



# **CITY COUNCIL**

## **AGENDA**

Monday, December 11, 2017 – Council Chambers, City Hall

Call to Order:	2:30 PM
Recess:	5:00 PM to 6:00 PM
Public Hearing(s):	6:00 PM

### **1. IN CAMERA MEETING**

- 1.1. Motion to In Camera - Financial Matter and Human Resources Matter (FOIP 24(1)(a))
- 1.2. Motion to Revert to Open Meeting

### **2. MINUTES**

- 2.1. Confirmation of the Minutes of the November 27, 2017 Council Meeting  
(Agenda Pages 1 – 7)

### **3. POINTS OF INTEREST**

### **4. PRESENTATION**

- 4.1. Airport Update

### **5. REPORTS**

- 5.1. Tourism Red Deer

(Agenda Pages 8 – 8)

- 5.2. Aboriginal Homelessness Partnering Strategy (HPS)  
(Agenda Pages 9 – 11)
- 5.3. Waste Management Automated Cart Implementation  
(Agenda Pages 12 – 24)
- 5.4. Red Deer Regional Airport Authority Board Appointment  
(Agenda Pages 25 – 26)
- 5.5. Downtown Business Association Annual Budget  
(Agenda Pages 27 – 50)
- 5.6. Development Permit Approval for Safe Harbour Society  
(Agenda Pages 51 – 72)

**6. BYLAWS**

- 6.1. Dynamic Sign Site Exceptions  
(Agenda Pages 73 – 110)
  - 6.1.a. Motion to Lift From the Table
  - 6.1.b. Motion to Table
- 6.2. Short Term Borrowing Bylaw 3596/2017  
(Agenda Pages 111 – 115)
  - 6.2.a. Consideration of the First Reading of the Bylaw

**7. PUBLIC HEARINGS**

- 7.1. Billboard Sign Amendment  
Bylaw 3357/GG-2017  
(Agenda Pages 116 – 158)
  - 7.1.a. Consideration of Second Reading of the Bylaw
  - 7.1.b. Consideration of Third Reading of the Bylaw

**8. ADJOURNMENT**



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

**of the Red Deer City Council Regular Meeting  
held on, Monday, November 27, 2017  
commenced at 2:34 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  
Councillor Dianne Wyntjes

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  
Council Administrative Assistant, Jody Zeniuk  
Senior Planner, Christi Fidek  
Senior Planner, Jolene Tejkl  
Planner, Kimberly Fils-Aime



## I. IN CAMERA

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

Moved by Councillor Dianne Wyntjes, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer hereby agrees to enter into an In Camera meeting of Council on Monday, November 27, 2017 at 2:35 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, Councillor Dianne Wyntjes

MOTION CARRIED

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

Moved by Councillor Vesna Higham, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer hereby agrees to enter into an open meeting of Council on Monday, November 27, 2017 at 4:01 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, Councillor Dianne Wyntjes

MOTION CARRIED



Council recessed at 4:01 p.m. and reconvened at 4:05 p.m.  
Councillor Michael Dawe returned to Council Chambers at 4:06 p.m.  
Councillor Lawrence Lee returned to Council Chambers at 4:06 p.m.

## 2. MINUTES

### 2.1. Confirmation of the Minutes of the November 14, 2017 Council Meeting

Moved by Councillor Buck Buchanan, seconded by Councillor Frank Wong

Resolved that Council of The City of Red Deer hereby approves the Minutes of the November 14, 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, Councillor Dianne Wyntjes

MOTION CARRIED

## 3. PRESENTATION

### 3.1. Canada Winter Games - Celebration Plaza

Ms. Lyn Radford, Chair and Mr. Scott Robinson, Chief Executive Officer of the 2019 Canada Winter Games Society provided an overview of the plans for the Celebration Plaza.

## 4. REPORTS

### 4.1. 2017 Request for Tax Penalty Cancellation

Moved by Councillor Lawrence Lee, seconded by Councillor Buck Buchanan

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.

**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, Councillor Dianne Wyntjes

MOTION CARRIED

#### 4.2. Downtown Business Association Annual Budget

This item was withdrawn at the request of the Downtown Business Association.

### 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

Moved by Councillor Ken Johnston, seconded by Councillor Buck Buchanan

**FIRST READING:** That 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)) be read a first time.

**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, Councillor Dianne Wyntjes

MOTION CARRIED



**5.2. Microbrewery Site Exception Bylaw 3357/CC-2017**

Moved by Councillor Vesna Higham, seconded by Councillor Lawrence Lee

**FIRST READING:** That 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) be read a first time.

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

**OPPOSED:** Councillor Tanya Handley

MOTION CARRIED

**6. ADDITIONAL AGENDA**

**6.1. Request for Tabling  
Planning Options for Supervised Consumption Services**

Moved by Councillor Frank Wong, seconded by Councillor Ken Johnston

Resolved that Council of The City of Red Deer hereby agrees to lift consideration of Planning Options for Supervised Consumption Services.

**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, Councillor Dianne Wyntjes

MOTION TO LIFT FROM THE TABLE CARRIED



Moved by Councillor Buck Buchanan, seconded by Councillor Dianne Wyntjes

Resolved that Council of The City of Red Deer hereby agrees to table consideration of Planning Options for Supervised Consumption Services for up to two weeks to allow administration additional time to complete the report.

**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, Councillor Dianne Wyntjes

MOTION TO TABLE CARRIED

## 7. **BYLAWS - continued**

### 7.1. **Billboard Sign Amendment Bylaw 3357/GG-2017**

Councillor Buchanan left chambers at 5:03 P.M. and returned to chambers at 5:05 p.m.

Moved by Councillor Buck Buchanan, seconded by Councillor Ken Johnston

**FIRST READING:** That Bylaw 3357/GG-2017 (an amendment to the Land Use Bylaw for Billboard Sign uses and regulations) be read a first time.

The following amendment was then introduced:

Moved by Councillor Vesna Higham, seconded by Councillor Lawrence Lee

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”

**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

**OPPOSED:** Councillor Dianne Wyntjes

MOTION TO AMEND CARRIED

The original bylaw, as amended was then on the floor:

**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, Councillor Dianne Wyntjes

MOTION CARRIED

**7. ADJOURNMENT**

Moved by Councillor Lawrence Lee, seconded by Councillor Tanya Handley

Resolved that Council of The City of Red Deer hereby agrees to adjourn the Monday, November 27, 2017 Regular Council Meeting of Red Deer City Council at 5:37 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, Councillor Dianne Wyntjes

MOTION CARRIED

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MAYOR

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CITY CLERK



December 5, 2017

## Tourism Red Deer - Request to Table

Legislative Services

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

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At the 2017 Operating Budget Meeting, held January 10, 2017 to January 20, 2017, Council passed the following resolutions:

Resolved that Council of The City of Red Deer having considered Tourism Red Deer directs administration to explore the linkages between our tourism and economic development strategies and the opportunities or issues, financial or otherwise, and explore alternative delivery options for tourism, with a report back to Council by December 31, 2017.

### **Recommendation:**

That Council consider tabling this item to February 2018 to provide Administration additional time to prepare the report in consideration of current changes at Tourism Red Deer.

### **City Manager Comments:**

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I support the recommendation of Administration.

Craig Curtis  
City Manager

### **Proposed Resolution:**

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Resolved that Council of The City of Red Deer hereby agrees to lift from the table consideration of Tourism Red Deer.

Resolved that Council of The City of Red Deer hereby agrees to table consideration of Tourism Red Deer to February 2018 to provide Administration additional time to prepare the report in consideration of current changes at Tourism Red Deer.



**Council Decision – December 11, 2017**

**DATE:** December 13, 2017  
**TO:** John Sennema, Land & Economic Development Manager  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** Tourism and Economic Development Strategies

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**Reference Report:**  
Legislative Services, dated December 5, 2017.

**Resolution:**  
At the Monday, December 11, 2017 Council Meeting, Council passed the following Resolution:

Resolved that Council of The City of Red Deer, having directed administration to explore the linkages between our tourism and economic development strategies and the opportunities or issues, financial or otherwise, and explore alternative delivery options for tourism, with a report back to Council by December 31, 2017 hereby agrees to table this item until February 2018 to provide administration time to prepare the report.

**Report back to Council:** Yes.

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

Frieda McDougall  
Manager

c. Director of Planning Services  
Corporate Meeting Administrator



Nov 22, 2017

## Aboriginal Homelessness Partnering Strategy (HPS)

SOCIAL PLANNING

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

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Earlier in 2017, the Government of Canada amended the funding amounts for the 2018-2019 Homelessness Partnering Strategy (HPS). Funding amounts were adjusted for both the Designated and Aboriginal Funding Streams, and City Council considered the Community Housing Advisory Board's recommendations for HPS Designated funds at their August 21, 2017 meeting. The HPS Aboriginal funds required further consultation with the community as previously identified priorities only covered the first two years (2016-2017 & 2017-2018) of the three year agreement with the Government of Canada.

A consultation process was conducted in partnership with the Urban Aboriginal Voices Society on October 18, 2017. The Community Housing Advisory Board (CHAB) considered the community recommendations derived by consensus, and submit their recommendation for Council consideration.

### **City Manager Comments:**

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Council's direction is requested.

Craig Curtis  
City Manager

### **Proposed Resolution**

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The recommendation of the Community Housing Advisory Board will be provided to Council at the December 11, 2017 meeting of City Council.



## Report Details

### Background:

Red Deer receives base funding of \$121,952/year for the HPS Aboriginal funding. Recently the Government of Canada announced additional funding for the HPS Aboriginal stream of \$121,952 for the 2018-2019 fiscal year. This amount equals the increase received to the base budget for the fiscal years of 2016/17 and 2017/18. The total funding for HPS Aboriginal Funding for 2018-2019 is now \$243,904.

Consistent with the federal guidelines for Homelessness Partnering Strategy (HPS) funding, allocation of resources must align with one of the following three priorities:

<p><b>Housing First</b> To reduce homelessness through a Housing First approach</p>	<p>The Housing First model includes housing supports for <u>chronically and episodically</u> homeless individuals. Includes connecting to and maintaining housing, case management services, and culturally relevant responses to help Aboriginal clients.</p>
<p><b>Prevention</b> Individualized services for those at risk of homelessness</p>	<p>To improve the self-sufficiency of homeless individuals and families at <u>imminent risk of homelessness</u>. Services include housing loss prevention, housing placement, case management, and culturally relevant responses to help Aboriginal clients.</p>
<p><b>Coordination of Resources</b> To ensure coordination of resources or leveraging</p>	<p>Planning, developing partnerships and implementing solutions in support of a broader systematic approach of addressing homelessness.</p>

Prior consultation with the Aboriginal community determined priorities for 2016-2017 and 2017-2018. Additional consultation was necessary to determine priorities for the additional funding to be allocated in 2018-2019.

### Discussion:

A consultation with Urban Aboriginal Voices Society (UAVS) was held on October 18, 2017. The consultation was well attended and lots of great discussion occurred.

The following questions were asked at the consultation:

- What priorities should this funding be allocated to? (Housing First, Prevention or Coordination of Resources)?
- What percentage of funding should be invested in each priority?
- Depending on the priorities you choose, what is your recommendation for contracting of service? (Amendment to existing agreements or request for proposals)



### Recommendation from the Aboriginal Community

The Aboriginal community made the following recommendations to CHAB for consideration:

- 100% of the funding should be allocated to the prevention priority.
- Amend the current agreement with Red Deer Native Friendship Society to add this funding for 2018/19.

When making these recommendations, consideration was given to: where current provincial and federal homelessness dollars are invested for Aboriginal individuals/families, and client need in the community. The majority of funds are currently invested in Housing First which is for chronic and episodic homeless individuals. The group felt there was a need to further invest in housing programs to assist those at risk of homelessness.

### **Analysis:**

The Community Housing Advisory Board, having considered the additional Homelessness Partnering Strategy (HPS) Aboriginal funding recommendations from the community, hereby endorses the following project(s) be amended for the time period of April 1, 2018 to March 31, 2019, and forwards this to Council for consideration.

HPS Priority	Proponent/Project	Current	Amendment	Total for 2018/2019
Prevention	Red Deer Native Friendship Society <i>Aboriginal Housing Team - Prevention</i>	\$92,683	\$115,854	\$208,537
Administration Fee (5%)	City of Red Deer	\$6,098	\$6,098	\$12,196



**Council Decision – December 11, 2017**

**DATE:** December 13, 2017  
**TO:** Scott Cameron, Social Planning Manager  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** Aboriginal Homelessness Partnering Strategy (HPS)

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**Reference Report:**  
 Social Planning, dated November 22, 2017.

**Resolution:**  
 At the Monday, December 11, 2017 Special Council Meeting, Council passed the following Resolution:

Resolved that Council of The City of Red Deer having considered the report from Social Planning dated November 22, 2017 re: Aboriginal Homelessness Partnering Strategy (HPS) hereby endorses the recommendations of the community housing advisory board as follows:

HPS Priority	Proponent/Project	Current	Amendment	Total for 2018/2019
Prevention	Red Deer Native Friendship Society Aboriginal Housing Team - Prevention	\$92,683	\$115,854	\$208,537
Administration Fee (5%)	City of Red Deer	\$6,098	\$6,098	\$12,196

**Report back to Council: No.**

Frieda McDougall  
 Manager

- c. Director of Community Services  
 Social Planning – Program Coordinator  
 Committees Coordinator



December 11, 2017

## Waste Management Automated Cart Implementation

Environmental Services

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

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This report provides the next steps in implementing the Waste Management Automated Cart program beginning in April 2018.

On May 1, 2017 Council approved the following motion:

Resolved that Council of The City of Red Deer having considered the report from Environmental Services, dated May 1, 2017 re: Cart Pilot Project Update and City Wide Cart Implementation hereby:

1. Agrees to implement a city-wide Green Cart Program in April 2018 to be followed by a city-wide Blue and Black Cart program in the spring of 2019;
2. Approves the capital budget for Automated Carts (Recycling and Garbage) in the amount of \$4,600,000 to be funded from the Waste Management Capital Reserve;
3. That a communication and education program which engage the public begin no later than June 15, 2017; and
4. That an implementation plan responding to citizen feedback to come back to Council for information in eight months' time.

The report presented at the May 1 meeting outlined that – based on current cost estimates – the anticipated impact on household rates would not be greater than 5% (\$1.02 per month). With the tenders now closed it is confirmed that the Waste Management rate increase will be, as a result of the city-wide Green, Blue and Black cart program, 4.9%.

In June of 2017 a preliminary communication and education program commenced. With the tendering process now complete, a more comprehensive communication and education program will be rolled out.

It is recommended that Council receive this report as information.

### **City Manager Comments:**

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That Council receives the report for information.

Craig Curtis  
City Manager



## Report Details

### **Background:**

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When the blue box was introduced, the City of Red Deer became a leader in recycling. However the City has now fallen behind other municipalities which have implemented additional recycling initiatives such as organics collection programs. The Environmental Master Plan and the Waste Management Master Plan recommended curbside organics collection and composting. As a result, The City of Red Deer launched a cart pilot program, starting with Green (Organics) Carts in April 2015, followed by Blue (Recycling) and Black (Garbage) Carts in May 2016. The pilot was launched with the goals of reducing waste at piloted households, and testing various program aspects to assist with modifications needed for a city-wide program.

There are approximately 2000 households in the pilot selected to represent the demographics of the city as a whole. Although there was apprehension with some of the households at first, the pilot program has been a success. Based on feedback received from pilot households, the contractors, and City staff, modifications have been made to ensure a successful city-wide implementation of the program. A big part of the city-wide roll out will be a comprehensive communication and education plan as well as a support system to respond to questions and concerns.

The full implementation of the cart system will be launched city-wide for residents starting April 2018 with Green Carts, followed by Blue and Black in spring 2019.

As additional background, the “Cart Pilot Project Update and City Wide Cart Implementation” report, submitted to Council on May 1, 2017, is provided as an attachment to this report.

### **Discussion:**

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In preparation for the launch of the Green (Organics) Cart program in April 2018, Requests for Proposal (RFPs) were issued for:

1. Green Cart collection services,
2. Purchase of all three cart types, and
3. Composting services for Green Cart materials.

As a result of the RFPs, household waste management rates for the cart program will increase by 4.9%, which is in alignment with the estimate provided to Council on May 1, 2017. The RFP have closed and contracts are being negotiated for execution and implementation.

### **Implementation Plan:**

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The following provides an overview of the implementation plan for the city-wide cart program and the comprehensive communication and education plan.



In February and March, Green Carts will be delivered to households. Along with their new Green Cart, households will receive a starter kit containing a kitchen container for collecting food scraps before transferring them to the Green Cart and educational materials detailing how to participate in the program and where to find more information.

Starting the week of April 9, 2018 households will receive weekly Green Cart collection, while their blue box and garbage collection will remain unchanged. The following table summarizes the changes households will see in 2018.

<b>2018</b>	
<b>What's changing</b>	<b>What's not changing</b>
Automated collection of Green Cart materials	Manual collection of blue boxes and garbage
Diversion of food waste and pet waste in addition to yard waste	Extra yard waste set out beside the Green Cart will be collected if set out using the same options as the current yard waste collection program
Year round weekly collection of Green Carts (as opposed to seasonal collection of yard waste)	Collection set out location for most properties (i.e. front street or rear lane)
Utility bills will show a single waste management charge covering Green Cart, blue box and garbage collection	All residential customers will be charged a flat rate on their utility bills for waste management services

In late 2018, once households have adjusted to the Green Cart program, information will be sent out regarding Blue and Black Cart implementation in May 2019 and households will be requested to notify The City which size of Blue and Black Cart they would like. Households that do not respond will receive the standard 240L carts as the default.

In March and April 2019, Blue and Black Carts will be delivered to households. Like the Green cart launch, households will also receive starter kits containing educational materials explaining how to participate in the program and where to find more information. The following table summarizes the changes households will see in 2019.

<b>2019</b>	
<b>What's changing</b>	<b>What's not changing</b>
Automated Collection of Blue and Black Carts.	Weekly, automated collection of Green Carts.
Every other week collection of Blue and Black Carts.	Diversion of food waste, pet waste and yard waste in the Green Carts.
Household's month utility charge will be based on their choice of Black Cart size.	Collection set out location for most properties (i.e. front street or rear lane).
Glass will only be accepted for recycling at the depots, not in the Blue Carts.	Other than glass, the list of acceptable blue box recyclables will not change.



As there are many changes occurring for households collection services, a robust communication and education program is critical. A broad communication strategy with impacted customers, clients and stakeholders will take place prior to the implementation of this system. The strategy for 2017 will aim to:

1. Ensure Red Deerians know about the Green Cart program, when it is coming and what to do
2. Inspire and educate them to make organics recycling part of their everyday life
3. Promote pride in Red Deer's green strategies
4. Begin passive education about the Blue and Black Carts
5. Meet the goals of the Environmental Master Plan and Waste Management Master Plan

The Waste Management Section receives and responds to customer feedback on a regular basis, using a variety of strategies and methods. Similar approaches would be taken during the Green Cart launch, with the recognition that additional resources will be in place to address the increased amount of inquiries and feedback anticipated.

<b>Customer Service</b>	
<b>Current services</b>	<b>Enhancements planned</b>
Dedicated phone number for waste management inquiries 403-340-BLUE (2583)	Ensure additional resources available to staff call centre, to address call volume spikes
Dedicated email address wastemanagement@reddeer.ca	Ensure additional resources available to respond to increased volume of emails
Website – pages dedicated to explaining how to participate in City provided waste management services	Detailed Green Cart information, including Q&As based on feedback received to date
Information tags left at households to educate if they've made a mistake in participating in waste collection programs, e.g. setting out more than three units of waste	Information tags specifically designed for Green Cart collection will educate about topics the pilot has shown may need additional reinforcement e.g. adequate spacing around carts to allow collection.

### **Recommendation:**

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It is recommended that Council receive this report as information.



Originally Submitted to the  
May 1, 2017 Council  
Meeting.

May 1, 2017

## Cart Pilot Project Update and City Wide Cart Implementation

Environmental Services

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

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The capital budget for purchasing Green Carts for city-wide implementation was approved, subject to Council receiving an update on the success of the Cart pilot project. This report provides that update.

Based on a successful Cart pilot project, Administration recommends implementing a city-wide Green Cart Program in April 2018, to be followed by a city-wide Blue and Black Cart program in the spring of 2019.

### **City Manager Comments:**

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When the blue box was introduced the City of Red Deer was a leader in recycling. However it has fallen behind other cities which have implemented additional recycling initiatives. The Waste Management Master Plan recommended a Cart system, which has been implemented successfully in many communities in Alberta and across Canada.

City Council approved the Green Cart portion of the overall cart program in the 2017 Capital Budget and the balance of the program is in the 2018 Capital Plan. At the time it was not recognized that one cannot approve one portion of the Cart program without a commitment for the entire program. The recommendation should therefore have been submitted for multi-year approval.

The 2017 budget approval was made by Council subject to a report outlining the success of the pilot project. The attached report indicates overall public support for the program.

In view of the above, I support the recommendation of Administration to proceed with the implementation of the Cart program on the original schedule, which requires the full Capital approval from the Waste Management Capital Reserve.

Craig Curtis  
City Manager



## Proposed Resolution

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Resolved that Council of The City of Red Deer having considered the report from Environmental Services, dated May 1, 2017 re: Cart Pilot Project Update and City Wide Cart Implementation hereby:

1. Agrees to implement a city-wide Green Cart Program in April 2018 to be followed by a city-wide Blue and Black Cart program in the spring of 2019;
2. Approves the capital budget for Automated Carts (Recycling and Garbage) in the amount of \$4,600,000 to be funded from the Waste Management Capital Reserve.

## Report Details

### Background:

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Red Deer's Waste Management Master Plan (WMMP) provides strategic and detailed direction to reduce the per capita amount of waste sent to landfill through waste reduction and diversion initiatives that can be supported by residents and businesses through their actions and choices. The plan aims to make Red Deer a recognized provincial leader in sustainable waste management.

The following is a chronology of previous Council approvals/reviews:

- 1) May 2013 – Waste Management Master Plan approved.
- 2) January 2015 - Cart program approved as part of the Operating Budget process.
- 3) April 2015 - Launch of the Green Cart pilot with an update to be provided back to Council in one year.
- 4) November 2015 – Mid-year update provided to City Council.
- 5) May 2016 – Cart Pilot Program expanded to include Blue and Black carts with a further update to Council within a year.
- 6) May 2017 – Expanded Cart Pilot program update to City Council.

The strategies included in the WMMP aim to:

- Encourage and support waste minimization behaviours;
- Recognize that convenience and accessibility are critical to maintaining community support;
- Create measurable environmental benefits, such as decreasing the annual per capita disposal rate;
- Support sustainable waste management on a regional level; and
- Achieve the greatest diversion at the lowest cost.

One of the key recommendations in the WMMP was to pilot an expanded organics collection program and to pilot automated collection. Approximately 40% of household waste is organic and can be composted, representing a significant opportunity to increase diversion from the landfill and produce valuable compost.



The Green Cart pilot project was launched on April 27, 2015, with the goals of reducing waste at pilot households and testing various program aspects, to assist with determining recommendations for a city-wide program.

There are approximately 2,000 households in the pilot, selected to represent the demographics of the city as a whole. Pilot households were provided with a 240 litre Green Cart and a start-up package which included a kitchen catcher, educational materials and a sample pack of compostable bags. Green Carts are collected year round, on a weekly basis, and the collection vehicle is equipped with a hydraulic arm to pick up and empty the carts automatically. Food waste, pet waste and yard waste are all accepted in the Green Carts.

In May 2016 the pilot project was expanded to include Blue and Black Carts, for recycling and garbage collection, respectively. Blue and Black Carts are collected every other week, on an alternating schedule, while Green Cart collection remains weekly. Residents received 240 litre Blue and Black carts, but had the option to select a 120 litre Black Cart. The alternating every other week collection schedule of Blue and Black Carts was selected for the following reasons:

- It optimizes the collection system,
- Reduces collection cost, as fewer material streams are collected each week,
- Utilizing the Green Cart has the potential to reduce a household's garbage by 40%, and
- Blue Carts are much larger than the current blue boxes.

Evaluation of the pilot included collection of data from a number of sources, such as:

- How many households set out their carts each week,
- How full the carts are,
- How much contamination is in the carts,
- Feedback from pilot participants via questionnaires sent out in the fall of 2015 and 2016, and
- Feedback from the contractors collecting the carts and composting the Green Cart materials.

The WMMP had initially recommended expanding the Green Cart program City wide in the fall of 2017. Based on the learnings from the pilot project and logistical considerations, recommended implementation was postponed to spring 2018.

## **Timing**

---

To successfully implement the City Wide Cart Program in the most cost efficient manner, a multi-year staged process is required. As outlined in the report, the staged approach takes into account:



1. The available resources to roll out the program;
2. A transition period for residents to adapt to organics (Green Cart) in the first year, prior to the change from weekly to every other week pick up for recycling and garbage (Blue and Black Cart) in the second year;
3. The recognition that adding the organics program makes every other week collection of recycling and garbage achievable, and these changes together optimize the collection system;
4. Implementing the Green Cart portion only, without changes contemplated as part of the Blue and Black Carts, would result in a rate increase of 30% to 40%. Costs of the Green Cart portion are offset by collecting Blue and Black Carts every other week.

In order for the City Wide Cart Program to roll out commencing Spring 2018, Council's multi-year approval is needed now to allow for sufficient time for the RFP process, customer communication and education, and resource allocation. Based on current cost estimates, it is anticipated the impact on rates will not be greater than 5% (\$1.02 per month).

### Discussion:

In alignment with the targets set in the WMMP, the Cart pilot project was successful in reducing the amount of garbage generated by pilot households.

Since every other week Blue and Black Cart collection began in 2016, pilot households have set out an average of 27 kg of garbage per household per month. During the same time period, non-pilot households set out an average of 44 kg per household per month. This represents a 39% reduction in garbage, in line with the pre-pilot estimate that 40% of a household's waste could be diverted through an organics program.

The WMMP set a target of reducing household garbage to 400 kg per household per year by 2023.

Metric	Baseline		Targets		
	2009	2011	2016	2020	2023
Annual kg of garbage per residential curbside program account	620	610	550	450	400
Overall per-capita disposal rate (kg/capita)		812	700	600	500



Using nine months of data, it is estimated that pilot households will generate 391 kg of garbage per household per year. The pilot project's results indicate that the 400 kg of garbage target is achievable through the addition of a Green Cart collection program and implementing every other week collection of Blue and Black Carts. (note: the annual estimate of 391 kg of garbage per household includes an estimate of the contamination collected within the Green and Blue Carts)

The diversion rate at pilot homes has significantly increased over non-pilot homes. While a full year of data has not been collected, data from May through October demonstrates diversion rates while yard waste is being generated and data from December and January show diversion rates without yard waste. The diversion rate at pilot homes is roughly 80% higher than the diversion rate at non-pilot homes, during both the growing season and winter.

#### May - October 2016

##### Non-pilot homes (kg/hh/month)

Garbage	Yard Waste	Blue Box	Total	Diversion
46	15	12	73	35%

#### December 2016 & January 2017

##### Non-pilot homes(kg/hh/month)

Garbage	Yard Waste	Blue Box	Total	Diversion
39	0	12	51	23%

##### Pilot homes (kg/hh/month)

Garbage	Green Cart	Blue Cart	Total	Diversion
28	42	11	81	62%

##### Pilot homes (kg/hh/month)

Garbage	Green Cart	Blue Cart	Total	Diversion
26	10	11	47	42%

To gather feedback from the pilot participants, surveys were sent out on two occasions. In 2016, 35% of pilot participants completed the survey and in 2017 the number increased to 38%, overall representing 50% of the households on the pilot.

The surveys identified:

- Between 96% and 98% of participants being either "satisfied" or "very satisfied" with the Blue and Black Carts' movement and durability.
- 89% and 90% of participants reported being either "satisfied" or "very satisfied" with the size of the Blue and Black Carts.
- 97% of participants reported the educational tools provided enough information for them to successfully participate in the Green Cart program.
- 98% of participants indicated the collection schedule was the most helpful of the new educational materials, indicating it provided enough information for them to successfully participate in the Blue and Black Cart program.
- 77% of participants indicated they were either "satisfied" or "very satisfied" with every other week collection.

Automated waste collection is evolving from an industry best practice, to an industry standard. From a collection perspective, automated collection is more efficient and can significantly reduce the likelihood of worker injuries. From a customer service



perspective, it represents an increased level of service since the carts are provided to residents and are convenient to use and maneuver. As automated collection becomes more common, our customers will come to expect this style of service delivery. In the 2016 Annual Environmental Services Customer Satisfaction phone survey, 84% of respondents considered adopting a cart system which would increase diversion to be an important step for Red Deer, with 7% disagreeing and 9% neither agreeing nor disagreeing.

Other benefits of the increased diversion from the landfill through the cart program include reducing greenhouse gas emissions from the landfill and extending the life of the landfill site. It is estimated that the residential Green Cart program will add 2 years to the landfill's life. The Green Cart program represents The City's first step in diverting compostable materials, so these benefits would be increased as further steps in organics diversion are developed.

## **Analysis:**

---

### Budget

During the 2017 budget process, implementing the City Wide Cart Program was identified in the 10 Year Capital Plan and in the rate modelling conducted for the Waste Management Utility. Capital funding for the purchase of the Green Carts was approved in the 2017 Capital Budget subject to an update report coming to Council.

As outlined in Chart 1, the costs of the Program spikes in year 1 (2018) and then lowers in years 2 and 3 once all aspects of the program are implemented.

The primary cost of the Program relates to the capital purchase of the Green, Blue and Black Carts. It is the intent to tender all of the Carts at one time with an anticipated cost of approximately \$7.1 million. Delivery would correspond with implementation. It is recommended that the funding source for the capital expenditure be the Waste Management Capital Reserve, avoiding further debt. The Reserve would be rebuilt by 2025 and is included in the rate increase proposed. There was \$15,120,156 in the Waste Management Capital Reserve as of December 31, 2016.

### Overview

The Cart Pilot has successfully shown that the targets set in the WMMP are achievable, and that the new collection system works in our community.

The three carts make up a single collection system, since what is accepted in each cart and the carts' collection frequency are fully interrelated. The design of the new



system also focuses on optimizing the collection system. Adding the Green Cart program facilitates significant diversion from landfilling and having the Blue and Black Carts collected on alternating weeks allows for cost savings to help offset the costs of the addition of the Green Cart program and the cost of providing carts. This design is in alignment with the vision and outcomes of the WMMP, as it will create measurable environmental benefits while balancing the cost of achieving diversion.

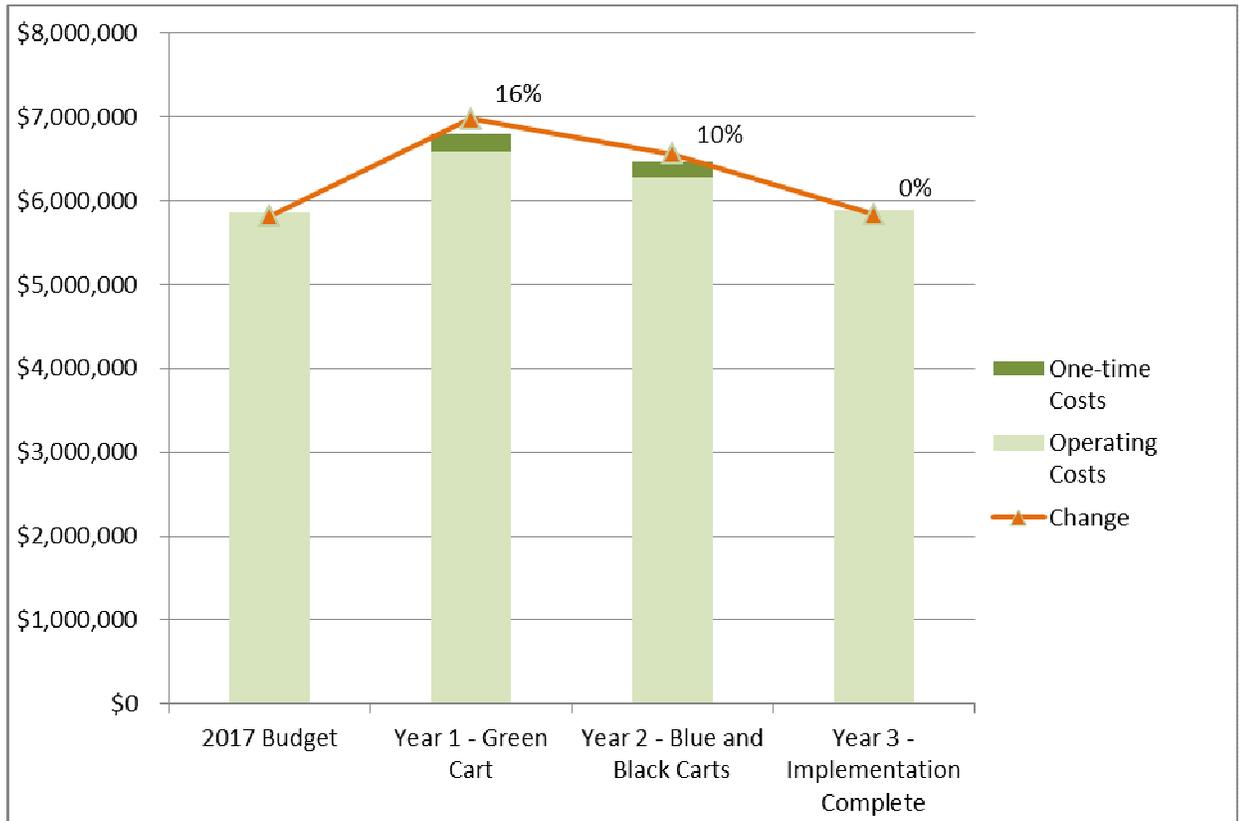
A number of minor adjustments have been made to the pilot project based on feedback received and observations. For example, 360 litre Blue Carts were provided to approximately 80 pilot households after receiving feedback that the 240 litre ones were not large enough for some participants.

From a financial perspective, high level analysis of cost impacts have been estimated and summarized in the following chart. The values presented are based on the 2017 budgeted contracted costs for collection services, and reflect only changes related to transitioning to the Cart system (inflation and growth estimates excluded). Phasing implementation over 3 years is an important tool to mitigate rate shock and to ensure residents have the time and tools to adjust to the new collection system.

Two key assumptions influencing the cost analysis are the estimated costs for collection services and provision of the carts, which have not been procured at this time. One-time costs associated with program roll-out have been highlighted in year one and year two. These costs include education, communications and staffing to support residents during the transition to cart based collection. The carts will be purchased as a capital expense. The cost of the carts will be recovered by amortizing the cost over the life of the carts and will be collected through the rates.

Costs will increase in year 1, with the addition of Green Cart collection and maintaining the current collection system for garbage and recycling. Year 2 will see a reduction in costs from year 1 as we transition to every other week collection of the Blue and Black Carts partway through the year. Year 3 represents the first full year of operating the three cart collection system and overall cost are Comparable with pre-implementation costs.

Chart 1



Although there are additional costs in the initial implementation years, it is anticipated the costs will be comparable to the current collection system, once the cart system is fully implemented. Council’s Utility Policy will be the basis for detailed rate modelling, which will occur during program design. Cost increases during the transition years will be addressed using stabilization reserves and rate increases, the strategy for rate smoothing will be developed during detail rate modelling. Once procurement of collection services and the carts purchase has been completed, these costs will be added to the rate model to develop an exact operating cost for the cart program. Based upon initial projections it is anticipated that the rates will increase in years 1 & 2, however with the use of rate stabilization the increase will be limited to 5%. Should the costs obtained through procurement indicate a larger increase is required, the matter would be brought back to Council. The monthly impact of a 5% increase would be \$1.02 ( $\$13.35 + \$7.05 = \$20.40 * 5\%$ ).

Because the three carts make up a single collection system, the intent is to develop a single rate for the collection of all three carts. The pilot has shown that it is important to offer a few cart size options, so residents can customize the collection system to their situation. The plan is to offer three different sizes of Black Cart and have the rate reflect the usage associated with each different size and promote conservation. In this way residents will be able to choose the service that meets their needs, and will have the ability to influence their utility bill.



A high level cost analysis indicates that the environmental benefits of increased diversion and increased service level can be achieved for a cost comparable to the current rate level.

**Recommendation:**

---

Administration recommends implementing a city-wide Green Cart Program in April 2018, to be followed by a city-wide Blue and Black Cart program in the spring of 2019.



November 28, 2017

## 2017/2018 – Citizen Representative Appointments to Committees

Legislative Services

### Report Details

#### **Background:**

---

Council appoints citizen representatives to committees, commissions and boards.

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

---

Council appoints citizens to the various committees, boards, commissions, community engagement groups, and societies. The names of the people nominated are submitted to Council in confidence.

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

---

Council's direction is requested.

Craig Curtis  
City Manager

#### **Proposed Resolution**

---

Resolved that Council of The City of Red Deer having considered the report from Legislative Services, dated November 28, 2017 re: 2017/2018 – Citizen Representative Appointments to Committees hereby appoints the following to serve on the Red Deer Regional Airport Authority Board for the term to expire as follows:

Red Deer Regional Airport Authority Board

---

Citizen Representative (to fill an unexpired term to December 2020)



**Discussion:**

---

The following summary indicates the appointment which is to be made:

Red Deer Regional Airport Authority Board

I Citizen Representatives– I - 3 year term (to fill an unexpired term of Eve Sira)

FILE COPY



Council Decision – December 11, 2017

**DATE:** December 12, 2017  
**TO:** Samantha Rodwell, Deputy City Clerk  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** 2017/2018 – Citizen Representative Appointments to Committees

---

**Reference Report:**

Legislative Services dated November 28, 2017.

**Resolution:**

At the Monday, December 11, 2017 Special Council Meeting, Council passed the following Resolution:

Resolved that Council of The City of Red Deer having considered the report from Legislative Services, dated November 28, 2017 re: 2017/2018 – Citizen Representative Appointments to Committees hereby appoints the following to serve on the Red Deer Regional Airport Authority Board for the term to expire as follows:

Red Deer Regional Airport Authority Board

Joe Jarego

Citizen Representative (to fill  
an unexpired term to  
December 2020)

**Report back to Council: No.**

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

Frieda McDougall  
Manager

c. Committees Coordinator



Legislative Services

FILE COPY

December 13, 2017

Mr. Joe Jarego  
122 Langford Crescent  
Red Deer, AB T4R 3E5

Dear Mr. Jarego:

**Appointment to the Red Deer Regional Airport Authority Board**

Thank you for submitting your committee application. At The City of Red Deer's Regular Meeting of Council held on Monday, December 11, 2017 the following appointment to the *Red Deer Regional Airport Authority Board* was made:

Resolved that Council of The City of Red Deer having considered the report from Legislative Services, dated November 28, 2017 re: 2017/2018 – Citizen Representative Appointments to Committees hereby appoints the following to serve on the Red Deer Regional Airport Authority Board for the term to expire as follows:

Red Deer Regional Airport Authority Board

Joe Jarego

Citizen Representative (to fill  
an unexpired term to  
December 2020)

Congratulations on your appointment. We trust our Committees Coordinator has already been in contact with you with respect to date and times of the meetings. If you have any questions or require additional information, please do not hesitate to contact me at 403-342-8132.

Sincerely,

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

Frieda McDougall  
Manager

c: Committees Coordinator



FILE COPY

Legislative Services

December 13, 2017

Red Deer Regional Airport Authority Board  
5820-45 Avenue  
Red Deer, AB T4N 3M2

To Whom it May Concern:

**RE: Red Deer Regional Airport Authority Board  
Citizen Representative and Council Representative Appointments**

At the Monday, December 11, 2017 Regular Council Meeting, consideration was given to the appointment of a citizen representative to the Red Deer Regional Airport Authority Board. At that meeting Council passed the following resolution:

Resolved that Council of The City of Red Deer having considered the report from Legislative Services, dated November 28, 2017 re: 2017/2018 – Citizen Representative Appointments to Committees hereby appoints the following to serve on the Red Deer Regional Airport Authority Board for the term to expire as follows:

Red Deer Regional Airport Authority Board

Joe Jarego

Citizen Representative (to fill  
an unexpired term to  
December 2020)

This office will be notifying the successful applicants of their appointment. I trust you will contact the individuals with regard to meeting dates and times. Please do not hesitate to contact this office should you require any further information or clarification regarding the above.

Sincerely,

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

Frieda McDougall  
Legislative Services Manager

c. Land & Economic Development Manager  
Director of Planning Services  
Committees Coordinator



November 9, 2017

## Downtown Business Association's 2018 Budget

Legislative Services

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

---

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

### **City Manager Comments :**

---

I support the budget as presented.

Craig Curtis  
City Manager

### **Proposed Resolution:**

---

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:**

---

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:**

---

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:**

---

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

A handwritten signature in black ink, appearing to read "Amanda Gould".

Amanda Gould  
Executive Director  
[amanda.gould@downtownreddeer.com](mailto:amanda.gould@downtownreddeer.com)

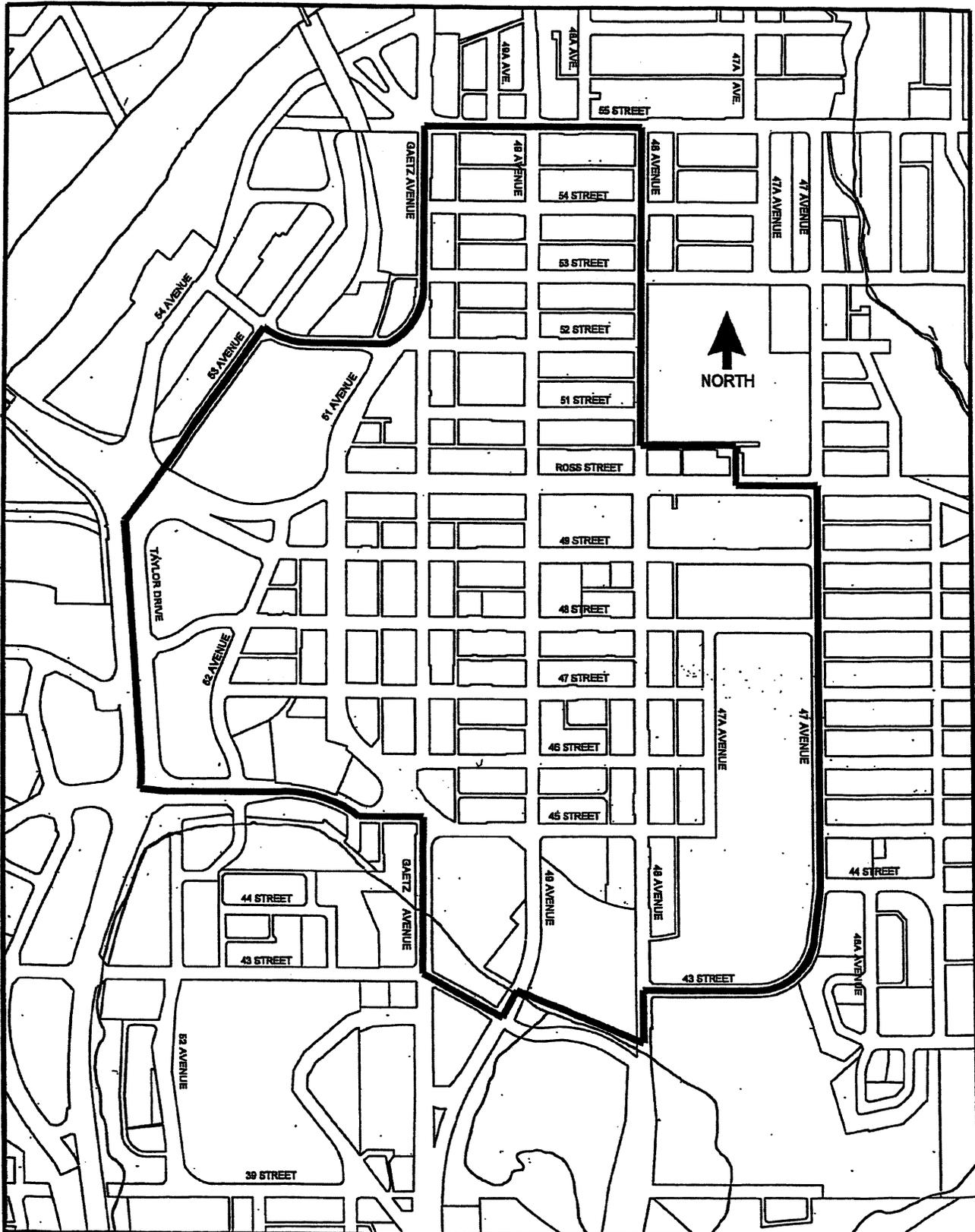




# 2018 Annual Budget

REVISED

	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



**SCHEDULE "A" 1**  
**BYLAW 2827/83 BUSINESS REVITALIZATION ZONE**

— BOUNDARY OF BUSINESS REVITALIZATION ZONE

# **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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\*The year of first publication of the legal materials is to be completed.

### **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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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.

FILE COPY



Council Decision – December 11, 2017

**DATE:** December 12, 2017  
**TO:** Ryan Veldkamp, Community Facilitator  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** Downtown Business Association's 2018 Budget

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**Reference Report:**

Legislative Services dated November 9, 2017.

**Resolution:**

At the Monday, December 11, 2017 Special Council Meeting, Council passed the following Resolution:

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

**Report back to Council:** No.

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

Frieda McDougall  
Manager

- c. Director of Community Services  
Controller – Property Taxation



FILE COPY

Legislative Services

December 13, 2017

Amanda Gould, Executive Director of Downtown Business Association  
5000 51 Ave  
Red Deer, AB T4N 4H5

Dear Ms. Gould:

**RE: Downtown Business Association - 2018 Budget**

At the Monday, December 11, 2017 Regular Council Meeting, Council passed the following Resolution:

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

If you have any questions or require additional information, please do not hesitate to contact me at 403-342-8132.

Sincerely,

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

Frieda McDougall  
Manager

c: Director of Community Services  
Controller – Property Taxation  
Community Facilitator – Social Planning



INSPECTIONS & LICENSING DEPARTMENT

December 1, 2017

Development Permit Approval for Safe Harbour Society

Overnight Shelter at 5256 53 Avenue

DP078309

## Report Summary & Recommendation

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Central Alberta Safe Harbour Society (SHS) has applied for a Development Permit for an overnight shelter with 20 beds, to be located at 5256 53 Avenue.

The subject parcel is designated Direct Control District No. 19 DC (19) under the *Land Use Bylaw* and City Council is the delegated Development Authority for this application. The use of a Temporary Care Facility (overnight shelter) is a Discretionary Use in this District.

Administration recommends Council approve Development Permit DP078309.

## City Manager Comments:

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I support the recommendation of Administration.

Craig Curtis  
City Manager

## Proposed Resolution and Conditions

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Resolved that Council of the City of Red Deer having considered the report from Inspections and Licensing, dated December 1, 2017, hereby approves the application submitted by Central Alberta Safe Harbour Society (the "Applicant") for a Development Permit for the Discretionary Use of a Temporary Care Facility for an overnight shelter with a maximum of 20 beds, until April 30, 2018, as shown on the plans filed with Inspections & Licensing (collectively referred to as the "Approved Plans"), on the lands zoned DC(19) Direct Control District, to be located at 5256 53 Avenue (Lot 2A, Block 4, 762 2029), subject to the conditions listed below:

Approval is subject to the following conditions:

1. A Development Permit shall not be deemed completed based on this approval until all conditions except those of a continuing nature, have been fulfilled to the satisfaction of the Development Officer.
2. All Development must conform to the conditions of this Development Permit and the Approved Plans, and any revisions thereto as required pursuant to this Approval. Any revisions to the Approved Plans must be approved by the Development Authority.
3. The Applicant shall repair or reinstate, or pay for the repair or reinstatement, to original



## INSPECTIONS & LICENSING DEPARTMENT

condition, any public property, street furniture, curbing, boulevard landscaping and tree planting or any other property owned by the City which is damaged, destroyed or otherwise harmed by development or construction on the site. Repairs shall be done to the satisfaction of The City of Red Deer. In the event that the City undertakes the repairs the Applicant shall pay the costs incurred by the City within 30 days of being invoiced for such costs.

### Rationale for Recommendation

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**1. The Development meets the needs for more overnight beds on a temporary basis.**

Approval for an additional 20 beds will meet the growing needs of SHS and reduce the number of at risk citizens that are turned away.

**2. The Development supports Red Deer's Five Year Plan to End Homelessness**

Shelters are an important part of the housing continuum, as they allow individuals to have their basic needs met.

**3. The Development is supported by City policy.**

The Municipal Development Plan (MDP) supports the provision of social service initiatives.

### Discussion

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#### Background

On July 10, 2017, City Council approved a Development Permit for a Temporary Care Facility for a daytime warming center on the subject Site. The facility primarily operates during the autumn and winter months; however, SHS also opens the facility during inclement weather in the spring and summer months. The Development Permit for the warming center is valid until April 30, 2020.

#### Proposed Development Details

A new Development Permit has been submitted for the overnight shelter separate from the approval of the warming center. This will ensure that the uses remain separate and that each may have different timelines attached.

The proposal for the overnight shelter includes using the existing ATCO structure that is on-site. The ATCO structure is used during the day as the warming center and could accommodate 20 beds for overnight stays. The beds would be utilized when the main SHS facility is at capacity and reducing the number of individuals who are turned away.

#### Neighbourhood

The 1539 m<sup>2</sup> Site is located within the Downtown's Railyards area and is zoned DC(19), which allows for those uses listed within the CIA Commercial (City Center West) District. The majority of the Railyards is developed and zoned DC(28), which allows for a variety of commercial uses.



## INSPECTIONS & LICENSING DEPARTMENT

### **Land Use Bylaw**

There are no specific Development Standards listed within the LUB for the DC(19) District. The existing building on the adjacent Site is deemed to be compliant, and the location of the ATCO trailer was approved in 2015 with the original Development Permit for the warming center.

There are 28 parking stalls existing on the site. A Temporary Care Facility requires 1 parking stall per 93 m<sup>2</sup> of floor area; therefore, ten (10) parking stalls are required for the existing Safe Harbour Society building on the adjacent parcel, and three (3) for the proposed temporary warming centre for a total of 13.

### **Policy Framework**

The MDP identifies the important role the Downtown serves, including the opportunity to accommodate a variety of social services and facilities that serve the needs of the community (s.11.1). The MDP also promotes social and support services within the Downtown, including the provisions of preventative social services, to meet the community's needs (s.15.7).

### **Consultation**

Administration mailed, via Xpresspost, 22 letters to all landowners within 100 metres of the Site. Additionally 26 letters were hand-delivered to all tenants within the same area.

No referral to to internal City Departments was required.

### **Appendices**

- A – Applicant's Letter of Intent
- B – Mapping & Photos
- C – Public Consultation Package

Appendix A

Applicant's Letter of Intent



November 30<sup>th</sup>, 2017

To: City of Red Deer Mayor and Council,

As a service provider in the City of Red Deer we would like to provide an update for you regarding current shelter use and capacity. Over the past few years we have noticed many changes in our community primarily due to the current addiction crisis we are experiencing locally, provincially and nationally. Locally, this is where we are currently in Red Deer in regards to sheltering people living with addictions:

- Red Deer has the lowest number of shelter spaces per capita in the province.
- In this month Safe Harbour Society has had to turn people away from the overnight shelter in our Mats program 75 times.
- Red Deer had the highest number of opioid deaths per capita in 2016. \*Alberta Health Statistic\*. This stat is particularly important for you to consider as we have no more capacity in our current overnight shelter for people who are high or intoxicated.
- Red Deer currently has no appropriate, safe housing available for this highly addicted and mentally ill population.
- There are almost 100 people on the Housing First waitlist

Given the above, please be advised that Safe Harbour Society is declaring a State of Emergency. The people accessing "Mats" are high or intoxicated and if we can't let them into our shelter; the only option for these "turnaways" is the street. We call the RCMP to let them know people will be wandering around looking for spaces to stay warm enough to survive the night. Being homeless and needing shelter is not a criminal offense and to involve the RCMP is an inappropriate waste of resources. Bank vestibules or unlocked apartment foyers have probably prevented many from dying of exposure in the past. Obviously these options are an imperfect solution, given there are no toilet facilities, their use as emergency shelter is a nuisance and causes associated costs for cleaning to the business.

Last year we were able to shelter almost every one through the winter. Things are changing dramatically all around our community with the increase of the number of people using a myriad of substances. The high number of turnaways may also be a result of our recent switch from a social detox model to a medically supported detox model. Many more people are experiencing severe medical withdrawal that must be monitored by the Doctors and Nurses on staff, hence those not in an immediate medical crisis are having to wait longer to get into detox. The least we can offer is shelter at that point.

In an emergency crisis situation, such as this, we must respond quickly and humanely. The consequences of not responding:

- People are wandering around in a state of intoxication trying to find a place that is warm enough to survive the winter night. This will increase the number of people wandering around the downtown who are high and intoxicated.
- Red Deer will not be providing the basic human right of shelter to everyone who needs it.



- People will freeze to death.

In an effort to address this issue we have reached out to Alberta Health Services, Mental Health and Addictions. We have secured funding for two staff members in order to provide overnight shelter for up to 20 people. Those funds can be in place by December 1<sup>st</sup> providing we have a location secured.

Many citizens in Red Deer believe the Winter Warming Center is available for shelter purposes at night and are unaware of the zoning that prevents that.

We believe our community needs to quickly respond to this emergency crisis situation. Through the winter season, the general public are always anxious to know whether we are able to shelter everyone who needs it. The Mats program was started 15 years ago because a gentleman named Andy Strawberry passed out and froze to death in Rotary Park. The community was very supportive in helping us ensure we have what we need so that never happens again. As they empathize with people who are homeless and out in the elements, they want reassurance that a warm spot is available to everyone. Media checks in on this topic routinely throughout the year.

During this State of Emergency we ask that you expedite the zoning process and allow the Warming Center to be used for this emergency shelter purpose. We have submitted a development permit in order for this to happen. We are fortunate that the Winter Warming Center trailers are heated and empty each night and right in our parking lot. This is the logical, simple, quick and affordable solution. To turn someone away from warmth when there is a solution readily available is inhumane, and a violation of human rights.

We would welcome the opportunity to have a conversation about this and answer any questions you may have.

Sincerely,

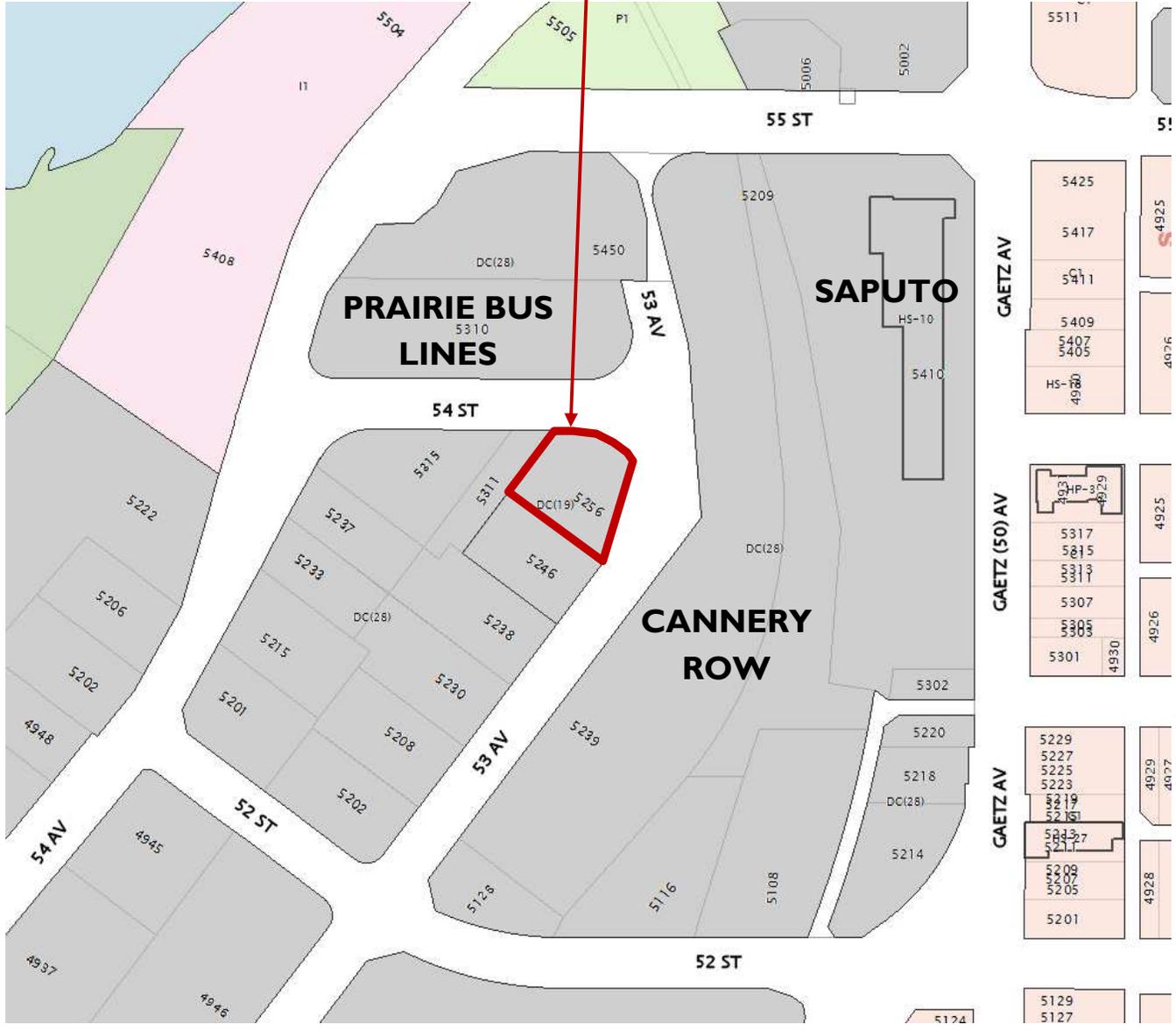
Jennifer Cross  
Safe Harbour Board Chairperson, and  
The Safe Harbour Board of Directors

Cc  
Kim Schreiner, MLA North  
Barb Miller, MLA South  
Sharon Blackwell, Executive Director, Housing and Homeless Supports, Alberta Human Services  
Dwight Hunks, Executive Director, Addictions and Mental Health Central Zone, Alberta Health Services

## Appendix B

### Mapping and Photos

**SUBJECT SITE**



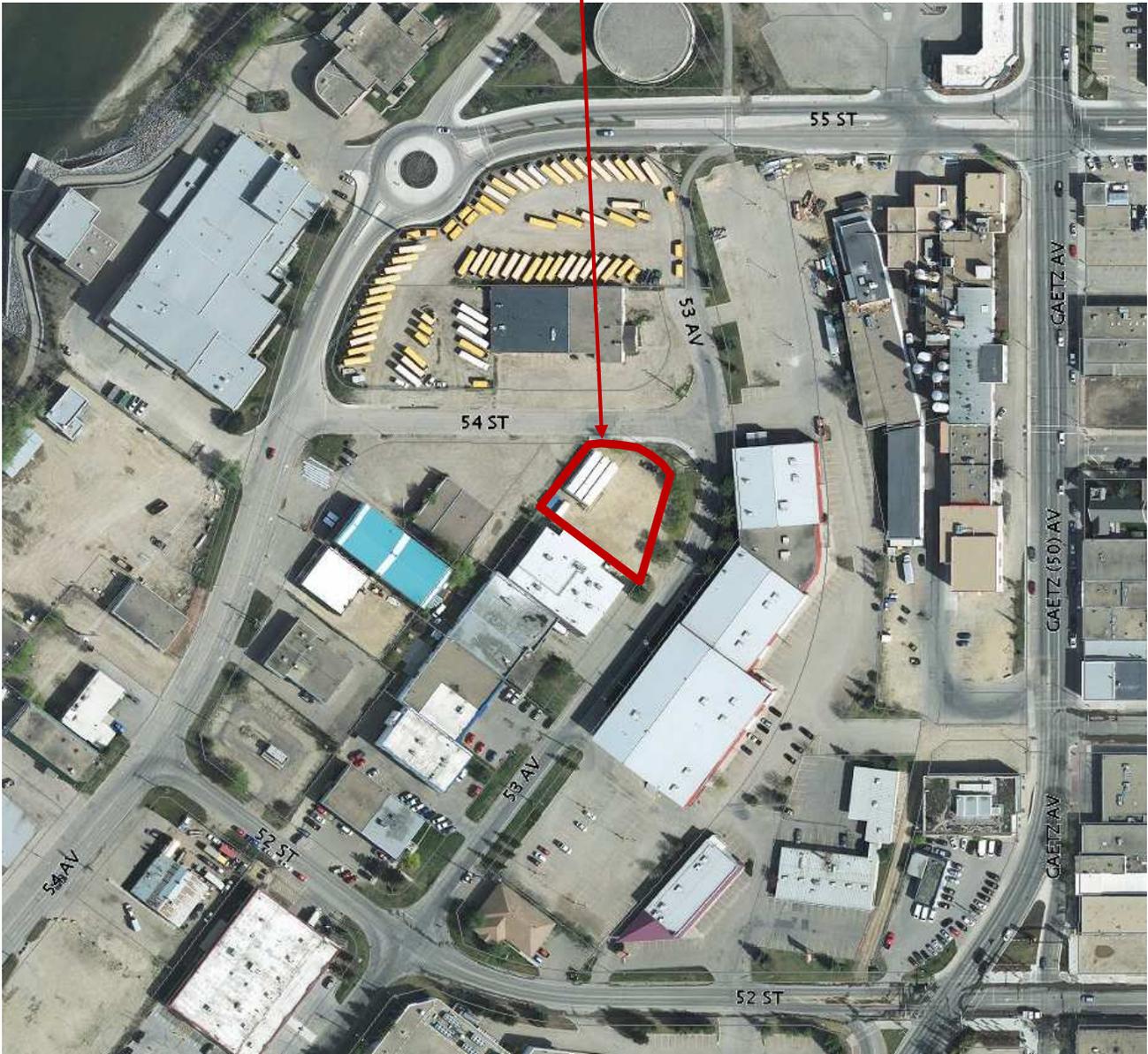
DP078309

**5256 53 Avenue**

Railyards



**SUBJECT SITE**



DP078309

**5256 53 Avenue**

Railyards



**EXISTING CONDITIONS**



DP078309

**5256 53 Avenue**

Railyards



## EXISTING CONDITIONS



DP078309

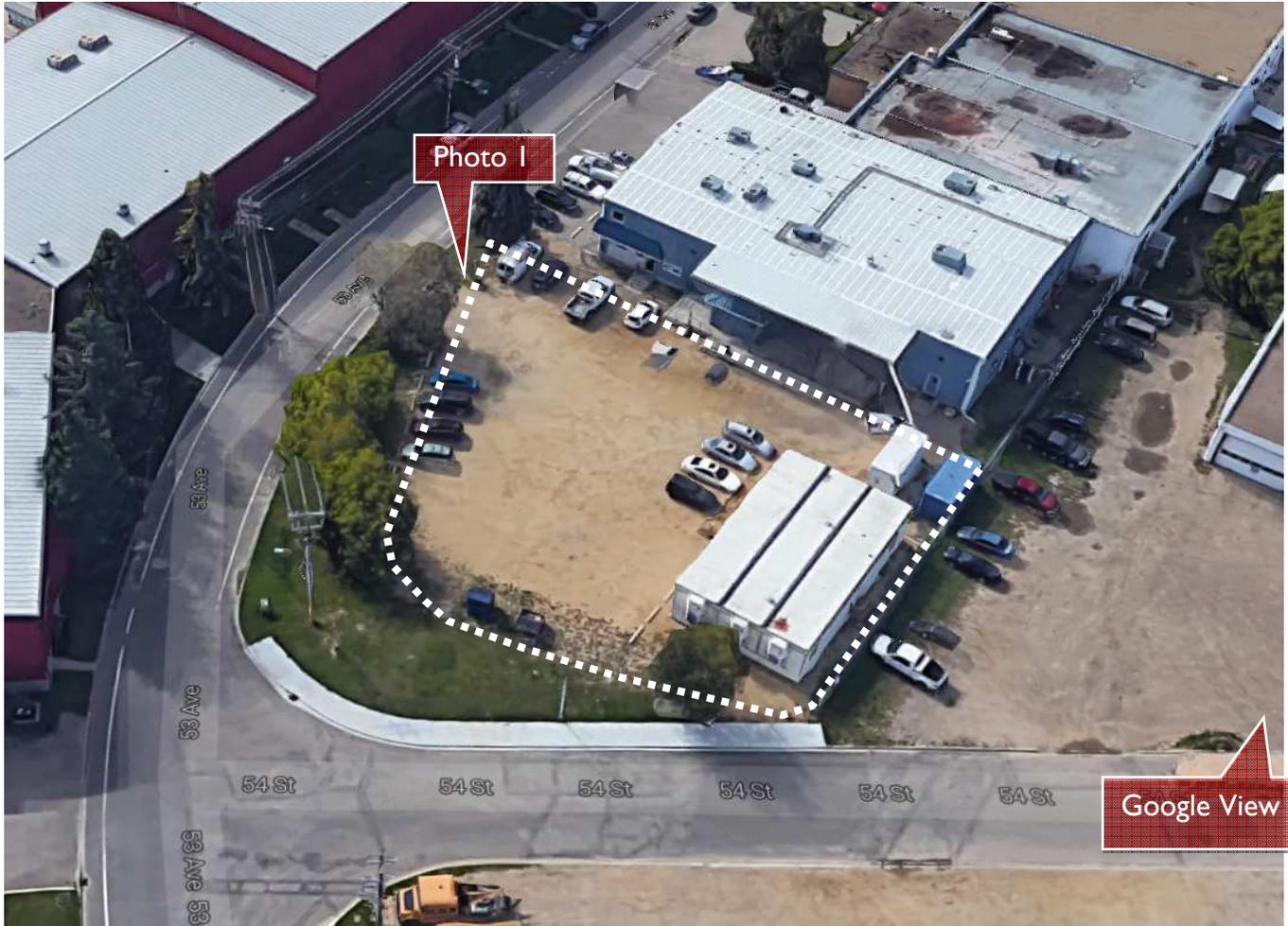
**5256 53 Avenue**

Railyards



# SITE INSPECTION

May 23, 2017



DP078309

**5256 53 Avenue**

Railyards

# SITE INSPECTION

May 23, 2017



PHOTO 1 - VIEW FROM 53 AVENUE ACCESS



GOOGLE STREET VIEW JUNE 2016

DP078309

**5256 53 Avenue**

Railyards

**PHOTOS PROVIDED BY APPLICANT  
NOVEMBER 30, 2017**



DP076918

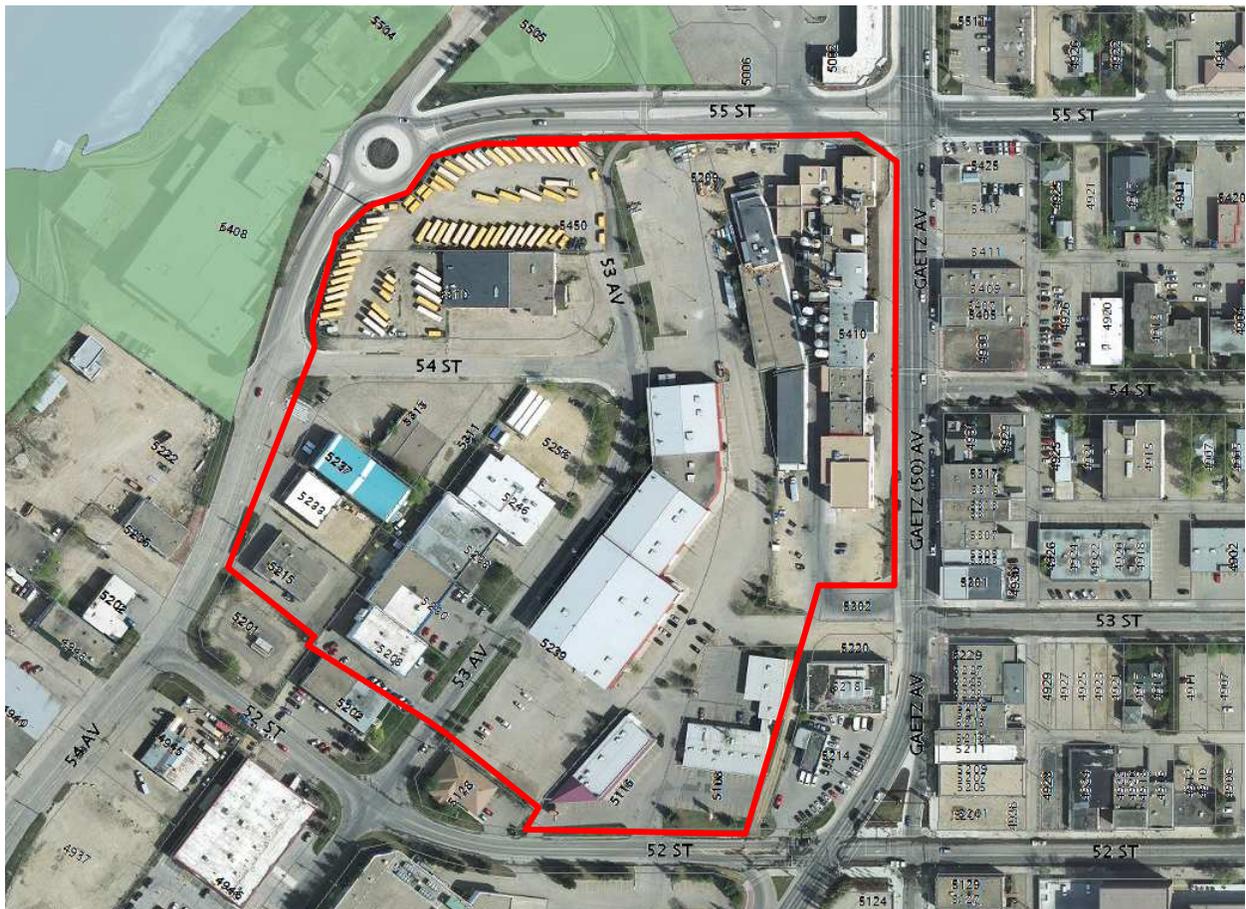
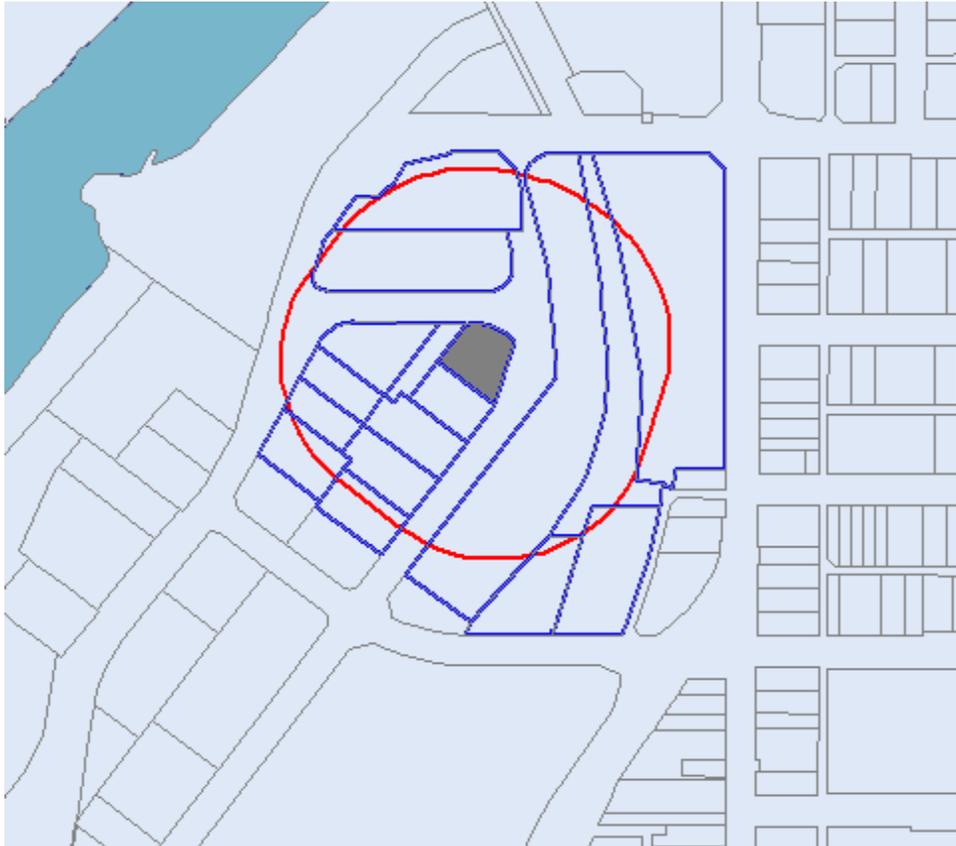
**5256 53 Avenue**

Railyards

Appendix C

Public Consultation Package

100 m radius around 5256 53 Avenue





December 4, 2017

Dear Landowner and/or Tenant:

**RE: Public Feedback Requested by December 8, 2017  
Development Permit Application DP078309  
5253 53 Avenue (Lot 2A, Block 4, Plan 762 2029)**

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Safe Harbour Society has a permit to operate a Daytime Warming Centre at 5256 53 Avenue until April 30, 2020 in the existing Atco Trailers. They also have a permit to operate an overnight shelter at 5246 53 Avenue in the adjacent building.

Safe Harbour has now applied for a Development Permit for an overnight shelter at the Warming Centre site (5256 53 Avenue) in the existing Atco trailers. There would not be any additional structures added to the site.

In the past few months, Safe Harbour has experienced an increase in numbers at the overnight shelter located at 5246 Avenue. They have been granted funds from the Province to provide additional overnight shelter space at the Warming Centre at 5256 53 Avenue. The additional overnight shelter is proposed to be used for overflow when the current overnight shelter is at capacity.

The long term goal remains to have a permanent housing shelter in place at a location to be determined within the city.

The proposed use is Discretionary in the *Land Use Bylaw* meaning the Development Authority may deny the use or approve and impose conditions on the use. As a landowner and/or tenant within 100 metres of the site, this is your opportunity to provide feedback on the proposed permit application.

Your feedback will be considered by Administration in the analysis of the application, development of conditions and in a recommendation to Council. Your feedback is also provided to Council who is the development authority for this application.

The application will be considered by Council at the December 11, 2017 council meeting.

Please use the attached comment sheet to submit your comments in writing regarding the proposal prior to **Friday, December 8, 2017 at 4:30 p.m.** If you provide your email contact information, either at the time of delivery of this information package or to the email address below, administration can respond to any questions or comments prior to those comments going to Council.

If you require further information, please contact our office below between 8:00 a.m. and 4:30 p.m. Monday to Friday at 403-342-8190. You also have the option of setting up a meeting with administration to discuss the proposal.

Sincerely,

Beth McLachlan  
Development Officer  
[beth.mclachlan@reddeer.ca](mailto:beth.mclachlan@reddeer.ca)



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**Q&A BACKGROUNDER****Overnight Shelter Development Permit Application****December 4, 2017****1. What is happening with the Warming Centre?**

Safe Harbour has a Warming Centre in place until April 30, 2020 in the existing Atco trailers (5256 53 Ave). They are experiencing an increase in numbers at their overnight shelter located in the adjacent building to the Warming Centre (5246 53 Ave). They are now requesting the Warming Centre be used as an overflow overnight shelter. No structures will be added to the site.

**2. Why is overflow overnight shelter needed?**

There is a community need for persons experiencing homelessness to receive basic support – escaping the elements to stay warm, dry and safe, and for connecting to trained staff to help clients navigate the system of housing and supports and find more permanent housing.

**3. When would it be open?**

It would be open during the daytime hours as a Warming Centre and evening/overnight hours for an overnight shelter. It would be used as overflow when the current overnight shelter next door is at capacity.

**4. I thought this was temporary?**

The daytime Warming Centre is temporary until 2020. Council will determine the time frame of the overnight shelter as part of their consideration of the permit. Red Deer City Council approved the current centre as a temporary measure in 2015, as part of an obligation to provide basic shelter to persons experiencing homelessness in the cold winter months. The following year, funding for a study was approved looking into medium to long range needs for a more permanent shelter (both overnight and daytime). The preliminary findings of that study were released in July 2017 and additional work is being done to finalize the study.

**5. What is the process for the Development Permit?**

The City received Safe Harbour Society's Development Permit application on November 30 with a letter expressing the urgency due to the safety risk of people being exposed to the winter elements overnight. Landowners and tenants within 100 metres of the site can review and comment on the proposed development. City staff will analyze concerns and report to Council. The application will go before City Council, the Development Authority, at the December 11, 2017 council meeting. Council will review the application and comments, at which time they will either deny or approve the application with conditions.



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**Q&A BACKGROUNDER****6. How does this help end homelessness?**

Connecting trained staff with individuals experiencing homelessness creates opportunities for more permanent housing solutions. Clients who visit the Warming Centre or Overnight Shelters may be either recently homeless or chronically homeless. Under the goals of Red Deer's Five Year Plan to End Homelessness, persons experiencing homelessness should have access to supports that focus on maintaining housing or finding permanent housing.

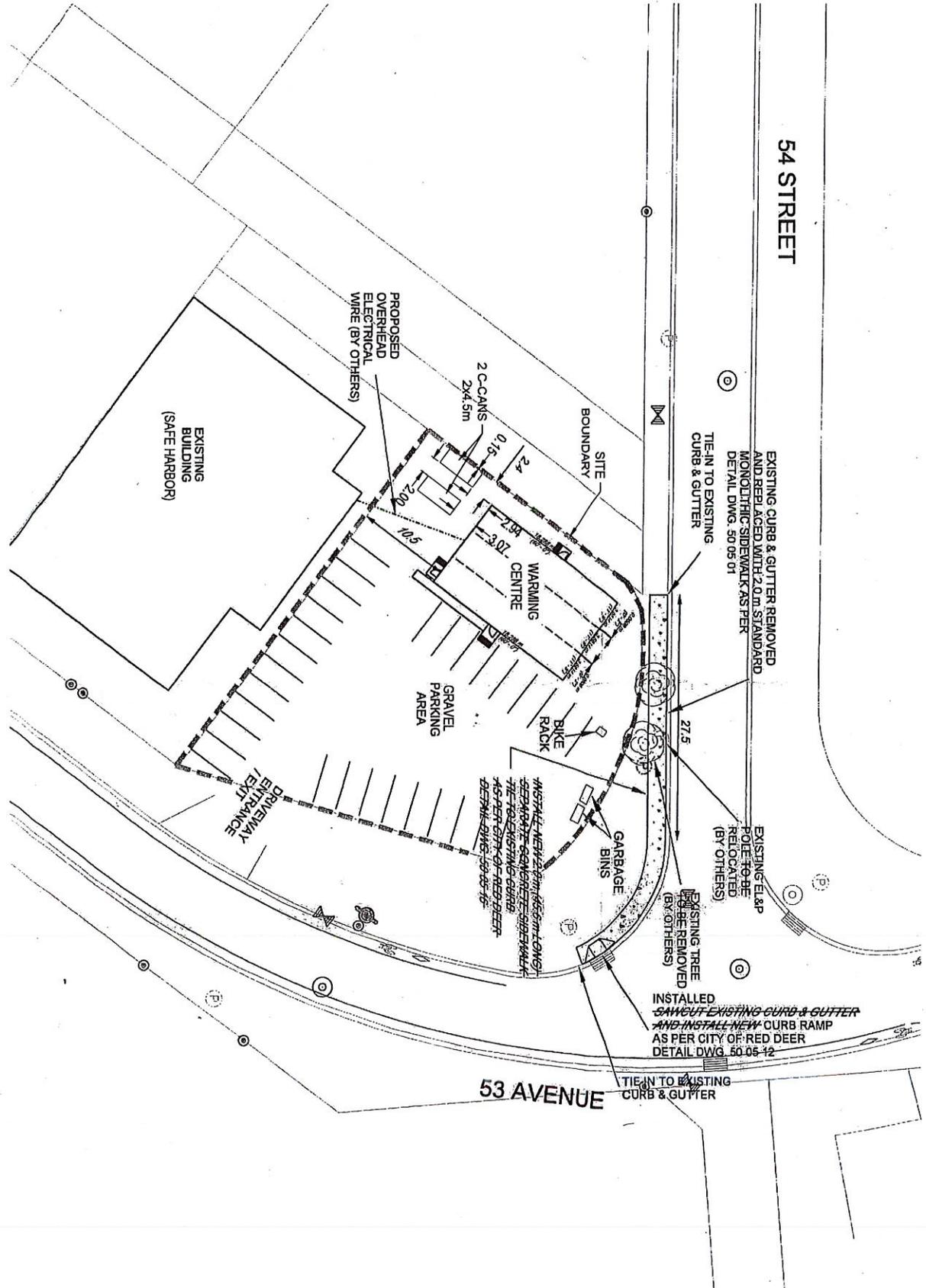
Shelters and warming centres are important parts of the housing continuum, as they allow individuals to have their basic needs met so as to tackle more difficult challenges – i.e. sobriety, employment, permanent housing.

Homelessness will have been ended in Red Deer when individuals experiencing homelessness are housed within 28 days of presenting to the housing system. Through continued local efforts and provincial and national partnerships and initiatives, preventing and ending homelessness in Red Deer remains an achievable goal.

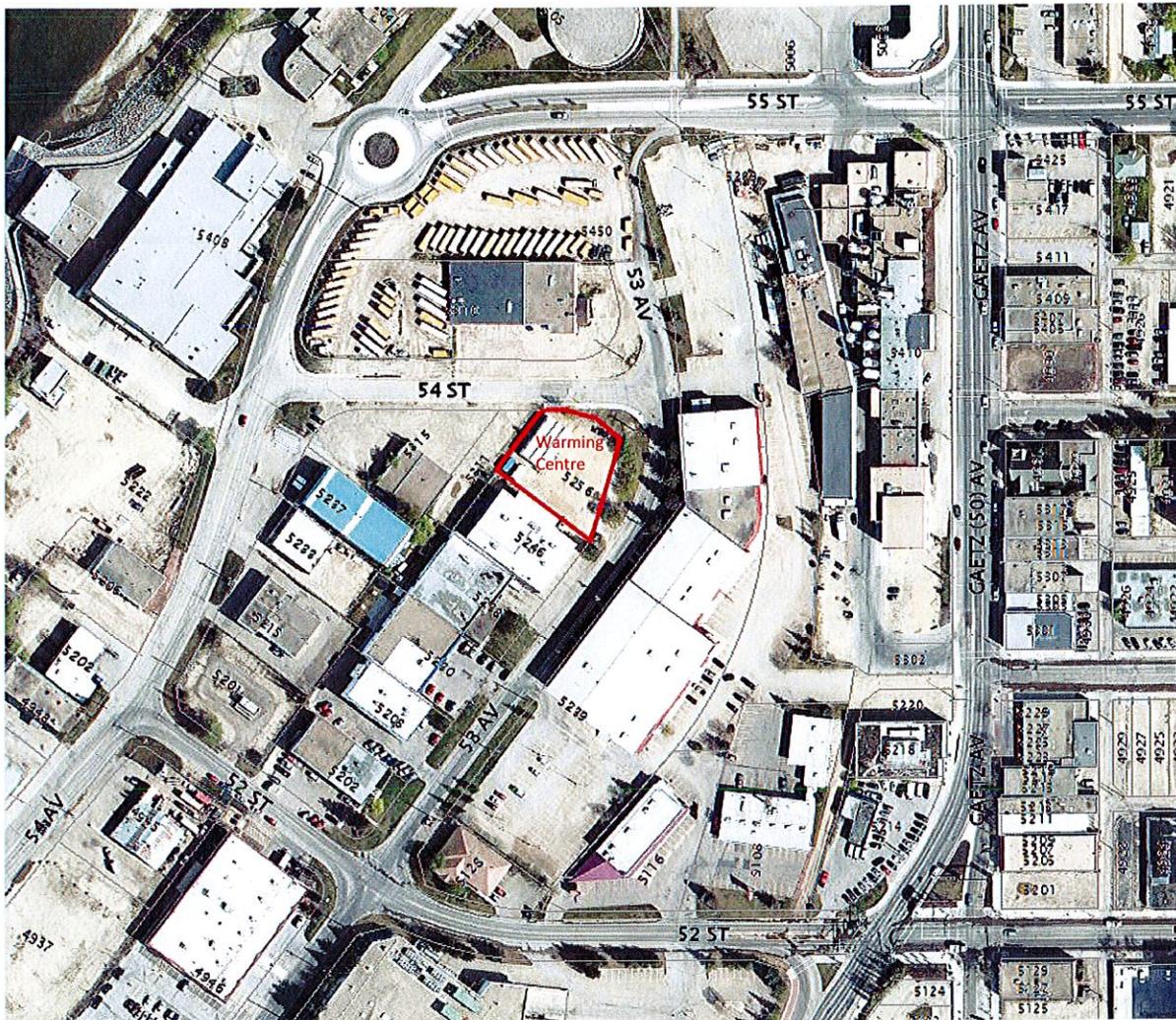
- end -

For more information, please contact:

Beth McLachlan  
Development Officer  
The City of Red Deer  
403-309-8582  
Beth.McLachlan@reddeer.ca



Location of Proposed Warming Centre Overflow Overnight Shelter





Public Comments

**Public Comment**

**Sheet Due Date:** Friday, December 8, 2017

**Notification of:** Overnight Shelter  
5256 53 Avenue (Lot 2A, Block 4, Plan 762 2029)

**Meeting:** Regular City Council Meeting December 11, 2017

Please Print

**Contact Information:**

Name (required): \_\_\_\_\_

Mailing Address & Postal Code (optional: will allow administration to respond to you if necessary): \_\_\_\_\_

Phone #: \_\_\_\_\_

Your contact information allows administration to respond if needed. When disclosing public comments, The City will endeavour to disclose on the author's name, unless there is a legislative, privacy or public reason to disclose more or less information.

**Comments:**

\_\_\_\_\_  
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You can email your comments to [beth.mclachlan@reddeer.ca](mailto:beth.mclachlan@reddeer.ca)

Your comments are important!

**DATE:** December 12, 2017  
**TO:** Erin Stuart, Inspections & Licensing Manager  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** Development Permit Approval for Safe Harbour Society  
Overnight Shelter at 5256-53 Avenue

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**Reference Report:**

Inspections & Licensing Department dated December 1, 2017.

**Resolution:**

At the Monday, December 11, 2017 Special Council Meeting, Council passed the following Resolution:

Resolved Council of The City of Red Deer having considered the report from Inspections and Licensing, dated December 1, 2017, hereby approves the application submitted by Central Alberta Safe Harbour Society (the "Applicant") for a Development Permit for the Discretionary Use of a Temporary Care Facility for an overnight shelter with a maximum of 20 beds, until April 30, 2018, as shown on the plans filed with Inspections & Licensing (collectively referred to as the "Approved Plans"), on the lands zoned DC(19) Direct Control District, to be located at 5256 53 Avenue (Lot 2A, Block 4, 762 2029), subject to the conditions listed below:

Approval is subject to the following conditions:

1. A Development Permit shall not be deemed completed based on this approval until all conditions except those of a continuing nature, have been fulfilled to the satisfaction of the Development Officer.
2. All Development must conform to the conditions of this Development Permit and the Approved Plans, and any revisions thereto as required pursuant to this Approval. Any revisions to the Approved Plans must be approved by the Development Authority.
3. The Applicant shall repair or reinstate, or pay for the repair or reinstatement, to original condition, any public property, street furniture, curbing, boulevard landscaping and tree planting or any other property owned by The City which is damaged, destroyed or otherwise harmed by development or construction on the site. Repairs shall be done to the satisfaction of The City of Red Deer. In the event that The City undertakes the repairs the Applicant shall pay the costs

Page 2

Development Permit Approval for Safe Harbour

incurred by The City within 30 days of being invoiced for such costs.

**Report back to Council: No.**

A handwritten signature in blue ink, appearing to read 'Frieda McDougall', is written above the printed name.

Frieda McDougall  
Manager

c. Director of Planning Services



December 6, 2017

## Dynamic Sign Exceptions

### Bylaws 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017

Legislative Services

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

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##### Summary:

The attached report is being brought forward from the Monday, September 5, 2017 City Council meeting.

#### **Background:**

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At the Monday, September 5, 2017 Regular Council Meeting, Council passed the following resolutions:

Resolved that Council of The City of Red Deer hereby agrees to lift from the table consideration of Dynamic Sign Exceptions Bylaws 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017.

Resolved that Council of The City of Red Deer having considered the report from Legislative Services dated August 23, 2017 re: Dynamic Sign Exceptions Bylaws 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017 Request to Table hereby agrees to table 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017 until up to December 31, 2017 to allow Administration time to develop Land Use regulations in regards to signage.

#### **Proposed Resolution:**

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Resolved that Council of The City of Red Deer hereby agrees to lift from the table consideration of Dynamic Sign Exceptions Bylaws 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017.

Resolved that Council of The City of Red Deer having considered the report from Legislative Services dated August 23, 2017 re: Dynamic Sign Exceptions Bylaws 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017 Request to Table hereby agrees to table 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017 until up to March 30, 2018 to allow Administration time to develop Land Use regulations in regards to signage.



Originally submitted  
to the September 5,  
2017 Council Meeting

August 23, 2017

## Dynamic Sign Exceptions Bylaws 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017-

### Request to Table

Legislative Services

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

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At the Monday, January 23, 2017 Regular Council Meeting, Council passed the following resolutions:

Resolved that Council of The City of Red Deer having considered the report from the Planning Department hereby agrees to table Bylaw 3357/E-2017 for a maximum of seven (7) months and directs Administration to review Dynamic Signs from a policy perspective in conjunction with the Land Use Bylaw.

Resolved that Council of The City of Red Deer having considered the report from the Planning Department hereby agrees to table Bylaw 3357/F-2017 for a maximum of seven (7) months and directs Administration to review Dynamic Signs from a policy perspective in conjunction with the Land Use Bylaw.

Resolved that Council of The City of Red Deer having considered the report from the Planning Department hereby agrees to table Bylaw 3357/G-2017 for a maximum of seven (7) months and directs Administration to review Dynamic Signs from a policy perspective in conjunction with the Land Use Bylaw.

Resolved that Council of The City of Red Deer having considered the report from the Planning Department hereby agrees to table Bylaw 3357/H-2017 for a maximum of seven (7) months and directs Administration to review Dynamic Signs from a policy perspective in conjunction with the Land Use Bylaw.

Consideration of these Land Use Bylaw amendments are best made in context of the overall Land Use regulations being developed in regards to signage. This is expected to be completed in the 4<sup>th</sup> quarter. As a result, administration is requesting further tabling of these applications until up to December 31, 2017.



### **City Manager Comments:**

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I support the recommendation of Administration.

Craig Curtis  
City Manager

### **Proposed Resolution:**

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Resolved that Council of The City of Red Deer hereby agrees to lift from the table consideration of Dynamic Sign Exceptions Bylaws 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017.

Resolved that Council of The City of Red Deer having considered the report from Legislative Services dated August 23, 2017 re: Dynamic Sign Exceptions Bylaws 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017 Request to Table hereby agrees to table 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017 until up to December 31, 2017 to allow Administration time to develop Land Use regulations in regards to signage.



Originally Submitted to the January 23, 2017  
Council Meeting

January 6, 2017

## Amendments to the Land Use Bylaw

Bylaws 3357/E-2017, 3357/F-2017, 3357/G-2017, and  
3357/H-2017

## Dynamic Sign Site Exceptions

Planning Department

### Report Summary & Recommendation:

There are four (4) applications for site specific amendments to allow for Dynamic Signs being presented with this Council Report:

1. **Bylaw 3357/E-2017** (hair studio) proposes a Dynamic Sign at 4929 – 49<sup>th</sup> Street to replace an existing Fascia Sign on a parcel designated CI Commercial (City Centre) District;
2. **Bylaw 3357/F-2017** (Timberlands commercial area) proposes a Dynamic Sign at 499 Timberlands Drive as a portion of a conditionally approved Freestanding Sign on a parcel designated C5 Commercial (Mixed Use) District;
3. **Bylaw 3357/G-2017** (McDonald's south) proposes a Dynamic Sign at 2502 – 50<sup>th</sup> Avenue as a portion of an existing Freestanding Sign on parcel designated C4 Commercial (Major Arterial) District; and
4. **Bylaw 3357/H-2017** (McDonald's downtown) proposes a Dynamic Sign at 4840 – 52<sup>nd</sup> Avenue as a portion of an existing Freestanding Sign on a parcel designated CIA Commercial (City Centre West) District.

All four (4) subject parcels are designated for commercial uses under The City's Land Use Bylaw (LUB). None of the commercial districts allow for consideration of Dynamic Signs, therefore site exceptions are being requested.

After assessing the options before Council provided in the Analysis section of this report, the Planning Department recommends the following on the amending Bylaws:

#### Option 2

**Bylaw 3357/E-2017** – Table Bylaw 3357/E-2017 for a maximum of eight (8) months and direct Administration to:

- a) Review Section 3. 4(14)(d)(iv) that requires a 50 m radius separation from the boundary of a site containing an existing Dynamic Sign;
- b) Review Section 3. 4(14)(d)(v) that limits the Dynamic portion to 25% of a Fascia Sign; and
- c) Provide recommendations to Council if Dynamic Signs should be a Discretionary Use in the CI District, and provide an amending Bylaw at the time of reporting back if the use is determined to be suitable.



**Bylaw 3357/F-2017** – Table Bylaw 3357/F-2017 for a maximum of eight (8) months and direct Administration to consider Dynamic Signs as a Discretionary Use in the C5 Commercial (Mixed Use) District. Administration is to report back to Council on whether Dynamic Signs should be a Discretionary Use in the C5 Commercial (Mixed Use) District, and provide an amending Bylaw at the time of reporting back if the use is determined to be suitable.

**Bylaw 3357/G-2017** – Table Bylaw 3357/G-2017 for a maximum of eight (8) months and direct Administration to consider Dynamic Signs as a Discretionary Use in the C4 Commercial (Major Arterial) District and review the recommendations in the Gaetz Avenue Vision specific to Dynamic Signs. Administration is to report back to Council on whether Dynamic Signs should be a Discretionary Use in the C4 Commercial (Major Arterial) District and identify any discrepancies between the development standards in Section 3.4(14) and the Gaetz Avenue Vision recommendations specific to Dynamic Signs along Arterial Roads. If amendments are suggested to the Land Use Bylaw, Administration is to provide an amending Bylaw at the time of reporting back to Council.

**Bylaw 3357/H-2017** – Table Bylaw 3357/H-2017 for a maximum of eight (8) months and direct Administration to consider Dynamic Signs as a Discretionary Use in the CIA Commercial (City Centre West) District. Administration is to report back to Council on whether Dynamic Signs should be a Discretionary Use in the CIA Commercial (City Centre West) District, and provide an amending Bylaw at the time of reporting back if the use is determined to be suitable.

### **City Manager Comments:**

I support the recommendation of Administration to table the bylaws for a maximum of 8 months until the comprehensive amendments to the Land Use Bylaw are complete.

Craig Curtis  
City Manager

### **Proposed Resolution**

Resolved that Council of The City of Red Deer having considered the report from the Planning Department hereby agrees to table Bylaw 3357/E-2017 for a maximum of eight (8) months and directs Administration to:

- a. Review Section 3.4(14)(d)(iv) that requires a 50m radius separation from the boundary of a site containing an existing Dynamic Sign;
- b. Review Section 3.4(14)(d)(v) that limits the Dynamic portion to 25% of a Fascia Sign; and
- c. Provide recommendations to Council if Dynamic Signs should be a Discretionary Use in the CI District, and provide an amending Bylaw at the time of reporting back if the use is determined to be suitable.

Resolved that Council of The City of Red Deer having considered the report from the Planning Department hereby agrees to table Bylaw 3357/F-2017 for a maximum of eight (8) months and directs Administration to consider Dynamic Signs as a Discretionary Use in the



C5 Commercial (Mixed Use) District. Administration is to report back to Council on whether Dynamic Signs should be a Discretionary Use in the C5 Commercial (Mixed Use) District, and provide an amending Bylaw at the time of reporting back if the use is determined to be suitable.

Resolved that Council of The City of Red Deer having considered the report from the Planning Department hereby agrees to table Bylaw 3357/G-2017 for a maximum of eight (8) months and directs Administration to consider Dynamic Signs as a Discretionary Use in the C4 Commercial (Major Arterial) District and review the recommendations in the Gaetz Avenue Vision specific to Dynamic Signs. Administration is to report back to Council on whether Dynamic Signs should be a Discretionary Use in the C4 Commercial (Major Arterial) District and identify any discrepancies between the development standards in Section 3.4(14) and the Gaetz Avenue Vision recommendations specific to Dynamic Signs along Arterial Roads. If amendments are suggested to the Land Use Bylaw, Administration is to provide an amending Bylaw at the time of reporting back to Council.

Resolved that Council of The City of Red Deer having considered the report from the Planning Department hereby agrees to table Bylaw 3357/H-2017 for a maximum of eight (8) months and directs Administration to consider Dynamic Signs as a Discretionary Use in the CIA Commercial (City Centre West) District. Administration is to report back to Council on whether Dynamic Signs should be a Discretionary Use in the CIA Commercial (City Centre West) District, and provide an amending Bylaw at the time of reporting back if the use is determined to be suitable.



## Report Details

### **Background:**

In 2009, the Municipal Planning Commission requested direction regarding Dynamic Signs. Administration reviewed many issues surrounding Dynamic Signs and created development standards to regulate their use. As a result, the following definition for Dynamic Signs and specific development standards were brought into the LUB:

The LUB defines Dynamic Signs as:

*A sign or portion of a sign with features that move or appear to move or change, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. A Dynamic Sign includes any display that incorporates a technology or method allowing the image on the sign face to change, such as rotating panels, LED lights manipulated through digital input, or “digital ink”. A Dynamic Sign does not include a sign whose message or image is changed by physically removing and replacing the sign or its components.*

All Dynamic Signs within the city must adhere to the following specific development standards described in Section 3.4 Sign Regulation by Type of the LUB, unless the standards in (d) are varied by the Development Authority:

#### (14) Dynamic Sign Regulations

- (a) A Dynamic Sign may display Public Service Announcements, but shall not include Third Party Advertising or Sponsor Recognition except when it is located on a Site in a PS District which is over 17.0 hectares;
- (b) Messages shall be displayed for a minimum time period of 3 seconds;
- (c) A Dynamic Sign must have an adjustable brightness level and the level of brightness of a Dynamic Sign shall be to the reasonable satisfaction of the Development Officer; and
- (d) Dynamic Signs shall meet the following regulations which may be varied by the Development Authority:
  - (i) Not be located within 30.0 m radius of a Residential District;
  - (ii) When the Site of a proposed Dynamic Sign is adjacent to a residential district notification will be sent by The City to property owners within a 100.0 m radius of the proposed Site;
  - (iii) Be limited to one Dynamic Sign per Building or Site, with the exception of PS Sites over 17 ha which will be limited to two Dynamic Signs provided that one of the Dynamic Signs must be a Fascia Sign and the other Dynamic Sign must be a portion of a Freestanding Sign, and further provided that the two Dynamic Signs must be at least 50.0 m apart;
  - (iv) Not be located on a Site within a 50.0 m radius of the Boundary of a Site containing an existing Dynamic Sign; and
  - (v) Comprise not more than 25% of the total Freestanding or Fascia Sign area.

Dynamic Signs are only considered in the following Land Use Districts:



- C2A Commercial (Regional Shopping Centre) District as a discretionary use;
- I1 Industrial (Business Service) District as a discretionary use; and
- PS Public Service (Institutional or Government) District.

When Dynamic Signs as a use were first introduced, they were deemed to be limited to consideration in Industrial Districts, Commercial Districts with large parcels and uses that are targeted to the travelling public (e.g. malls, and hotels), and large Public Service parcels (over 17 ha in size, such as Red Deer College and the Westerner).

Over the last few years several LUB amendments affecting Commercial Districts have been approved as the demand for Dynamic Signs has increased:

- Bylaw 3357/R-2010 – site exceptions in the C4 Commercial (Major Arterial) District to allow Dynamic Signs on large parcels with 100 m frontage such as the Sheraton Hotel, Black Knight Inn, and Red Deer Lodge;
- Bylaw 3357/Y- 2010 – site exception in the C1 Commercial (City Centre) District to allow relocation of an existing Dynamic Sign on the site at 4802 – 51<sup>st</sup> Avenue (AEI Wealth Management);
- July 8, 2013 - Council endorsed the Gaetz Avenue Vision Report as a planning document that contains recommendations pertaining to Dynamic Signs. The current Dynamic Sign development standards in the LUB do not align with the recommendations contained in the Vision. The Vision recommended the Dynamic portion of a Freestanding Sign be increased to 50% (currently 25% in the LUB), and a minimum 6 second display time (currently 3 seconds in the LUB); and
- Bylaw 3357/L-2014 – site exception to allow for a Dynamic Sign at 4922 – 49<sup>th</sup> Street (Welikoklad Event Centre, Red Deer College).

Applications for Dynamic Signs considerations and inquiries regarding regulations of these signs have increased as changes in technology are reflected in the sign and advertising industry. Planning is currently working on a comprehensive review of The City's sign development standards with an amending Bylaw expected to be brought before Council within the next 6 –12 months.

### **Discussion:**

The LUB does not contemplate Dynamic Signs on parcels designated C1, C4, C5, or C1A Districts. Three (3) of the four (4) applicants are seeking site exceptions to allow for consideration of a Dynamic Sign as a maximum 25% portion of a Freestanding Sign or Fascia Sign. If any of the amending Bylaws are approved by Council, the applicants will then apply for a Development Permit that will integrate the Dynamic Sign into a Freestanding Sign or in the case of **Bylaw 3357/E-2017** (hair studio), a Fascia Sign. All of the Dynamic Signs will be required to adhere to the existing development standards for Dynamic Signs in Section 3.4(14) of the LUB; these standards are provided in the Background of this report for your information.

### **I. Bylaw 3357/E-2017 (hair studio): Proposed Dynamic Sign to replace an existing Fascia Sign**



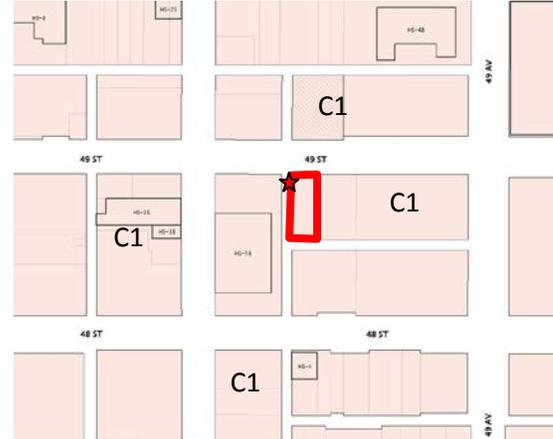
The subject site is within the Downtown Core/Historical Downtown across from the Welikoklad Event Centre (Red Deer College) and shares its boundary with Gaetz-Ross Heritage area. The site is designated C1 Commercial (City Centre) District under the LUB.

The surrounding lands are all designated C1 Commercial (City Centre) District under the LUB. The Welikoklad Event Centre, across the street within 50 m from the subject site, received a site exception to allow a Dynamic Sign in 2014.

**Subject Site and Proposed Location**



**Surrounding Land Use Districts**



The proposed Dynamic Sign will replace the existing Fascia Sign at the Academy of Professional Hair Design building, in the same location on the west building elevation.

**Existing Fascia Sign from back lane facing east**



**Conceptual design of the proposed Dynamic Sign**



The applicant has applied for a Dynamic Sign with a desire to frequently change the information on the sign with minimal effort. The applicant will use their Dynamic Sign to announce upcoming start dates of their educational programs and special events. The entire Fascia Sign is proposed to be Dynamic.



**2. Bylaw 3357/F-2017 (Timberlands commercial area):  
Proposed Dynamic Sign to be a portion of a conditionally approved Freestanding Sign**

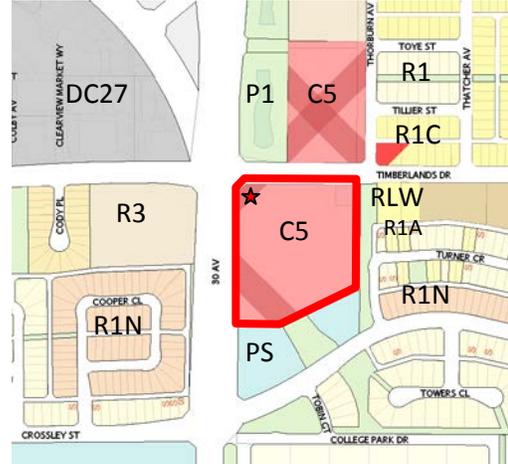
The subject site is located in the Timberlands North community, in the developing commercial area adjacent to 30<sup>th</sup> Avenue. The site is designated C5 Commercial (Mixed Use) District under the LUB, and will contain eleven (11) commercial buildings with various tenant space.

The surrounding lands north of the subject site are P1 Parks and Recreation, and C5 Commercial (Mixed Use) Districts. Lands to the east and west are residential in nature, and lands to the south are PS Public Service and P1 Parks and Recreation Districts.

**Subject Site and Proposed Location**



**Surrounding Land Use Districts**



Three (3) Freestanding Signs were recently approved along 30<sup>th</sup> Avenue; the Dynamic Sign proposed under **Bylaw 3357/F-2017** will form a portion (a maximum of 25%) of the approved Freestanding Sign at the corner of 30<sup>th</sup> Avenue and Timberlands Drive and will be double-sided to be visible to north and south bound traffic.

Facing north along 30<sup>th</sup> AvenueFacing south along 30<sup>th</sup> Avenue

Conceptual design of the proposed Dynamic Sign



The applicant is applying for a Dynamic Sign for the following reasons:

- Market's desire to gather and disseminate information in a convenient and instant manner has placed pressure on the business community to meet this demand with regards to advertising and remaining a competitive business;
- The proposed Dynamic Signs will provide exposure for all tenants as the three (3) previously approved Freestanding Signs do not have sufficient space for all tenants to advertise. The applicant prefers not to have a proliferation of signs and therefore does not want to apply for another Freestanding Sign to meet the demand. Dynamic Signs offer flexibility in advertising so numerous tenants can share the space; and
- A Dynamic Sign is, in their opinion, a plausible solution to the advertising need as the proposed location will not be facing any residential uses directly.

### **3. Bylaw 3357/G-2017 (McDonald's south): Proposed Dynamic Sign as a portion of an existing Freestanding Sign.**

The subject site is located in the Southpointe Junction neighbourhood with direct frontage onto the service road west of Gaetz Avenue, across from Bower Mall. The site is designated C4 Commercial (Major Arterial) District under the LUB.



The surrounding lands north, south, and west are all designated C4 Commercial (Major Arterial) District. The lands to the east where Bower Mall is located is designated C2A Commercial (Regional Shopping Centre) District. Other nearby sites include a parcel designated I1 Industrial (Business Service) District to the south, and C2B Commercial (District Shopping Centre), and R3 Residential (Multiple Family) District to the east.

**Subject Site and Proposed Location**



**Surrounding Land Use Districts**



The proposed Dynamic Sign will replace the existing reader-board sign and will have a smaller area than the current reader-board.

**Existing sign facing south along Gaetz Avenue**



EXISTING

**Conceptual design of proposed Dynamic Sign**



PROPOSED



The applicant has applied for a Dynamic Sign because McDonald's locations across Canada and the United States are modifying their Freestanding Signs to include Dynamic Signs as part of their brand consistency. The north McDonald's location has a Dynamic Sign which was approved prior to a clarifying Bylaw was adopted in 2016 regarding Dynamic Sign development standards.

#### **4. Bylaw 3357/H-2017 (McDonald's downtown): Proposed Dynamic Sign as a portion of an existing Freestanding Sign**

The subject site is located Downtown with direct frontage onto 52<sup>nd</sup> Avenue. The site is designated CIA Commercial (City Centre West) District under the LUB.

The lands to the west and south are Direct Control District (6), to the north is a PI Parks and Recreation District site, to the northeast a CIA Commercial (City Centre West) District and to the east are located a number of CI Commercial (City Centre) District sites.

**Subject Site and Proposed Location**



**Surrounding Land Use Districts**



The proposed Dynamic Sign will replace the existing reader-board sign and will have a smaller area than the current reader-board.

Existing sign north towards 49<sup>th</sup> Street

Conceptual design of proposed Dynamic Sign



As with the previous McDonald's proposed Dynamic Sign, the applicant has applied for a Dynamic Sign because McDonald's locations across Canada and the United States are modifying their Freestanding Signs to include Dynamic Signs as part of their brand consistency.

### Dialogue:

The proposed amendments were circulated to City Departments and no objections were raised. The proposed amendments were also circulated to landowners within 100 m of each of the sites. The comments received and responses for each application are provided below; copies of the submissions are provided as attachments to this report. Please note that the submissions reference a different Bylaw numbers then those before you. These amending Bylaws were prepared in 2016 and therefore were allotted a 2016 Bylaw number. Now that these applications are before Council in 2017, the Bylaw numbers had to be amended to 2017 numbers.

For Dynamic Sign Bylaws:

1. **Bylaw 3357/E-2017** (hair studio); and
3. **Bylaw 3357/G-2017** (McDonald's south)

No responses were received

For Dynamic Sign Bylaw:

2. **Bylaw 3357/F-2017** (Timberlands commercial area)

Previously identified as Bylaw 3357/EE-2016, three (3) responses were received; one (1) stating they had no concerns, and two (2) expressing the following:



<b>Bylaw 3357/F-2017 (Timberlands commercial area) Comments</b>	<b>Planning Responses</b>
<p>Dynamic Sign will be a distraction for vehicular and pedestrian traffic.</p> <p>Dynamic Sign will have a negative impact on the peaceful enjoyment of near-by residents.</p> <p>Near-by elderly residents of Villa Marie may be particularly impacted by the bright light display of the proposed sign.</p>	<p>Dynamic Sign messages must be displayed for a minimum of 3 seconds, so messages will not be flashing too quickly. Dynamic Signs are designed to have an adjustable brightness level and the brightness must be deemed reasonable by the Development Officer, pursuant to the LUB.</p> <p>The double-sided Dynamic Sign proposed under Bylaw 3357/F-2017 (Timberlands commercial area) will not be facing directly towards Villa Marie, instead they will be directed north and south along 30<sup>th</sup>.</p>
<p>Approval may encourage a proliferation of Dynamic Signs along arterial roads</p>	<p>The LUB directs that a Dynamic Sign must not be located on a site within a 50 m radius of a boundary of a site containing an existing Dynamic Sign.</p>
<p>Concerned about managing the type of messages that are displayed</p>	<p>The LUB expressly prohibits signs that promote intolerance, hatred or ridicule of any race, religion or other segment of society.</p>

For Dynamic Sign Bylaw:

4. **Bylaw 3357/H-2017** (McDonald's downtown)

Previously identified as Bylaw 3357/GG-2016, three (3) responses were received; one (1) had no comments, and two (2) provided the comments described in the table below. In addition, six (6) calls were received with questions but indicated they were in support of the application. One (1) in-person conversation concluded in support for the application.

<b>Bylaw 3357/H-2017 (McDonald's downtown) Comments</b>	<b>Planning Responses</b>
<p>Dynamic Sign will be a distraction for vehicular and pedestrian traffic.</p>	<p>Dynamic Sign messages must be displayed for a minimum of 3 seconds, so messages will not be flashing too quickly. Dynamic Signs are designed to have an adjustable brightness level and the brightness must be deemed reasonable by the Development Officer, pursuant to the LUB.</p>



**Analysis:**

When assessing the merits of an application to amendment to the LUB, Planning staff evaluates all of the relevant statutory and non-statutory plans. The tables below state whether or not the amending Bylaws conform to the relevant plans.

<b>Municipal Development Plan Policies</b>				
<b>Policies</b>	<b>Comments</b>			
	<b>Bylaw 3357/E-2017</b> (hair studio)	<b>Bylaw 3357/F-2017</b> (Timberlands commercial area)	<b>Bylaw 3357/G-2017</b> (McDonald's south)	<b>Bylaw 3357/H-2017</b> (McDonald's downtown)
<b>Policy 6.2 Creating a Positive Business Environment</b> – The City should foster a competitive business climate through policies and actions that help maintain competitive operating costs and streamline approval processes and timelines.	<b>Consistent</b> Business owner inquiries about Dynamic Sign have increased as changes in technology are reflected in the sign and advertising industry. Keeping up with technological advances in industry is important for businesses to remain competitive.			
<b>Policy 7.2 Promoting Downtown as a Central Focal Point</b> – “The City shall support the ongoing redevelopment and revitalization of the Greater Downtown and encourage high quality urban design that emphasizes and reinforces the importance of the downtown to the overall urban fabric of Red Deer.	<b>Consistent</b>	<b>N/A</b>	<b>N/A</b>	<b>Consistent</b>



Greater Downtown Action Plan		
Regulations	Comments	
	<b>Bylaw 3357/E-2017</b> (hair studio)	<b>Bylaw 3357/H-2017</b> (McDonald's downtown)
<b>Enhanced Laneways –</b> Murals, lighting, special pavement treatments and signage are just a few ways that lanes can be enhanced	<b>Complies</b>	<b>N/A</b>

**Bylaw 3357/F-2017** (Timberlands commercial area) and **Bylaw 3357/G-2017** (McDonald's south) are outside of the Greater Downtown area so the Greater Downtown Action Plan is not applicable to those applications. The Gaetz Avenue Vision applies to **Bylaw 3357/G-2017** (McDonald's south); the proposed Bylaw aligns with the general direction.

Land Use Bylaw Section 3.4(14) Dynamic Sign Regulations				
Regulations	Comments			
	<b>Bylaw 3357/E-2017</b> (hair studio)	<b>Bylaw 3357/F-2017</b> (Timberlands commercial area)	<b>Bylaw 3357/G-2017</b> (McDonald's south)	<b>Bylaw 3357/H-2017</b> (McDonald's downtown)
(a) A Dynamic Sign may display Public Service Announcements, but shall not include Third Party Advertising or Sponsor Recognition except when it is located on a Site in a PS district which is over 17.0 hectares;	Applicants intend on adhering to this regulation; will be addressed at Development Permit stage.			
(b) Messages shall be displayed for a minimum time period of 3 seconds;	Applicants intend on adhering to this regulation; will be addressed at Development Permit stage.			
(c) A Dynamic Sign must have an adjustable brightness level and the level of brightness of a Dynamic Sign shall be to the reasonable satisfaction of the Development Officer; and	Applicants intend on adhering to this regulation; will be addressed at Development Permit stage.			
(d) Dynamic Signs shall meet the following regulations				



<b>Land Use Bylaw Section 3.4(14) Dynamic Sign Regulations</b>				
<b>Regulations</b>	<b>Comments</b>			
	<b>Bylaw 3357/E-2017</b> (hair studio)	<b>Bylaw 3357/F-2017</b> (Timberlands commercial area)	<b>Bylaw 3357/G-2017</b> (McDonald's south)	<b>Bylaw 3357/H-2017</b> (McDonald's downtown)
which may be varied by the Development Authority:				
(i) Not be located within 30.0m radius of a residential District;	<b>Complies</b> ~ 260 m from the nearest residential District	<b>Complies</b> ~67 m from the nearest residential District	<b>Complies</b> ~214 m from the nearest residential District	<b>Complies</b> ~95 m from the nearest residential District
(ii) When the Site of a proposed Dynamic Sign is adjacent to a residential District notification will be sent by the City to property owners within 100 m radius of the proposed Site;	All proposed amendments were circulated to landowners within 100 m radius of the proposed Sites. Comments and concerns raised are summarized in the Dialogue portion of this report; copies of the submissions are attached to this report.			
(iii) Be limited to one Dynamic Sign per Building or Site, with the exception of PS Sites over 17ha which will be limited to two Dynamic Signs must be at least 50 m apart;	<b>Complies</b> There are no Dynamic Signs on the existing buildings or the subject sites.			
(iv) Not be located on a Site within a 50 m radius of the Boundary of a Site containing an existing Dynamic Sign; and	<b>Does not comply</b> Site located ~19 m from the boundary of a site with an existing Dynamic Sign (Welikoklad Event Centre)	<b>Complies</b>		
(v) Comprise not more than 25 % of the total Freestanding or Fascia Sign area	<b>Does not comply</b> Applicant intends on	<b>Complies</b> Applicants intend on adhering to this regulation; will be addressed at Development Permit stage		



Land Use Bylaw Section 3.4(14) Dynamic Sign Regulations				
Regulations	Comments			
	<b>Bylaw 3357/E-2017</b> (hair studio)	<b>Bylaw 3357/F-2017</b> (Timberlands commercial area)	<b>Bylaw 3357/G-2017</b> (McDonald's south)	<b>Bylaw 3357/H-2017</b> (McDonald's downtown)
	having entire Fascia Sign as Dynamic.			

**Option I: Consider First Reading of Each of the Four (4) Amending Bylaws**

Applications to amend the LUB to allow for the consideration of Dynamic Signs in all four (4) locations are due to immediate development plan desires to advertise their business or their tenants businesses.

Council may determine it has sufficient information to consider proceeding with First Reading of the amending Bylaws; if so, Planning Staff would support the following:

<b>General Recommendation:</b>	Direct Administration to review Dynamic Signs within applicable Land Use Districts and regulations as part of the comprehensive sign review
<b>AND</b>	
Consider the following on the amending Bylaws before Council:	
Bylaw Number	Recommendation
<b>Bylaw 3357/E-2017</b> (hair studio)	Defeat First Reading based on the following rationale: (a) The proposed Dynamic Sign is located within 50.0 m radius of the boundary of a site containing an existing Dynamic Sign, which does not meet Section 3.4(14)(d)(iv) of the Land Use Bylaw; and (b) The proposed Dynamic Sign will encompass the entire area of the Fascia Sign, which does not meet Section 3.4(14)(d)(v) of the Land Use Bylaw.
<b>Bylaw 3357/F-2017</b> (Timberlands commercial area)	Grant First Reading based on the following rationale: (a) The proposed Dynamic Sign conforms to the high-level sign direction contained in the Timberlands North Neighbourhood Area Structure Plan by directing signs scaled to vehicles along 30th Avenue and it will be architecturally compatible with the overall commercial development on the site; (b) The static space signage available under the three (3) Freestanding Sign previously approved on the subject site does not offer sufficient space for the applicant to offer sign space for all tenants. A Dynamic Sign offers a



	<p>solution to prevent the proliferation of signs on the subject site;</p> <ul style="list-style-type: none"> <li>(c) The proposed Dynamic Sign portion will face north-south along 30th Avenue and will not directly face onto residential uses; and</li> <li>(d) The proposed Dynamic Sign meets all relevant standards for Dynamic Signs in Section 3.4(14) of the LUB.</li> </ul>
<p><b>Bylaw 3357/G-2017</b> (McDonald's south) <b>Bylaw 3357/H-2017</b> (McDonald's downtown)</p>	<p>Grant First Reading of both <b>Bylaw 3357/G-2017</b> and <b>Bylaw 3357/H-2017</b> based on the following rationale:</p> <ul style="list-style-type: none"> <li>(a) The proposed Dynamic Signs align with the relevant Municipal Development Plan policies;</li> <li>(b) They align with the Economic Development Strategy and support Strategy C3: Explore retail options along Gaetz Avenue, especially downtown;</li> <li>(c) They align with the Gaetz Avenue Visioning document;</li> <li>(d) The addition of Dynamic Signs on both sites will be a technological upgrade to the existing Reader Board style messaging; and</li> <li>(e) The proposed Dynamic Signs meet all relevant standards for Dynamic Signs in Section 3.4(14) of the LUB.</li> </ul>



### **Option 2: Table Decisions**

The Planning Department is currently undertaking a comprehensive review of The City's sign standards in the LUB; this review is expected to take 6 – 12 months. Council could table making a decision on the applications for the following reasons:

**Bylaw 3357/E-2017** – Table Bylaw 3357/E-2017 for a maximum of eight (8) months and direct Administration to:

- a) Review Section 3.4(14)(d)(iv) that requires a 50 m radius separation from the boundary of a site containing an existing Dynamic Sign;
- b) Review Section 3.4(14)(d)(v) that limits the Dynamic portion to 25% of a Fascia Sign; and
- c) Provide recommendations to Council if Dynamic Signs should be a Discretionary Use in the C1 District, and provide an amending Bylaw at the time of reporting back if the use is determined to be suitable.

**Bylaw 3357/F-2017** – Table Bylaw 3357/F-2017 for a maximum of eight (8) months and direct Administration to consider Dynamic Signs as a Discretionary Use in the C5 Commercial (Mixed Use) District. Administration is to report back to Council on whether Dynamic Signs should be a Discretionary Use in the C5 Commercial (Mixed Use) District, and provide an amending Bylaw at the time of reporting back if the use is determined to be suitable.

**Bylaw 3357/G-2017** – Table Bylaw 3357/G-2017 for a maximum of eight (8) months and direct Administration to consider Dynamic Signs as a Discretionary Use in the C4 Commercial (Major Arterial) District and review the recommendations in the Gaetz Avenue Vision specific to Dynamic Signs. Administration is to report back to Council on whether Dynamic Signs should be a Discretionary Use in the C4 Commercial (Major Arterial) District and identify any discrepancies between the development standards in Section 3.4(14) and the Gaetz Avenue Vision recommendations specific to Dynamic Signs along Arterial Roads. If amendments are suggested to the Land Use Bylaw, Administration is to provide an amending Bylaw at the time of reporting back to Council.

**Bylaw 3357/H-2017** – Table Bylaw 3357/H-2017 for a maximum of eight (8) months and direct Administration to consider Dynamic Signs as a Discretionary Use in the C1A Commercial (City Centre West) District. Administration is to report back to Council on whether Dynamic Signs should be a Discretionary Use in the C1A Commercial (City Centre West) District, and provide an amending Bylaw at the time of reporting back if the use is determined to be suitable.

### **Option 3: Defeat all Proposed Amending Bylaws**

As the sign standards review is occurring, Council may wish to defeat all of the proposed amending Bylaws. The applicants will be able to reapply for an amendment in six (6) months' time, if an amendment would be needed at that time as the sign review may result in additional Land Use Districts considering Dynamic Signs as a use.

**Recommendations:**

The Planning Department recommends Option 2 for Council to table decisions on Bylaws 3357/E-2017, 3357/F-2017, 3357/G-2017, and 3357/H-2017 until further information is provided.

**Attachments:**

- Attachment 1 – **Bylaw 3357/F-2017** (Timberlands commercial area) Responses Received
- Attachment 2 – **Bylaw 3357/H-2017** (McDonald's downtown) Responses Received









**Attachment 1: Bylaw 3357/F-2016  
(Timberlands commercial area)  
Responses Received**



Public Comment Sheet

Notification Of: Proposed Land Use Bylaw Amendment 3357/EE-2016
499 Timberlands Drive
Site exception to allow for one (1) Dynamic Sign

Comments Due: October 17, 2016

Comment Return Options:

- Return, by mail to: City of Red Deer Planning Department, Box 5008, Red Deer, Alberta, T4N 3T4; or
Drop off comments at the Planning Department counter on the 3rd floor of City Hall at 4914 - 48 Avenue; or
Fax comments to the Planning Department at 403-342-8200; or
Scan and email the comments to jolene.tejkl@reddeer.ca; or.
Email Jolene Tejkl at jolene.tejkl@reddeer.ca to request a digital copy of a comment sheet which you can fill out and then return by email.

Please Print

Contact Information:

Name (required): Andrew Furness

Email Address (required: will allow administration to respond to you if necessary):

Mailing Address & Postal Code (optional: will allow administration to respond to you if necessary):

Phone # (optional):

Your contact information allows administration to respond if needed. When disclosing public comments, The City will endeavour to disclose only the author's name, unless there is a legislative, privacy or public reason to disclose more or less information.

Comments: I have no problems with the sign being installed,

Four horizontal lines for additional comments.





## Public Comment Sheet

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Please Print

**Contact Information:**

Name (required): Mark Perpelitz

Email Address (required: will allow administration to respond to you if necessary):  
\_\_\_\_\_

Mailing Address & Postal Code (optional: will allow administration to respond to you if necessary):  
\_\_\_\_\_

Phone # (optional): \_\_\_\_\_

Your contact information allows administration to respond if needed. When disclosing public comments, The City will endeavour to disclose only the author's name, unless there is a legislative, privacy or public reason to disclose more or less information.

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If you have any questions regarding the Proposed Land Use Bylaw Amendment 3357/EE-2016 for 499 Timberlands Drive – A site exception to allow for one (1) Dynamic Sign, please contact:

Jolene Tejkl, Senior Planner  
City of Red Deer Planning Department  
403.406.8705  
[jolene.tejkl@reddeer.ca](mailto:jolene.tejkl@reddeer.ca)



## Public Comment Sheet

### Comments:

The proposed dynamic sign is located in close proximity to a major arterial road from which it will be highly visible and therefore have the potential to impact traffic safety, pedestrian safety and the overall peaceful enjoyment of nearby residents. A fear exists that approving this amendment to the Land Use Bylaw will encourage further development applications for dynamic signs in the area and along the 30th Avenue roadway which could exacerbate the above concerns and reduce the overall aesthetics along one of Red Deer's major roadways. Further, there is a concern related to the regulation of the message(s) that the sign has a potential to display since the sign by its own nature is dynamic.

The message duration, sequencing and information of temporary and permanent signs and signals that are used for road control are 'expected'. On the other hand, dynamic signs that are used for advertising have far more variables to consider such as: luminescence, colour, movement and information content. These variables and their ability to be adjusted by the operator are a concern in that they could cause a valid distraction to motorists. This distraction could cause motorists to lose focus on the task of driving, decelerate unexpectedly in order to [read the sign/watch the video/view the new message on the sign following a transition] and fail to maintain proper lane positioning due to the phenomenon of target fixation. A distraction such as this could cause vehicle collisions and compromise the safety of the pedestrians using the crosswalk(s) in and around the nearby intersection.

A dynamic sign could reduce the aesthetics of the area and may interrupt the peaceful enjoyment of nearby residents incidentally from the potential of distracted motorists [decelerating to view the sign/not accelerating when the signal at the intersection turns green] and thereby causing excessive, impatient honking. The peace of nearby residents may also be affected by an increase of emergency vehicle(s) dispatched to deal with incidents caused by the potential distraction of the dynamic sign.



Public Comment Sheet

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499 Timberlands Drive
Site exception to allow for one (1) Dynamic Sign

Comments Due: October 17, 2016

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Scan and email the comments to jolene.tejkl@reddeer.ca; or.
Email Jolene Tejkl at jolene.tejkl@reddeer.ca to request a digital copy of a comment sheet which you can fill out and then return by email.

Please Print

Contact Information:

Name (required): Correen Nagy-Malinoski

Email Address (required: will allow administration to respond to you if necessary):

Mailing Address & Postal Code (optional: will allow administration to respond to you if necessary):

Phone # (optional):

Your contact information allows administration to respond if needed. When disclosing public comments, The City will endeavour to disclose only the author's name, unless there is a legislative, privacy or public reason to disclose more or less information.

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If you have any questions regarding the Proposed Land Use Bylaw Amendment 3357/EE-2016 for 499 Timberlands Drive - A site exception to allow for one (1) Dynamic Sign, please contact:

Jolene Tejkl, Senior Planner
City of Red Deer Planning Department
403.406.8705
jolene.tejkl@reddeer.ca



## Public Comment Sheet

### Comments:

Covenant Care operates a Supportive Living Home - Villa Marie - which is located across from the proposed Dynamic Sign location.

Our concerns surrounding the bright light display of the proposed dynamic sign focuses on our elder care needs.

Lots of people become more sensitive to light as they get older. This causes the light to scatter and can make coping with bright light difficult. This can affect how an elder experiences the world and reacts to situations.

In addition, as a person ages they have a decreased ability to adapt to glare. They can experience frightening visual impressions that resemble hallucinations. Also, abrupt changes in lighting can be hazardous and cause falls or other accidents. Glare that is hardly noticeable to a younger person may create difficulties for an older person. Reading a magazine with shiny pages can be difficult. Glare from shiny floors, sunlight or direct lighting is intensified. Increased glare causes distortion.

It is important to control glare and avoid intense light sources in planning an environment.

Certain disease conditions also affect an elders vision acuity ie.

Cataracts - cause a sensitivity to light and glare

Glaucoma - causes the appearance of colored "halos" rings around lights

Dementia - affects sight perceptions and results in hallucinations. Flashing lights in some cases causes hallucinations

If one lacks knowledge and understanding one may become frustrated and have unrealistic expectations or label an older person senile, confused or failing.

Understanding these visual changes can increase our ability to provide positive support and make environmental design decisions that will enhance the older persons' quality of life.

**Attachment 2: Bylaw 3357/H-2017  
(McDonald's downtown)  
Responses Received**

received Oct. 4/16



Public Comment Sheet

Notification Of: Proposed Land Use Bylaw Amendment 3357/GG-2016  
4840 52 Avenue  
Site exception to allow for one (1) Dynamic Sign

Comment Forms Due By: October 14, 2016

Comment Return Options:

- Return, by mail to: City of Red Deer Planning Department, Box 5008, Red Deer, Alberta, T4N 3T4; or
- Drop off comments at the Planning Department counter on the 3rd floor of City Hall at 4914 - 48 Avenue; or
- Fax comments to the Planning Department at 403-342-8200; or
- Scan and email the comments to randa.james@reddeer.ca; or.
- Email Randa James at randa.james@reddeer.ca to request a digital copy of a comment sheet which you can fill out and then return by email.

Please Print

Contact Information:

Name (required):

NORMAN AND DIAVE PEARSON

Email Address (required: will allow administration to respond to you if necessary):

Mailing Address & Postal Code (optional: will allow administration to respond to you if necessary):

Phone # (optional):

Your contact information allows administration to respond if needed. When disclosing public comments, The City will endeavour to disclose only the author's name, unless there is a legislative, privacy or public reason to disclose more or less information.

Comments:

WE ARE NOT IN FAVOR OF AMENDING THE LAND USE BYLAW AS SPECIFIED FOR REASONS OF SAFETY TO MOTORISTS DRIVING AT THIS CONGESTED INTERSECTION AND FOR PEDESTRIANS WALKING THE CROSSWALKS AT THIS INTERSECTION. MANY OF THE PEDESTRIANS USING



Public Comment Sheet

THESE CROSSWALKS ARE THE INDIGENT PATRONS OF McDONALD'S RESTAURANT AND MANY TIMES ARE NOT FOLLOWING THE CROSSWALK SIGNS. MOTORISTS ALREADY HAVE TO CAREFULLY WATCH FOR PEDESTRIANS NOT FOLLOWING CROSSWALK SIGNS. ANOTHER REASON IS THE SAFETY OF MOTORISTS AND PEDESTRIANS WITH THE INCREASED IN TRAFFIC FLOW AT THIS INTERSECTION ANTICIPATED WITH THE DEVELOPMENT OF RIVERLANDS. A DYNAMIC SIGN AT THIS INTERSECTION WOULD BE AN ADDED DISTRACTION TO BOTH MOTORISTS AND PEDESTRIANS.

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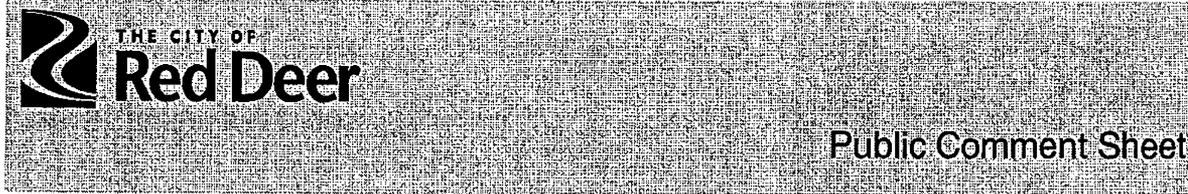
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If you have any questions regarding the Proposed Land Use Bylaw Amendment 3357/GG-2016 for 4840 52 Avenue – A Site exception to allow for one (1) Dynamic Sign, please contact:

Randa James, Senior Planner  
 City of Red Deer Planning Department  
 403.406.8702  
 randa.james@reddeer.ca

*received Oct. 6*



**Notification Of: Proposed Land Use Bylaw Amendment 3357/GG-2016  
4840 52 Avenue  
Site exception to allow for one (1) Dynamic Sign**

**Comment Forms Due By: October 14, 2016**

**Comment Return Options:**

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- Scan and email the comments to randa.james@reddeer.ca; or.
- Email Randa James at randa.james@reddeer.ca to request a digital copy of a comment sheet which you can fill out and then return by email.

Please Print

**Contact Information:**

Name (required): William & Sharon Avison

Email Address (required: will allow administration to respond to you if necessary):  
\_\_\_\_\_

Mailing Address & Postal Code (optional: will allow administration to respond to you if necessary):  
# \_\_\_\_\_

Phone # (optional): \_\_\_\_\_

Your contact information allows administration to respond if needed. When disclosing public comments, The City will endeavour to disclose only the author's name, unless there is a legislative, privacy or public reason to disclose more or less information.

**Comments:** We walk to Superstore & the trail system, crossing 48 st, the entrance to McDonalds and Ross street. Anything to encourage additional use of the McDonald fast food supply building, with its attendant traffic, trash and transient users would be a negative for us. While the city spends money



Public Comment Sheet

to pick up trash from McDonalds, and we try to keep it picked up around our condominium, the imposition of a "trash tax" on these eateries which, encourage unhealthy life styles, and unnecessary carbon emissions, on and through their drive throughs, would be a positive step.

Drivers are distracted sufficiently at present, without another distraction to encourage them to run over a pedestrian while checking out the cost of another fat burger!

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If you have any questions regarding the Proposed Land Use Bylaw Amendment 3357/GG-2016 for 4840 52 Avenue – A Site exception to allow for one (1) Dynamic Sign, please contact:

Randa James, Senior Planner  
City of Red Deer Planning Department  
403.406.8702  
randa.james@reddeer.ca



Council Decision – December 11, 2017

**DATE:** December 12, 2017  
**TO:** Jolene Tejkl, Senior Planner  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** Dynamic Sign Exceptions

---

**Reference Report:**

Legislative Services dated December 6, 2017.

**Resolution:**

At the Monday, December 11, 2017 Special Council Meeting, Council passed the following Resolutions:

Resolved that Council of The City of Red Deer hereby agrees to lift from the table consideration of Dynamic Sign Exceptions Bylaws 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017.

Resolved that Council of The City of Red Deer having considered the report from Legislative Services dated August 23, 2017 re: Dynamic Sign Exceptions Bylaws 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017 Request to Table hereby agrees to table consideration of Land Use Bylaw Amendments 3357/E-2017, 3357/F-2017, 3357/G-2017 and 3357/H-2017 until up to March 30, 2018 to allow Administration time to complete Land Use regulations in regards to signage.

**Report back to Council:** Yes.

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

Frieda McDougall  
Manager

- c. Director of Planning Services  
Planning Service Manager  
Corporate Meeting Administrator



November 27, 2017

## Short Term Borrowing Bylaw 3596/2017

Financial Services

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

---

The Short Term Borrowing Bylaw allows for borrowing to be done via a bank overdraft when actual cash flows do not occur as required.

It is recommended that City Council:

Consider first reading of the Short Term Borrowing Bylaw No. 3596/2017

### **City Manager Comments:**

---

I support the recommendation of Administration. If first reading of Bylaw 3596/2017 is given, this bylaw will come back for consideration of second and third readings at the Monday, January 22, 2018 Council Meeting to allow time for advertising.

Craig Curtis  
City Manager

### **Proposed Resolution**

---

That Council considers first reading of Short Term Borrowing Bylaw 3596/2017.

## Report Details

### **Background:**

---

The previous Bylaw 3527/2014, expiring February 28, 2018, was approved for \$25,000,000. New Bylaw 3596/2017 is requesting authorization to borrow up to \$30,000,000 from time to time to meet the City's current year's operating expenditures and obligations until such time as the taxes to be levied can be collected. The limit on borrowing was reached in 2017 which resulted in short term investments being cashed early.

### **Discussion:**

---

For this bylaw the required MGA process of 1<sup>st</sup> reading, advertising, petition period, 2<sup>nd</sup> & 3<sup>rd</sup> readings and 30 day waiting period for Court of Queen's Bench appeal will be followed. This would result in a valid bylaw being in place by the end of February 2018.



**Analysis:**

---

If this bylaw is not approved, alternate financing would possibly be required, including having to cash short and/or long term investments early.

**BYLAW NO. 3596/2017**  
**Of The City of Red Deer**  
**In the Province of Alberta**

**Being a bylaw to authorize the borrowing of funds for short term operating purposes until taxes are collected.**

**WHEREAS:**

- A. Section 251 of the *Municipal Government Act*, R.S.A 2000, c. M-26, (the 'MGA') provides that a municipality may only make a borrowing if the borrowing is authorized by a borrowing bylaw.
- B. Council of The City of Red Deer ('The City') deems it necessary to borrow up to the sum of **Thirty Million Dollars (\$30,000,000.00)** from time to time to meet its current year operating expenditures and obligations until such time as the taxes to be levied can be collected.
- C. The amount of the taxes estimated to be levied by The City for the year 2018 is in excess of **One Hundred Million Dollars (\$100,000,000.00)** and, therefore, the amount of the proposed temporary borrowing will not exceed the amount of the taxes estimated to be levied.
- D. Section 252 of the MGA stipulates that no municipality may make a borrowing if the borrowing will cause the municipality to exceed its debt limit, unless the borrowing is approved by the Minister. The proposed borrowing will not cause The City to exceed its **debt limit of \$517,056,718.50.**
- E. Section 256 of the MGA permits a municipality to borrow funds for the purpose of financing operating expenditures, provided that the amount of such borrowing, together with the unpaid principal of other borrowings made for the purpose of financing operating expenditures, does not exceed the amount that the municipality estimates will be raised in taxes in the year of the borrowing. Currently, The City does not have any unpaid principal amounts, for the purpose of financing operating expenditures.

**NOW THEREFORE** the Council of The City of Red Deer enacts as follows:

## Bylaw 3596/2017

1. This Bylaw will be known as the “Short Term Borrowing Bylaw”.
2. The City Manager is authorized to borrow up to **Thirty Million Dollars (\$30,000,000.00)** from time to time in the period from March 1, 2018 – February 28, 2021 which borrowing the Council deems necessary to meet the operating expenditures and obligations of The City for those years until such time as taxes can be collected.
3. The borrowing may be made from the Bank of Nova Scotia or such other lender as the City Manager may from time to time determine.
4. Amounts borrowed shall be repaid in full as soon as possible, with any bank balance greater than \$0.01 to be applied to an overdraft balance on a daily basis.
5. The maximum interest rate for any borrowing under this bylaw shall not exceed four (4) percent per annum. If a borrowing is made at a floating rate and the rate exceeds four (4) percent per annum, the loan shall thereupon be repaid immediately.
6. The borrowings authorized by this bylaw shall be repaid from general tax revenue.
7. All sums borrowed under this bylaw shall be borrowed on the general credit and security of The City at large.

Bylaw 3596/2017

8. This bylaw shall come into effect as of March 1, 2018 and Bylaw 3527/2014 is repealed effective February 28, 2018.

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 CLERK this	day of	2018.

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MAYOR

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CITY CLERK

FILE COPY



Council Decision – December 11, 2017

**DATE:** December 12, 2017  
**TO:** Dean Krejci, Chief Financial Officer  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** Short Term Borrowing Bylaw  
Bylaw 3596/2017

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**Reference Report:**

Financial Services dated November 27, 2017.

**Bylaw Reading:**

At the Monday, December 11, 2017 Regular Council Meeting, Council gave first reading to Bylaw 3596/2017 (a Bylaw to authorize the borrowing of funds for short term operating purposes until taxes are collected).

**Report back to Council:** Yes.

**Comments/Further Action:**

This bylaw will come back for consideration of second and third readings at the Monday, January 22, 2018 Council Meeting to allow time for advertising.

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

Frieda McDougall  
Manager

c. Director of Corporate Services



December 6, 2017

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

Legislative Services

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

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#### Summary:

The attached report is being brought forward from the Monday, November 27, 2017 City Council meeting.

#### **Recommendation:**

That Council considers second and third readings to Land Use Bylaw Amendment 3357/GG-2017.

#### **Background:**

Council gave first reading to Bylaw 3357/GG-2017 (an amendment to the Billboard Sign uses and regulations in the Land Use Bylaw.)

In accordance with Section 606 of the Municipal Government Act, this Land Use Bylaw Amendment was required to be advertised for two consecutive weeks. An advertisement was placed in the Red Deer Advocate on November 30 and December 6, 2017. A Public Hearing will be held on Monday, December 11, 2017 at 6:00 p.m. during Council's regular meeting.

#### **Proposed Resolution:**

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That Bylaw 3357/GG-2017 be read a second and third time.



Originally submitted to  
the November 27, 2017  
Council Meeting

November 27, 2017

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

Administrative Report

### **Report Summary and Recommendation**

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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.

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

### **City Manager Comments**

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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**

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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 100.0 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.

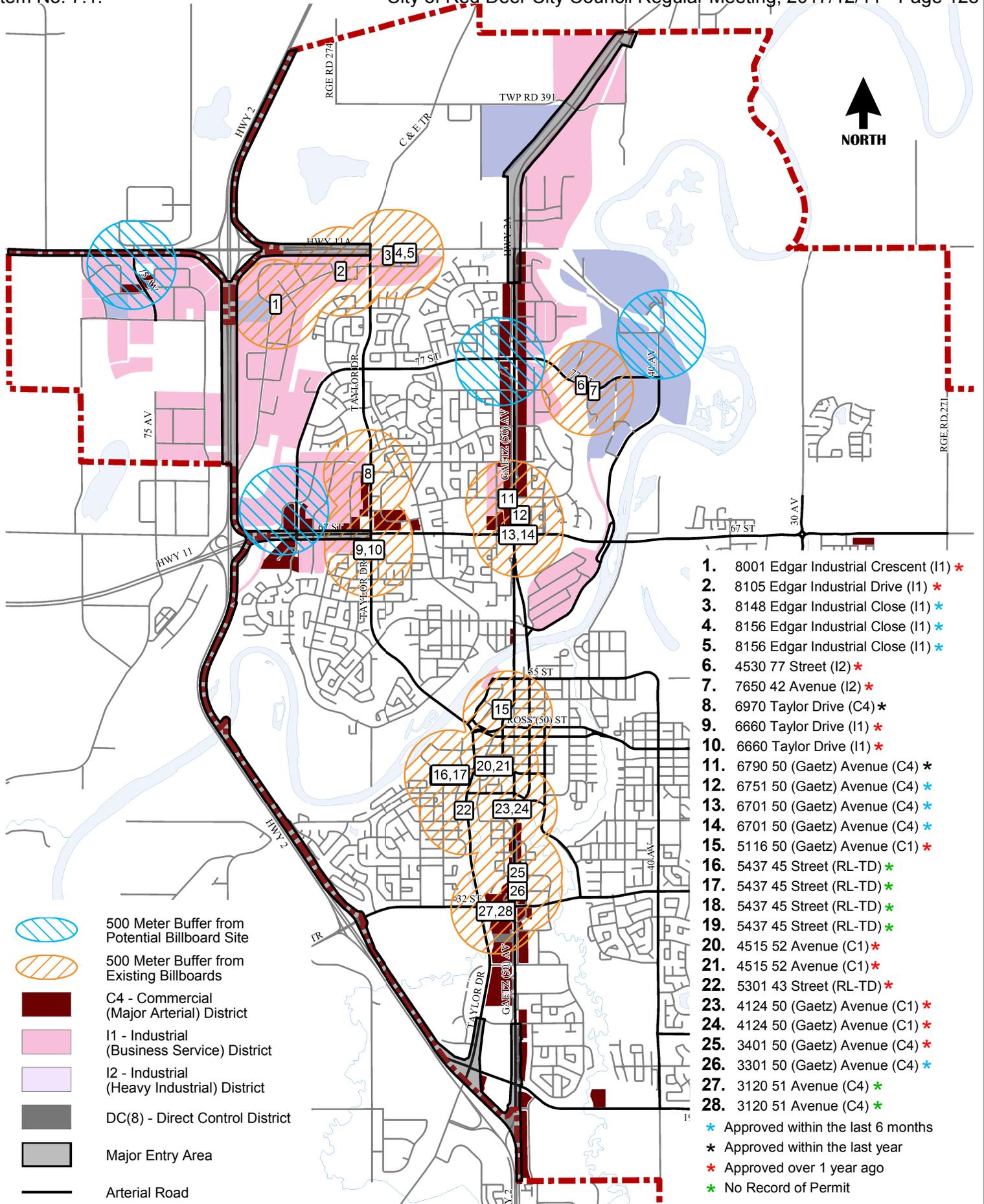
AND SIGNED BY THE MAYOR AND CITY CLERK this                    day of                    2017.

\_\_\_\_\_  
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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<b>Location Criteria</b>		
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.		
<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 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.

Municipal Comparison on Billboard Sign Size Maximums and Distance Separations		
Municipality (population in 2016)	Billboard Size Maximums and Distance Separations	Comparison Analysis
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) *Lethbridge has a "Super-Sized Billboard use which has not been included for comparison	<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.



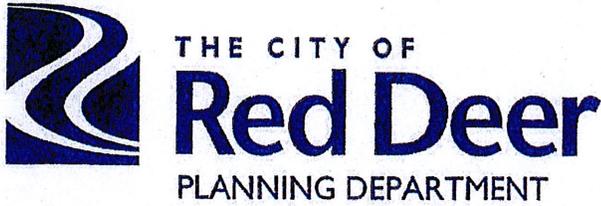
Billboards, if they are permitted, need to be kept up/maintained.

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. 't
- ④ Sign size should take distance from viewers when ~~dictating~~ <sup>limiting</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 disappointing to not see an off-premises dynamic sign option available for use in the proposed new bylaw. 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 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 market's 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)

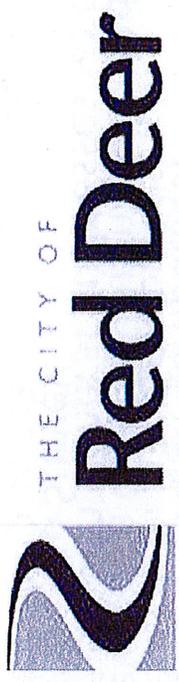
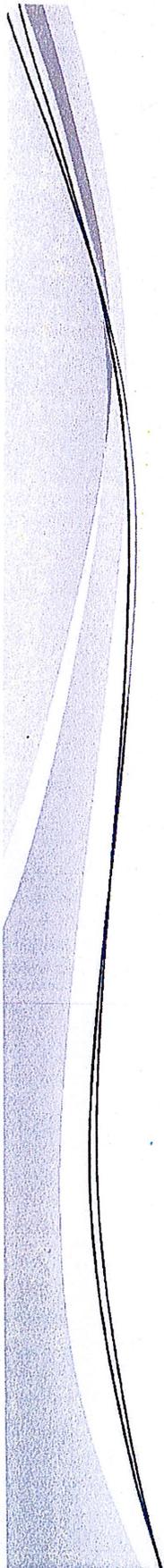
Begin forwarded message:

**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.



## 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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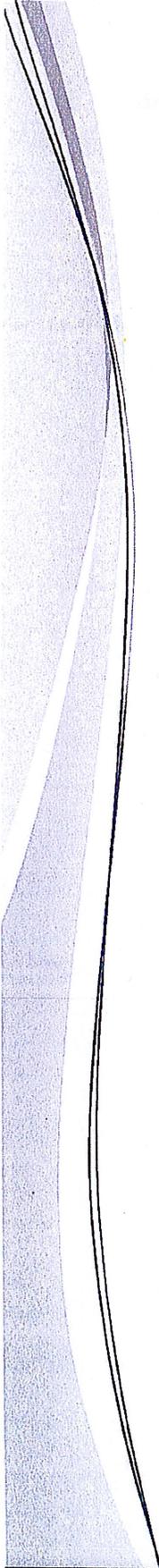


- **Likes:**

- 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.

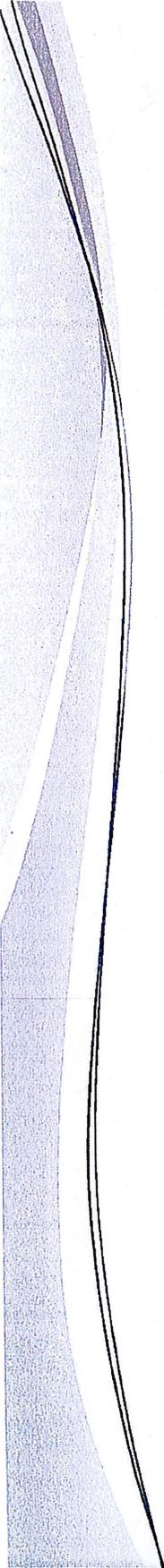
- **Dislikes:**

- 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)

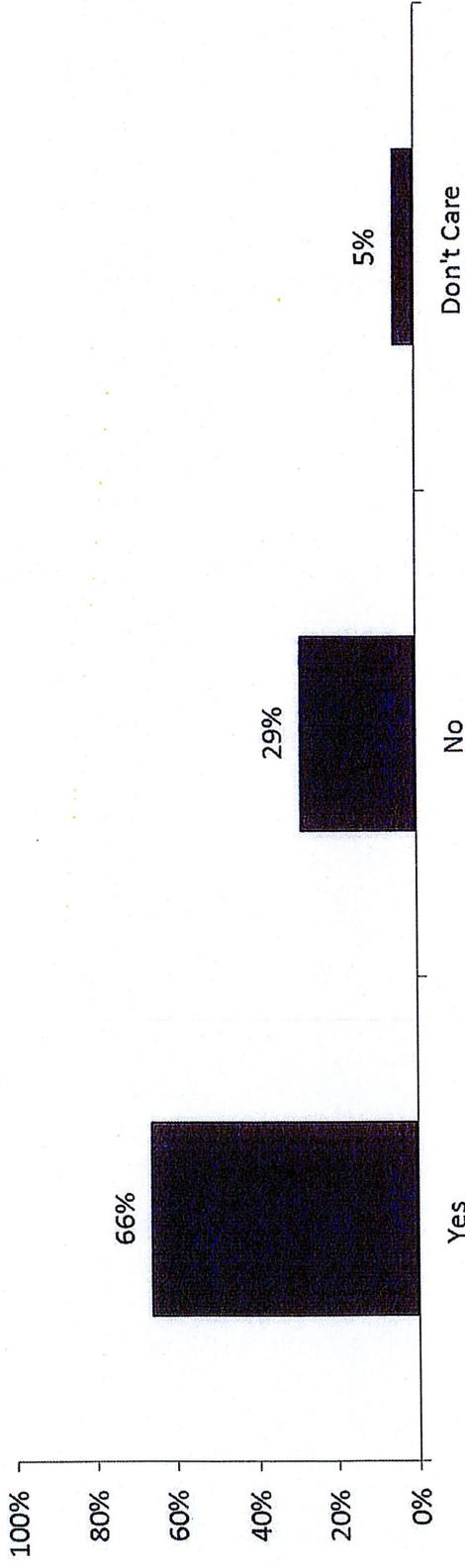
- 
- 
- Respondents indicated that an effective sign is “visible”, “concise”, and “is able to properly communicate its intended message to its targeted audience with little or no impact on the surrounding area.”
  - Best selling signs included billboards, benches, digital signs and LED programmable message 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 – December 11, 2017

**DATE:** December 12, 2017  
**TO:** Jolene Tejkl, Senior Planner  
**FROM:** Frieda McDougall, Legislative Services Manager  
**SUBJECT:** Billboard Sign Amendment  
Bylaw 3357/GG-2017

---

**Reference Report:**

Legislative Services dated December 6, 2017 and Planning Services dated November 27, 2017.

**Bylaw Reading:**

At the Monday, December 11, 2017 Regular Council Meeting, Council gave second and third readings to Bylaw 3357/GG-2017 (an amendment to the Land Use Bylaw for Billboard Sign uses and regulations).

**Report back to Council:** No.

**Comments/Further Action:**

This office will amend the Land Use Bylaw and distribute copies in due course.

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

Frieda McDougall  
Manager

- c. Director of Planning Services  
Planning Services Manager