

**Subject: Bylaw No. 18/010 - Land Use Bylaw Text Amendment Sign Provisions for the Parks and Recreation District****APPROVALS:****Annette Antoniak**\_\_\_\_\_  
Director\_\_\_\_\_  
Chief Administrative Officer**Recommended Motion:**

THAT Bylaw No. 18/010, being a text amendment to the Land Use Bylaw specific to Part 7A – Rural Servicing Sign Provisions be read a first time; and

THAT the public hearing be scheduled for June 12, 2018.

**Summary:**

The Planning and Development Department received an application on January 3, 2018 for a text amendment to Appendix B of Part 7B of the Land Use Bylaw 99/059.

The applicant is proposing a site-specific amendment to add “Billboards” as a Discretionary Use to the ‘PR - Parks and Recreation District’. If approved, Billboards will be a Discretionary Use in the following quarter-sections:

1. SW ¼ - 7- 90-9-4
2. NW ¼ - 7- 90-9-4
3. SW ¼ - 18- 90-9-4
4. NW ¼ - 18- 90-9-4
5. SW ¼ - 19- 90-9-4
6. NW ¼ - 19- 90-9-4
7. SW ¼ - 7- 91-9-4

The map in Attachment 1 shows the location of these quarter-sections. The authority to amend the Land Use Bylaw is vested with Council under the *Municipal Government Act*.

### **Background:**

In June 2017, the Planning and Development department received information about unauthorized construction of billboard signs along Highway 63 north. The applicant had constructed eight billboard signs without municipal approval, therefore a Stop Order was issued on July 7, 2017 to cease all work.

The applicant informed the Planning and Development department that the required approvals from Alberta Transportation had been issued. Attachment 1 shows the location of the signs constructed by the applicant without Development or Building Permits.

The land where the signs are installed is designated 'PR - Parks and Recreation District' where Billboards are not a Permitted Use. The applicant is seeking to amend the Land Use Bylaw to add Billboards as a Discretionary Use on the quarter sections where Alberta Transportation has accorded approval to install these signs.

A written notice was mailed out to the adjacent property owners and no objections/responses were received.

The open house for the Land Use Bylaw amendment was advertised in the local newspaper on January 19, 2018 and was conducted on February 7, 2018 in Fort McMurray. The applicant informed Administration that no objections were received during the open house and submitted 18 letters supporting the proposal, 17 of which were collected after the open house.

The Planning and Development department circulated the proposed Land Use Bylaw text amendment to internal and external stakeholders and there are no outstanding concerns. As part of the review process research on best practices was conducted taking into consideration existing regulations in similar sized cities in Alberta. The table below shows a comparison of regulations surrounding billboard signs in various cities:

**Table 1: Comparison of Billboard Regulations**

City	Maximum Area	Maximum Distance between two Billboard Signs	Distance between a Billboard and another Sign	Minimum Height	Maximum Height	Distance from Intersection
<b>Regional Municipality of Wood</b>	18.5 sqm	150 m	30.5 m	3 m	9.1 m	150 m

<b>Buffalo</b>						
<b>City of Grand Prairie</b>	19 sqm	300 m	30 m	2.4 m	8 m	100 m
<b>City of Red Deer</b>	19 sqm	1000 m	10 m	N/A	6.1 m	N/A
<b>City of Lethbridge</b>	19 sqm	300 m	N/A	6.1 m	N/A	100 m

Through best practice research, it was evident that the existing regulations are consistent with other cities except for distance between two billboards. In other cities this distance ranges from 300 meters to 1000 meters, however in the Municipality, the minimum distance is only 150 meters.

In rural areas and specially along highways, billboards too close to each other can distract drivers, potentially resulting in accidents. With the posted speed of 100 kilometers per hour and with a separation of 150 meters, a driver will see a billboard every 5.5 seconds, hence the concern for distracting driving. Therefore, Administration is recommending that the minimum distance between billboard signs be increased from 150 meters to 300 meters under the Land Use Bylaw. A copy of this proposed change is available in attachment 2.

### **Rationale for Recommendation:**

Administration supports adding the Billboard Use to the proposed quarter sections in the PR - Parks and Recreation District. The proposed amendment will create the opportunity to have billboard advertising along Highway 63 North and therefore it is important that the standards and regulations be improved by increasing the distance from 150m to 300m in policy 143 (6). Adding “Billboard Sign” as a Discretionary Use gives Administration the ability to review each application on a case by case basis and refuse this use if necessary.

### **Strategic Priorities:**

Pillar 1 - Building Responsible Government  
Pillar 2 - Building Balanced Regional Services  
Pillar 3 - Building a Vibrant Economy Together

Responsible Government  
Regional Economic Development

**Attachments:**

- 1. Subject Area Map**
- 2. Bylaw 18/010 Land Use Bylaw Amendment**