



PARTICIPATE

WOOD BUFFALO

WHAT WE HEARD REPORT

LAND USE BYLAW

SIGNS: PART 7A, PART 7B, PART 7C

November 14, 2022- March 6, 2023



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We humbly acknowledge that the land on which we live, learn, work, and play is Treaty 8 Territory, the traditional and ancestral lands of the Cree, Dene, and unceded territory of the Métis.

ABOUT THE PROJECT

The Alberta Municipal Government Act requires all municipalities in Alberta to adopt a Land Use Bylaw (LUB). The LUB creates guidelines for the use and development of land and buildings within the Regional Municipality of Wood Buffalo (RMWB). The current LUB was adopted in 1999, updating the LUB is necessary to remove inconsistencies, simplify language, relate to local development trends, and align with existing policy documents.

Public engagement has been ongoing since 2016 through various approaches, tactics, and strategies. The most recent regional engagement completed in Fall 2020, through online and virtual workshops.

On April 27, 2021, the draft LUB was presented to Council at a Public Hearing where a motion was adopted stating, “That Council direct Administration to re-engage with the community and bring forward an updated Land Use Bylaw for first reading before the 2021-2025 Council Elect.”

During the Public Hearing, sections of the bylaw were identified from specific community groups requesting more time to review with multiple engagement opportunities. Administration strategized appropriate engagement approaches to support the motion adopted.



ENGAGEMENT SUMMARY

In Fall 2022 a targeted, multi-phased approach was initiated by the RMWB defining issues within specific sections of the bylaw for groups identified from the 2021 Public Hearing, starting with sign and advertising companies. These stakeholders were encouraged and invited to participate in open dialogue discussions to strengthen *Signs: Part 7A, 7B, 7C* of the existing LUB.

STAKEHOLDER LIST

Targeted participant mapping was conducted to identify sign and advertising companies that conduct business within the RMWB. The list below identifies businesses that chose to participate.

- Billboard Direct
- TS Signs
- Speedpro Signs
- Pattison
- Nextraction Media
- Local Advertising Ltd
- Permit Solutions
- NEXGEN Signs and Printing Inc.
- Blanchette Neon
- Sign Guru

COMMUNICATION CHANNELS

Participants were notified directly through email communications on multiple occasions. Further engagement information and objectives were provided on the public platform Participate Wood Buffalo at rmwb.ca/lub.



ENGAGEMENT TACTICS

Due to the variety of sign uses within the LUB and individual interest levels, open conversation with active listening was facilitated rather than targeted survey questions. Previous feedback was requested from stakeholders to provide multiple options to participate. Four workshops were arranged supporting numerous preferences including time of day, in-person, virtual, phone, group and individual workshops. An online forum was available for stakeholders to provide feedback although no stakeholders choose to participate in this form. Discussions related to sections of the bylaw referenced the current LUB (Bylaw No. 99/9059).



3

In-person workshops



1

Virtual workshop



1

Phone workshop



12

Total targeted participants



ENGAGEMENT FEEDBACK

Stakeholders were equipped with sign illustrations and white boards to articulate positive and negative attributes of the existing LUB. Throughout all conversations, participants provided meaningful recommendations, examples, and priorities. These were then recorded to strengthen relevant stakeholders' usage of the bylaw. Stakeholders were asked to provide detailed examples of sign provisions that aligned or did not align with their businesses. Recurring themes continued throughout the four workshops, which have been categorized and summarized below. The feedback provided will allow Administration to identify opportunities to improve the sign section of the new draft LUB.



OVERALL THEMES

GENERAL



1. Improve bylaw structure:

- clarity and readability;
- simplified language;
- Remove repetitiveness and duplication;
- Accessible zoning maps within the signs section;
- Illustrations integrated into the bylaw for convenience of reference; and
- Clarify area regulations for downtown, urban, and rural.

2. Stronger bylaw enforcement:

- Sentiment that enforcement is not consistent.

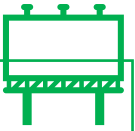
3. Public awareness and education:

- Refence to other Municipality bylaws: City of Calgary, City of Kelowna, City of Red Deer.

4. Improved application process:

- Improve wait times; and
- Consider expiry dates for permits to create a check point that verifies bylaw is adhered.

DIGITAL SIGNS



- Strengthen structure and size;
- Expand land availability within urban area;
- Strengthen enforcement; and
- Screen brightness guidelines.

THIRD PARTY ADVERTISING



- No proximity restriction of copy content; and
- Strengthen enforcement

PORTABLE SIGNS



- Support shorter expiration dates;
- Electronic application requirement system; and
- Additional availability on municipal and private land for non-profit signs

SIGN TYPE DEFINITIONS

Digital Sign: Any sign that utilizes computer generated messaging.

Third Party Advertising: A sign that advertises goods, products, services or facilities, or directs persons to a different location from where the sign is located.

Portable Sign: A sign mounted to a frame, stand or similar support which can be relocated, and may include copy that can be changed manually with detachable characters.



NEXT STEPS

The RMWB would like to thank stakeholders that participated in this engagement phase of the project. Administration will review and consider feedback received along with 2021 public engagement feedback related to signs. Further engagement deemed necessary with targeted stakeholders identified from the 2021 Public Hearing will occur in 2023.

Once a new draft LUB is complete the RMWB will provide information regarding first, second, and third readings through appropriate communication channels.

To receive email project updates, including information regarding the draft LUB subscribe to rmwb.ca/lub.

