

# **CITY COUNCIL**

## **AGENDA**

Monday, November 27, 2017 – Council Chambers, City Hall

Call to Order: 2:30 PM  
Recess: 5:00 PM to 6:00 PM

### **1. MINUTES**

- 1.1. Confirmation of the Minutes of the November 14, 2017 Council Meeting  
(Agenda Pages 1 – 7)

### **2. POINTS OF INTEREST**

### **3. PRESENTATION**

- 3.1. Canada Winter Games - Celebration Plaza  
(Agenda Pages 8 – 11)

### **4. REPORTS**

- 4.1. 2017 Request for Tax Penalty Cancellation  
(Agenda Pages 12 – 20)
- 4.2. Downtown Business Association Annual Budget  
(Agenda Pages 21 – 44)

### **5. BYLAWS**

- 5.1. Government of Canada Building  
Bylaw to Designate Government of Canada Building, 4909 50 Street, within the

HP – Historical Preservation Overlay District  
Land Use Bylaw 3357/DD-2017

(Agenda Pages 45 – 70)

5.1.a. Consideration of First Reading of the Bylaw

5.2. Microbrewery Site Exception Bylaw 3357/CC-2017

(Agenda Pages 71 – 85)

5.2.a. Consideration of First Reading of the Bylaw

5.3. Billboard Sign Amendment  
Bylaw 3357/GG-2017

(Agenda Pages 86 – 127)

5.3.a. Consideration of First Reading of the Bylaw

## **6. ADJOURNMENT**



**UNAPPROVED - M I N U T E S**

**of the Red Deer City Council Regular Meeting  
held on, Tuesday, November 14, 2017  
commenced at 2:36 P.M.**

**PRESENT:** Mayor Tara Veer  
Councillor Buck Buchanan  
Councillor Michael Dawe  
Councillor Tanya Handley  
Councillor Vesna Higham  
Councillor Ken Johnston  
Councillor Lawrence Lee  
Councillor Frank Wong

City Manager, Craig Curtis  
Director of Communications & Strategic Planning, Julia Harvie-Shemko  
Director of Community Services, Sarah Cockerill  
Director of Corporate Services, Lisa Perkins  
Director of Development Services, Kelly Kloss  
Director of Human Resources, Kristy Svoboda  
Director of Planning Services, Tara Lodewyk  
Director of Protective Services, Paul Goranson  
City Clerk, Frieda McDougall  
Deputy City Clerk, Samantha Rodwell  
Corporate Meeting Administrator, Amber Senuk  
Council Administrative Assistant, Jody Zeniuk  
Environmental Initiatives Supervisor, Nancy Hackett

**ABSENT:** Councillor Dianne Wyntjes



## I. IN CAMERA

### I.1. Motion to In Camera - Legal Matter (FOIP 24(1)(a))

Moved by Councillor Buck Buchanan, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer agrees to enter into an In-Camera meeting of Council on Tuesday, November 14, 2017 at 2:37 p.m. and hereby agrees to exclude the following:

- All members of the media; and
- All members of the public.

to discuss a Legal Matter as protected under the Freedom of Information & Protection of Privacy Act, Section 24(1)(a).

**IN FAVOUR:** Mayor Tara Veer, Councillor Buck Buchanan, Councillor Michael Dawe, Councillor Tanya Handley, Councillor Vesna Higham, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Frank Wong

MOTION CARRIED

### I.2. Motion to Revert to Open Meeting

Moved by Councillor Buck Buchanan, seconded by Councillor Frank Wong

Resolved that Council of The City of Red Deer agrees to enter into an Open meeting of Council on Tuesday, November 14, 2017 at 3:28 p.m.

**IN FAVOUR:** Mayor Tara Veer, Councillor Buck Buchanan, Councillor Michael Dawe, Councillor Tanya Handley, Councillor Vesna Higham, Councillor Ken Johnston, Councillor Lawrence Lee,



Councillor Frank Wong

MOTION CARRIED

**2. MINUTES**

**2.1. Confirmation of the Minutes of the October 30, 2017 Regular Council Meeting**

Moved by Councillor Lawrence Lee, seconded by Councillor Michael Dawe

Resolved that Council of The City of Red Deer hereby approves the Minutes of the October 30, 2017 Regular Council Meeting as transcribed.

**IN FAVOUR:** Mayor Tara Veer, Councillor Buck Buchanan, Councillor Michael Dawe, Councillor Tanya Handley, Councillor Vesna Higham, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Frank Wong

MOTION CARRIED

**2.2. Confirmation of the Minutes of the October 30, 2017 Organizational Meeting.**

Moved by Councillor Lawrence Lee, seconded by Councillor Vesna Higham

Resolved that Council of The City of Red Deer hereby approves the Minutes of the October 30, 2017 Organizational Meeting as transcribed.

**IN FAVOUR:** Mayor Tara Veer, Councillor Buck Buchanan, Councillor Michael Dawe, Councillor Tanya Handley, Councillor Vesna Higham, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Frank Wong

MOTION CARRIED



### 3. PRESENTATION

#### 3.1. Turning Point

Stacey Carmichael, Executive Director, Rebecca Hare, Project Consultant Supervisor and Sarah Fleck, Nursing Manager provided an update to Council.

### 4. REPORTS

#### 4.1. Supervised Consumption Services

Moved by Councillor Buck Buchanan, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer hereby agrees to lift from the table consideration of Comprehensive Strategy: Substance Abuse – Supervised Consumption Services in Red Deer.

**IN FAVOUR:** Mayor Tara Veer, Councillor Buck Buchanan, Councillor Michael Dawe, Councillor Tanya Handley, Councillor Vesna Higham, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Frank Wong

MOTION TO LIFT FROM THE TABLE CARRIED

Moved by Councillor Buck Buchanan, seconded by Councillor Tanya Handley

Resolved that Council of The City of Red Deer having considered the report from the City Manager's Office, dated September 26, 2017 re: Comprehensive Strategy: Substance Abuse hereby supports the following advocacy position and actions: Supervised Consumption Services in Red Deer

- That administration report to City Council by November 30, 2017 on the land use and development process for Supervised Consumption Services in Red Deer including options for process, consultation, development authorities and locational criteria.

**IN FAVOUR:** Mayor Tara Veer, Councillor Buck Buchanan, Councillor Michael Dawe, Councillor Tanya Handley, Councillor Vesna Higham,



Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Frank Wong

MOTION CARRIED

Council recessed at 5:25 p.m. and reconvened at 5:40 p.m.

**4.2. Environmental Master Plan 2016 Annual Report**

Council accepted this report as information.

**4.3. Watershed Metric for Pharmaceuticals**

Council accepted this report as information.

**5. NOTICES OF MOTION**

**5.1. Notice of Motion Submitted by Councillor Paul Harris  
Re: Reconsideration of Second Reading of Bylaw 3357/U-2017 a Land  
Use Bylaw Amendment for a site exception at 5334-43 Ave in the  
Woodlea Neighbourhood**

In accordance with the Municipal Government Act, Councillor Michael Dawe and Councillor Vesna Higham recused themselves from the meeting as they were not part of the Public Hearing process Councillor Dawe and Councillor Higham left Council Chambers at 5:57 p.m.

Moved by Councillor Buck Buchanan, seconded by

Resolved that Council of The City of Red Deer hereby agrees to lift from the table consideration of the Notice of Motion Submitted by Councillor Paul Harris Re: Notice of Motion – Reconsideration of Second Reading of Bylaw 3357/U-2017 (a Land Use Bylaw Amendment for a site exception at 5334-43 Avenue in the Woodlea Neighbourhood.

As the motion received no seconder the motion died on the floor.



Councillor Michael Dawe and Councillor Vesna Higham returned to Council Chambers at 6:00 p.m.

## 6. ADDITION TO THE AGENDA

Moved by Councillor Lawrence Lee, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer hereby agrees to add consideration of an item as considered In Camera to the Tuesday, November 14, 2017 City Council Agenda.

**IN FAVOUR:** Mayor Tara Veer, Councillor Buck Buchanan, Councillor Michael Dawe, Councillor Tanya Handley, Councillor Vesna Higham, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Frank Wong

MOTION TO ADD TO THE AGENDA CARRIED

Moved by Councillor Tanya Handley, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer having considered an In Camera Legal Matter hereby endorses Option 2 as submitted to the In-Camera meeting on Tuesday, November 14, 2017 and agrees that the contents of the information presented will remain confidential as protected by the Freedom of Information and Protection of Privacy Act Section 24(1)(a).

**IN FAVOUR:** Mayor Tara Veer, Councillor Michael Dawe, Councillor Tanya Handley, Councillor Vesna Higham, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Frank Wong

**OPPOSED:** Councillor Buck Buchanan

MOTION CARRIED



**7. ADJOURNMENT**

Moved by Councillor Tanya Handley, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer hereby agrees to adjourn the Tuesday, November 14, 2017 Regular Council Meeting of Red Deer City Council at 6:02 p.m.

**IN FAVOUR:** Mayor Tara Veer, Councillor Buck Buchanan, Councillor Michael Dawe, Councillor Tanya Handley, Councillor Vesna Higham, Councillor Ken Johnston, Councillor Lawrence Lee, Councillor Frank Wong

MOTION CARRIED

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MAYOR

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CITY CLERK



November 20, 2017

City of Red Deer  
% Craig Curtis, City Manager

RE: Canada Winter Games Celebration Plaza

Dear Mr. Curtis,

As you know the 2019 Canada Games Host Society has been continuing to build the vision and creating the plans required for the 2019 Games Celebration Plaza capital project. We plan on attending the November 27th City Council meeting where we will share the vision for this project and to provide an update on our progress to date.

Attached to this letter you will find drawings that provide an overview of the projected improvements. The first phase is effectively everything the City of Red Deer has provided funds for us to do. The second phase may or may not be done as it is contingent on our ability to raise the funds to cover these additional costs. On the November 27th City Council meeting we will provide a more detailed presentation into the vision and planned changes to occur within each of the aforementioned phases.

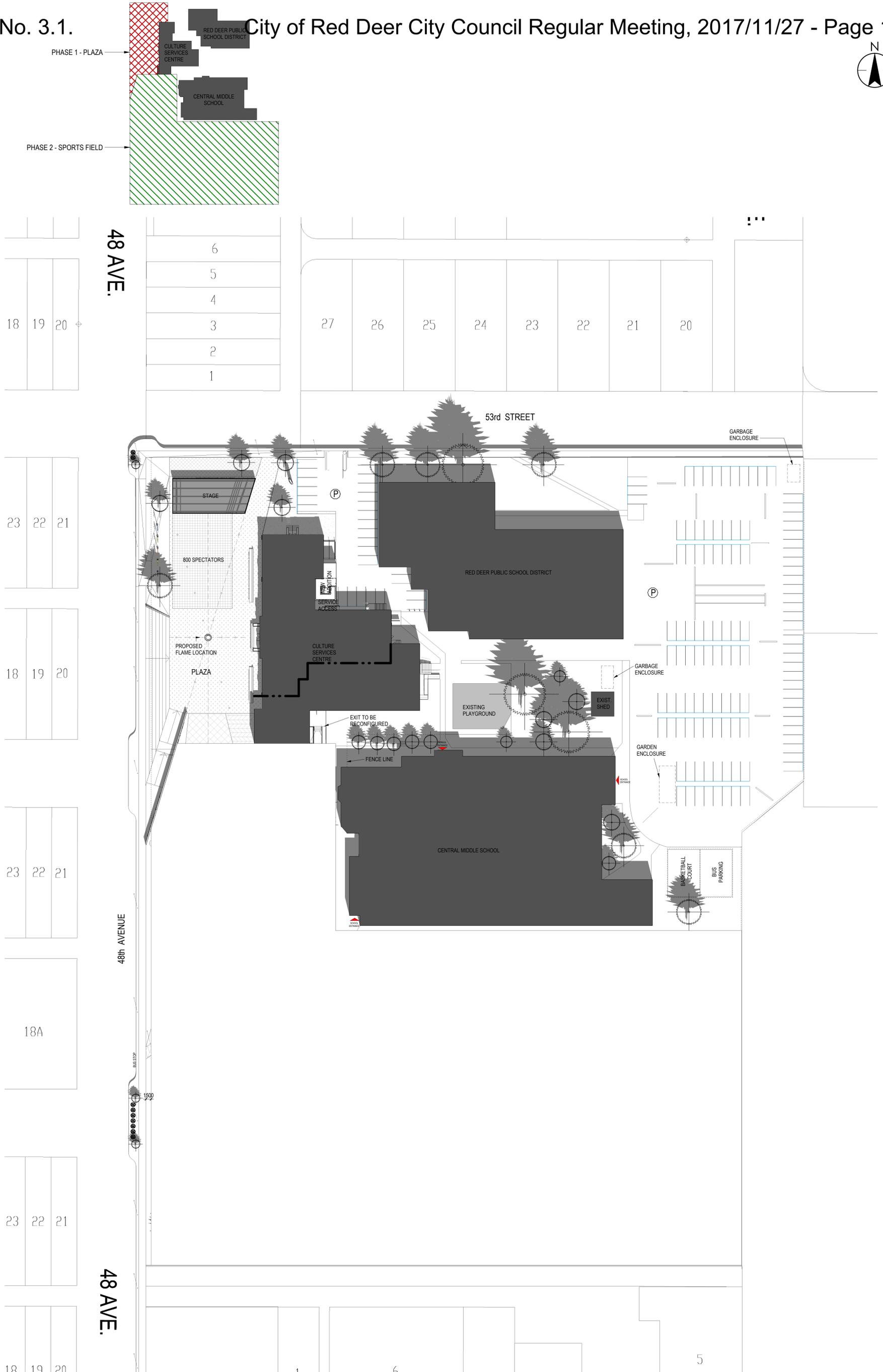
Sincerely,

Scott Robinson  
Chief Executive Officer  
2019 Canada Winter Games

Encl.



OVERALL SITE PLAN  
1:500



SITE PLAN - PHASE 1  
1:500



SITE PLAN - PHASE 2  
1 : 500



November 27, 2017

## **2017 Request for Tax Penalty Cancellation**

Revenue and Assessment Services

### **Report Summary & Recommendation**

The City has received one request for property tax penalty cancellation for the 2017 tax year. Administration has reviewed the request and associated account in accordance with the Council Policy for Property Tax Cancellation in the preparation of this report to Council. The Property Tax Cancellation Policy states that Council will only consider tax relief for penalty cancellation when the responsibility for the penalty being incurred rests with The City.

#### **Recommendation:**

Based on administration's findings, the penalties were correctly imposed and therefore administration respectfully recommends that the tax penalties applied under this request not be waived and remain payable by the property owner.

#### **City Manager Comments:**

I recommend that Council follow current policy and deny the request.

Craig Curtis  
City Manager

#### **Proposed Resolution:**

Resolved that Council of The City of Red Deer, having considered the report from Revenue and Assessment Services dated November 27, 2017 re: 2017 Request for Tax Penalty Cancellation hereby agrees that the property tax penalties applied to Roll #30001442395 – 19-939 Ramage Crescent not be waived.

**Background:**

The Municipal Government Act (MGA) mandates that only Council has the statutory authority to make the decision to cancel, reduce or defer taxes provided it is equitable to do so.

In determining whether to consider property tax cancellation, the Governance guiding Council's decision making is:

1. Generally Accepted Principles of Taxation:
  - Fairness and equity to all taxpayers
  - Sustainability of revenues raised
  - Simplicity, transparency and efficiency of the tax system
  - Predictability and stability
  - Competitiveness
2. Council's previous direction in the adoption of:
  - Property Tax Cancellation Policy
  - Tax Penalty Bylaw 3546
  - Tax Instalment Plan Bylaw 3547/2015
3. Other legislated and legal requirements
  - Payment Canada rules

The Tax Instalment Plan Bylaw 3547/2015 provides taxpayers with the option of making monthly instalments on their tax account. The plan allows taxpayers to spread the payments across the calendar year without incurring penalties, provided their account is in good standing. Taxpayers can enroll in the Tax Instalment Plan (TIP) if, on the date of the application, all Taxes due, tax arrears, and penalties owed to the City by the taxpayer have been paid.

The Council Policy for Property Tax Cancellation directs Administration to bring forward all requests for property tax penalty cancellation to Council in the last quarter of the year. Based on direction from the Council Policy, the property owner is ultimately responsible to ensure that payment is received by The City. To ensure fairness and equity for all taxpayers, Council has typically not cancelled penalties for similar requests in the past.

**Property tax cancellation request:**

**Roll:** 30001442395

**Penalty Date:** July 1, 2017

**Penalty Amount:** \$207.99

On June 2, 2017 the taxpayer came in to City Hall to sign up for the Tax Instalment Plan (TIP). Administration explained to the taxpayer how the program works, provided the Terms and Conditions of the plan, and advised that an initial payment would need to be made for the prorated portion of the current year taxes by June 15, 2017 in order for the application to be processed. Payment Canada requires a payer to enter into a contractual payment agreement with the City in order to authorize the City to withdraw funds from their bank account. These rules are in place for the consumer's protection to prevent the City from withdrawing amounts without the citizen's explicit permission. To establish a valid payment agreement by the June 30 deadline, the Tax Instalment Plan Bylaw 3547/2015 requires a

taxpayer to enter into the agreement no later than June 15. Current year taxes are for the fiscal year, therefore anyone signing up past January needs to make up the prorated portion in order to join the program mid-year.

An initial payment was not provided by the taxpayer and an email was sent on June 27, 2017 to inform them the TIP application was not processed due to the initial payment not received by June 15 and that taxes were due in full June 30, 2017. Payment had not been received on the account by June 30, 2017 and penalties of \$207.99 were applied to the account on July 1, 2017 in accordance with the Tax Penalty Bylaw 3546/2015.

The attached Tax Cancellation Form was completed by the taxpayer on July 17, 2017 (redacted of personal information).

The attached letter sent to the taxpayer on August 1, 2017, summarizes Administration's findings (redacted of personal information).

 THE CITY OF <b>Red Deer</b>	Council Policy	
	Property Tax Cancellation	
	Policy Type: GOVERNANCE PROCESS	GP-F-2.4

- 1 As stated in MGA 347(1), if Council considers it equitable to do so, it may, generally or with respect to a particular taxable property or business or class of taxable property or business, do one or more of the following, with or without conditions:
  - (1) Cancel or reduce tax arrears
  - (2) Cancel or refund all or part of a tax
  - (3) Defer the collection of the tax
  
- 2 When considering a request for cancellation of property taxes, Council will take into account the following **Generally Accepted Principles of Taxation**:
  - (1) Fairness and Equity to All Taxpayers
  - (2) Sustainability of Revenues Raised
  - (3) Simplicity, Transparency and Efficiency of the Tax System
  - (4) Predictability and Stability
  - (5) Competitiveness
  
- 3 General:
  - (1) All requests for tax cancellation must be presented to Council in writing.
  - (2) Council will review all requests for tax cancellation in the last fiscal quarter of the year.
  - (3) All property types can be considered for tax relief.
  
- 4 Property Tax Levy Cancellation:
  - (1) When extenuating circumstances result in the building and/or improvements being destroyed (partially or completely), uninhabitable or unusable, Council will apply the following in determining the direction to take with respect to a request for property tax levy cancellation:
    - (a) The property owner will be responsible for any requisition portions of the tax bill and only the municipal portion of the taxes will be considered for cancellation.
    - (b) Only the building/improvements portion of the taxes will be considered for cancellation.
    - (c) Any tax cancellation attributed to the extenuating circumstances will be prorated from the time of damage to the end of the taxation period.
  
- 5 Property Tax Penalty Cancellation:
  - (1) Responsibility for late payment will be the determinant as to whether the tax penalty is cancelled.
    - (a) Council will consider tax relief only when the responsibility for the penalty being incurred rests with The City.

	<b>Council Policy</b>	
	<b>Property Tax Cancellation</b>	
	Policy Type: GOVERNANCE PROCESS	GP-F-2.4

**Document History:**

Policy Adopted	September 30, 2013
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**Administrative Revisions:**

<b>Date:</b>	<b>Description:</b>
July 27, 2017	Converted to the newest template format.

Completed by Taxpayer - redacted of personal information

# Tax Cancellation Form

Date	Date <i>July 17, 2017</i>
Tax Roll Number (11 digits)	<i>30001442395</i>
Property Address	
Property Owner(s)	
Contact Name	
Mailing Address	
Phone Number	
E-mail	

**Tax Penalty Cancellation Request**

Penalty Date(s) as per the Tax Penalty Bylaw:

- July 1
- September 1
- January 1

Total amount of penalty:

\$ *207.29*

Were there any outstanding taxes on the date of the penalty?

- Yes
- No

Was the penalty applied in accordance with Tax Penalty Bylaw?

- Yes
- No

Was payment made as outlined on the back of the tax notice?

- Yes
- No

Does the responsibility for the penalty rest with The City?

- Yes
- No

If yes, please provide supporting documentation

- Enclosed

If Yes: please provide an explanation as to why the responsibility rests with the City?

*I CAME IN JUNE 2ND TO SIGN UP FOR MONTHLY PAYMENTS - I CAME IN 2 TIMES THAT DAY. I GAVE A VOID CHECK AND UNDERSTOOD THAT AN INITIAL AMT OF 1238.05 WAS COMING OUT AND A MONTHLY PAYMENT OF 247.61 WOULD BE WITHDRAWN. NEVER WAS I TOLD THAT I HAD TO PAY IN ANOTHER PLACE - I AM NEW IN TOWN AND I CAME IN EARLY TO HAVE THIS TAKEN CARE OF BECAUSE I WAS GOING AWAY.*

**Tax Cancellation: Extenuating Circumstances**

Date property was determined to be uninhabitable or unusable

Date

Taxation year requesting relief

20XX

Reason for damage

- Fire

- Flood

- Other

Please provide any supporting documentation of date and reason of damage

- Enclosed

Was the property partially or completely damaged?

- Yes
- No

*I HAVE OWNED A HOME FOR 40 YEARS AND NEVER BEEN LATE ON MY TAXES. THE GIRL THAT HELPED ME WAS NICE BUT SHE NEVER SAID I HAD TO GO SOMEWHERE ELSE TO PAY. (OVER)*

**Was the property uninhabitable or unusable?**  Yes  No

**Was the property insured?**  Yes  No

**Have your requested your insurance company cover the property taxes?**  Yes  No

**If your insurance does not cover property taxes, please attach a letter from your insurance provider confirming coverage**  Enclosed

**I acknowledge as per Council's Property Tax Cancellation Policy GP-F-2.4**  Acknowledge

- Only the building/improvement portion of the municipal taxes will be considered for tax cancellation. (Excludes land)
- The Property owner will be responsible for any requisition portions of the tax bill
- Any tax cancellation attributed to the extenuating circumstances will be prorated from the time of damage to the end of the taxation period.

**Tax Cancellation Other**

**Reason for Tax Cancellation Request:**

**Total amount of taxes requested to be cancelled:** \$

**Does the responsibility rest with The City?**  Yes  No

**If yes, please provide supporting documentation**  Enclosed

**If Yes: please provide an explanation as to why the responsibility rests with the City?**

**I declare that I am the property owner**

	July 17, 2017
Signature	Date

THIS IS TOTALLY WRONG AND THE OFFICE KNOWS IT. I WAS NEVER SENT AN EMAIL ADVISING ME THAT I MISSED SOMETHING. I AM ASKING THIS PENALTY BE REMOVED AND THE AMOUNT REFUNDED. I AM PAYING MY TAXES TODAY BUT THIS IS NOT MY MISTAKE.



REDACTED

August 1, 2017

**Re: Tax Cancellation Request – Roll 30001442395**

Dear,

This letter is in response to your July 17, 2017 tax cancellation request with respect to penalty charges for property tax roll 30001442395. We have reviewed your request in accordance with the City's Tax Cancellation Policy and Procedure.

The account has been investigated and reviewed by a Tax Collections Officer, the Operations Analyst, and now by myself, the Controller of Property Taxation. Findings contained in this letter constitute a formal managerial review of facts and responsibility.

## Findings:

- Title on the property changed through AB Land Titles Office May 17, 2017 and a courtesy new home owner letter was sent to you advising of the taxes outstanding and the June 30, 2017 deadline.
- Our records state you came in to City Hall June 2, 2017 to sign up for the Tax Instalment Plan (TIP). Terms and Conditions for TIP were provided and notes on the file indicate you were informed on how the program works and that initial payment was required by June 15, 2017.
- Initial payment was not made by June 15, 2017 and in accordance with the Tax Instalment Plan Bylaw 3547/2015 the application was rejected.
- June 27, 2017 a courtesy email was sent to you advising that the initial TIP payment was not received and property taxes were due in full June 30, 2017 in accordance with City Bylaw.
- Payment was not received by June 30, 2017 and a penalty was applied in accordance with Tax Penalty Bylaw 3546/2015.

The TIP Terms and Conditions authorize the City to withdraw equalized monthly payments in accordance with the Payments Canada rules and the Tax Instalment Plan Bylaw 3547/2015. New applications made partway through the year must make an initial payment to cover missed monthly payments as the TIP application does not authorize the City to withdraw the initial payment. The initial payment for January to May amounts was not received by June 15, 2017 and therefore the application was rejected.

In conclusion, the review of the investigation indicates that you were advised on multiple occasions of taxes owing and that penalties were correctly applied in accordance with the Tax Penalty Bylaw 3546/2015. It is the property owner's responsibility to pay by the due date and the City has provided communication that exceeded legislative requirements – you were advised prior to June 30, 2017 that payment was still due. Payment was not made by June 30, 2017, therefore penalties are owed.



REDACTED

Please be advised the next penalty date is September 1, 2017 for 7%. Payment in full, including penalty amounts, prior to this date is advised to avoid further penalties being applied to your account.

Respectfully,

A handwritten signature in blue ink that reads 'Roxane Preedin'. The signature is written in a cursive style.

Roxane Preedin, CGA  
Controller – Property Taxation

Enclosures

cc. City Manager Office  
Legislative Services



Legislative Services

FILE COPY

November 30, 2017

Ms. Joyce Sampson  
19 939 Ramage Crescent  
Red Deer, AB, T4P 3Z9

Email: [joycesampson56@gmail.com](mailto:joycesampson56@gmail.com)

Dear Ms. Joyce Sampson

**Re: Request for Tax Penalty Cancellation**

At The City of Red Deer's Regular Council Meeting held on Monday, November 27, 2017 the following resolution was passed:

Resolved that Council of The City of Red Deer, having considered the report from Revenue and Assessment Services dated November 27, 2017 re: 2017 Request for Tax Penalty Cancellation hereby agrees that the property tax penalties applied to Roll #30001442395 – 19-939 Ramage Crescent not be waived.

If you require any further information, please contact me.

Sincerely,

A handwritten signature in blue ink that reads 'Frieda McDougall'.

Frieda McDougall  
Legislative Services Manager

c. Director of Corporate Services  
Revenue & Assessment Manager



Council Decision – November 27, 2017

**DATE:** November 30, 2017  
**TO:** Roxane Preedin, Property Taxation Controller  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** 2017 Request for Tax Penalty Cancellation

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**Reference Report:**

Revenue and Assessment Services, dated November 27, 2017

**Resolution:**

At the Monday, November 27, 2017 Regular Council Meeting, Council passed the following Resolution:

Resolved that Council of The City of Red Deer, having considered the report from Revenue and Assessment Services dated November 27, 2017 re: 2017 Request for Tax Penalty Cancellation hereby agrees that the property tax penalties applied to Roll #30001442395 – 19-939 Ramage Crescent not be waived.

**Report back to Council:**

No.

**Comments/Further Action:**

None.

A handwritten signature in blue ink, appearing to read 'F. McDougall'.

Frieda McDougall  
Manager

- c. Director of Corporate Services  
Revenue & Assessment Manager



November 9, 2017

## Downtown Business Association's 2018 Budget

Legislative Services

### **Report Summary & Recommendation:**

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The Downtown Business Association's 2018 Budget is being presented for Council's approval.

### **City Manager Comments :**

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I support the budget as presented.

Craig Curtis  
City Manager

### **Proposed Resolution:**

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Resolved that Council of The City of Red Deer having considered the report from Legislative Services Department, dated November 9, 2017 re: Downtown Business Association's 2018 Budget, hereby approves the Downtown Business Association's 2018 Budget.

## Report Details

### **Background:**

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In 1984 Council received a request from businesses located in the downtown area to establish a Business Revitalization Zone (BRZ) in accordance with the Municipal Government Act. Based on this and input from the downtown businesses, Council agreed to establish this zone. The Downtown Business Association's Board of Directors is responsible for the management of this zone, including preparation and administration of its budget.

Although the Board operates autonomously from The City of Red Deer, we are linked in the following ways:

1. Council appoints the members of the Board.
2. The Downtown Business Association's Budget is approved by Council.
3. Any changes to the BRZ Bylaw, including its boundaries, must be approved by Council.
4. The City completes the business assessment, invoices and collects the BRZ Tax for the Board. These invoices are sent out in February of each year to every person assessed for business purposes in the BRZ. The due date for payment is always March 31<sup>st</sup>.

**Discussion:**

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In October, 2017 the Legislative Services Department received the Downtown Business Association's Budget for 2018. Individual notices were mailed to every person assessed for business purposes within the BRZ zone, stating that on November 27, 2017 at 2:30 p.m. Council will consider written or verbal presentations concerning the budget and consider approval of the budget following presentations.

**Analysis:**

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The report and budget from the Downtown Business Association outlines the financial implications of approving this budget. If approval of this budget is received, an amendment to the BRZ Tax Bylaw would come forward to council at a future meeting.

October 24, 2017

Copy of letter distributed to BRZ individuals with the Downtown Business Association Annual Report and 2018 Budget Summary

[ENTER ADDRESS HERE]

Dear Sir/Madam:

**Re: *Downtown Business Association – 2018 Budget Request for Your Comments***

## **History**

In 1984 businesses in the downtown formed a Business Revitalization Zone (BRZ) with a mission statement to guide the progress of Red Deer's central business district to provide a healthy atmosphere of business development and social and cultural improvements.

The BRZ is governed by the Downtown Business Association Board of Directors who manage within the regulations set by Provincial legislation and empowered by Municipal law.

## **2018 BRZ Budget**

To comply with Provincial legislation, each year the Downtown Business Association (DBA) must present a budget for the BRZ to City Council for approval. This budget, if approved, will be used as the basis for the BRZ tax that members pay. Before Council considers this budget we want to give you, as a member of the Association, an opportunity to provide Council with your comments about this budget. The 2018 Downtown Business Association budget is attached for your review.

Comments can be communicated to Council by:

1. Sending a letter to: Red Deer City Council  
c/o Legislative Services Manager  
Box 5008, Red Deer, AB T4N 3T4  
Deadline: **Friday, November 17, 2017**
2. Emailing Council at: [legislativeservices@reddeer.ca](mailto:legislativeservices@reddeer.ca)

Downtown Business Association-2018 Budget

October 24, 2017

Page 2

3. Attending and speaking at the Council Meeting scheduled for **Monday, November 27, 2017** which convenes at 2:30 p.m. in Council Chambers, 2<sup>nd</sup> floor, City Hall (access through west, Park side, City Hall doors). Letters may also be submitted at the Council Meeting.

Comments submitted will be placed on the open agenda of Council and will be available to the public.

For additional information, or should you have questions, please contact:

Regarding the Budget:

Downtown Business Association at (403) 340-8696 or email at [info@downtownreddeer.com](mailto:info@downtownreddeer.com)

Regarding the Council Meeting:

Legislative Services Manager at (403) 342-8132 or email at [legislativeservices@reddeer.ca](mailto:legislativeservices@reddeer.ca)

Yours truly,



Frieda McDougall  
Legislative Services Manager

attach.

- c City Assessor  
Controller – Property Taxation

Legislative Services  
City of Red Deer

Via email to Ryan Veldkamp

October 25<sup>rd</sup> 2017



To whom it may concern

Please find attached the DBA Board-approved 2018 Downtown Business Association budget.

On behalf of the DBA Board of Directors, I respectfully request this budget goes before Council for approval, as per the Downtown Business Revitalization Zone Bylaw and MGA.

In addition, please see the excerpt below regarding the DBA Board's decision to increase the minimum levy. The Board have requested this take effect in 2018.

*'Motion to increase the minimum levy by \$25 to a total of \$187.25, to be applied to all minimum levy payers, starting in 2018 and submitted to City Hall alongside the DBA Board-approved 2018 budget'.*

**Motion:** Diana Heinzlmeir, Treasurer

**Second:** Lisa Spencer-Cook, Vice Chair

**In Favour:** 8 of 8"

Should you require any further information, please feel free to contact me.

Warm regards

Amanda Gould  
Executive Director

[amanda.gould@downtownreddeer.com](mailto:amanda.gould@downtownreddeer.com)





# 2018 Annual Budget

	Budget	Budget	Change in Budget		Explanation
	2017	2018	\$	%	
<b>Revenues</b>					
Business Improvement Area (BIA) levy	\$394,637	\$401,624	\$ 6,987	1.77%	
Environmental contract (Clean Team)	\$160,000	\$160,000	\$ -	0.00%	still under negotiation
Event/program	\$ 24,300	\$ 29,200	\$ 4,900	20.16%	Incl Sponsorship
Other	\$ -	\$ 7,722	\$ 7,722	-	
Grant	\$ 6,000	\$ 6,000	\$ -	0.00%	
Rental	\$ 6,000	\$ 6,000	\$ -	0.00%	
Interest	\$ 500	\$ 500	\$ -	0.00%	
	<b>\$591,437</b>	<b>\$611,046</b>	<b>\$ 19,609</b>	<b>3.32%</b>	
<b>Expenditures</b>					
Salaries & benefits	\$328,750	\$325,690	-\$ 3,060	-0.93%	5.4 FTE + MERC's (inc Enviro Contract)
Activities/programs	\$ 91,751	\$ 75,331	-\$ 16,420	-17.90%	Reduced activity
Advertising and promotion	\$ 35,339	\$ 36,200	\$ 861	2.44%	
Amortization			\$ -	-	Unavailable until 2017 audit complete
Assessment & tax administration	\$ 13,384	\$ 15,275	\$ 1,891	14.13%	As per Council resolution PLUS DBA costs to update
Bookkeeping/audit	\$ 15,400	\$ 13,800	-\$ 1,600	-10.39%	
Computers	\$ 3,200	\$ 4,800	\$ 1,600	50.00%	IT Support only
Events, networking & meetings	\$ 49,900	\$ 44,900	-\$ 5,000	-10.02%	
Insurance	\$ 5,600	\$ 5,600	\$ -	0.00%	
Interest & bank charges	\$ 800	\$ 850	-\$ 50	-6.25%	
Office Furnishings	\$ 500	\$ 500	\$ -	0.00%	
Office supplies	\$ 7,600	\$ 7,400	-\$ 200	-2.63%	
Photocopier/printer lease	\$ 5,500	\$ 5,500	\$ -	0.00%	
Rent	\$ 53,000	\$ 53,500	\$ 500	0.94%	
Software	\$ 1,200	\$ 1,200	\$ -	0.00%	
Telephone & Internet	\$ 3,000	\$ 3,000	\$ -	0.00%	
Travel	\$ 300	\$ 300	\$ -	0.00%	
Utilities	\$ 3,000	\$ 3,000	\$ -	0.00%	
Website	\$ 3,700	\$ 3,700	\$ -	0.00%	
Total Operating Expenses	<b>\$621,924</b>	<b>\$600,546</b>	<b>-\$ 21,378</b>	<b>-3.44%</b>	overall decrease to reflect current economic environment
Total Capital Expenses	<b>\$ 4,000</b>	<b>\$ 10,500</b>	<b>\$ 6,500</b>	<b>162.50%</b>	
<b>Change in Net Assets</b>	<b>-\$ 34,487</b>	<b>\$ -</b>	<b>\$ 34,487</b>	<b>100.00%</b>	Balanced budget = zero
<b>Unrestricted net assets, beginning of year</b>					Unavailable until 2017 audit complete
<b>Transfer to and from reserve</b>	<b>\$ 30,486</b>	<b>\$ -</b>			
<b>Unrestricted net assets, end of year</b>					Unavailable until 2017 audit complete



# **Downtown Business Association Annual Budget**

## **Comments Received**

**From:** Frieda McDougall  
**Sent:** November 07, 2017 2:38 PM  
**To:** 'jason@cataxlaw.ca'  
**Subject:** FW: DBA 2018 Budget - request for comment

Hello Jason. Thank you for your email to members of Council in response to our letter dated October 30, 2017. Your comments will be provided formally to Council for consideration in conjunction with their deliberations related to the Downtown Business Association's annual budget.

With respect to your inquiry about a referendum, please be advised that downtown business associations, now called Business Improvement Areas under the Municipal Government Act, can only be established or dissolved in accordance with the regulations set under the Act. A referendum would not be a tool that could be used for this purpose. I have attached for your information the related regulation.

Thank you for taking the time to write.

**Frieda McDougall** | Manager | Returning Officer  
Legislative Services  
The City of Red Deer

T: 403-342-8136  
F: 403-346-6195

**From:** Jason Stephan [<mailto:jason@cataxlaw.ca>]  
**Sent:** November 01, 2017 1:39 PM  
**To:** Legislative Services  
**Subject:** DBA 2018 Budget - request for comment

Here are my comments

1. DBA Levy is going up.
2. DBA Services are going down
3. DBA Salaries and benefits are more or less the same and are more than 50% of the cost of the DBA
4. Crime and vandalism in the downtown is increasing

As a business owner in the downtown area I would like to see a referendum on having the DBA. What is the requirement to do so?

If I have to pay this levy, I would prefer seeing the money used to buy the services of dedicated foot patrol police or bylaw officers for the downtown area, although downtown businesses already pay enough in City taxes to have these services provided.

Thank you,

JASON

Jason Stephan, C.A., LL.B., T.E.P.  
CA Tax Law

Old Court House Professional Centre  
Suite 107, 4836 50 Street  
Red Deer, Alberta T4N 1X4  
D: (403) 986-1394 A: (403) 986-4090 F: (403) 986-2217  
E: [jason@cataxlaw.ca](mailto:jason@cataxlaw.ca) Website: [www.cataxlaw.ca](http://www.cataxlaw.ca)

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Province of Alberta

**MUNICIPAL GOVERNMENT ACT**

**BUSINESS IMPROVEMENT AREA  
REGULATION**

**Alberta Regulation 93/2016**

**Extract**

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### **Note**

All persons making use of this document are reminded that it has no legislative sanction. The official Statutes and Regulations should be consulted for all purposes of interpreting and applying the law.

(no amdt)

**ALBERTA REGULATION 93/2016**  
**Municipal Government Act**  
**BUSINESS IMPROVEMENT AREA REGULATION**

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**Definitions**

1 In this Regulation,

- (a) “board” means the board of a business improvement area;
- (b) “capital property” means a capital property as defined in section 241(c) of the Act;
- (c) “disestablishment” in respect of a business improvement area includes the dissolution of the area’s board;
- (d) “taxable business” means a business in a business improvement area whose operator is a taxpayer;
- (e) “taxpayer” means a person who operates a business and is liable to pay business improvement area tax in respect of that business.

**Establishment**

**Procedure for establishment**

2 A business improvement area may only be established in accordance with this Regulation.

**Request for establishment**

3(1) The process for establishing a business improvement area begins with a request to council signed by persons who

## Section 4

## BUSINESS IMPROVEMENT AREA REGULATION

AR 93/2016

- (a) would be taxpayers if an area was established, and
  - (b) represent at least 25% of the businesses that would be taxable businesses if an area was established.
- (2) The request must ask that an area be established and describe the proposed purposes and boundaries of the area.
- (3) Within 30 days of receiving a request that meets the requirements of subsections (1) and (2), the municipality must take reasonable steps to ensure that a notice of the request is mailed or delivered to every business in the proposed area that would be a taxable business if an area was established.

**Petition objecting to establishment**

- 4(1)** Persons who would be taxpayers if a proposed area was established may petition the council objecting to the establishment of the area.
- (2) The petition is not sufficient unless
- (a) it is signed by persons referred to in subsection (1) who represent more than 50% of the businesses that would be taxable businesses if the proposed area was established, and
  - (b) it is filed with the chief administrative officer within 60 days of the last date on which notice of the request was mailed or delivered.
- (3) If the chief administrative officer declares a petition to be sufficient, council may not pass a bylaw establishing a business improvement area set out in the request until 2 years have passed from the day the petition was declared to be sufficient.

**Business improvement area bylaw**

- 5(1)** If a sufficient petition is not received, the council may pass a business improvement area bylaw that is based on the request.
- (2) A business improvement area bylaw must
- (a) designate an area as a business improvement area,
  - (b) designate a name for the area,
  - (c) describe the purposes for which the area is established,
  - (d) establish a board for the area, and

- (e) specify the number of board members, the term of office of board members and the method of filling vacancies.

#### **Board**

**6(1)** A board established for a business improvement area must consist of individuals nominated by one or more taxpayers in the zone.

**(2)** A council may also appoint one or more councillors to be members of a board.

**(3)** A council may only revoke the appointment of a board member who was nominated by a taxpayer if the revocation is recommended by the board.

#### **Amendments to BIA bylaw**

**7** Sections 3 and 4 do not apply to an amendment of a business improvement area bylaw or when a business improvement area is disestablished.

#### **Change in boundaries**

**8(1)** A council may not pass a proposed bylaw to amend a business improvement area bylaw that changes the boundaries of the area unless, before the proposed bylaw receives second reading,

- (a) the area's board consents to the change in boundaries, and
- (b) taxpayers in the area and people who would be taxpayers under the change in boundaries are provided with an opportunity to make representations concerning the change to council.

**(2)** Before the proposed bylaw receives second reading, the municipality must take reasonable steps to ensure that a notice that meets the requirements of subsection (3) is mailed or delivered to every taxable business in the area and to every business that would be a taxable business under the change in boundaries.

**(3)** The notice must set out

- (a) a summary of the proposed bylaw, including a description of the change in boundaries,
- (b) a statement that taxpayers in the area and people who would be taxpayers under the change in boundaries may make representations concerning the proposed bylaw to council, and

- (c) the manner and time period for making those representations.

### **Capital Property**

#### **Capital property**

**9(1)** A board may enter into an agreement with a municipality in which the municipality agrees to undertake the construction of a capital property to be located within the business improvement area of the board.

**(2)** The agreement may deal with payment for the costs and expenses associated with the construction of the capital property and its subsequent maintenance and operation and any other matter relating to the capital property that the board and the municipality consider appropriate.

### **Financial Matters**

#### **Financial year**

**10** The financial year of a board is the calendar year.

#### **Budget**

**11(1)** A board must submit a proposed budget for each calendar year to the council for the council's approval.

**(2)** The proposed budget must be submitted at the time and in the form specified by council.

**(3)** The proposed budget must be a balanced budget and include

- (a)** the estimated amount of the board's revenue from every source, including the amount that the board will receive from the municipality in respect of the business improvement area tax, and
- (b)** the estimated amount of all operating and capital expenditures planned for the year.

#### **Notice of proposed budget**

**12(1)** The municipality must take reasonable steps to ensure that a notice of the proposed budget and the date and place of the council meeting at which the proposed budget will be considered is mailed or delivered to every taxable business in the business improvement area.

(2) Persons representing those businesses may, with the permission of council, speak at the meeting.

**Budget amendments**

**13(1)** Council may, in its approval of a board's budget,

- (a) authorize the board to amend the budget by
  - (i) transferring amounts to or from the board's reserves, and
  - (ii) transferring amounts between expenditures so long as the amount of the total expenditures is not increased,

and

- (b) establish conditions respecting the amendment of the budget under clause (a).

(2) An amendment to a board's budget made in accordance with subsection (1) is deemed to be approved by council.

**Transfer of money by municipality**

**14(1)** After council approves the budget of a board, the municipality is required to transfer to the board the amounts identified in the approved budget as revenue to be received from the municipality.

(2) The municipality may make the payments in a method agreed upon with the board.

**Restrictions on board**

**15(1)** A board may only make an expenditure if

- (a) the expenditure is included in the board's budget, and
- (b) the budget has been approved by the council.

(2) A board must not incur indebtedness extending beyond the current fiscal year of the board without the approval of the council.

**Non-profit organization**

**16** A board must apply all income and any profits to promoting the objects of the board and must not pay any dividends to any person.

**Records**

**17** A board must ensure that proper financial records are maintained and that the minutes of its meetings and its resolutions are recorded.

**Auditor**

**18(1)** The board must appoint an auditor.

**(2)** An auditor appointed by the board is at all reasonable times and for any purpose related to an audit entitled to access to

- (a)** the records of the board, and
- (b)** data processing equipment owned or leased by the board.

**Financial statement and reports**

**19** Each year following its financial year, the board must submit an audited financial statement to the council and any reports required by the council by the date agreed upon with the council.

**Business Improvement Area Tax****BIA tax bylaw**

**20(1)** A council of a municipality must pass a business improvement area tax bylaw if there is a business improvement area within the municipality.

**(2)** A business improvement area tax bylaw or an amendment to it applies to the year in which it is passed only if it is passed before May 1 of that year.

**(3)** The business improvement area tax bylaw authorizes the council to impose a tax on all businesses operating within the business improvement area, except businesses that are referred to in section 351 or 375 of the Act.

**(4)** The business improvement area tax bylaw must require assessments of taxable businesses operating within the area to be prepared and recorded on an assessment roll for the purposes of the business improvement area tax.

**(5)** If a council has passed a business tax bylaw, the business improvement area bylaw may adopt for the purposes of the business improvement area tax the assessments of businesses prepared for the business tax.

**(6)** A business improvement area tax bylaw may establish maximum and minimum amounts to be paid under it.

**BIA tax rate bylaw**

- 21(1)** Each council that has passed a business improvement area tax bylaw must pass a business improvement area tax rate bylaw annually.
- (2)** A business improvement area tax rate for an area may be
- (a) a uniform rate throughout the area, or
  - (b) at different rates in different parts of the area if the council considers that some activities of the board are of greater benefit to businesses in one or more parts of the area.
- (3)** The business improvement area tax rate for an area must be sufficient to raise the amount that the board is to receive from the municipality in respect of the business improvement area tax as set out in the board's approved budget.

**Application of business tax provisions**

- 22(1)** Except as modified by this Regulation, Parts 9 to 12 of the Act relating to business tax apply with the necessary modifications to business improvement area tax and for that purpose a reference in those Parts to
- (a) business tax or tax imposed under Part 10, Division 3 is deemed to be a reference to business improvement area tax;
  - (b) a business tax bylaw is deemed to be a reference to a business improvement area tax bylaw;
  - (c) a business tax rate bylaw is deemed to be a reference to a business improvement area tax rate bylaw;
  - (d) a business assessment roll is deemed to be a reference to the assessment roll prepared or adopted for the purposes of the business improvement area tax;
  - (e) a business tax roll is deemed to be a reference to a business improvement area tax roll.
- (2)** Sections 371, 372, 374(1)(a), (2), 376 and 377(3) and (4) of the Act do not apply to business improvement area tax.

**Disestablishment****Procedure for disestablishment**

- 23** A business improvement area may only be disestablished in accordance with this Regulation.

**Petition**

**24(1)** Taxpayers in a business improvement area may petition for a bylaw to disestablish the zone.

(2) The petition is not sufficient unless it is signed by taxpayers representing at least 25% of the taxable businesses in the business improvement area.

**Disestablishment bylaw and taxpayers vote**

**25(1)** A council must, within 30 days of the chief administrative officer's declaring a petition referred to in section 24 to be sufficient,

- (a) give first reading to a bylaw to disestablish the business improvement area,
- (b) specify a date that is within 90 days after the bylaw receives first reading for a vote of the taxpayers in the area on the bylaw, and
- (c) specify the question that is to appear on the ballot for the vote.

(2) The bylaw must specify the date, being at least 6 weeks after the date of the vote, on which the bylaw is to take effect.

(3) A council that wants to disestablish a business improvement area either on its own initiative or on the request of the area's board must follow the procedures for the disestablishment of the area that apply when a petition referred to in section 24 is declared to be sufficient.

**Notice**

**26** After a bylaw to disestablish an area receives first reading, the municipality must take reasonable steps to ensure that every taxable business within the area is notified

- (a) that a bylaw to disestablish the area has been given first reading, and
- (b) that a vote on the bylaw will be held on the specified day.

**Taxpayer vote on bylaw**

**27(1)** Council is responsible for holding the vote on the bylaw to disestablish the area.

(2) The board of the business improvement area is responsible for the costs and expenses of the vote on the bylaw.

- (3) The vote must be conducted in accordance with the *Local Authorities Election Act*, except that
- (a) sections 44, 46(1), (2), (2.1) and (3), 47, 49, 50 and 52 of that Act do not apply to the vote,
  - (b) only a taxpayer in the business improvement area is eligible to vote,
  - (c) if there is more than one taxpayer for a taxable business, only one such taxpayer, selected by the taxable business, may vote in respect of that business, and
  - (d) the returning officer may
    - (i) prepare a list of the taxable businesses eligible to vote on the bylaw,
    - (ii) require reasonable proof of a taxpayer's entitlement to vote on behalf of an eligible taxable business,
    - (iii) remove the taxable business's name from the list once a ballot is issued to a taxpayer who operates the business,
    - (iv) refuse to issue a ballot to a taxpayer who does not meet the eligibility requirements, and
    - (v) utilize any form necessary to further the objects of this section.

#### **Consequences of taxpayers vote**

**28(1)** If the vote approves the bylaw to disestablish the area, the council must pass the bylaw within 30 days of the date of the vote without any alteration affecting the bylaw's substance.

- (2) If the vote does not approve the bylaw, the council
- (a) must not give the bylaw any further readings and any previous readings are rescinded, and
  - (b) must not, within 2 years of the date of the vote, give first reading to a bylaw that disestablishes the business improvement area.

#### **Liability for deficiency**

**29** If on the disestablishment of a business improvement area the amount received from the disposal of the board's assets does not

cover the board's liabilities, the municipality is liable to pay the outstanding amount of the liabilities.

#### **Imposing tax after disestablishment**

**30(1)** The council may, despite the disestablishment of a business improvement area, recover any outstanding amount referred to in section 29 by imposing a business improvement area tax on businesses that were taxable businesses before the disestablishment of the area.

**(2)** Section 21(3) does not apply to a business improvement area tax imposed under subsection (1).

#### **Expiry**

##### **Expiry**

**31** For the purpose of ensuring that this Regulation is reviewed for ongoing relevancy and necessity, with the option that it may be repassed in its present or an amended form following a review, this Regulation expires on June 30, 2021.

#### **Transitional**

##### **Transitional**

**32(1)** In this section, "previous regulation" means the *Business Revitalization Zone Regulation* (AR 377/94).

- (2)** On the coming into force of this Regulation,
- (a) a business revitalization zone established under the previous regulation is deemed to be a business improvement area established under this Regulation;
  - (b) a board of a business revitalization zone established under the previous regulation is deemed to be a board of a business improvement area;
  - (c) a business revitalization zone bylaw passed under the previous regulation is deemed to be a business improvement area bylaw passed under this Regulation;
  - (d) a business revitalization zone tax bylaw passed under the previous regulation is deemed to be a business improvement area tax bylaw passed under this Regulation;
  - (e) a business revitalization zone tax rate bylaw passed under the previous regulation is deemed to be a business

Section 33

BUSINESS IMPROVEMENT AREA REGULATION

AR 93/2016

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improvement area tax rate bylaw passed under this Regulation.

**Commencement**

**Coming into force**

**33** This Regulation comes into force on July 1, 2016.



November 8, 2017

## **Government of Canada Building**

Bylaw to Designate Government of Canada Building, 4909 50 Street, within the HP – Historical Preservation Overlay District

Land Use Bylaw 3357 / DD – 2017

Planning Department

### **Report Summary & Recommendation:**

---

The purpose of this amendment is to remove the HS Historical Significance designation of the Government of Canada Building located at 4909 50 Street (Lots 20-29, Block 18, Plan H) and to identify the site within the HP Historic Preservation Overlay district in compliance with Ministerial Order 03/16 designating the building as a Provincial Historic Resource (PHR).

Administration recommends Council support the LUB Amendment 3357 / DD – 2017.

### **City Manager Comments:**

---

I support the recommendation of Administration. If first reading of Bylaw 3357/DD-2017 is given, a Public Hearing would then be advertised for two consecutive weeks to be held on January 8, 2018 at 6:00 p.m. during Council's regular meeting.

Craig Curtis  
City Manager

### **Proposed Resolution**

---

That Bylaw 3357/DD-2017 be read a first time.

## Report Details

### Rational for Recommendation:

---

#### 1. The bylaw is an administrative amendment

The Minister of Culture and Tourism has previously designated the site as a Provincial Historical Resource (PHR); this bylaw will provide consistency and clarity between the two levels of government.

#### 2. No concerns have been raised by landowners within the area

The application was referred to landowners within 100m of the site, no comments were submitted.

#### 3. Administration supports the application

The application was referred to several City departments, no concerns were raised.

### Discussion:

---

The Minister of Culture and Tourism has ordered the Government of Canada Building previously known as the Old Post Office/Federal Building, located at 4909 50 Street, be designated as a Provincial Historic Resource (PHR). To reflect this designation a Land Use Bylaw amendment is required to remove the parcel from the City's HS Historical Significance Overlay District and incorporate in it the HP Historical Preservation Overlay District.

#### Context Map



Site Map

Subject Site

Provincial Historic Resource (PHR) Designation

Section 20 of the Historical Resources Act (R.S.A. 2000) empowers the Minister of Culture and Tourism to designate and protect PHR's. To qualify for this level of designation, historic places must normally:

- Be associated with an important aspect of Alberta's natural or human history
- Be of outstanding provincial significance
- Be situated in their original location
- Retain the physical site features necessary to convey their significance

Owners of PHR's are obligated under the Act to be good stewards of their heritage properties. No person can destroy, disturb, alter, restore, repair or remove any historic objects from a PHR without approval in writing from the Minister of Culture and Tourism. However, PHR's can be and often are altered for a number of valid reasons if such actions do not disturb or destroy the significant heritage fabric of the site.

The designation as a PHR ensures that these sites will be sensitively and responsibly administered and remain cultural treasures for future generations.

HS District Vs. HP District

The HP District's purpose is to maintain the historical character of an area whereas the HS District is intended to promote community awareness of historically significant sites or buildings. While it is not the intent that buildings or properties within the HS District will later be designated as Municipal, Provincial, Registered, or Federal Heritage resources it is possible.

In the event that an HS property is designated as a Municipal, Provincial, Registered, or Federal Heritage resource it is the intent that such a shift would occur only with

the agreement of the owner. In this case the City is changing the designation from HS District to HP District based on Ministerial Order and landowner consent.

#### Dialogue

The application was circulated to landowners within 100m of the property and to various City departments for comment. No comments or concerns were received.

#### **Attachments**

---

1. Land Use Bylaw Amendment 3357/DD-2017
2. Alberta Government Services Land Title
3. Government of Canada Building Statement of Significance
4. Historical Photos of Site
5. HS Historical Significance Overlay District
6. HP Historical Preservation Overlay District

## **Attachment 2**

---

Alberta Government Services Land Title



## LAND TITLE CERTIFICATE

S		
LINC	SHORT LEGAL	TITLE NUMBER
0034 178 327	H;18;20-29	092 464 996

## LEGAL DESCRIPTION

PLAN H  
 BLOCK 18  
 LOTS 20 TO 29 INCLUSIVE  
 EXCEPTING THEREOUT-ALL THAT PORTION OF LOT 29  
 WHICH LIES WEST OF A LINE DRAWN FROM A POINT ON THE NORTH  
 BOUNDARY OF THE SAID LOT 0.25 FEET EASTERLY FROM THE  
 NORTH WEST CORNER THEREOF TO A POINT ON THE SOUTH BOUNDARY OF  
 THE SAID LOT 0.17 FEET EASTERLY FROM THE SOUTH WEST CORNER THEREOF  
 EXCEPTING THEREOUT ALL MINES AND MINERALS

ATS REFERENCE: 4;27;38;16;NW  
 ESTATE: FEE SIMPLE

MUNICIPALITY: CITY OF RED DEER

REFERENCE NUMBER: 17S1

REGISTERED OWNER(S)				
REGISTRATION	DATE (DMY)	DOCUMENT TYPE	VALUE	CONSIDERATION
092 464 996	29/12/2009	SEPARATION - PARCEL		

## OWNERS

HER MAJESTY THE QUEEN IN RIGHT OF CANADA  
 OF C/O PUBLIC WORKS CANADA, 1000-9700 JASPER AVENUE,  
 EDMONTON  
 ALBERTA T5J 4E2

## ENCUMBRANCES, LIENS &amp; INTERESTS

REGISTRATION	DATE (D/M/Y)	PARTICULARS
162 085 442	29/03/2016	ORDER HISTORICAL RESOURCES ACT

( CONTINUED )

PAGE 2  
# 092 464 996

TOTAL INSTRUMENTS: 001

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TITLE REPRESENTED HEREIN THIS 4 DAY OF  
OCTOBER, 2017 AT 09:43 A.M.

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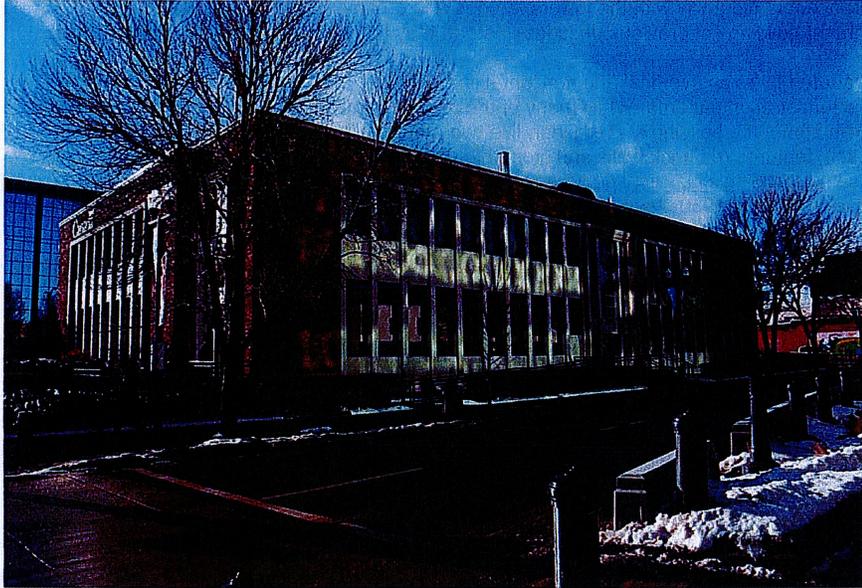
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# **Attachment 3**

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## **Government of Canada Building Statement of Significance**

**Government of Canada Building, Red Deer**  
Statement of Significance – Des. 2335



**Description of Historic Place**

The Government of Canada Building in Red Deer is a two-storey building with a slightly U-shaped footprint. The building is designed in a Classical Moderne style that was common to many mid-twentieth century federal government buildings. Clad in red brick with stone window and door surrounds, stylized pilasters and bands of tall rectangular window openings, the building features a high level of symmetry on its three public facades. The north side main entry is surmounted by large multi-paned windows and the east and west secondary entries are surmounted by the coat-of-arms of Canada. Located at the corner of downtown Red Deer's primary intersection – Ross (50<sup>th</sup>) Street and Gaetz Avenue – the federal building anchors the city's downtown governmental district. It is adjacent to the First World War cenotaph and across Gaetz Avenue from a formal civic park, City Hall, the Public Library and the old Court House building.

**Heritage Value**

The Government of Canada Building in Red Deer is significant as an excellent example of mid-twentieth century federal government architecture, for its association with the growth of federal government services and programs in the post-war period and for its association with Red Deer's emergence as one of Alberta's primary urban centres.

The Government of Canada Building is an excellent example of the type and style of buildings being designed and built by the federal government's Department of Public Works in the mid-twentieth century. The Government of Canada was establishing similar buildings in other centres

across Canada from the late-1940s to the mid-1950s. Although there was no single standard plan for these buildings, they all featured a high degree of similarity in basic form, design and function. Designed in a simplified Classical Moderne style, these buildings retained their monumental appearance, but did away with the towers, arches and ornamentation that characterized government buildings of previous decades. Instead they focused on function and simplicity,

demonstrated by strong vertical and horizontal lines; simple, stylized pilasters; and repeating, grid-like fenestration patterns. While many of the period's similar federal buildings were clad entirely in stone, the building in Red Deer, like two others in Quebec (Saint-Jérôme and Rimouski), features red brick walls and stone highlights. These contrasting materials further enhance the building's classical pedigree, although in a highly simplified, sleek and modern manner befitting the 1950s, successfully combining a forward-looking appearance and a sense of efficiency with the solidity and monumentality of traditional government building architecture.

The Government of Canada Building was constructed to provide a centralized location for the administration and delivery of Canada's growing social security system. The inter-war and post-war periods saw an expansion of existing national social security programs, such as old-age pensions, veteran's affairs and employment insurance, and the creation of new programs, notably family allowances. To provide local delivery of services and more efficient administration, the federal government combined these programs with other, more established services, such as the post office and the police services, in centralized administrative buildings located in medium-sized cities and regional service centres. Where necessary, such as in Red Deer and about 14 other centres across Canada, substantial, purpose-built government buildings were constructed to accommodate program staff in previously underserved areas. When the building opened in 1951, its main tenants were the Canadian Postal Service, the Royal Canadian Mounted Police and the Employment Insurance Commission, with space also provided for other services and departments, such as the Department of Agriculture, taxation offices, and customs and immigration services. A similar, but smaller federal building was also built in Grande Prairie. The building is an example of how Canada's expanding social security system was managed and delivered across the country and particularly in emerging centres such as Red Deer and Grande Prairie.

The Government of Canada Building in Red Deer replaced a smaller structure built in 1902, demonstrating that Red Deer was emerging as the primary service centre for the region. Since its incorporation as a city in 1913, Red Deer had remained small and lagged behind Alberta's other cities. Over the late-1940s and through the 1950s, Red Deer experienced tremendous growth in population and significance, primarily due to the discovery of oil in regions surrounding the city. The city's population doubled between 1945 and 1950 and nearly quadrupled by 1955. The building's presence in downtown Red Deer serves as tangible recognition of Red Deer's growth and significance.

Source: Alberta Culture and Tourism, Historic Resources Management Branch (File: Des. 2335)

#### **Character-Defining Elements**

Key elements that define the heritage value of the Government of Canada Building in Red Deer include its:

##### **Exterior**

- two-storey form and massing and U-shaped footprint emphasized by the 1968 addition at the southwest corner;

- subdued yet solid and substantial appearance
- coat of arms of Canada over the entrance doors at the two side (east and west) elevations
- red brick construction with white stone (likely Manitoba Tyndall Stone) framing the windows and entryways
  
- symmetrical arrangement of the main (north-facing) elevation
- large, multi-paned windows above the central entryway on the north elevation
- fenestration pattern of the main and side elevations, specifically the repeating pattern of recessed window openings separated by simplified two-storey pilasters
- overall lack of fenestration, evidence of loading bays and doors and overall utilitarian appearance of the rear (south-facing) elevation

#### Interior

- terrazzo floors in the stairwells and entryways
- polished metal stair rails
- basement floorplan, board-formed concrete walls and ceilings, concrete support pillars and extant original windows with hardware
- basement corridor walls of brick, concrete block and hollow clay tiles, clay tile bearing "Medicine Hat Brick and Tile Co." markings
- carvings and graffiti, including names, dates and offences, made by prisoners on the walls of the former RCMP detainment cells in the basement

#### Landscaping and Location

- the low hedge along the east and north sides of the property
- prominent location at the corner of Ross Street and Gaetz Avenue, the primary intersection in downtown Red Deer
- situation near significant historic structures such as the First World War cenotaph (PHR), the Old Red Deer Court House (PHR) and the Red Deer Armoury/Fire Hall No. 1 (MHR) and as part of a civic district, across Gaetz Avenue from a ceremonial park, the current City Hall and the Public Library buildings

# **Attachment 4**

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## Historical Photos of Site





**Federal Building, 195?, Red Deer & District Archives, N2297 (cropped)**



**View around City Hall, 1951 or 1952, Red Deer & District Archives, P4017**

# **Attachment 5**

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## **HS Historical Significance Overlay District**

City of Red Deer Land Use Bylaw 3357/2006

HP-19	19. Intermediate School	5205 48 Street	Lot S, Block 36, Plan 802 2591	Municipal
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Note: Provincial and Registered Designations are designations assigned by the Province of Alberta to provincially significant historic resources.

**7.6 HS Historical Significance Overlay District**



**General Purpose**

This district is intended to promote community awareness of actual or potential heritage and historically significant sites or buildings, and to provide a means whereby identified sites or buildings may be preserved with available and practical means from time to time. This district will provide that an identified site or building of potential historical significance shall not be demolished; or in the case of sites disturbed, until such time as an evaluation of the heritage or historical significance of the site or building has been carried out. The Bylaw encourages but does not require that any renovations undertaken be sympathetic to the historical integrity of the site.

It is not the intent of this Bylaw to set these properties up to later be designated as Municipal, Provincial, Registered, or Federal Heritage resources. In the event that any change of the properties listed within this bylaw to any other heritage designation were proposed, it is the intent that such a shift would occur only with the agreement of the owner. A change in designation would require an amendment to this Land Use Bylaw.

**1. HS Permitted and Discretionary Uses Table**

<b>(a) Permitted Uses</b>	
(i)	Those uses listed as permitted in the underlying use district.
<b>(b) Discretionary Uses</b>	
(i)	The uses listed as discretionary in the underlying land use district, which in the opinion of the Development Authority, will maintain and achieve the general purpose of the District.

**2. Historical Significance Overlay District Regulations**

- (a) <sup>2</sup>All applications for development or demolition of sites listed in section 7.6 (3) (c) shall be forwarded to the Heritage Planner or planning department for comment.

<sup>1</sup> 3357/W-2017

<sup>2</sup> 3357/Q-2007

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 City of Red Deer Land Use Bylaw 3357/2006
 

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- (i) For developments, not involving demolition, the Heritage Planner or planning department will work with the land owner to encourage preservation of the character defining elements that contribute to the historical value of the site.
  - (ii) For developments involving demolition, the owner must give 45 days notice to The City of the proposed demolition. The City will cause an historical evaluation to be carried out by the Heritage Planner or planning department in consultation with relevant expertise. If the building or site is deemed of significant heritage value and a candidate for preservation, the Heritage Planner or planning department will work with the land owner during the 45 day period in an effort to preserve the building and/or site. The Heritage Planner or planning department will make appropriate recommendation to the Development Officer. If the owner and the Development Officer are unable to reach an agreement, once the 45 day notice period has expired, this bylaw will no longer prevent demolition of the building or disturbance of the site.
- (b) The Development Officer may waive or reduce the 45 day review period, based upon advice received from the Heritage Planner or planning department, in the following circumstances:
- (i) if the building or site is deemed not of significant heritage value or not a suitable candidate for preservation; or
  - (ii) in the case of an emergency situation requiring immediate demolition.

**Inventory of Historical Significant Resources**

Property Number	Historical Site Designation Building	Street Address	Legal Description
HS - 1	A20 Army Camp Motor Pool Building and Cormack Gardens Currently Red Deer Armory	4402 - 55 <sup>th</sup> Street	Parcel C, Plan 837 H.W.
HS - 3	Bank Manager's Residence	4742 - 56 <sup>th</sup> Street	Lot 12, Block C, Plan K1
HS - 4	Bawtinheimer Garage	4925 - 48 Street	Lot 12 (part ) 13, Block 20, Plan K.
<sup>1</sup> HS - 5	DELETED		

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<sup>1</sup> 3357/E-2016

## City of Red Deer Land Use Bylaw 3357/2006

Property Number	Historical Site Designation Building	Street Address	Legal Description
HS - 6	Bower Barn Gothic Roof Barn Sunnybrook Farm	4701 - 30 <sup>th</sup> Street	Lot 3, Block 14 Plan 4436 TR.
HS - 7	Bower Residence	4701 - 30 <sup>th</sup> Street	Lot 3, Block 14 Plan 4436 TR.
HS - 8	Buffalo Hotel	5031 Ross Street	Lots 6-10, Block 10, Plan H
HS - 9	Capitol Theatre	4924 Ross Street	Lot 8-9, Block 17, Plan H
HS - 10	Central Alberta Dairy Pool (CADP) Building Condensery	5410 Gaetz Ave	Lot 45, Block 12, Plan 972 0467
<sup>1</sup> HS-11	DELETED	DELETED	DELETED
HS - 12	Cole/G.W. Smith Residence	5142 - 44 <sup>th</sup> Street	Lot 15, Block 1, Plan 6077 HW
HS - 13	Dawe Residence	4124 - 52 <sup>nd</sup> Street	Lots 8 & 9, Block 12, Plan 3586AE
HS - 14	Drill Hall #1 (Red Deer Public School Maintenance Shop)	4230 - 58 Street	Lot D1, Plan 4154 R.S.
HS - 15	Drill Hall #2 (Red Deer Memorial Centre)	4214 - 58 <sup>th</sup> Street	Lot E, Plan 3962 H.W.
HS - 16	Eaton's Store (former)	4807 Gaetz Ave	Lots 3 - 8, Block 19, Plan H
HS - 17	Eilertson Sculpture (Victory Park)	4540 Ross Street	Part Lot X, Plan 4900
<sup>2</sup> HS - 18	DELETED		
HS - 19	Fallow Residence	12 Howarth St. Close	Lot 9A, Block E, Plan 4387 R.S
HS - 20	Freytag Tannery Site	5616 Kerry Wood Drive	Block 11, Plan 3331 AJ
HS - 21	F.W. Galbraith Residence	5810 - 45 <sup>th</sup> Ave	Lot 1, Block 5, Plan 961 H.W.
HS - 22	Gaetz Manufacturing Building	4840 - 51th Street	Lots 1 & 2, Block 29, Plan K
HS - 23	Gaetz Memorial United Church	4758 Ross Street	NW ¼, 16-38-27-4 and Lot 1, Block 37 Plan 6275 H.W.

<sup>1</sup> 3357/A-2010<sup>2</sup> 3357/E-2016

## City of Red Deer Land Use Bylaw 3357/2006

Property Number	Historical Site Designation Building	Street Address	Legal Description
<sup>1</sup> HS - 24			
HS - 25	Greene Block	5001 Ross Street	Lots 18 – 19, Block 10, Plan H
HS - 26	Hallman Residence	4617 - 48 <sup>th</sup> Street	Lot 32-33, Block C, Plan K8 (excluding E 10' of Lot 32)
HS - 27	Hamilton Block	5211 Gaetz Ave	Lots 5 & 6, Block 15, Plan K
HS - 28	Heritage Square	4600 Block 47 <sup>th</sup> Avenue	Lot 1, Block C, Plan 842-2092
HS - 29	Huestis Residence	5201 - 47 <sup>th</sup> Ave	Lots 9-11, Block N Plan 6901 R
HS - 30	J. Weddell Residence	4532 Waskasoo Cres.	Lot 40, Block 2, Plan 872 2544
HS - 31	Johnstone Residence	5509 - 48A Ave	Lot B, Block A, Plan 1995 ET
HS - 32	La France Residence	4922 - 55 <sup>th</sup> Street	Lots 5 & 6, Block 2, Plan 7075 A.E.
HS - 33	MacKenzie/Ellis Residence	5343 - 46 <sup>th</sup> Ave	Lot 10A, Block G, Plan 1500 R.S.
HS - 34	Maple Leaf Block	5020 Gaetz Ave	Lot 17, Block 11, Plan 795 HW
HS - 35	McGregor Parson's Residence	5140 - 43rd Avenue	Lot 12, Block 14, Plan 6393 MC
HS - 36	McLean Residence	4123 Ross Street	Lot 8, Block 3A, Plan 3288 K.S.
HS - 37	Meredith Residence	4 Howarth St. Close	Lot 10, Block E, Plan 5746 AH
HS - 38	Mitchell & Jewell Building	4812 Gaetz Ave	Lot 16, Block 9, Plan H
HS - 39	William Moore Residence	5555 - 45th Ave	Lot 8, Block A, Plan 955 M.C
<sup>4</sup> HS - 40	Deleted		
HS - 41	Nachtman Residence	4630 - 45th Street	Lot 9, Block E, Plan 3591 P
HS - 42	New Life Tabernacle Church (Pentecostal Church of the Nazarene)	4801 - 48th Street	Lots 21-22, Block 25, Plan K
HS - 43	The Old Mill/ Hayhoe Building	5028 Gaetz Ave	Lot 18, Block 11 Plan 795 HW
HS - 44	Payne Residence	4634 - 49th Street	Lots 5 - 8, Block A, Plan K-8
HS - 45	Pettepher Residence	5045 - 45th Ave	Lots 3 & 4, Block 1, Plan K9

<sup>1</sup> 3357/M-2015<sup>2</sup> 3357/W-2010

## City of Red Deer Land Use Bylaw 3357/2006

Property Number	Historical Site Designation Building	Street Address	Legal Description
HS - 46	Piper Creek/ Twilight Lodge	4820 - 33rd Street	Lot 2, Block 8 Plan 1621 NY
HS - 47	Pollock Residence	4629 - 46th Street	Lots 37-40, Block E, Plan 3591 P
HS - 48	Old Post Office/ Federal Building	4909 Ross Street	Lots 20-29, Block 18, Plan H
HS - 49	Prairie Business	5032 Gaetz Ave	Lots 19-21, Block 11, Plan 795 HW South 20' of 21
HS - 50	Old Provincial Building	4935 - 51st Street	Lots 38 & 39, Block 17, Plan H
HS - 51	Raymond Gaetz Residence	4763 - 56th Street	Lot 30, Block A, Plan 647 K.S.
HS - 52	Red Deer Bottling Co.	4601 Gaetz Ave	Lot 27, Block 21, Plan 962 3342
HS - 53	Red Deer College Arts Centre	5700 - 32nd Street	Lot 3, Plan 812 2461
HS - 54	A.H. Russell Residence	5938 - 45th Ave	Lot 1 & 2, Block 3, Plan 1292 A.0
HS - 55	Scott Block/Old Horsley's Hardware	4816 - 4818 Gaetz Avenue	Lot D, Block 9, Plan 1323 KS
HS - 56	Simpson Residence	5820 - 45th Ave	Lot 2, Block 5, Plan 961 H.W
HS - 57	St. Mary's Roman Catholic Church and Parish Hall	6 McMillan Ave	Lot 1A, Plan 2473 N.Y.
HS - 58	Telning Residence	4520 - 46th Street	Lot 12 & 13, Block J, Plan 4900 R
HS - 59	Thatcher Residence	5401 - 48th Avenue	Lot 1, Block 33, Plan 656 NY
HS - 60	Trump Residence	5035 - 45th Ave	Lot 2, Block 1, Plan 4735 K.S.
HS - 61	Tucker Residence	3534 - 45th Ave	Lot 5A, Block 5, Plan 78 RS
HS - 62	Wallace Residence	4755 - 56th Street	Lots 25-26, Block A Plan KI
HS - 63	Wartime Homes	36-38 Street block Between 41-42 Ave Mountview	Lots 5-8 and 10-27, Block 9, Plan 1514 HW
HS - 64	Water Tower (Horton Spheroid)	3536 - 46th Ave	Lot 9, Block 22, Plan 1919 KS
<sup>1</sup> HS - 65	Wing Block Apartment	5101 Gaetz Ave	Lots 1 & 2, Block 16, Plan H
HS - 66	49A Avenue Houses	5511 - 49A Ave	Lots 7-9, Block 3, Plan 7075 AE
		5514 - 49A Ave	Lots 7-9, Block 2, Plan 7075 AE

<sup>1</sup> 3357/I-2013

## City of Red Deer Land Use Bylaw 3357/2006

Property Number	Historical Site Designation Building	Street Address	Legal Description
		5517 - 49A Ave	Lots 10-11, Block 3, Plan 7075 AE
		5520 - 49A Ave	Lots 16 & 17, Block 2, Plan 002 3098
		5521 - 49A Ave	Lots 12-13, Block 3, Plan 7075 AE
		5526 - 49A Ave	Lots 13-15, Block 2, Plan 7075 AE
		5525 - 49 A Ave	Lot 19, Block 3 Plan 922 3300
		5527 - 49A Ave	Lot 20, Block 3, Plan 922 3300
HS - 67	A.C.R. Bridge Abutment	Taylor Drive	Lot R-1, Block 10 Plan 3231 TR
HS - 68	Ceremonial Trees Central School	5100 Block 47th Avenue	
HS - 69	Ceremonial Trees Coronation Park	4500 Block Ross Street	
HS - 70	Ceremonial Trees Cronquist House	Bower Ponds	
HS - 71	Ceremonial Trees Red Deer & District Museum	4525 - 47A Ave	
HS - 72	Ceremonial Trees Pioneers' Lodge	47th Avenue	
HS - 73	Chestnut Tree	45th Ave and 55th Street	Lot 22, Block G Plan 822-2078
HS - 74	City Hall Park	4800 Block 48th Avenue	Lot 1, Block 27, Plan 1339 R.S
HS -75	'Crossing' School Site Marker	60th Ave and Cronquist Drive	SE 1/4, 18-38-27-4
'HS - 76	DELETED		
HS - 77	Gaetz Lakes Sanctuary		
HS - 78	Great West Lumber Co. Site	Bower Ponds	
HS - 79	Krause Hill, Trees	Ross Street Hill	Lot 3, Block 8A Plan 882-1939
HS - 80	Oak Tree	55th Street and 46th Ave	Lot 25, Block 1 Plan 1292 A.O.
HS - 81	Piper's Mountain	Rotary Park	Lot R3, Plan 4816 R.S.
HS - 82	Reinholdt Quarries	Cronquist Business Park	SW 1/4 17-38-27-4 Lot R3, Plan 762-1616
HS - 83	Site of the ACR Silver Spike	Gaetz Ave and 35th Street	Lot 16, Block 1 Plan 8324 ET

<sup>1</sup> 3357/E-2016

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 City of Red Deer Land Use Bylaw 3357/2006
 

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Property Number	Historical Site Designation Building	Street Address	Legal Description
HS - 84	Snell Residence Site	4915 - 48th Ave	Lot 14, Block 38 Plan 832 0062
HS - 85	Stone Wall, Everglades Apartments	4319 - 51st Ave	Lot 15B, Block 6, Plan 862 2144
HS - 86	Towers at Checkmate Court	4902 - 37th Street	Plan 902 1647
HS - 87	Willow Tree	4700 - 55th Street	Lots 5 - 7, Block B, Plan K1 Lots 21, Block B, Plan 902 1952
HS - 88	Wishart Cabin Site	Gaetz Lake Sanctuary	
HS - 89	Farthing Block	4930 Ross Street	Lot 7, Block 17, Plan H
HS - 90	Park Hotel (Park Place)	4918 - 4920 Ross Street	Lots 10 - 15, Block 17, Plan H
HS - 91	Golden Circle	4620 - 47 Avenue	Lot 1, Block C Plan 842 2029
HS - 92	Fabretti Residence	5001 - 43 Avenue	Lot 10, Block 6, Plan 758KS
<sup>1</sup> HS-93	Manning Residence	4641 - 49 Street	Lots 45-46, Block B, Plan KB

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<sup>1</sup> 3357/A-2007

# **Attachment 6**

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## HP Historical Preservation Overlay District

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City of Red Deer Land Use Bylaw 3357/2006

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the parking layout, shall be subject to approval by the Development Authority.

## 7.5 HP Historical Preservation Overlay District



### General Purpose

The general purpose of this District is to maintain the historical character of an area in the terms of building appearance, and to ensure the degree of activity and other aspects of the operation would not be incompatible with such district, and subject to such regulatory standards as are necessary to ensure such compatibility and historical preservation.

### 1. HP Permitted and Discretionary Uses Table

<b>(a) Permitted Uses</b>
(i) Those uses listed as permitted in the underlying use district.
<b>(b) Discretionary Uses</b>
(i) Those uses which, in the opinion of Council, will maintain and achieve the general purpose of this District.

### 2. Historical Preservation Overlay District Regulations

- (a) <sup>1</sup>In accordance with the *Alberta Historical Resources Act*, no person shall destroy, disturb, alter, restore, or repair a building or structure on a site that has been designated a:
- (i) Municipal Historic Resource without written approval from the Development Officer based on a recommendation of the Heritage Planner or planning department and in consultation with relevant experts;
  - (ii) Provincial Historic Resource without written approval from the Minister responsible for the *Alberta Historical Resources Act*;
  - (iii) Registered Historic Resource until expiration of 90 days from the date the notice of the proposed intervention is served on the Minister responsible for the *Alberta Historical Resources Act*, unless the Minister sooner consents to the proposed action.

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<sup>1</sup> 3357/Q-2007

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 City of Red Deer Land Use Bylaw 3357/2006
 

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(b) The relationship between buildings, structures and open spaces, and the provisions of landscaping and parking shall be subject to the approval of the Development Authority.

### 3. <sup>1</sup>Historical Preservation Buildings and Sites

Property Number	Building or Site	Municipal Address	Legal Description	Designation
HP - 1	1. Old Court House	4836 Ross Street	Lots 1-4, Block 28, Plan K	Provincial
HP - 2	2. C.P.R. Station	5000 - 51 Avenue	Lot 19, Plan 952 4241	Provincial/ Municipal
HP - 3	3. St. Luke's Anglican Church	4929 - 54 Street	Lots 9-11, Block 14, Plan K	Municipal/ Registered
HP - 4	4. Allen Bungalow	6316 - 45 Avenue	NE 1/4 21-38-27-4 which lies east of Road Plan 1264 ET	Registered / Municipal
HP - 5	5. North Cottage School	5704 - 60 Street	Lot S, Plan 4596 NY	Municipal/ Registered
HP - 6	6. Parsons House	4801 - 49 Street	Lots 42 & 43, Block 26, Plan 982-1122	Registered / Municipal
HP - 7	7. C. P. R. Rail Bridge	Red Deer River	SE of Plan 952 3190	Registered / Municipal
HP - 8	8. Cronquist House	Great Chief Park	Lot 1MR, Block 1, Plan 832 2386	Municipal
HP - 9	9. Red Deer Armoury (Fire Hall No. 1)	4905 - 49 Street	Lot 1, Block 27, Plan 1339 RS	Municipal
<sup>2</sup> HP - 10	10. Presbyterian Ladies College	3909 - 55 Street	Lot 3, Block 10, Plan 0624309	Municipal
HP - 11	11. J.J. Gaetz House	3504 - 55 Street	Lot 3, Block 1, Plan 792 1758	Municipal
HP - 12	12. Clarke Residence	4757 - 56 Street	Lot 27, Block A, Plan K1	Municipal
HP - 13	13. McIntosh House	4631 - 50 Street	Lots 38-40 Block A, Plan K8	Municipal
HP - 14	14. Gaetz Library, Presbyterian Church Steeple, and Stevenson Hall Block	Heritage Square	Lot 1, Block C, Plan 842 2027	Municipal
HP - 15	15. Scott House	4743 - 56 Street	Lot 20, Block A, Plan K1	Municipal
<sup>3</sup> HP - 16	16. Red Deer Cenotaph	4908 - 50 Street	Lot 1, Block 1, 1221959	Provincial/ Municipal
<sup>4</sup> HP-17	17. Willson House	5011 43 Avenue	Lot 8, Block 6, Plan 5470HW	Municipal
<sup>5</sup> HP-18	18. Routledge Family Residence	4736 56 Street	Lot 15, Block C, Plan 5947 AM	Municipal

<sup>1</sup> 3357/M-2009

<sup>2</sup> 3357/H-2009

<sup>3</sup> 3357/A-2010, 3357/I-2013

<sup>4</sup> 3357/M-2015

<sup>5</sup> 3357/W-2010

City of Red Deer Land Use Bylaw 3357/2006

HP-19	19. Intermediate School	5205 48 Street	Lot S, Block 36, Plan 802 2591	Municipal
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Note: Provincial and Registered Designations are designations assigned by the Province of Alberta to provincially significant historic resources.

**7.6 HS Historical Significance Overlay District**



**General Purpose**

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<sup>1</sup> 3357/W-2017  
<sup>2</sup> 3357/Q-2007

FILE COPY



Council Decision – November 27, 2017

**DATE:** November 30, 2017  
**TO:** Christi Fidek, Senior Planner  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** Government of Canada Building – Land Use Bylaw 3357/DD-2017

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**Reference Report:**

Planning Department, dated November 8, 2017

**Bylaw Reading:**

At the Monday, November 27, 2017 Regular Council Meeting, Council gave first reading to the following bylaw:

**Bylaw 3357/DD-2017** (an amendment to the Land Use Bylaw to remove the HS Historical Significance designation of the Government of Canada Building located at 4909-50 Street (Lots 20-29, Block 18, Plan H) and to identify the site within the HP Historic Preservation Overlay district in compliance with Ministerial Order 03/16 designating the building as a Provincial Historic Resource (PHR))

**Report back to Council:**

Yes. This bylaw will come back for consideration of second and third reading at the Monday, January 8, 2018 Regular Council Meeting.

**Comments/Further Action:**

Administration will advertise for two consecutive weeks for a Public Hearing to be held on Monday, January 8, 2018 at 6:00 p.m. during Council's regular meeting.

A handwritten signature in blue ink, appearing to read 'Frieda McDougall'.

Frieda McDougall  
Manager

- c. Director of Planning Services  
Manager of Planning



November 27, 2017

## Land Use Bylaw Amendment- Microbrewery Site Exception Bylaw 3357/CC-2017

Planning Department

### **Report Summary & Recommendation**

---

A proposal has been submitted for a site exception for 8105 – Edgar Industrial Drive in Edgar Industrial Park. The parcel is currently designated as I1 Industrial (Business Service) District. The applicant, Belly Hop Brewing, is applying for a site exception to allow for a Microbrewery on the subject property.

Administration recommends Council support First Reading of Land Use Bylaw Amendment 3357/CC-2017.

### **City Manager Comments**

---

I support the recommendation of Administration. If first reading of Bylaw 3357/CC-2017 is given, a Public Hearing would then be advertised for two consecutive weeks to be held on January 8, 2018 at 6:00 p.m. during Council's regular meeting.

Craig Curtis  
City Manager

### **Proposed Resolution**

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That Bylaw 3357/CC-2017 be read a first time.

### **Analysis**

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#### **1. Compliance with City policy framework**

The proposal is consistent with the principles and standards of The Municipal Development Plan (MDP). The MDP contains standards that support the creation of a mix of land uses including residential, commercial and industrial uses. The MDP also contains policies that encourage economic diversification (See Appendix B).

**2. Compatible I1 use**

The proposal is comparable with the use of 'Restaurant' which is currently listed as a discretionary use in the I1 District. A Microbrewery, as defined by the Land Use Bylaw, must include a Tasting Room, a Drinking Establishment, or a Restaurant. A microbrewery also contains a manufacturing and packaging component that can be up to 70% of the total floor area. Manufacturing is currently a permitted use in the I1 District (Appendix B).

**3. Review of other Alberta municipalities**

Microbrewery/ brewery is a use that is listed in both commercial and industrial districts throughout several Alberta municipalities (See Appendix C).

**Discussion**

---

**Background**

The applicant currently has a Development Permit for the Manufacturing, Processing, and Distribution of beer, and for Accessory Sales for off premise consumption only. The existing permit allows the business to provide small alcohol samples to customers free of charge, limited to approximately 30ml. The applicant would like to allow the purchase and consumption of standard sized amounts of craft beer on site (tasting room).

A Microbrewery and tasting room is not a use that is currently considered in the I1 Industrial (Business Service) District. The City's Riverlands Districts and the DC 28 District are the only ones which have Microbrewery listed as a use. Microbreweries are considered in these districts because they act as a bridge between uses such as Manufacturing and processing, and Restaurants. While Restaurant is a discretionary use in the I1 District, the applicant is not interested in taking this route because the focus of their business is the sale of alcohol, not food.

**Consultation**

The application was circulated to various City departments for review. There were no concerns regarding land use bylaw regulations.

An information package and comment sheets, were sent to 14 landowners within 100 metres of the subject site. The City received one (1) surrounding landowner comment regarding this application. The comment received expressed concern about parking and the potential overflow of vehicles into the adjacent property. The applicant will need to meet the parking requirements outlined in Section 3.1 and 3.2 of the Land Use Bylaw. These will be addressed in more detail at the development permit stage.

**Options**

Administration has reviewed three options and is recommending Option 1 to support and approve the proposed amendment. The three options were considered by Administration as viable courses of action in its review of the proposed Land Use Bylaw amendment.

**Option 1 – Approve the amendment**

Approve the proposed site exception based on the following merits:

The location of a Microbrewery on the site would not impact the industrial park any more than the development of a Restaurant or a manufacturing facility, which are existing uses in the I1 district. The property can accommodate the Microbrewery requirements of a 70% maximum production and packaging floor area. Approval of the application would provide the City an opportunity to further monitor and explore the possibility of adding Microbrewery as a use in the I1 District to allow consideration of future developments of this type.

**Option 2 – Table application until further review of microbreweries has been completed**

Currently Microbreweries are only permitted in the Riverlands Districts and in Direct Control District No. 28. The proposed Land Use Bylaw amendment could be tabled until Administration has completed a 6-12 month review of Microbreweries to determine if these should be added as a use to other land use districts. This proposal would require consultation and be referred to all affected landowners.

**Option 3- Refuse the amendment**

Refuse the proposed site exception based on the following rationale:

There are other districts within the City where Microbrewery is listed as a use which means that a site exception is not the only option available to the applicant.

**Appendices**

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- Appendix A- Land Use Bylaw Amendment 3357/CC-2017
- Appendix B- Background Information
- Appendix C- Microbreweries in other municipalities
- Appendix D- Landowner comments

**Appendix A**

*Land Use Bylaw Amendment 3357/CC-2017- Microbrewery Site Exception*

**BYLAW NO. 3357/CC – 2017**

Being a Bylaw to amend Bylaw No. 3357/2006, the Land Use Bylaw of The City of Red Deer as described herein.

COUNCIL OF THE CITY OF RED DEER, ALBERTA, ENACTS AS FOLLOWS:

Bylaw No. 3357/2006 is hereby amended as follows:

- 1. Section **8.22** is amended is amended by adding the following subsection **8.22(1)(e)(xi)**

Microbrewery on:

- 2. Section **8.22** is amended is amended by adding the following subsection **8.22(1)(e)(xi)(1)**

Lot 3, Block 5, Plan 902 0499

- 3. The “Land Use District Map J21” contained in “Schedule A” of the Land Use Bylaw is hereby amended in accordance with the Land Use District Map 23/ 2017 attached hereto and forming part of the bylaw.

READ A FIRST TIME IN OPEN COUNCIL this                      day of                      2017.

READ A SECOND TIME IN OPEN COUNCIL this                      day of                      2018.

READ A THIRD TIME IN OPEN COUNCIL this                      day of                      2018.

AND SIGNED BY THE MAYOR AND CITY CLERK this                      day of                      2018.

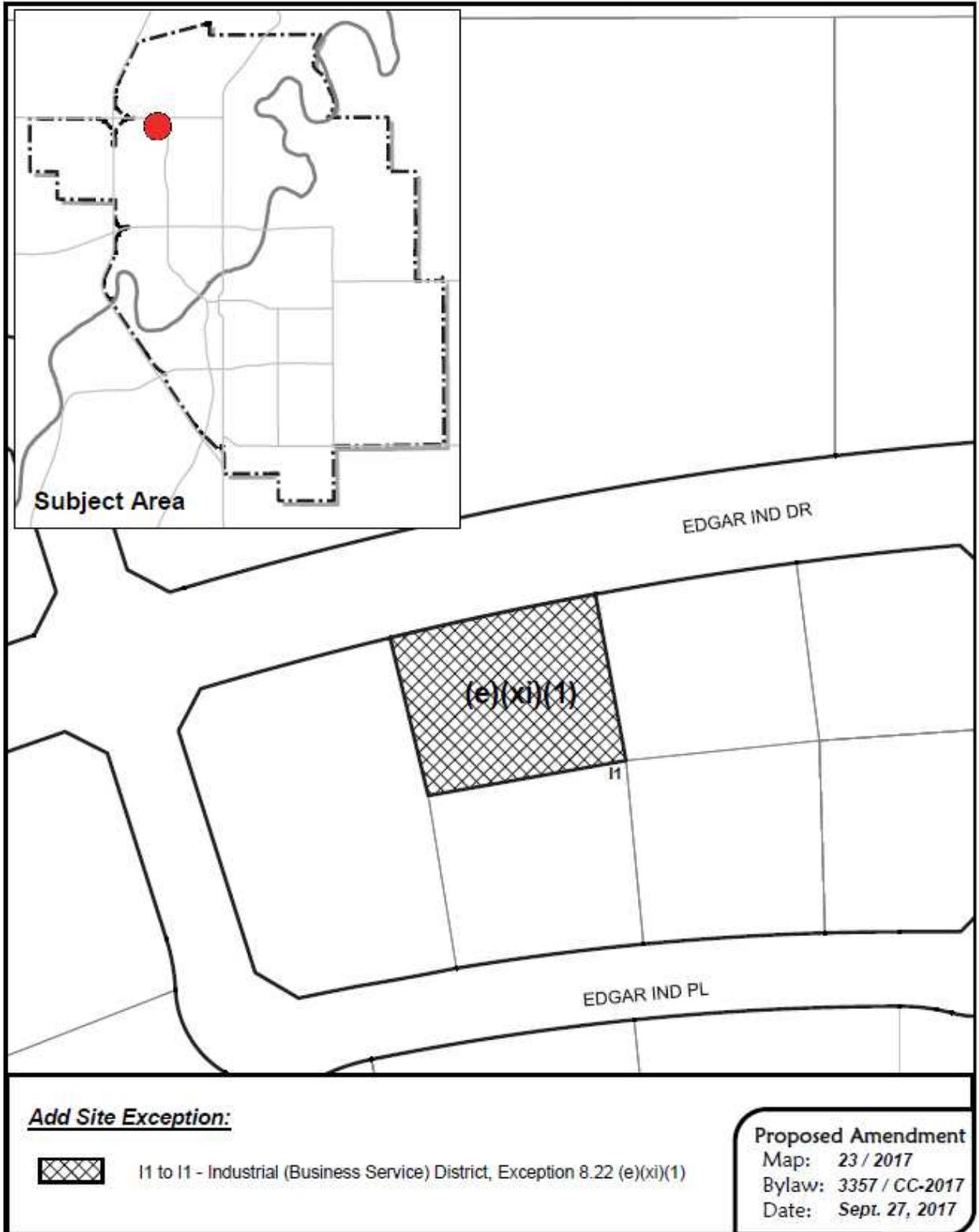
\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CITY CLERK

Schedule "A"



Proposed Amendment to Land Use Bylaw 3357/2006



## **Appendix B**

### *Background Information*

## **Municipal Development Plan**

- 6.8 Community Economic Development** The City should pursue community economic development, which emphasizes community self-reliance and fosters growth from within the community, with emphasis on nurturing small business, supporting skills training, and entrepreneurship.

## Land Use Bylaw: Land Use District

### 6.1 I1 Industrial (Business Service) District



#### General Purpose

The general purpose of this District is to provide for a limited range of light industrial, warehousing, storage, and industrial support services within the performance standards of section 6.4(2)(a), the operation of which do not create or emit noises, odours, dust, fumes or other factors which are regarded as nuisances. In addition, this district will provide for certain other businesses which are incompatible in commercial districts.

#### 1. I1 Permitted and Discretionary Uses Table

<b>(a) Permitted Uses</b>	
(i)	Accessory buildings or uses excluding sales subject to section 3.5.
(ii)	Accessory sales related to manufacturing, processing, and/or distribution of any article.
(iii)	Accessory sales of used trucks, used automobiles and used holiday trailers, providing that collectively there are not more than three units for sale on the site at any one time.
(iv)	Industrial support services.
(v)	Identification, local advertising and general advertising on the following types of signs subject to sections 3.3 and 3.4:
(1)	awning, canopy signs,
(2)	under canopy signs,
(3)	fascia signs,
(4)	free standing signs,
(5)	painted wall signs, and
(6)	projecting signs.
(7)	A-Board signs located within the boundaries of the lot, provided that subject to section 3.4:
(a)	such signs may advertise only the businesses situated on such lot,
(b)	such signs may not be placed on any portion of a lot which abuts an arterial road.
(vi)	Manufacture, processing, distribution, repair, servicing, and/or rental of any articles.
(vii)	Service stations.
(viii)	<sup>1</sup> Warehousing.
(ix)	<sup>2</sup> Outdoor storage.
<b>(b) Discretionary Uses</b>	
(i)	Above ground storage tanks for motor fuel products including propane and used oil.
(ii)	Animal services.
(iii)	Auction marts (excluding livestock).

**(b) Discretionary Uses *continued***

- (iv) <sup>1</sup>Billboard signs (subject to section 3.3, 3.4 and 7.15)
- (v) <sup>2</sup>Dynamic Sign (subject to Sections 3.3, 3.4 and 7.15) which comprises no more than 25% of the Sign Area of a Free Standing Sign or Fascia Sign;
- (vi) Crematorium
- (vii) Dangerous goods occupancy.
- (viii) Restaurant.
- (ix) <sup>3</sup>Sale of large trucks over 10,000 Kg, Manufactured Homes, heavy construction equipment and machinery
- (x) Sale of horse, stock, and light flatdeck and cargo trailers.
- (xi) Sign identification and local advertising on the following types of signs subject to sections 3.3 and 3.4:
  - (I) wall signs.
- (xii) Transportation, communication or utility facility.
- (xiii) <sup>4</sup>Industrial trade schools (maximum capacity of 60 persons).
- (xiv) <sup>5</sup>Accessory outdoor display or sale of goods
- (xv) <sup>6</sup>Pet Crematorium
- (xvi) <sup>7</sup>Alternative/Renewable Energy Facility on sites designated in an Eco Industrial Park Overlay District.
- (xvii) Uses that produce waste materials, outputs, or by-products that may be used as inputs for an industrial operation within the Eco Industrial Park Overlay District.
- (xviii) Uses that may consume waste materials, outputs, or by-products that are produced by an industrial operation within an Eco Industrial Park Overlay District.

### **Land Use Bylaw: Definitions**

**Microbrewery includes a micro-distillery and means** a use where the small-scale production and packaging of alcoholic and non-alcoholic beverages takes place and includes distribution, retail or wholesale, on or off the premises, and includes at least one of the following: tasting room where guests may sample alcoholic beverages without charge, Drinking Establishment or Restaurant; The floor area devoted to the production and packaging shall be no more than 70% of the gross floor area.

**Restaurant means** an establishment the primary purpose of which is the preparation and sale of food for consumption on the premises, and the secondary purposes of which may include the sale of alcoholic or non-alcoholic beverages incidental to the meal, take-out food services and catering. A restaurant does not include a drinking establishment but does include any premises in respect of which a "Class A" Liquor License has been issued and where minors are not prohibited by the terms of the license.

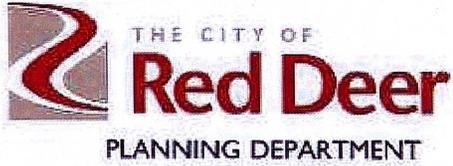
## **Appendix C**

### *Microbreweries in other municipalities*

<b>Municipality</b>	<b>Applicable Uses</b>	<b>Districts Permitted in</b>
<b>Airdrie</b>	Microbrewery	Commercial Districts
<b>Lethbridge</b>	Manufacturing, Specialty (microbreweries fall under this use)	Commercial & Industrial Districts
<b>Medicine Hat</b>	Industrial Operations (microbreweries fall under this use)	Industrial Districts
<b>Edmonton</b>	Breweries, Wineries and Distilleries	Commercial & Industrial Districts
<b>Calgary</b>	Brewery, Winery and Distillery	Commercial & Industrial Districts

**Appendix D**

*Landowner Comments*



## Comment Sheet

We invite you to provide feedback regarding the proposed plan amendment/subdivision application. Your feedback is very important to us. Please be sure to specify which application you are responding to by indicating the address of the subject application, and the name of the planner on the file.

**Collection & Release of Your Information:** The City is collecting your information as part of the referral process that is described in Section 2.19(5) of The City of Red Deer Land Use Bylaw. The personal information on this form is collected under the authority of the Municipal Government Act Section 3 and is protected under the provisions of the Freedom of Information & Protection of Privacy (FOIP) Act. The City will seek to balance the dual objectives of open government and protection of privacy. If you have questions about the collection and use of this information, please contact the Manager of Planning at The City of Red Deer, 4914-48 Ave, Red Deer, AB 403-406-8700.

Please check the box below which applies:

- Land Use Bylaw Amendment
- Subdivision Application
- Plan Amendment
- Other

Amendment/Subdivision Address/ Bylaw #:

3357/CC-2017  
8105 - EOGAR INDUSTRIAL DR.

Name of Planner (Working on the Application):

KIMBERLY FELS-PAINE

### Contact information

Your contact information allows administration to respond as needed.

Name: SCOTT BOSTOCK

Mailing Address: \_\_\_\_\_ City Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

### General Comments

- AS THE NEIGHBORING PROPERTY, WE ARE CONCERNED ABOUT PARKING - WE ARE CONCERNED THERE WILL BE AN OVERFLOW OF VEHICLES IN OUR DRIVEWAY AND LOT.

- CAN YOU ADDRESS THIS PLEASE?

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Council Decision – November 27, 2017

**DATE:** November 30, 2017  
**TO:** Kimberly Fils-Aime, Planner  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** Land Use Bylaw Amendment – Microbrewery Site Exception Bylaw  
3357/CC-2017

---

**Reference Report:**

Planning Department, dated November 27, 2017

**Bylaw Reading:**

At the Monday, November 27, 2017 Regular Council Meeting, Council gave first reading to the following bylaw:

**Bylaw 3357/CC-2017** (an amendment to the Land Use Bylaw for a site exception for 8105 Edgar Industrial Drive in Edgar Industrial Park to allow for a Microbrewery on the subject property)

**Report back to Council:**

Yes. This bylaw will come back for consideration of second and third reading at the Monday, January 8, 2018 Regular Council Meeting.

**Comments/Further Action:**

Administration will advertise for two consecutive weeks for a Public Hearing to be held on Monday, January 8, 2018 at 6:00 p.m. during Council's regular meeting.

A handwritten signature in blue ink, appearing to read 'F. McDougall'.

Frieda McDougall  
Manager

- c. Director of Planning Services  
Manager of Planning



November 27, 2017

## Billboard Sign Amendments, Bylaw 3357/GG-2017

Administrative Report

### **Report Summary and Recommendation**

---

Administration is updating The City's Land Use Bylaw (LUB) which has not undergone a major content review in 20 years. In response to stakeholder, public, Council, and Administration feedback, the sign section of the LUB is the first section to be updated. Amendments to the Billboard Sign uses and regulations have been identified as urgent and are therefore being brought forward for Council's consideration in advance of the rest of the sign amendments.

---

Administration recommends Council give First Reading to Bylaw 3357/GG-2017 Billboard Sign Amendments (Appendix A).

### **City Manager Comments**

---

I support the recommendation of Administration. If first reading of Bylaw 3357/GG-2017 is given, a Public Hearing would then be advertised for two consecutive weeks to be held on December 11, 2017 at 6:00 p.m. during Council's regular meeting.

Craig Curtis  
City Manager

### **Proposed Resolution**

---

That Bylaw 3357/GG-2017 be read a first time.

## Rationale for recommendation

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Administration's recommendation is based on the following rationale:

1. **Provides regulations in response to recent proliferation of Billboard sign applications.**  
Regulations provide Administration clear tools to review Billboard applications.
2. **The updates to the Billboard Sign uses and regulations balance community and industry feedback.** Sign industry desires more locations for billboards and the community wants to limit proliferation. Both groups agreed Billboard signs are best suited along high traffic commercial areas.
3. **Regulations are aligned with City policies, planning tools and municipal best practices.**  
The regulations reflect Municipal Development Plan policy and Gaetz Avenue Visioning planning tool design direction. Several Alberta municipalities' regulations were compared and reviewed to assist in determining regulations.

## Discussion

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### Proposed Regulations

Administration has updated the Billboard uses and regulations to be responsive to the feedback received technical review of best practices and existing City policies. They are as follows:

- Clarify definition of a Billboard Sign;
- Keep Billboard Signs as a discretionary use in:
  - C4 Commercial (Major Arterial),
  - I1 Industrial (Business Service),
  - I2 Industrial (Heavy Industrial) Districts,
  - Eliminate from Direct Control District (8) due to residential proximity,
  - Billboard Signs continue to be prohibited in the Major Entry Areas Overlay District;
- Gradual phasing out of existing Billboard Signs (legal non-conforming) not identified in land use districts [e.g. C1 Commercial (City Centre) and C1A Commercial (City Centre West) Districts];
- Limit Billboard Signs to 1 per site, which must be along an arterial road;
- Require a 500 m radius distance separation between Billboards, radius' cannot overlap (see illustrative example in Appendix B);
- Require a 10 m radius distance separation from other ground signs (e.g. freestanding signs, monument signs);
- No variances allowed for location criteria;
- Include design criteria and clear illumination requirements (no dynamic or electronic messaging); and
- Prohibit Billboards within 30 m radius of a residential district.

The 30 m radius distance separation between Billboard Signs and residential uses is being proposed by Administration because it is the same distance separation currently applied to Dynamic Signs, which has worked well to separate a sign use that has potential to impact nearby residential uses. A best practices technical review discovered that a few municipalities have a set minimum distance separation between Billboard Signs and residential uses; the ones that do vary between a 100 m and a 250 m distance separation. If Council wants to increase the 30 m radius distance separation from residential uses then they have the option to direct Administration to do so. When considering increasing this distance separation, Administration suggests a 100 m distance separation from residential uses for the following reasons:

1. It is a distance separation currently being applied, as discovered during Administration's technical review of best practices;
2. It is a larger distance than The City of Red Deer's minimum road right-of-way for a divided Arterial Road (60 m) and the typical road right-of-way for North Gaetz (80 m); and
3. The larger the distance separation the less likely a Billboard Sign will have an impact on residential uses.

Detailed comparisons of the current regulations with the proposed updated regulations along with the rationale for the changes are provided in Appendix C. Appendix D provides a municipal comparison of Billboard Sign size maximums and distance separations.

#### Dialogue – Balanced Feedback

A list of the consultation that has been done to date is included in Appendix E and a summary of comments and responses is provided in Appendix F.

The proposed Bylaw was circulated to applicable internal departments and they support the Billboard Sign amendments moving forward.

#### City Policy Alignment

Both the Municipal Development Plan (MDP) and the Gaetz Avenue Vision planning tool support an improved visual quality of major arterial roads; the proposed amendments in Bylaw 3357/GG-2017 are in general conformance with the policy statements. Relevant excerpts from the MDP and Gaetz Avenue Vision are provided in Appendix G.

#### **Recommendation**

When considering Bylaw 3357/GG-2017, Administration recommends the following:

**Administration recommends Council grant First Reading of Bylaw 3357/GG-2017 to update the Billboard Sign uses and regulations.** This option introduces the most responsive changes to the Billboard Sign use and regulations from the dialogue, reflects City policy intent, and a best practices technical review.

## **Appendices**

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1. Appendix A: Bylaw 3357/GG-2017
2. Appendix B: 500 m Radius Distance Separation Map
3. Appendix C: Comparison of Current and Proposed Regulations with Rationale
4. Appendix D: Municipal Comparison of Billboard Sign Sizes and Distance Separations
5. Appendix E: List of Consultation Events
6. Appendix F: Summary of Comments
7. Appendix G: Excerpts from the Municipal Development Plan and Gaetz Avenue Vision

## **Appendix A: Bylaw 3357/GG-2017**

Bylaw 3357/GG-2017 proposes amendments to the Billboard Sign uses and regulations, including distance separations between Billboard Signs and other ground signs, and prohibiting them within 30 m of a residential district.

**BYLAW NO. 3357/GG-2017**

Being a Bylaw to amend Bylaw No. 3357/2006, the Land Use Bylaw of The City of Red Deer as described herein.

COUNCIL OF THE CITY OF RED DEER, ALBERTA, ENACTS AS FOLLOWS:

Bylaw No. 3357/2006 is hereby amended as follows:

1. Section 1.3 Definitions is amended by deleting the definition for "Immediate Street Context" and replacing it with the following:

**Immediate Street Context** refers to existing Buildings and Signs along the same street Frontage (both sides of the Street) as the proposed Development or Sign and within the same block.
2. Section 1.3 Definitions is amended by adding the following new definition:

**Residential District** means a land use district primarily related to or used for residential housing (for example, a Detached Dwelling Unit, Multi-attached Building)
3. Section 3.3 Sign Regulations is amended by deleting the definition for "Billboard" and replacing it with the following:

**Billboard Sign** means a permanent Sign that is not attached to a Building or Structure where content is allowed for periodic replacement. Billboard Signs shall contain Third Party Advertising, and do not include a dynamic component or electronic messaging.
4. Section 3.3 Sign Regulations is amended by deleting the definition for "Existing Billboard" in its entirety.
5. Section 3.3 Sign Regulations is amended by deleting the definition for "Sign Area" and replacing it with the following:

**Sign Area** means the entire surface area of a Sign on which advertising copy could be placed and includes any frame or embellishment which forms an integral part of the display, but does not include landscaping. In the case of a double-face or multi-face Sign, the average of the total area of all Sign faces, unless otherwise stated.
6. Section 3.3 Sign Regulations is amended by adding the following new definition:

**Ground Sign** means a general term to describe Permanent Signs that are not affixed, plastered, etc. on Buildings. Examples of Ground Signs include, but are not limited to Freestanding Signs, or Neighbourhood Identification Signs, but do not include Billboard Signs.

7. Section 3.3(3) Sign Permit and Requirements is amended by deleting (e) in its entirety.
8. Section 3.4(4) Billboard Signs is deleted in its entirety, and replaced with the following:

**(4) Billboard Signs**

(a) General Regulations for Billboard Signs:

- (i) The design and size of a Billboard Sign should be compatible with or enhance the design, construction, and general character of the Building on the Site which it is located on and should respect the Immediate Street Context it is located in.
- (ii) A Development Permit for a Billboard Sign that will replace a Billboard Sign approved prior to December 11, 2017, may only be approved if the proposed Billboard Sign will be no larger than the previously approved Billboard Sign, and the proposed Billboard Sign will result in a visual improvement to the Immediate Street Context.
- (iii) Billboard Signs shall not be internally illuminated, or illuminated by light projecting from behind the surface of the Sign face.
- (iv) Billboard Signs that are illuminated shall:
  - (1) be equipped with a shield directing light towards the Sign; and
  - (2) be positioned in a manner that directs the light directly onto the Billboard Sign and minimizes glare.
- (v) Billboard Signs that are illuminated shall not:

- (1) shine or reflect light directly onto adjacent properties or in the direction of oncoming traffic;
    - (2) create hazards for pedestrian or vehicle traffic; or
    - (3) be of an intensity or brightness that would interfere with the space, comfort, convenience, and general welfare of residents or occupants of adjacent Sites or with vehicular traffic.
  - (vi) Billboard Signs shall not include dynamic or electronic messaging.
  - (vii) Where the back of a Billboard Sign is visible to pedestrian or vehicle traffic, the Development Authority may:
    - (1) require a second face; or
    - (2) require the back to be enclosed.
  - (viii) A Development Permit for a Billboard Sign may only be issued for a period not exceeding 3 years.
- (b) Location Criteria
  - (i) Billboard Signs shall only be located along a Boundary adjacent to an Arterial Road, except for those Sites described in subsection (ii) below.
  - (ii) Billboard Signs are prohibited:
    - (1) within the Major Entry Areas Overlay District; and
    - (2) within 30.0 m radius of a Residential District.
- (c) Siting Criteria
  - (i) Not more than 1 Billboard Sign may be located on a Site.
  - (ii) Billboard Signs shall not be placed in or on a required parking space or loading space and shall not be placed so as to reduce the number of required parking stalls or loading spaces, pursuant to this Bylaw of an approved Development Permit.
  - (iii) Billboard Signs shall be located a minimum of:

- (1) 500.0 m radius from another Billboard Sign. If a 500.0 m radius is drawn around Billboard Signs, none of the 500.0 m radius' shall overlap; and
      - (2) 10.0 m from another Ground Sign.
    - (iv) A Billboard Sign shall be located such that no portion is closer than 3.0 m from any Site Boundary.
    - (v) If deemed necessary for safety reasons, the Development Authority may require greater distance separations between Signs.
  - (d) Billboard Sign Sizes
    - (i) The maximum height of a Billboard Sign is 6.1 m;
    - (ii) The maximum width of a Billboard Sign is 6.1 m; and
    - (iii) The maximum Sign Area of a Billboard Sign shall not exceed 19.0 m<sup>2</sup>, and only 1 face of a double sided Billboard Sign may be used to calculate the Sign Area.
  - (e) No Variances
    - (i) The Location Criteria listed in 3.4(4)(b) and the Siting Criteria listed in 3.4(4)(c) shall not be varied by the Development Authority.
9. Section 5.1 C1 Commercial (City Centre) District is amended by deleting "Existing Billboard" from subsection 1(a) C1 Permitted Uses.
  10. Section 5.2 C1A Commercial (City Centre West) District is amended by deleting "Existing Billboard" from subsection 1(a) C1A Permitted Uses.
  11. Section 5.6 C4 Commercial (Major Arterial) District is amended by deleting "Existing Billboard" from subsection 1(a) C4 Permitted Uses.
  12. Section 8.8 Direct Control District No. 8 DC (8) is amended by deleting subsection 1(b)(i) and replacing it with the following Discretionary Use:

Any discretionary use listed in the C4 Commercial (Major Arterial) District provided it is not located in the Multiple Family Building, with the exception of Warehouse, Outdoor Display or Sale of Goods, Drinking Establishment (Adult Entertainment Permitted), Gaming or

Gaming Establishment, Dangerous Goods Occupancy, and  
Billboard Signs.

READ A FIRST TIME IN OPEN COUNCIL this                    day of                    2017.

READ A SECOND TIME IN OPEN COUNCIL this                    day of                    2017.

READ A THIRD TIME IN OPEN COUNCIL this                    day of                    2017.

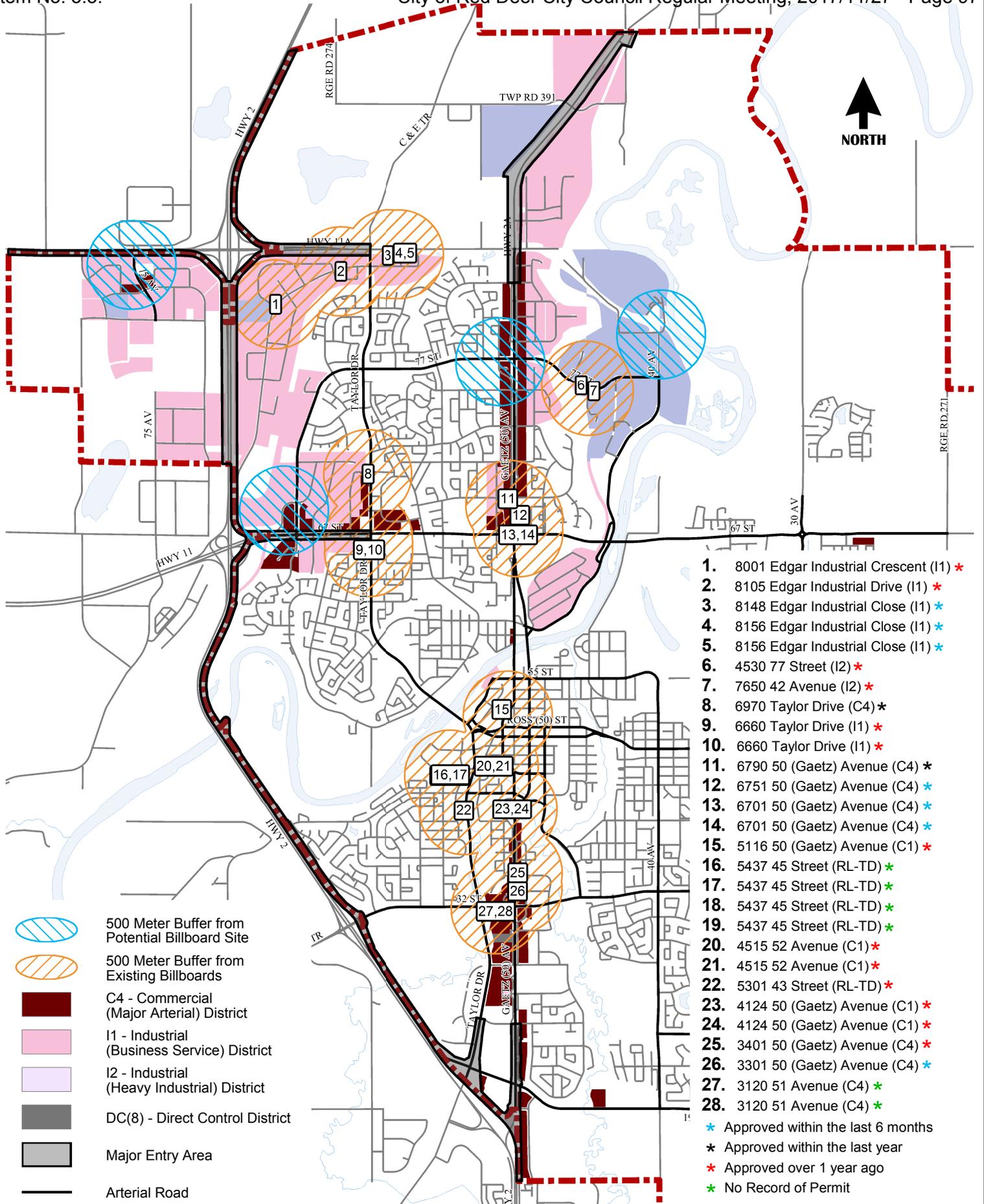
AND SIGNED BY THE MAYOR AND CITY CLERK this                    day of                    2017.

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
CITY CLERK

## **Appendix B: 500 m Radius Distance Separation Map**

The following map indicates the location of existing Billboard Signs and applies the 500 m radius distance separation between Billboard Signs proposed under Bylaw 3357/GG-2017. The blue circles identify the approximate locations of where additional Billboard Signs could be placed and give an idea of how many more Billboard Signs could be placed in the future with the proposed separation distance regulations.



1. 8001 Edgar Industrial Crescent (I1) \*
  2. 8105 Edgar Industrial Drive (I1) \*
  3. 8148 Edgar Industrial Close (I1) \*
  4. 8156 Edgar Industrial Close (I1) \*
  5. 8156 Edgar Industrial Close (I1) \*
  6. 4530 77 Street (I2) \*
  7. 7650 42 Avenue (I2) \*
  8. 6970 Taylor Drive (C4) \*
  9. 6660 Taylor Drive (I1) \*
  10. 6660 Taylor Drive (I1) \*
  11. 6790 50 (Gaetz) Avenue (C4) \*
  12. 6751 50 (Gaetz) Avenue (C4) \*
  13. 6701 50 (Gaetz) Avenue (C4) \*
  14. 6701 50 (Gaetz) Avenue (C4) \*
  15. 5116 50 (Gaetz) Avenue (C1) \*
  16. 5437 45 Street (RL-TD) \*
  17. 5437 45 Street (RL-TD) \*
  18. 5437 45 Street (RL-TD) \*
  19. 5437 45 Street (RL-TD) \*
  20. 4515 52 Avenue (C1) \*
  21. 4515 52 Avenue (C1) \*
  22. 5301 43 Street (RL-TD) \*
  23. 4124 50 (Gaetz) Avenue (C1) \*
  24. 4124 50 (Gaetz) Avenue (C1) \*
  25. 3401 50 (Gaetz) Avenue (C4) \*
  26. 3301 50 (Gaetz) Avenue (C4) \*
  27. 3120 51 Avenue (C4) \*
  28. 3120 51 Avenue (C4) \*
- \* Approved within the last 6 months  
 \* Approved within the last year  
 \* Approved over 1 year ago  
 \* No Record of Permit

## **Appendix C: Comparison of Current and Proposed Regulations with Rationale**

The following tables outline the proposed changes in Billboard Sign regulation direction. There are several other amendments contemplated in Bylaw 3354/GG-2017 that are not specifically highlighted in the tables; these amendments are being brought over from the Sign Review work done thus far and are needed to make the separate Billboard Sign amendments function properly in the Land Use Bylaw in absence of the overall sign review updates.

Appendix C: Comparison of Current and Proposed Regulations with Rationale

<b>Billboard Signs as a Discretionary Use</b>		
Discretionary Uses are uses where the issuance of a Development Permit is dependent on the exercise of discretion by the Development Authority. There is no obligation to issue a Development Permit, but refusal of one will require Planning rationale.		
<b>Current</b>	<b>Proposed under Bylaw 3357/GG-2017</b>	<b>Rationale</b>
Billboard Signs are a Discretionary Use in the following land use districts*: <ul style="list-style-type: none"> <li>• C4 Commercial (Major Arterial) District;</li> <li>• I1 Industrial (Business Service) District;</li> <li>• I2 Industrial (Heavy Industrial) District; and</li> <li>• DC(8) Direct Control District No. 8.</li> </ul>	Billboard Signs remain a Discretionary Use in the following land use districts*, but not DC(8): <ul style="list-style-type: none"> <li>• C4 Commercial (Major Arterial) District;</li> <li>• I1 Industrial (Business Service) District; and</li> <li>• I2 Industrial (Heavy Industrial) District.</li> </ul>	The land use districts Billboard Signs are currently a Discretionary Use are suitable districts to have Billboards in as they are targeted to higher traffic volume streets and are generally located away from residential uses. To avoid proliferation, minimum radius distance separations from other Billboards, ground signs, and residential uses are proposed. DC 8 is a mixed use district with residential uses, in keeping with separation from residential uses billboards will not be considered in DC8.
<i>*Except for Sites within the Major Entry Areas Overlay District where they are prohibited</i>		

<b>Existing Billboard Signs as a Permitted Use</b>		
Existing Billboard Signs is defined as “...a billboard that has been approved prior to the adoption of Land Use Bylaw No. 3357/2006.” Permitted Uses are a use where an applicant is entitled to a Development Permit as of right if the proposed use will meet all of the relevant Land Use Bylaw regulations.		
<b>Current</b>	<b>Proposed under Bylaw 3357/GG-2017</b>	<b>Rationale</b>
Existing Billboard Signs are a Permitted Use in the following land use districts*: <ul style="list-style-type: none"> <li>• C1 Commercial (City Centre) District;</li> <li>• C1A Commercial (City Centre West) District;</li> <li>• C4 Commercial (Major Arterial) District; and</li> <li>• DC(8) Direct Control District No. 8.</li> </ul>	Proposing to remove the “Existing Billboard Sign” as a use. Having this use allows existing Billboard Signs to be replaced with new ones by right without having to adhere to any new Billboard Sign regulations.	Administration heard that the community wants to limit Billboard Signs throughout The City, and minimum radius separation distances have been established to do just that. Having “Existing Billboard Signs” as a permitted use allows the existing Billboard Signs to be replaced by right, and would not require them to adhere to any new Billboard Sign regulations brought into the Land Use Bylaw, including distance separations. By removing this use, existing Billboards may

Appendix C: Comparison of Current and Proposed Regulations with Rationale

		<p>remain for as long as they wish, but any replacements would have to adhere to the new regulations brought in. Overtime The City would see fewer Billboards that are more spaced out.</p> <p>Both the C1 and C1A Districts are land use districts that accommodate mix used residential-commercial uses and are limited to the Downtown area. Given the existing residential uses, the potential for more in the future, and the pedestrian context of Downtown, Administration determined continuing to allow existing Billboard Signs to be replaced by right in the C1 and C1A should be removed.</p>
<p><i>*Except for Sites within the Major Entry Areas Overlay District where they are prohibited</i></p>		

<p><b>General Regulations for Billboard Signs</b></p>		
<p>These regulations are applicable to all Billboard Signs regardless of the land use district</p>		
<p><b>Current</b></p>	<p><b>Proposed under Bylaw 3357/GG-2017</b></p>	<p><b>Rationale</b></p>
<p>Currently there are no specific general regulations for Billboard Signs, other than general illumination provisions that prevent lighting that obscures or causes confusion with traffic lights or signals or otherwise creates traffic safety concerns.</p>	<p>Bylaw 3357/GG-2017 proposes to add regulations that address the following:</p> <ul style="list-style-type: none"> <li>• Design and size of Billboards needs to be compatible or enhance the general character of buildings and the street context;</li> <li>• Development Permits for a replacement Billboard cannot be larger than the existing Billboard and must result in a visual improvement;</li> <li>• Prescriptive illumination regulations prevent them from being internally</li> </ul>	<p>Comments received about Billboard Signs were that they are not visually appealing and are distracting. Design criteria and comprehensive illumination provisions will help address the visual concerns and minimize how distracting they are. The updated regulations also make The City's expectations clear when it comes to the design and lighting of a proposed Billboard Sign and highlights the ability of the Development Authority to limit the time the Billboard may remain.</p>

Appendix C: Comparison of Current and Proposed Regulations with Rationale

	<p>illuminated (entire glowing Billboard);</p> <ul style="list-style-type: none"> <li>• Explicitly prohibit dynamic or electronic messaging on Billboards; and</li> <li>• Make it clear that a Development Permit for a Billboard may be limited to 3 years or less.</li> </ul>	
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<p><b>Location Criteria</b></p>		
<p>A use, such as a Billboard Sign, must be listed in the land use district (e.g. I1 District) first and foremost. If Billboard Signs are listed as a discretionary use, that doesn't necessarily mean they will be approved on that site. The proposed Billboard must also comply with the following location criteria.</p>		
<p><b>Current</b></p>	<p><b>Proposed under Bylaw 3357/GG-2017</b></p>	<p><b>Rationale</b></p>
<p>Billboard Signs are prohibited within the Major Entry Areas Overlay District. No further location criteria are prescribed other than requiring Billboard Signs to be located no closer than 3 m to any property boundary.</p>	<p>The proposed regulations would further restrict Billboard Signs to a boundary of a site adjacent to an arterial road and would prohibit them within a 30 m radius of a residential district.</p> <p>The current prohibition in the Major Entry Areas Overlay District and the requirement that they cannot be located closer than 3 m to any property line are carried over from the current regulations.</p>	<p>Billboard Signs were identified during consultation as suitably located along major arterial roads. The existing regulation intent is to target Billboard Signs to higher traffic volume roads; however that intent is not clear in the current regulations.</p> <p>The updated Billboard Sign regulations clarify the intent to applicants where Billboard Signs may be considered, over and above simply listing them as a use in the relevant land use districts.</p> <p>Non-residential uses may not be compatible within a residential context. Billboard Signs are large scale commercial advertising are not compatible with nearby residential uses. Advertising is not a key purpose of residential districts. Restricting Billboards within a 30 m radius of a residential district has been included (same approach as The City currently</p>

Appendix C: Comparison of Current and Proposed Regulations with Rationale

		<p>takes with Dynamic Signs).</p> <p>This radius distance separation, coupled with the ability to impose a 3 year limit on a Billboard Sign approval, will help avoid incompatible Billboards with residential uses now and into the future as more residential development occurs on greenfield sites.</p>
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<b>Siting Criteria</b>		
<b>Current</b>	<b>Proposed under Bylaw 3357/GG-2017</b>	<b>Rationale</b>
<p>Billboard Signs are prohibited within the Major Entry Areas Overlay District. No further location criteria are prescribed.</p>	<p>Billboard Signs will continue to be prohibited in the Major Entry Areas Overlay District, and the following additional siting regulations are proposed:</p> <ul style="list-style-type: none"> <li>• Restrict Billboards to 1 per site, and only along a boundary of a site adjacent to an arterial road;</li> <li>• The siting of a Billboard cannot be placed on a required parking space; and</li> <li>• Billboards to be restricted:                             <ul style="list-style-type: none"> <li>○ 500 m radius from another Billboard (radius' cannot overlap); and</li> <li>○ 10 m from another ground sign (e.g. freestanding sign).</li> </ul> </li> </ul>	<p>Both the sign industry and the general public agreed Billboard Signs are most suitable along arterial roads.</p> <p>Concerns about sign proliferation are addressed by attributing distance separations from other Billboard Signs and ground signs.</p> <p>The 500 m radius distance separation was determined after reviewing where existing Billboards are located. The 500 m distance separation allows for limited additional areas where Billboard Signs could be placed without being overly restrictive.</p> <p>The 500 m radius separation allows for future flexibility; if a Billboard Sign is removed, it will provide potential for other sites to have a Billboard. Overtime The City will see less Billboards that are more spaced out along major arterial roads.</p>

<b>Billboard Sign Sizes</b>		
These regulations prescribe the maximum sizes a Billboard can be.		
<b>Current</b>	<b>Proposed under Bylaw 3357/GG-2017</b>	<b>Rationale</b>
<p>The regulations currently prescribe the following Billboard Sign Sizes:</p> <ul style="list-style-type: none"> <li>• Cannot be more than 3.1 m height (this is the height of the actual board portion of the Sign, not the entire Billboard from grade to top of sign);</li> <li>• A maximum height above grade (entire Billboard Sign) of 6.1 m;</li> <li>• A maximum width of 6.1 m; and</li> <li>• A maximum area of 19 m<sup>2</sup>.</li> </ul>	<p>Regulations remain with exception of 3.1 maximum to allow flexibility in Billboard Sign dimensions.</p>	<p>Billboards are large scale signs therefore Administration is not proposing to change the maximum sizes. A comparison of the maximum Billboard Signs in various municipalities through Alberta identified that many of them allow Billboards to be higher than what we allow in The City.</p> <p>Administration is not proposing an increase to maximum Billboard Sign as the maximum size limitations have not been brought up as an issue. For information, the municipalities surveyed along with a comparison of their Billboard size regulations are provided in Appendix D.</p>

## **Appendix D: Municipal Comparison of Billboard Sign Sizes and Distance Separations**

Administration reviewed the way Billboard Signs are regulated in several Alberta municipalities and compared them with our proposed regulations. The proceeding table compares The City of Red Deer's Billboard Sign size maximums along with the proposed distance separations with those of the Cities of St. Albert, Grande Prairie, Lethbridge, Airdrie, Spruce Grove, and Leduc.

<b>Municipal Comparison on Billboard Sign Size Maximums and Distance Separations</b>		
<b>Municipality (population in 2016)</b>	<b>Billboard Size Maximums and Distance Separations</b>	<b>Comparison Analysis</b>
Red Deer (100,418)	<p><u>Size Maximums</u>                      Height maximum = 6.1 m                      Width maximum = 6.1 m                      Copy Area maximum = 19 m<sup>2</sup></p> <p><u>Distance Separations</u>                      1 Billboard per site                      500 m between Billboards radius                      10 m from other ground signs (e.g. freestanding signs)</p>	N/A
Lethbridge (92,729) <i>*Lethbridge has a "Super-Sized Billboard use which has not been included for comparison</i>	<p><u>Size Maximums</u>                      Height maximum = 6.1                      Width maximum = 6.1 m                      Copy Area maximum = 19 m<sup>2</sup></p> <p><u>Distance Separations</u>                      1 Billboard per site                      Various separation distances ranging from 100 m – 300 m between Billboards</p>	<ul style="list-style-type: none"> <li>• Same Billboard Size Maximums;</li> <li>• Same limit of 1 Billboard per site;</li> <li>• Separation distance less (100 – 300 m vs 500 m); and</li> <li>• Lethbridge limits Billboard Sign locations to sites with Highway visibility.</li> </ul>
St. Albert (65,589)	<p><u>Size Maximums</u>                      Height maximum = 8 m                      Width maximum = N/A                      Copy Area maximum = 30 m<sup>2</sup></p> <p><u>Distance Separations</u>                      150 m from all ground signs</p>	<ul style="list-style-type: none"> <li>• Higher Billboard Signs (additional 2 m);</li> <li>• Larger copy area (additional 11 m<sup>2</sup>);</li> <li>• No limit on number of Billboards per site; and</li> <li>• Separation distance less (150 m vs 500 m).</li> </ul>
Grande Prairie (63,166)	<p><u>Size Maximums</u>                      Height maximum = 8 m</p>	<ul style="list-style-type: none"> <li>• Higher Billboard Signs (additional 2 m);</li> <li>• Same width;</li> </ul>

Municipal Comparison on Billboard Sign Size Maximums and Distance Separations		
Municipality (population in 2016)	Billboard Size Maximums and Distance Separations	Comparison Analysis
	Width maximum = 6.1 m Copy Area maximum = 18.91 m <sup>2</sup>  <u>Distance Separations</u> 300 m between Billboards	<ul style="list-style-type: none"> <li>• Similar copy area;</li> <li>• No limit on number of Billboards per site; and</li> <li>• Separation distance less (300 m vs 500 m).</li> </ul>
Airdrie (61,581)	<u>Size Maximums</u> <i>Highway Corridor</i> Height maximum = 9 m Width maximum = 14.7 m Copy area maximum = 62.5 m <sup>2</sup>  <i>Non-Highway Area</i> Height maximum = 9 m Width maximum = 7.4 m Copy area maximum = 26.8 m <sup>2</sup>  <u>Distance Separations</u> <i>Highway Corridor</i> 800 m between Billboards  <i>Non-Highway Area</i> 30 m between Billboards	<ul style="list-style-type: none"> <li>• Higher Billboard Signs (additional 3 m);</li> <li>• Wider widths in the non-highway areas (additional 1.3 m), and significantly wider widths in the highway corridor (additional 8.6 m);</li> <li>• Larger copy area in the non-highway areas (additional 8 m<sup>2</sup>), but significantly larger copy areas in the highway corridor (additional 43.5 m<sup>2</sup>);</li> <li>• No limit on number of Billboards per site; and</li> <li>• Separation distance more in the Highway Corridor (800 m vs 500 m), but less in the non-highway areas (30 m vs 500 m).</li> </ul>
Spruce Grove (34,066)	<u>Size Maximums</u> Height maximum = 15 m Width maximum = N/A Copy Area maximum = 18.5 m <sup>2</sup>  <u>Distance Separations</u> 1 Billboard per quarter section (a quarter section is	<ul style="list-style-type: none"> <li>• Higher Billboard Signs (additional 9 m);</li> <li>• Similar copy area;</li> <li>• larger separation distance (~800 m vs 500 m); and</li> <li>• Use is targeted along Highways.</li> </ul>

Appendix D: Municipal Comparison of Billboard Sign Sizes and Distance Separations

Municipal Comparison on Billboard Sign Size Maximums and Distance Separations		
Municipality (population in 2016)	Billboard Size Maximums and Distance Separations	Comparison Analysis
	~800 m in length)	
Leduc (30,498)	<p><u>Size Maximums</u>                      Height maximum = 9 m                      Width maximum = N/A                      Copy Area maximum = 19 m<sup>2</sup></p> <p><u>Distance Separations</u>                      100 m between Billboards</p>	<ul style="list-style-type: none"> <li>• Higher Billboard Signs (additional 3 m);</li> <li>• Same copy area;</li> <li>• No limit on number of Billboards per site; and</li> <li>• Less separation distance (100 m vs 500 m); and</li> <li>• Billboards are restricted to along Highways, but can't be oriented towards Highways.</li> </ul>

## **Appendix E: List of Consultation Events**

The following information provides Council with the consultation that has been done to date for the sign review, which included specific consultation regarding Billboard Signs.

## Appendix E: List of Consultation Events

The Sign Review has entailed a significant amount of consultation so far with the sign industry, businesses, local organizations, and the general public. This consultation also included specific consultation on the way The City regulates Billboard Signs. The consultation process to date has included the following:

- “Let’s Talk” (April 8, 2017);
- Budget Open House (April 19, 2017);
- Internal dialogue through the multi-disciplinary project team (on-going through project);
- General public survey;
- Specific targeted survey questions to the sign industry;
- Specific targeted survey questions to the business and development industry;
- Sign Review Open House (July 12, 2017);
- One-on-one meetings with interested parties; and
- On-going feedback has been encouraged through the Land Use Bylaw amendment project page.

## Appendix F: Summary of Comments

This information provides a summary of the consultation feedback heard thus far on Billboard Signs, along with how Administration proposes to respond to the comments, and the benefits associated with the proposed responses. These responses have been gathered through the following means:

- “Let’s Talk” (April 8, 2017);
- Budget Open House (April 19, 2017);
- Internal dialogue through the multi-disciplinary project team (on-going through project);
- General public survey via SurveyMonkey;
- Specific targeted survey questions to the sign industry;
- Specific targeted survey questions to the business and development industry;
- Sign Review Open House (July 12, 2017);
- One-on-one meetings with interested parties; and
- On-going feedback has been encouraged through the Land Use Bylaw amendment project page.

## Appendix F: Summary of Comments

The following table summarizes the Billboard Sign related comments received during the sign review consultation process. Copies of the actual submissions and excerpts from the results compiled by Banister Research & Consulting Inc. are attached. Please note that these comments also include comments about other sign types as the consultation was on the entire sign review.

What We Heard	How We Responded	Benefits
<p>We heard two different views on Billboard Signs; the sign industry wants them allowed in more land use districts. The public wants to avoid a proliferation of Billboard Signs throughout The City.</p> <p>Both groups agreed they are suitable along high traffic volume streets (arterial roads) and commercial areas, and they should be well maintained.</p>	<p>Administration is proposing a balanced approach. Additional regulations propose to:</p> <ul style="list-style-type: none"> <li>a) ensure they are only located along arterial roads,</li> <li>b) limit to 1 per site;</li> <li>c) not allow them within 30 m of a residential district;</li> <li>d) not allow them to be located within 500 m radius of any other Billboard Sign;</li> <li>e) no allow them to be located within 10 m of another ground sign; and</li> <li>f) continue to not allow them to be located within the Major Entry Areas Overlay District (as currently restricted).</li> </ul>	<p>The proposed changes will avoid proliferation of Billboards and other Ground Signs on a site, and direct them to higher traffic volume roads (arterial roads).</p>



# Sign Review Comment Sheet

## Comments Due July 26, 2017

We invite you to provide feedback regarding the Sign Review. The City of Red Deer regulates signs for safety, design, while still allowing for creativity and flexibility. We strive to strike a balance between sign industry and business needs, and the opinions and concerns raised by the general public. Your feedback is very important to us!

*Collection & Release of Your Information: The City is collecting your information as part of the Sign Review process. The personal information on this form is collected under the authority of the Municipal Government Act Section 3 and is protected under the provisions of the Freedom of Information & Protection of Privacy (FOIP) Act. The City will seek to balance the dual objectives of open government and protection of privacy. If you have questions about the collection and use of this information, please contact the Manager of Planning at The City of Red Deer, 4914-48 Ave, Red Deer, AB 403-406-8700.*

**Contact Information**

Your contact information allows Administration to respond as needed.

Name: Ranjit + Tanya Mullakady (Quest Signs + Decals Inc.)

Mailing Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

**Sign Review Comments**

Dynamic Signs should be permitted along arterial/main roads and/or intersections. Businesses should not have punishment in relation to their opportunity to advertise their business solely based on location or zoning.

Zoning within landuse when it comes to signage should be clearer.

We have had good relationship and reasonable turn around times with the majority of our Development Permit Applications. Thank you for the work the Development Officers do in this area.

Out of town businesses should be more ~~strictly~~ strictly regulated and require steeper business license fees for companies that come from outside of Red Deer in order to encourage use of local sign companies that truly put back in to the local Red Deer economy.



Billboards, if they are permitted, need to be kept up/maintained.

Are permits required by businesses using flags to advertise?

Comment sheet may be submitted by **July 26, 2017** using the following options:

- Return, by mail to: City of Red Deer Planning Department, Box 5008, Red Deer, Alberta, T4N 3T4; or
- Drop off at the Planning Department counter on the 3rd floor of City Hall at 4914 – 48 Avenue; or
- Fax to the Planning Department at 403.342.8200; or
- Email to [jolene.tejkl@reddeer.ca](mailto:jolene.tejkl@reddeer.ca)

**Thank you for your input!**



# Sign Review Comment Sheet

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**Contact Information**

Your contact information allows Administration to respond as needed.

Name: Toby Langford

Mailing Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone #: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

**Sign Review Comments**

- ① Sign setbacks for Billboards + LED Signs ??
- ② Can "LED" "Dynamic" Signs have their light intensity automatically
- ③ Signs/lot - S/B Signs / Misc. 'Hot
- ④ Sign size should take distance from viewers when "dictating" <sup>heighting</sup> size



# Sign Review Comment Sheet

## Comments Due July 26, 2017

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**Contact Information**

Your contact information allows Administration to respond as needed.

Name: Derek Scott

Mailing Address: \_\_\_\_\_ tal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Address: \_\_\_\_\_

**Sign Review Comments**

It's still very dissapointing to not see an off-premises dynamic sign option available for use in the proposed new bylaws. These signs are being embraced by most major municipalities within Alberta, and those concerned with proliferation, light pollution, etc. are simply intensifying the criteria necessary to receive a permit for such ~~as~~ a sign. It is our hope that this type of sign may become available in some select locations in the future, and Pattison would be very supportive of testing ~~some~~ the concept on some of its existing billboard locations. This would give the benefit of testing the markets reaction to off-premises dynamic signage, while not adding any additional sign locations to the existing Red Deer sign landscape.



## Sign Review Comment Sheet

### Comments Due July 26, 2017

We invite you to provide feedback regarding the Sign Review. The City of Red Deer regulates signs for safety, design, while still allowing for creativity and flexibility. We strive to strike a balance between sign industry and business needs, and the opinions and concerns raised by the general public. Your feedback is very important to us!

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#### Contact Information

Your contact information allows Administration to respond as needed.

Name: GO Outdoor Advertising Ltd. - Rich Donadt/Dean Fraser

Mailing Address: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone # \_\_\_\_\_ E-mail Address: \_\_\_\_\_

#### Sign Review Comments

GO Outdoor has recently been added to the City of Red Deer's distribution list and welcome's the opportunity to stay informed and be involved in the direction of the review of signs within the Land Use Bylaw.

GO Outdoor supports the following information from the 2017 Red Deer Sign Research Summary and the Sign Bylaw Review of Display Boards dated June 2, 2017 and July 6, 2017 respectfully:

1. Allow large easy to read Dynamic and Electronic/LED message signs that are informative in more areas with high traffic (arterial roads) while ensuring sensitivity to nearby residents.
2. Relax restrictions on Dynamic, Electronic/LED signs and Billboard signs to allow for more placement options in appropriate locations including Highways, Commercial and Shopping Areas, Major Arterial Roads, Downtown and the Outskirts of Red Deer.
3. Reasonable rules with respect to minimum distance separation between signs, aesthetics and maintenance of Billboard, Dynamic and Electronic/Led message signs.

GO Outdoor understands the balance required between the municipal authority, business needs, impact on residents and the sign industry to ensure the flexibility to adapt and adopt changing sign technologies, trends and practices while maintaining respectful, safe, environmentally friendly and complimentary to the streetscape or surrounding landscape.

GO Outdoor would like to make the following suggestions as recommendations to update the sign LUB:

1. Implement illumination brightness requirements/bylaws such that perceived "Light Pollution" is minimized by self adjusting daytime to nighttime low light illumination. (Brightness monitored and controlled to "turn down" illumination to reasonable levels at night to appease local residents and the municipal authority)
2. Flexibility as to sign types, size, height and number of sign placements in a location while ensuring the safety, environmental considerations, maintenance and aesthetic design.
3. Approval of Dynamic signs that includes mandatory 911 Amber and Safety Alerts, remote programming to minimize environmental conditions to landscape and a gratuitous advertising spot for the City of Red Deer.

Comment sheet may be submitted by **July 26, 2017** using the following options:

- Return, by mail to: City of Red Deer Planning Department, Box 5008, Red Deer, Alberta, T4N 3T4; or
- Drop off at the Planning Department counter on the 3rd floor of City Hall at 4914 - 48 Avenue; or
- Fax to the Planning Department at 403.342.8200; or
- Email to [jolene.tejkl@reddeer.ca](mailto:jolene.tejkl@reddeer.ca)

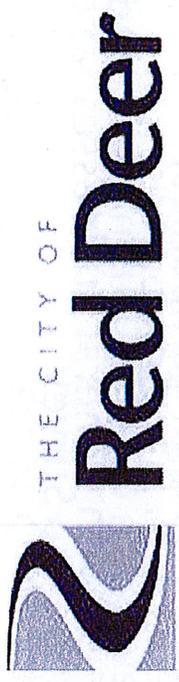
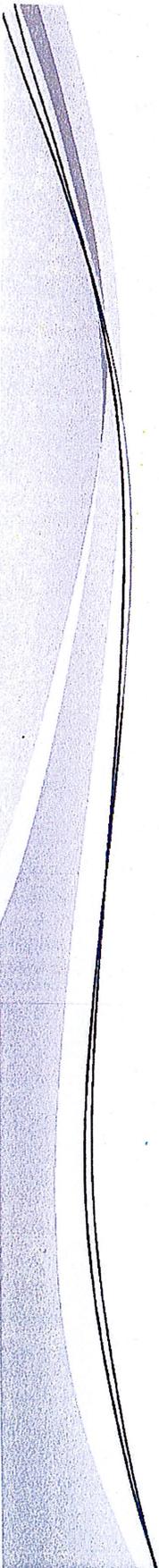
Begin forwarded message:

**From:** Shirley  
**Date:** September 25, 2017 at 9:21:45 AM MDT  
**To:** [buck.buchanan@reddeer.ca](mailto:buck.buchanan@reddeer.ca)  
**Subject:** Large Billboards

Good Morning,

What has changed in the City Bylaws that allows large billboards in the city?  
Each day I see more, they were once considered a blight on the city.

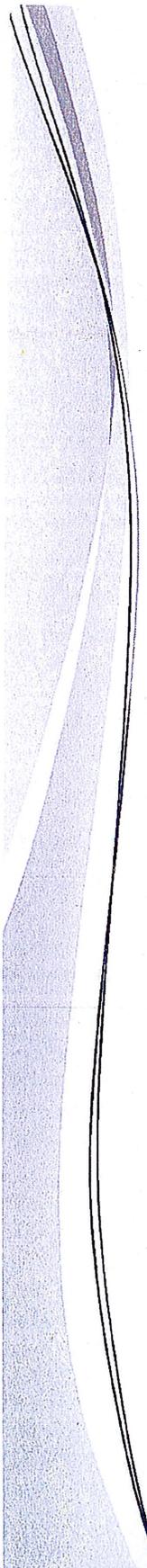
Sincerely,  
Shirley Gibson



## Sign Review Research

2017 Summary of Results  
June 2, 2017

**Banister**  
Research & Consulting Inc.



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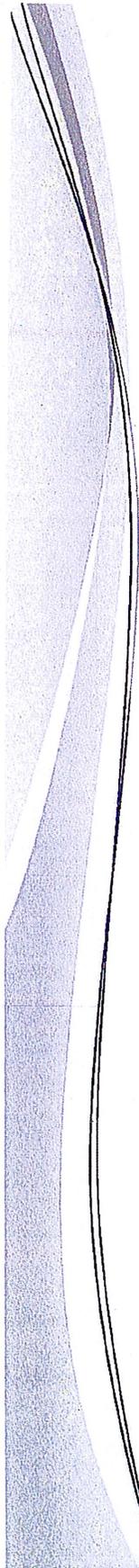
## Study Background

- The City of Red Deer (“the City”; “the Client”) contracted Banister Research to analyze the results of research conducted by the City with regards to signage displayed throughout the City of Red Deer.
- As part of the project Banister Research assisted in the completion of data analysis, coding and reporting on the following components of the research project:
  - Budget Open House;
  - In-Depth Interviews with Sign Companies;
  - In-Depth Interviews with General Businesses; and
  - General Population Web Survey.



# Budget Open House Findings

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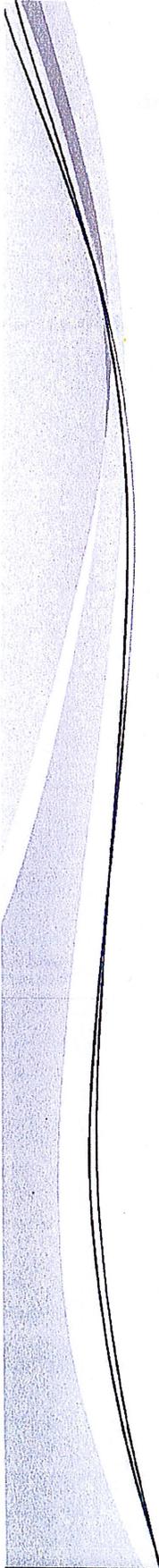


- **Likes:**

- When asked what they like about signs in the City, respondents frequently mentioned that signs downtown are well maintained, inviting, and reflect the City's heritage.

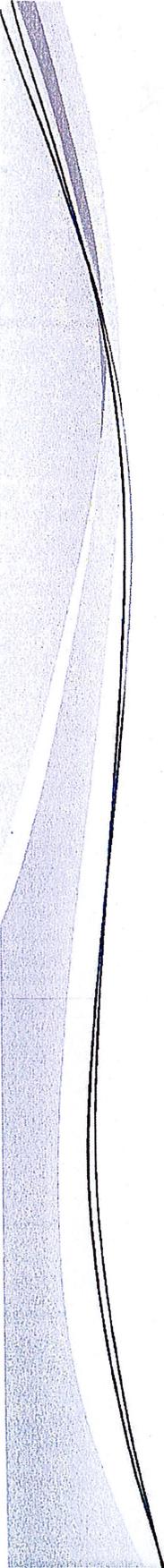
- **Dislikes:**

- When asked what they disliked about signs in general, respondents most frequently indicated that there were too many election signs.
- Some respondents indicated they disliked show home signs because there were too many and should only be used temporarily.
- A few respondents indicated that dynamic signs are informative and useful in "high daily repeat traffic", while some respondents indicated they are too bright and distracting.
- Those who have noticed billboards indicated they are too bright and distracting.
- Many respondents indicated that portable signs are overwhelming and cluttered.



## In-Depth Interviews: Sign Companies (n=4)

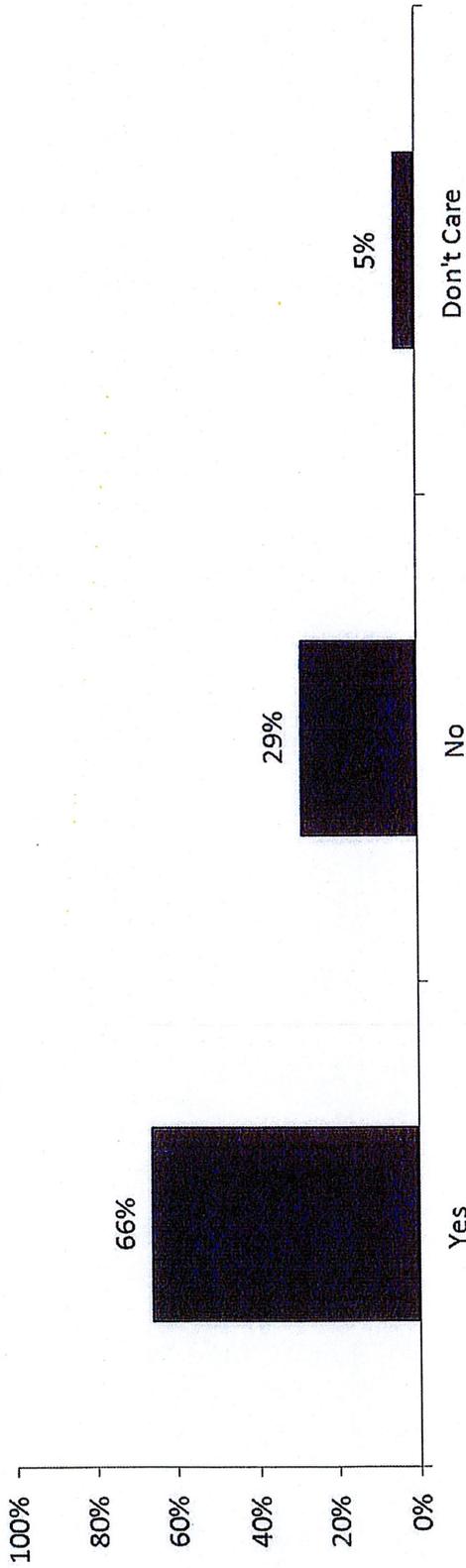
- Respondents indicated that an effective sign is “visible”, “concise”, and “is able to properly communicate its intended message to its targeted audience with little or no impact on the surrounding area.”
- Best selling signs included billboards, benches, digital signs and LED programmable message boards.
- When asked what future sign trends they predict for businesses, digital and LED display signs was the most common response.
- Respondents indicated that clients often request billboards, portable temporary structures and digital signs, but cannot provide these to clients due to City regulations.
- Respondents suggested for improvement a more relaxed restriction on LED displays, more options for billboard placement, and greater clarification on signage bylaws.



## General Population Web Survey (n=148)

# Regulation by Sign Type: Billboard Signs

Do you have concerns about billboard signs?



n=76

## Comments Regarding Billboard Signs (Top Responses; n=40)

- Need to limit amount of billboard signage in City (25%);
- Signage is not visually appealing (20%); and
- Signage should be maintained regularly (15%).

## **Appendix G: Excerpts from the Municipal Development Plan and the Gaetz Avenue Vision**

This following provides relevant excerpts from the Municipal Development Plan and the Gaetz Avenue Vision planning tool that support an improved visual quality for major arterial roads in The City.

## Appendix G: Excerpts from the Municipal Development Plan and Gaetz Avenue Vision

Policy Document	Policy Statements
Municipal Development Plan	<p>The City shall ensure, through performance standards contained in the Land Use Bylaw, that the landscaping, siting, form and unified architectural treatment of arterial commercial development, such as along Gaetz Avenue and the QEII Highway, improves the visual quality of the arterial roadway. Parking and loading and storage area shall be paved, screened and provided with signage where appropriate (MDP Policy 12.9).</p>
Gaetz Avenue Vision	<p>“the goal of the Gaetz Avenue Vision is to create a dynamic streetscape that promotes business, access, pedestrian mobility and is aesthetically pleasing.” (Section 3.5)</p> <p>“Unattractive or distracting signage, such as backlit box signs or illuminated awnings should be avoided. Instead, building signage visible from Gaetz Avenue should be limited to illuminated cut out letters.” (Page 38)</p> <p>Electronic billboard signs should not be permitted (Page 38)</p>

FILE COPY



Council Decision – November 27, 2017

**DATE:** November 30, 2017  
**TO:** Jolene Tejkl, Senior Planner  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** Billboard Sign Amendments, Bylaw 3357/GG-2017

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**Reference Report:**

Administrative Report, dated November 27, 2017

**Bylaw Reading:**

At the Monday, November 27, 2017 Regular Council Meeting, Council gave first reading to the following bylaw:

**Bylaw 3357/GG-2017** (an amendment to the Land Use Bylaw for Billboard Sign uses and regulations)

**Resolution:**

At the Monday, November 27, 2017 Regular Council Meeting, Council passed the following Resolution:

Resolved that Council of The City of Red Deer hereby agrees to amend the bylaw as follows:

8. 4(b)(ii)(2): by deleting "30.0m radius" and replacing it with "100.0m radius"

**Report back to Council:**

Yes. This bylaw will come back for consideration of second and third reading at the Monday, December 11, 2017 Regular Council Meeting.

**Comments/Further Action:**

Administration will advertise for two consecutive weeks for a Public Hearing to be held on Monday, December 11, 2017 at 6:00 p.m. during Council's regular meeting.

A handwritten signature in blue ink that reads 'Frieda McDougall'.

Frieda McDougall  
Manager

c. Director of Planning Services  
Manager of Planning