outer shell is made of artificial fabric spanned across rigid trusses.*

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# Accessibility

## Exterior Access to Buildings

Most of the changes made in the LUB included changes to the access to buildings and parking requirements

## Building design

The building design follows the Building Code requirements for *barrier free design*, and it is in accordance of the building code

## Pedestrian Safety in Parking Lots

The following provisions have been added:

1. At least *1 barrier-free pedestrian access* from the sidewalk to the building
2. Pedestrian and vehicle circulation routes vehicle circulation must be clearly demarcated for drive-through development and larger sites
3. Pedestrian *circulation clearly demarcated* using raised pedestrian crossings, signage change in paving, painting, bollards, landscaping, or other methods





# Parking

## Accessible & Senior Citizen Parking

The following requirements are proposed:

1. Stalls must be located as close as possible to building entrances, elevators, ramps, and walkways
2. Must be designed so users do not need to pass behind parked vehicles
3. Must be within 50m of barrier-free building entrances
4. Addition of requirements for senior citizen parking

## Bicycle Parking

1. Requirements for Bicycle Parking are required for multi-unit residential, commercial, and institutional developments
2. Stalls are required to be visible from the street or main entrance of the building
3. When located inside the building, stalls will be preferably located at the ground level and illuminated



# Parking

## Special Events

Parking requirements for a special event must be supported by a Parking Demand Study.

## Variance

Three new provisions to allow reduction in parking stall requirements if supported by a parking study:

1. In Urban Service Area: 10% reduction for parking lots over 250 stalls
2. In Rural Service Area: 20% reduction for parking lots over 100 stalls
3. When intensifying or changing the use of a property and additional stalls are required, 20% reduction

## Vehicular Oriented Uses (drive-through)

The following provisions have been added:

1. No queuing stalls allowed in the front yard
2. No access directly from an Arterial Road
3. Queuing stalls must be contained within the property and will not overlap with or obstruct any stalls, drive aisles, or roads
4. The number of queuing spaces will be:
  - a. 9 for drive-in food services
  - b. 6 for drive-in other than food
  - c. 5 for thrive-through services



# Signs

## Digital Signs

1. will be a discretionary use;
2. allow third party advertising;
3. limit digital video signs to Billboards and Freestanding Signs;
4. prohibit flashing, active intermittent lights, or lights for animation;
5. will not create glare onto surrounding residential or institutional uses;
6. limit one Digital sign per frontage; and,
7. require a minimum distance between digital signs of 200m.

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### Digital Sign Video

*means a sign that displays electronic copy consisting of video.*

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### Digital Sign

*means any sign that incorporate a technology or method allowing the Sign to change Copy without having to physically or mechanically replace the Sign Face or its components. Digital Signs include moving effects, Message Transition effects and images.*

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## Fascia Sign

1. will be limited to identification signs;
2. will not allow third party advertising;
3. may be illuminated but will not display flashing or intermittent light; and,
4. not contain a digital component.



# Signs

Type of Sign		Commercial Districts						
Permanent Signs	● = Permitted Use ○ = Discretionary Use	C1	C2	C3	C4	C5	HCC	HC
	Awning and Canopy	●	●	●	●	●	●	●
	Under-Awning and Under-Canopy	●	●	●	●	●	●	●
	Billboard				○			
	Fascia	●	●	●	●	●	●	●
	Flag	●	●	●	●	●	●	●
	Freestanding	○	○	○	○	○	○	○
	Mural	○	○	○	○	○	○	○
	Projecting	●	●	●	●	●	○	○
	Roof							
	Window	●	●	●	●	●	○	○
	Wayfinding	●	●	●	●	●	○	○
Temporary Signs	A-Board	●	●	●	●	●	●	●
	Banner	○	○	○	○	○	○	○
	Inflatable	○	○	○	○	○	○	○
	Portable	●	●	●	●	●	●	●
	Poster Board	●	●	●	●	●	●	●



# Signs

Type of Sign		Districts									
● = Permitted Use ○ = Discretionary Use		HCC Hamlet Community Core	HC Hamlet Commercial	IL Light Industrial	IM Medium Industrial	IH Heavy Industrial	PR Parks and Recreation	PS Public Service	EP Environmental Preservation	RD Rural	A Airport
Permanent Signs	Awning and Canopy	●	●	●	●	●	●	●		○	○
	Under-Awning and Under-Canopy	●	●	●	●	●	●	●		○	○
	Billboard			○	○	○				○	○
	Fascia	●	●	P	●	●	●	●		●	●
	Flag	●	●	●	●	●	○	○		●	●
	Freestanding	○	○	○	○	○	○	○		○	○
	Mural	○	○	○	○	○	●	●		●	●
	Projecting	○	○	●	●	●				●	●
	Roof			○	●	●				●	●
	Window	○	○	●	●	●				●	●
Temporary Signs	Wayfinding	○	○	●	●	●	●	●	●	●	●
	A-Board	●	●	●	●	●	●	●		●	●
	Banner	○	○	○	○	○	○	○		●	●
	Inflatable	○	○	●	●	●	P	●		●	●
	Portable	●	●	●	●	●	●	●		●	●
	Poster Board	●	●	●	●	●	●	●		●	●

Attachment: Land Use Bylaw Summary of Changes (Christopher Booth, Planning and



# Landscaping

## ● General Requirements

1. FireSmart spacing is required, including coniferous trees, shrubs, and bark mulch will not be planted within 10m of buildings

## ● Rural Service Area

1. Landscaping is required for developments in the Hamlet Community Core Districts
2. A landscape buffer is required to screen industrial development adjacent to highways

## ● Plant Material

1. All plants should be Zone 2 Hardy and trees and shrubs Zone 3-4 or hardier
2. Maximum 30% of trees and shrubs will be from one species
3. A Landscape Architect will confirm in writing the plant material meets the approved plan and that all trees and shrubs are planted according to the details of the plan
4. Trees will not be planted where they obstruct sight lines, signs or essential services



Questions?  
For more information visit:  
[rmwb.ca/lub](http://rmwb.ca/lub)

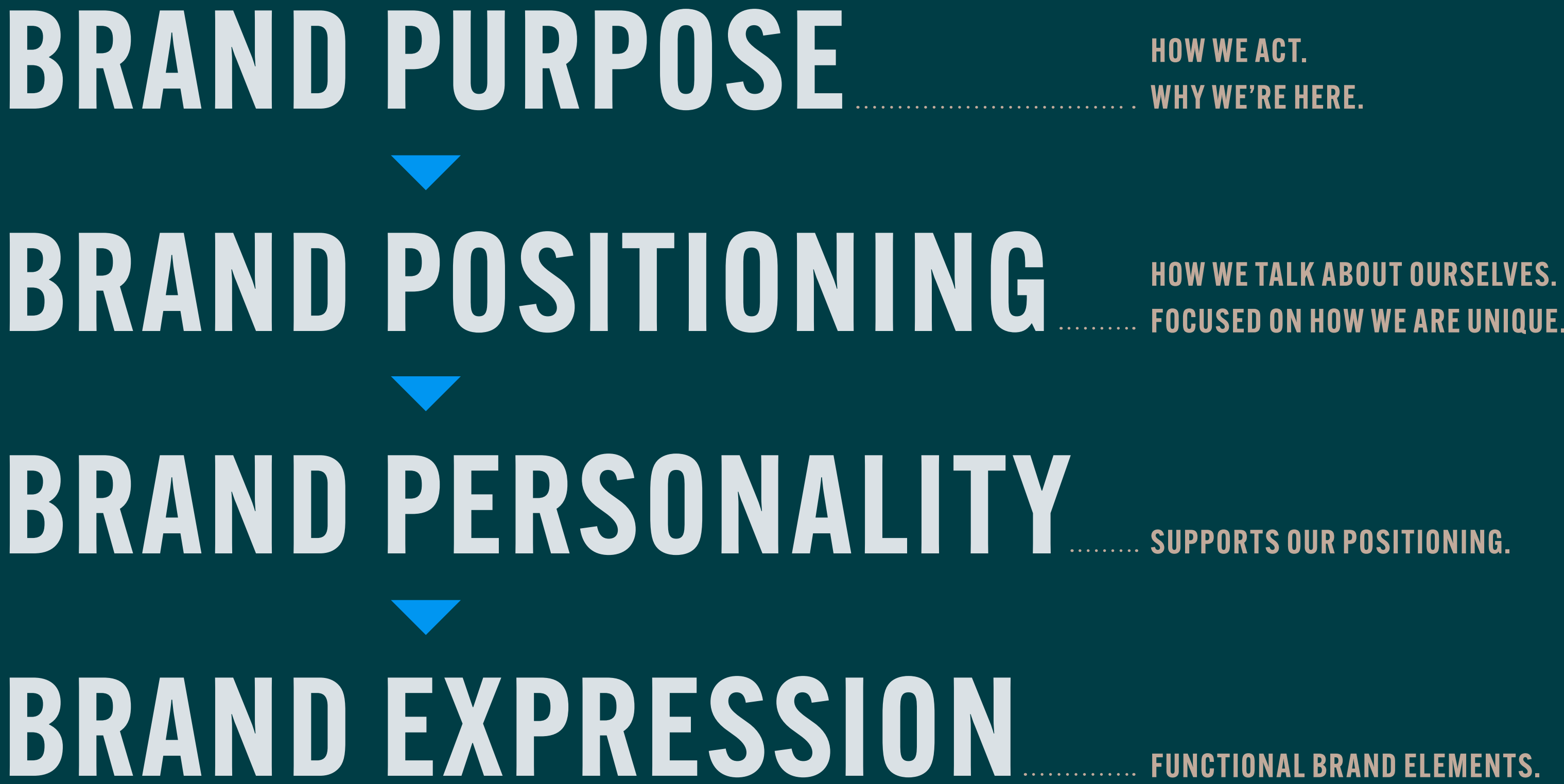
# OUR PLACE BRAND



# PLACE BRAND PLATFORM

# PLACE BRAND FRAMEWORK

These are the four  
main components  
of the Place Brand.  
Together they give  
shape to the brand  
and direction to those  
who work with it.



# PLACE BRAND PURPOSE

PURPOSE:

Pursuing opportunity, together.

Each person has their own reason for being here. Some have always been here; others are drawn here. You don't arrive here by accident – you come intentionally seeking.

This is a place of community. It always has been – we support each other in order to thrive. Because when you're here, you're part of the family.

**PURPOSE:**

# Pursuing opportunity, together.

**AS A PLACE, WE ARE BUILT ON PEOPLE DISCOVERING, CHASING AND REALIZING OPPORTUNITY.  
WITH THE WORLD'S 3RD LARGEST OIL RESERVE IN OUR REGION, OPPORTUNITY ABOUNDS HERE.  
WE INNOVATE AND SEARCH FOR NEW IDEAS. WE CREATE NEW BEGINNINGS, NEW CHAPTERS IN PEOPLES' STORIES.  
WE ARE STRENGTHENED BY INDIGENOUS CULTURE AND INDIGENOUS BUSINESSES. WE ARE LEADERS IN RESILIENCY,  
NAVIGATING EVERYTHING TOGETHER. WE LOOK FOR WHAT'S NEXT AND ALONG THE WAY WE BECOME STRONGER AND  
MORE VIBRANT AS A FAMILY OF COMMUNITIES.**

# PLACE BRAND FRAMEWORK

These are the four  
main components  
of the Place Brand.  
Together they give  
shape to the brand  
and direction to those  
who work with it.

**BRAND PURPOSE** Pursuing opportunity, together.  
HOW WE ACT. WHY WE'RE HERE.

**BRAND POSITIONING** ..... HOW WE TALK ABOUT OURSELVES.  
FOCUSED ON HOW WE ARE UNIQUE.

**BRAND PERSONALITY** ..... SUPPORTS OUR POSITIONING.

**BRAND EXPRESSION** ..... FUNCTIONAL BRAND ELEMENTS.

# PLACE BRAND POSITIONING

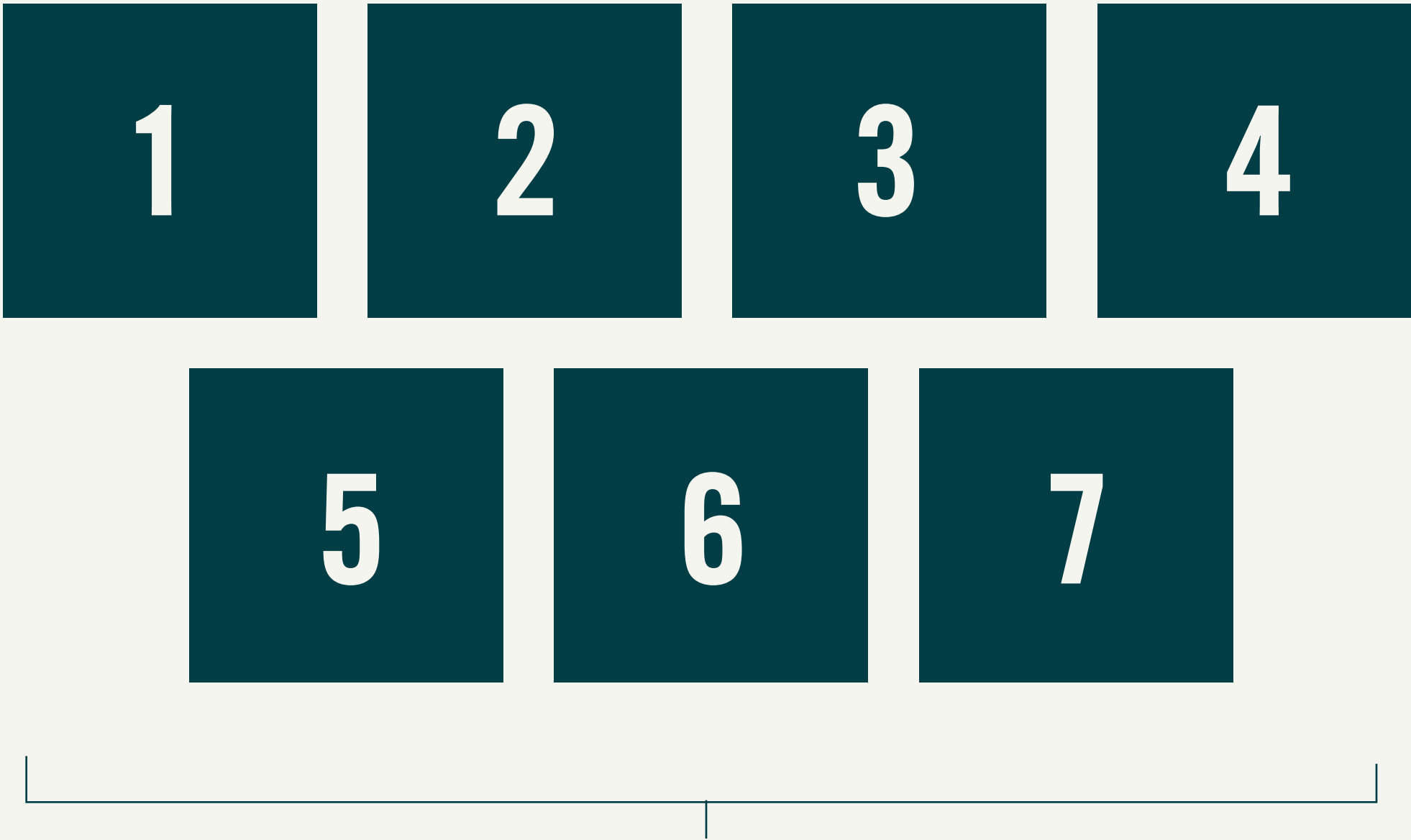


# PLACE BRAND POSITIONING

Our main Place Brand Positioning is comprised of our overall positioning statement supported by our Building Blocks.

# BRAND POSITIONING

## MAIN BRAND POSITIONING STATEMENT



## PLACE BRAND BUILDING BLOCKS

These are the primary assets and strengths of the place we will use in combination to define and support our positioning.

## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE OF INCREDIBLE ECONOMIC OPPORTUNITY

WE ARE HOME TO THE WORLD'S 3RD LARGEST OIL RESERVE. AND WITH THAT GIFT, ECONOMIC OPPORTUNITY IS BOUNTIFUL. WE ARE THE ECONOMIC ENGINE OF CANADA THAT CONTRIBUTES MEANINGFULLY TO THE LIVES OF ALL CANADIANS, WHETHER THEY KNOW IT OR NOT. WE PROVIDE ACCESS TO EXTRAORDINARY CAREER OPPORTUNITIES - ACCELERATING CAREER PATHS, INCREASING EARNING POTENTIAL OR STARTING AN ENTREPRENEURIAL VENTURE.

## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE FOR FAMILIES

WE ARE BUILT FOR FAMILIES TO THRIVE. OUR COMMUNITIES ARE DESIGNED AROUND FAMILY LIFE, OFFERING EVERYTHING FROM ABUNDANT PLAYGROUNDS, TO ENDLESS NATURE TRAILS, TO NORTH AMERICA'S LARGEST REC CENTRE. IT'S WHY PEOPLE CHOOSE TO START OR RAISE THEIR FAMILIES HERE - ENJOYING FINANCIAL OPPORTUNITIES, STRONG EDUCATION, AND MEANINGFUL ARTS AND CULTURE. OUR FAMILIES ARE CONNECTED AND NURTURED BY THE FRIENDSHIPS, COMMUNITY GROUPS AND SHARED EXPERIENCES THAT BRINGS US TOGETHER. AND HERE, THROUGH OUR UNWAVERING COMMITMENT TO SUPPORT ONE ANOTHER, FRIENDS BECOME FAMILY.

## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE OF INNOVATION

PEOPLE HERE FIND SOLUTIONS TO PROBLEMS. WE LOOK FOR NEW WAYS AND NEW IDEAS TO MOVE FORWARD, BETTER THAN BEFORE. OUR YOUTH BRING A SPIRIT OF PLAYFULNESS WITH A DESIRE TO LEARN AND PUSH THE LIMITS OF WHAT IS. INNOVATION IS AT THE CORE OF OUR INDUSTRY - DRIVING FORWARD THE ECONOMIC ENGINE OF CANADA AND INTRODUCING NEW TECHNOLOGIES TO THE WORLD. HERE WE PAIR INDIGENOUS KNOWLEDGE AND STEWARDSHIP WITH WESTERN SCIENCE CREATING EXTRAORDINARY ENVIRONMENTAL AND RECLAMATION ADVANCES. COME HERE WITH YOUR CHALLENGES, YOUR IDEAS, YOUR ENERGY - AND WE'LL MAKE IT HAPPEN, TOGETHER.

## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE OF REMARKABLE INDIGENOUS STRENGTH

OUR REGION'S STRONG DENE, CREE, AND METIS COMMUNITIES ARE RICH IN COLLABORATIVE SPIRIT AND HISTORICAL, CULTURAL AND ECONOMIC IMPORTANCE. FLOURISHING THROUGH ECONOMIC PARTICIPATION THAT SHOWS A PATH FORWARD FOR THE REST OF CANADA AND PROVIDES STRENGTH TO OUR ECONOMY. WE REPRESENT TWO PATHS - TRADITION AND INNOVATION, BRIDGING HISTORY AND THE JOURNEY FORWARD. WE ARE A PLACE OF DEEP CULTURE AND TRADITION THAT GOES BACK TO BEFORE THE FUR TRADE YET TIED TO A PLACE OF EXTRAORDINARY NATURAL RESOURCE DEVELOPMENT. WHILE HONOURING THE LAND, WE'VE BECOME FOUNDATIONAL TO PROSPERITY HERE, THROUGH LEADERSHIP, PRIDE, AND A RETURN TO THE INDIGENOUS WAY OF KNOWING.

## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE OF NATURAL WONDER

WELCOME TO THE PLACE OF MAJESTIC LAND AND SKY. NATURE HERE IS BREATHTAKING. ENDLESS BOREAL GREEN, COLLIDING RIVERS, AND BOUNTIFUL WILDLIFE AWAIT YOU - ALL ON THE DOORSTEP OF THE WOOD BUFFALO NATIONAL PARK, A UNESCO WORLD HERITAGE SITE. NATURE'S MOST BRILLIANT LIGHT SHOW DANCES IN OUR SKIES WHILE OUR VAST WILDERNESS IS ENDLESSLY UNEXPECTED - THE LAKES, THE WINTER ROAD, THE BOREAL FOREST, SAND DUNES (YES, ACTUAL SAND DUNES!) - ALL THIS AND MORE COMES TOGETHER CAPTIVATING EVERY ADVENTURER'S SPIRIT.



## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE OF STRONG COMMUNITY SPIRIT

THERE IS A FEELING OF COMMUNITY HERE LIKE NO OTHER PLACE. THERE IS A DESIRE TO HELP ONE ANOTHER, SUPPORT ONE ANOTHER AND SPREAD A LITTLE KINDNESS IN EACH OTHERS' LIVES. WE HAVE DISCOVERED THAT COMPASSION IS AT THE HEART OF OUR COMMUNITY. OUR REGION HAS A PROUD HISTORY OF SUPPORTING EACH OTHER THROUGH DIFFICULT CIRCUMSTANCES AND WHEN DISASTER STRIKES. WE VOLUNTEER COUNTLESS HOURS, GIVING FREELY OF OUR TIME, OUR TALENTS AND OURSELVES- AS YOU'D EXPECT FROM ONE OF THE MOST GENEROUS COMMUNITIES IN CANADA. TOGETHER, WHATEVER YOUR JOURNEY LOOKS LIKE- EXPERIENCE THE DEEP SENSE OF BELONGING HERE.



## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

# A PLACE OF DIVERSITY

HERE YOU FIND THE DIVERSITY OF CULTURE, ETHNICITY, AND LANGUAGE THAT YOU'D EXPECT IN A BIG CITY, BUT IS EMBRACED BY A WELCOMING AND INCLUSIVE COMMUNITY THAT EXUDES THE WARMTH OF A SMALLER TOWN. SOME OF US ARE INDIGENOUS TO THIS LAND, SOME OF US CAME TO FORT MCMURRAY FROM CANADA'S BIGGEST CITIES AND SOME OF US ARE SMALL-TOWN PEOPLE FROM AROUND THE WORLD: RURAL NEWFOUNDLAND, VILLAGES IN THE PHILIPPINES, GHANA, IRELAND, JAMAICA, AND 60 OTHER COUNTRIES. IT DOESN'T MATTER WHERE YOU ARE FROM - ALL OF US ARE WELCOME, AS WE ARE.

## PLACE BRAND BUILDING BLOCKS

Our building blocks represent the main assets of the place we will lean on to build the place brand.

**A PLACE OF INCREDIBLE ECONOMIC OPPORTUNITY**

**A PLACE FOR FAMILIES**

**A PLACE OF INNOVATION**

**A PLACE OF REMARKABLE INDIGENOUS STRENGTH**

**A PLACE OF NATURAL WONDER**

**A PLACE OF STRONG COMMUNITY SPIRIT**

**A PLACE OF DIVERSITY**

POSITIONING:

We are naturally enriched.

POSITIONING:

We are naturally enriched  
because of...

**THE OIL THAT LITERALLY SEEPS OUT OF THE GROUND.**

POSITIONING:

We are naturally enriched  
because of...

**THE INDIGENOUS COMMUNITIES AND PARTNERSHIPS THAT  
SUPPORT OUR REGION.**

POSITIONING:

We are naturally enriched  
because of...

**THE VIBRANT COMMUNITY THAT EMBRACES EACH OTHER  
REGARDLESS OF BACKGROUND.**

POSITIONING:

We are naturally enriched  
because of...

**THE WILDLIFE AND NATURAL BEAUTY THAT IS OUR REGION.**



POSITIONING:

We are naturally enriched  
because of...

**THE FRIENDS THAT BECOME FAMILY HERE.**

# PLACE BRAND FRAMEWORK

These are the four  
main components  
of the Place Brand.  
Together they give  
shape to the brand  
and direction to those  
who work with it.

**BRAND PURPOSE** Pursuing opportunity, together.  
HOW WE ACT. WHY WE'RE HERE.

**BRAND POSITIONING** We are Naturally Enriched.  
HOW WE TALK ABOUT OURSELVES. FOCUSED  
ON HOW WE ARE UNIQUE.

**BRAND PERSONALITY** ..... SUPPORTS OUR POSITIONING.

**BRAND EXPRESSION** ..... FUNCTIONAL BRAND ELEMENTS.

# PLACE BRAND PERSONALITY

# PLACE BRAND PERSONALITY

## HARD-WORKING

WE. WORK. HARD. We put in the long hours, take extra shifts or the second job. We make the most of opportunities by rolling up our sleeves and making it happen through sheer determination and effort.

## GIVING

We give freely of our time, our talents and ourselves – supporting one another as family. When our neighbours need support, we're there. When disaster strikes one of us, it strikes us all – because we care for each other as much as we care for this place we call home.

## TENACIOUS

We don't quit. There's no sitting on the sidelines here. We believe in ourselves and our ideas. And we push until we get it right. Because of who we are, when we get knocked down, we come back stronger.

## INNOVATIVE

We search for better ways and forge new paths. We embrace fresh ideas and how they can make things better for us and the world. Bring us your impossible, we will make it happen, together.

## BOLD

We take a strong, confident approach moving forward into new areas and new challenges. Leading with courage, sure of who we are and our role as Canada's economic engine.

# PLACE BRAND FRAMEWORK

These are the four main components of the Place Brand. Together they give shape to the brand and direction to those who work with it.

**BRAND PURPOSE** Pursuing opportunity, together.  
HOW WE ACT. WHY WE'RE HERE.



**BRAND POSITIONING** We are Naturally Enriched.  
HOW WE TALK ABOUT OURSELVES. FOCUSED ON HOW WE ARE UNIQUE.



**BRAND PERSONALITY** Hard-working, giving, tenacious, innovative, bold.  
SUPPORTS OUR POSITIONING.



**BRAND EXPRESSION** ..... FUNCTIONAL BRAND ELEMENTS.



# PLACE BRAND NAME

# Fort McMurray Wood Buffalo

Combining our urban and rural strengths, this name represents the unity of the region - how they only exist together. Fort McMurray is the name recognized around the globe and Wood Buffalo is the legs that supports our jurisdictional advantages. Much like Dallas Fort Worth and Minneapolis-Saint Paul where a region is known for multiple strengths, Fort McMurray Wood Buffalo leverages the best we have to offer, together as one.



# PLACE BRAND EXPRESSIONS

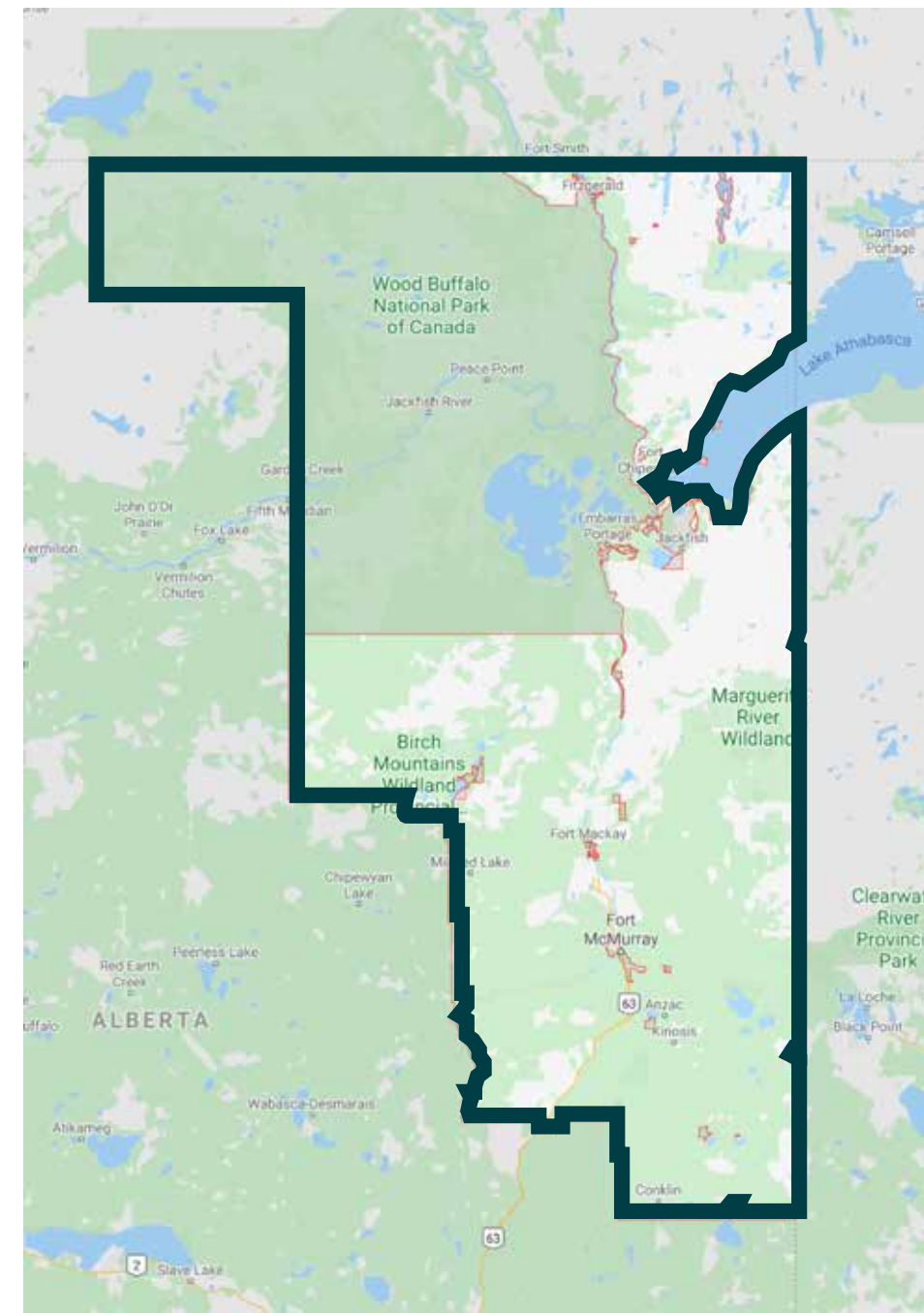


PRIMARY PLACE BRAND LOGO

# LOGO ICON INSPIRATION

The geographically inspired icon can act as a distinct and functional brand element that not only reminds audiences of the place location but also mirrors the 'F' in 'Fort McMurray' which holds substantial brand equity in the global market.

GOOGLE MAP



RMWB MAP



INSPIRED GRAPHIC ICON





# PLACE BRAND COLOUR

MINERAL

INDUSTRY

STARRY NIGHT

BIG  
SKY

AURORA

BOREAL

EVERGREEN

TRAIL

SAND

BIRCH

A colour palette inspired by the place.

THIS IS SAND.  
BIG SKY &  
EVERGREEN.

SNOW DRIFT ON BIRCH



SNOW DRIFT ON  
BIG SKY.

TEXT COLOUR SAMPLE  
No. 5

BIRCH  
ON  
BOREAL.



Aurora  
& SAND ON STARRY NIGHT



# PLACE BRAND IMAGERY



IMAGERY:

# Building Blocks Image Library

ECONOMIC OPPORTUNITY    FAMILY    INNOVATION    INDIGENOUS STRENGTH

NATURAL WONDER    COMMUNITY    DIVERSITY





# ECONOMIC OPPORTUNITY





# FAMILY





# INNOVATION





# INDIGENOUS STRENGTH



# NATURAL WONDER







# COMMUNITY





# DIVERSITY





# PLACE BRAND VOICE

# VOICE

## CONFIDENCE PAIRED WITH HUMILITY

We are real and true to ourselves. When we talk we have a contagious confidence. We speak with perseverance in our minds and passion in our hearts. We are proud yet humble.

# HOW WE SAY IT.

We use simple language that's easy to understand. We say more with less. We speak honestly and directly. Our voice is never passive, always inspiring yet never boastful. We honour the power of a story. Respectful of our important history and grateful for everything we have - the words we choose unite us.

# WHY WE SAY IT.

We use the word 'unite' as everyone, from every corner of the region, is represented in our language and ideas, because we accomplish everything together. Our humility is born from our gratefulness and respect for one another. And we have a yearning deep within to build each other up and inspire others to do the same.



# PLACE BRAND APPLICATION



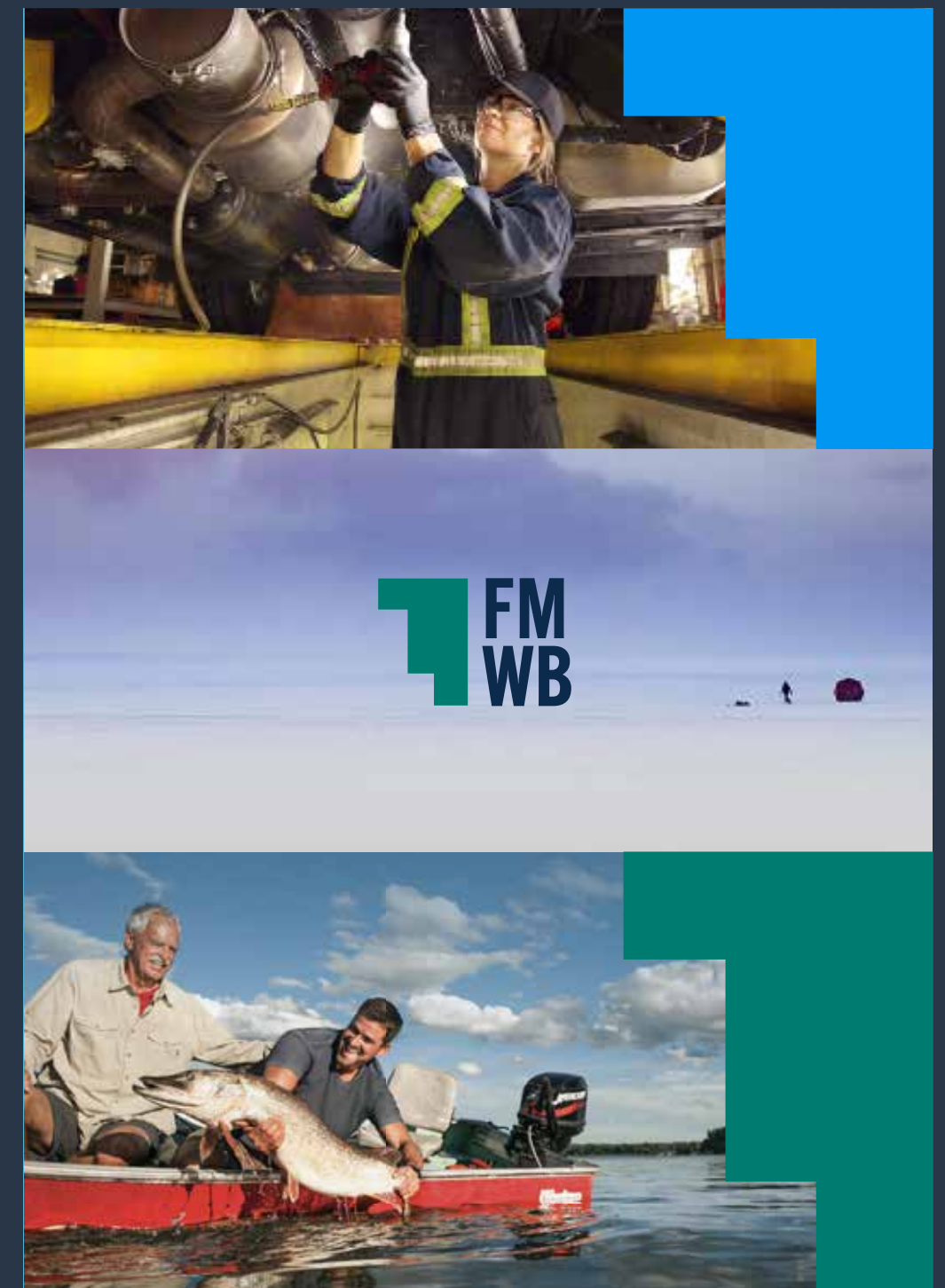




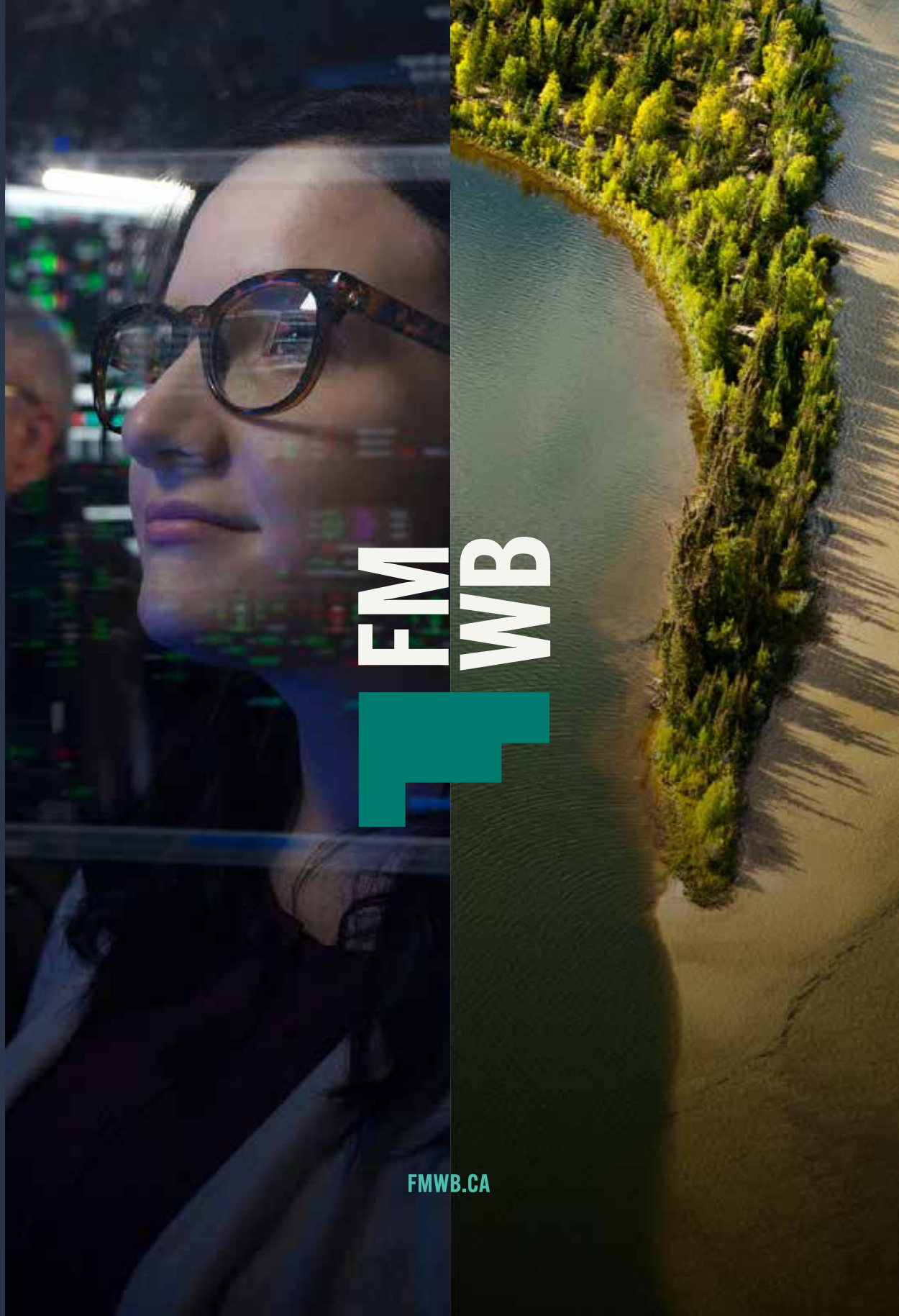
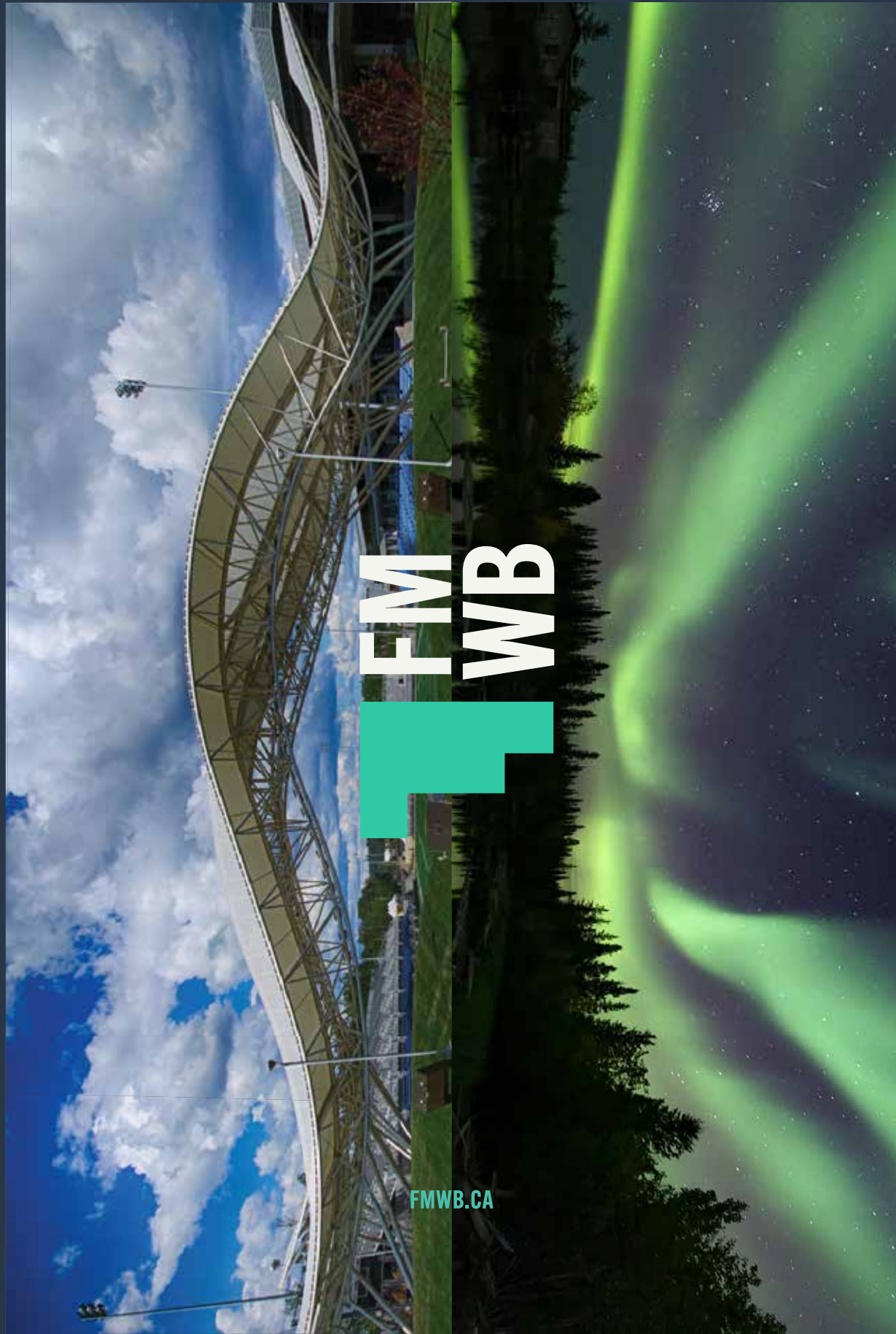


WE'RE  
NOT  
GOING  
ANYWHERE.  
AND THAT  
COULD  
REALLY  
TAKE YOU  
SOMEWHERE.

#LIVEFMWB









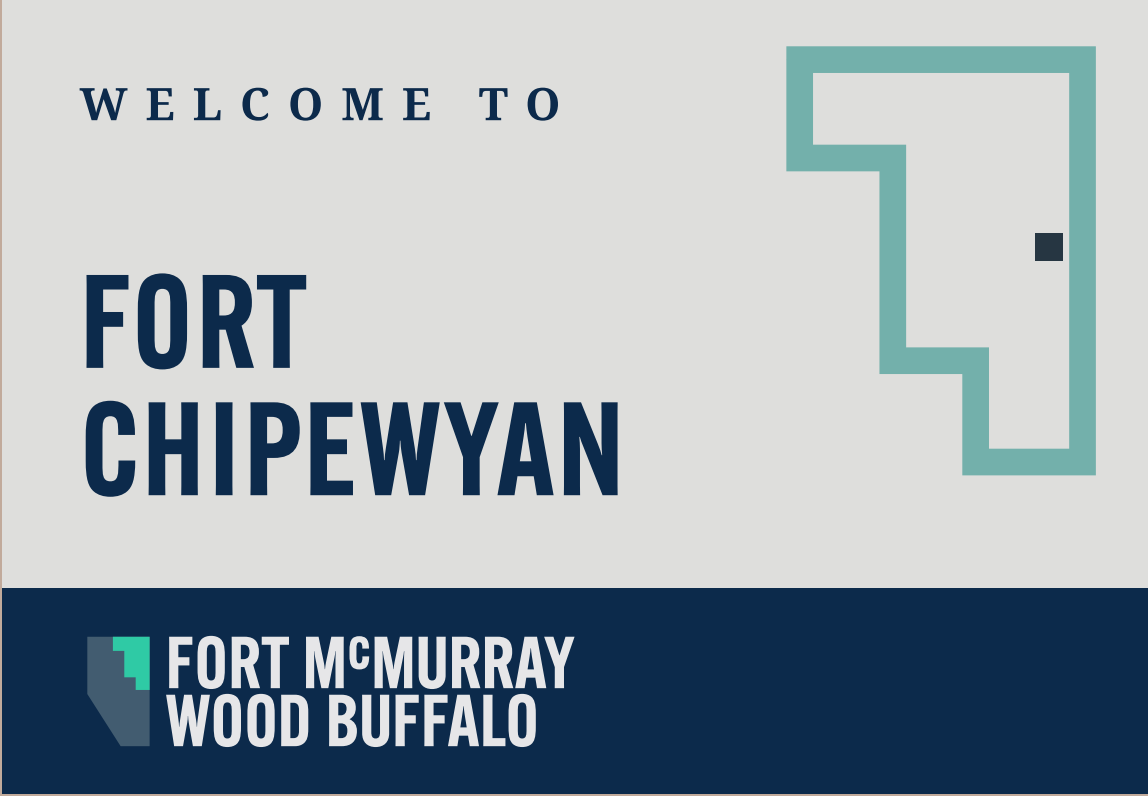
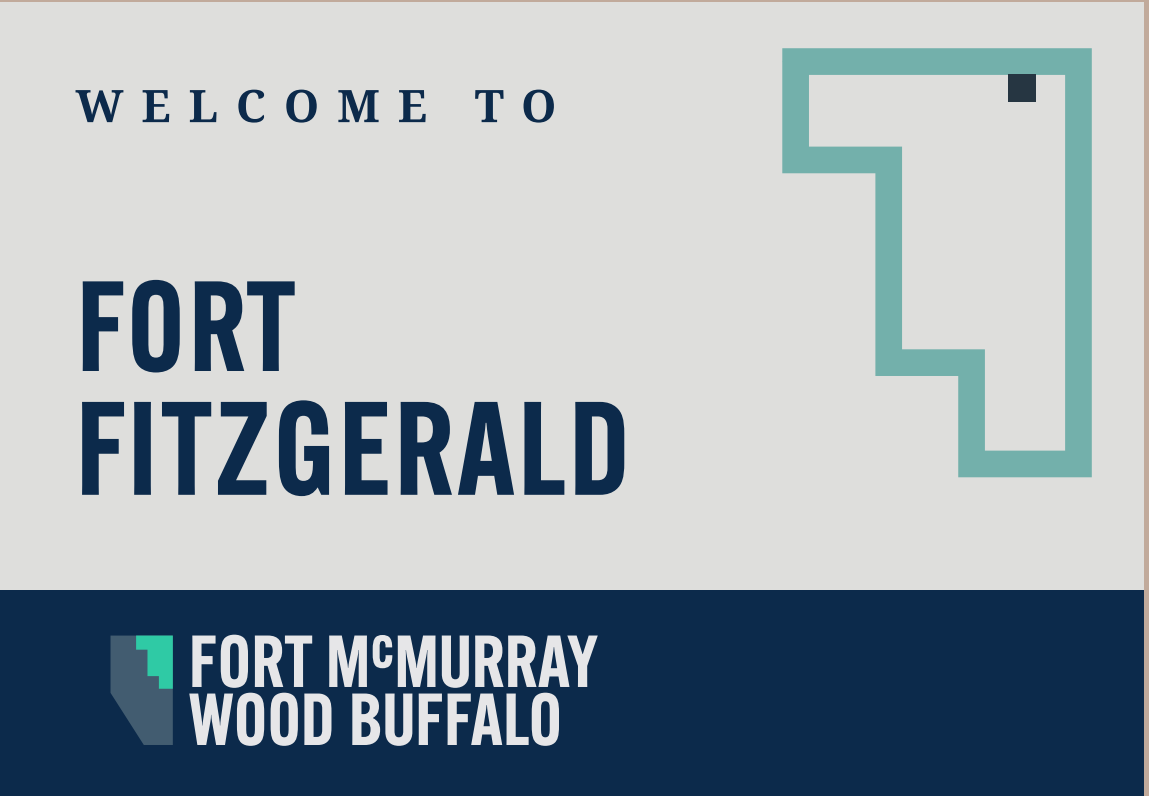
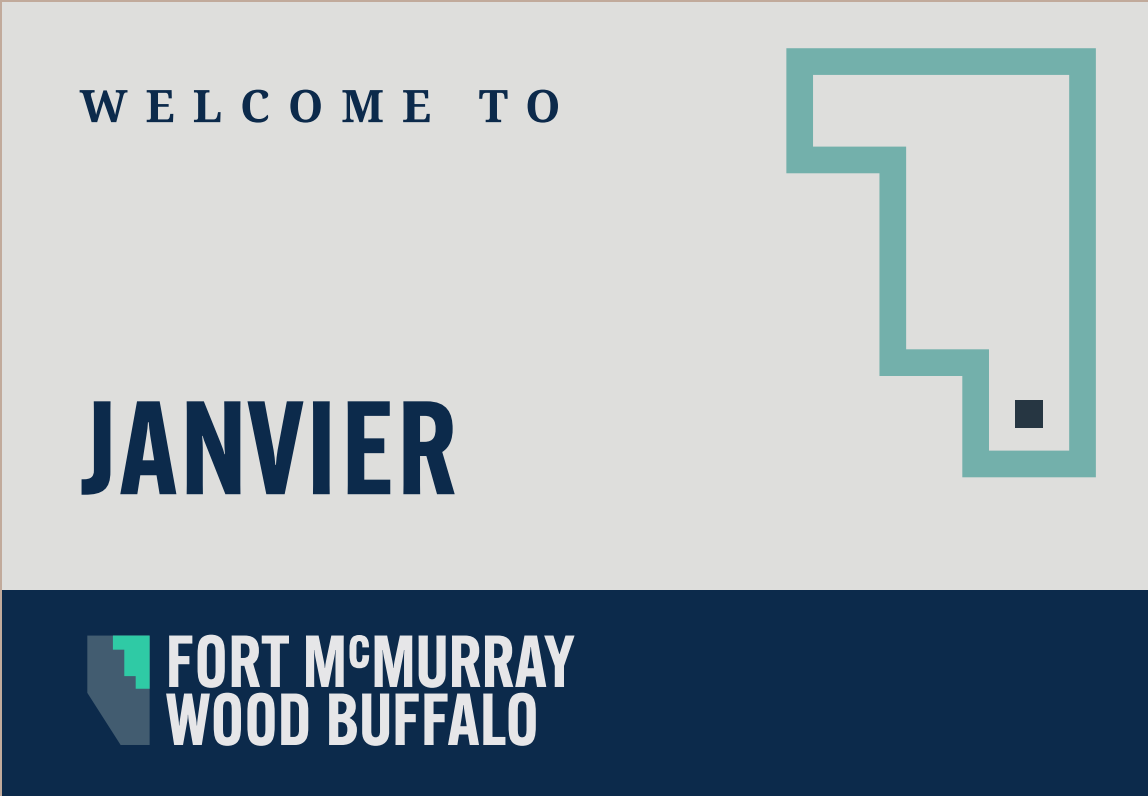
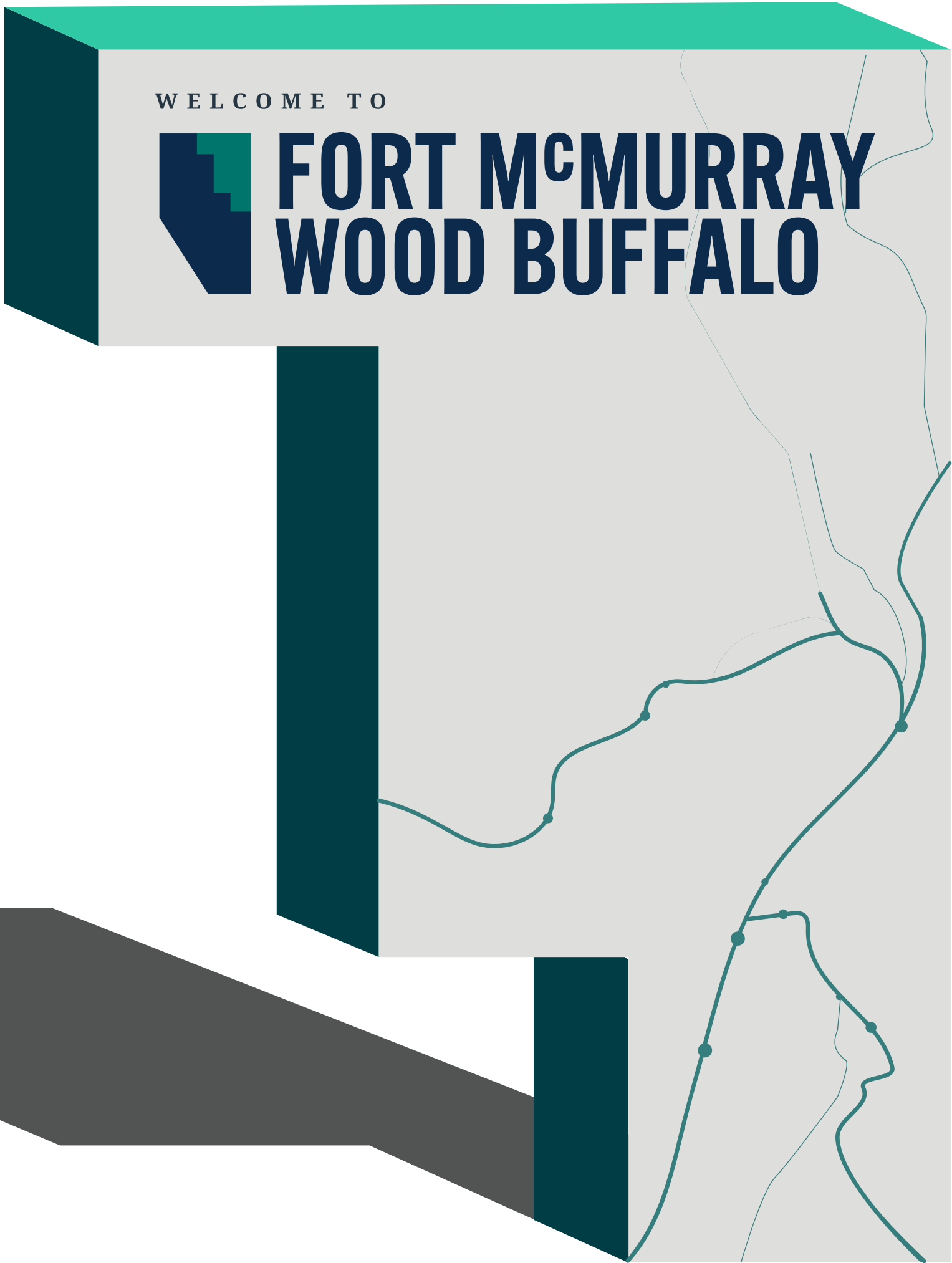


ONE WAY  
→

FORT McMURRAY  
WOOD BUFFALO

#LIVEFMWB









**BRAND PURPOSE**  
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FUNCTIONAL BRAND ELEMENTS.



# NEXT STEPS