



**Economic Development Advisory Committee (EDAC)  
June 5, 2023  
7:00pm  
Virtual/In-Person**

**1. ADOPTION OF AGENDA**

**2. MINUTES**

- a. Approval of EDAC Meeting Minutes – January 31, 2023

**3. DELEGATIONS**

- a. SMARTstart Program - Lauren Levay, CED Coordinator & Patti-Jay Powell, Executive Director, Community Futures Centre West

**4. BUSINESS ITEMS**

- a. Development Signage – Pankaj Nalavde
- b. EDAC Work Plan 2023-24 – Dave Walker

**5. INFORMATION ITEMS**

- a. Economic Development Strategy & Action Plan 2023-28 – Dave Walker
- b. City Centre Storefront Improvement Program – Dave Walker
- c. City-Owned South Century Industrial Park Update – Karla Daniels
- d. Shared E-Scooter Briefing – Dave Walker

**6. CLOSED SESSION**

- a. n/a



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)  
June 5, 2023**

**REQUEST FOR DECISION**

**ITEM DESCRIPTION:**

1. ADOPTION OF AGENDA

**PROPOSED MOTION:**

That the agenda be approved as presented.

**BACKGROUND/ANALYSIS:**

n/a

**FINANCIAL IMPLICATIONS:**

n/a

**ATTACHMENTS:**

n/a

# ECONOMIC DEVELOPMENT ADVISORY COMMITTEE

Minutes of the EDAC Meeting  
Held January 31, 2023  
In-Person/Virtual

## Committee Members Present:

Councillor Stuart Houston, Chair  
Councillor Jan Gillett, Vice-Chair  
Councillor Reid MacDonald  
Charlene Bell  
Anthony Worbeck  
Heather Shewchuk  
Robert Smith  
Bruce Mullett  
Victor Moroz  
Kelly J. Rose  
Frank DeAngelis

## Also In Attendance:

Dave Walker, Director, Economic & Business Development  
Jamielinn Marvelous, Economic Development Specialist – Commercial  
Anika Gutowski, Economic Development Coordinator  
Carol Bergum, Director of Planning and Development  
Kelly J. Rose

## Regrets:

Karla Gould, Economic Development Specialist

## CALL TO ORDER:

Chairperson Stuart Houston called the meeting to order at 7:00 p.m.

### 1. ADOPTION OF AGENDA

2023-01 Moved by Bruce Mullett that the Agenda be adopted as presented.

Carried

### 2. MINUTES

a. EDAC Meeting Minutes – January 31, 2023

2023-02 Moved by Councillor Gillett that the January 31, 2022 EDAC Meeting Minutes be approved as presented.

Carried.

### **3. BUSINESS ITEMS**

- a. Municipal Development Plan – Presented by Carol Bergum

2022-03 Moved by Anthony Worbeck that the Municipal Development Plan update be accepted as presented. Carried.

- b. Review final draft 2023/28 – Economic Development Strategy & Action Plan – Dave Walker

2023-04 Moved by Victor Moroz that the final draft of the 2023/28 Economic Development Strategy & Action Plan be approved with minor amendments. Carried.

### **4. INFORMATION ITEMS**

- a. Re-appointment of EDAC members – Bruce Mullett, Charlene Bell, and Robert Smith

Motion N/A

2023-05 b. City Centre Storefront Improvement Program – Jamielinn Marvelous

Moved by Charlene Bell that the presentation on the City Centre Improvement Program be accepted as information.

Carried.

### **5. DELEGATIONS**

N/A

### **6. CLOSED SESSION**

The Economic Development Advisory Committee did not go into Closed Session.

Anthony Worbeck declared the meeting adjourned at 9:30 pm.

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CHAIRPERSON – STUART HOUSTON

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RECORDING SECRETARY



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)  
June 5, 2023**

**REQUEST FOR DECISION**

**ITEM DESCRIPTION:**

**2. APPROVAL OF MINUTES**

**PROPOSED MOTION:**

That the January 31, 2023 EDAC Meeting Minutes be approved as presented.

**BACKGROUND/ANALYSIS:**

n/a

**FINANCIAL IMPLICATIONS:**

n/a

**ATTACHMENTS:**

January 31, 2023 Meeting Minutes

# SMARTstart

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An **entrepreneur training program** developed to address start up needs in the small business community.

Could you be an expansion community?



Community Futures Centre West  
Lauren Levay  
Patti-Jay Powell

**SMARTstart**  
setting your business up for success

SMARTstart  
an entrepreneur training  
program  
for your community.

# Why SMARTstart?

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- 1/3 of businesses do not survive past 5 years
- 80-90% of businesses succeed beyond 5 years with training and resources

Could you be the next  
**EXPANSION  
COMMUNITY?**

# SMARTstart IN A NUTSHELL

## WHO

businesses in their first three years or entrepreneurs who have an idea

## WHAT

50 to 60 hour program offered over 8 months that consists of:

- Online training – GoForth Institute
- Workshops – twice per month facilitated by local experts
- Mentorship – established business owners from the community paired with each entrepreneur

Entrepreneurs graduates from the program with a business or feasibility plan for their business or idea

## WHERE

in your local community

## WHEN

8 month span

## WHY

small business is the driver for the economy



Save TIME  
&  
MONEY

# Workshop Topics

- Monster Under the Bed & Orientation
- Business & Strategic Planning
- Legal Aspects of Business
- Getting from Here to There – Evolution of a Business Idea
- Financial Tools & Reports
- Small Business Financing - lunch
- Marketing Strategy
- Branding your Business
- Insurance Information
- Taxation Employee Payroll & Deductions
- Effective Networking

HELP  
LAUNCH  
BUSINESSES  
IN YOUR COMMUNITY

Save TIME  
&  
MONEY

# All the set up WORK IS DONE!

SMARTstart has created infrastructure that includes the following:

- Marketing - brand and strategy
- Website
- Program processes
- Templates & Forms
- Procedures & Policies
- Budget
- Organizing committee roles
- Survey to track program effectiveness and business growth from 1 year to 5 years
- Evaluations (workshops, general program)

HELP  
LAUNCH  
BUSINESSES  
IN YOUR COMMUNITY

# All the set up WORK IS DONE!

## SMARTstart CORPORATE GUIDELINES

These guidelines provide the basic elements that make up the SMARTstart Brand. These guidelines are provided to help you better understand and implement the SMARTstart Brand in your community.

Color	Logo	Your Tagline

Now PARACHUTE your business idea. See the vision.

**LEARN TO LAUNCH**

Learn by your BUSINESS IDEA with a plan, a mentor and a team of entrepreneurs that know what you are going through.

Your future-self will thank you. SMARTstart



**LEARN TO LAUNCH**

Learn by your BUSINESS IDEA with a plan, a mentor and a team of entrepreneurs that know what you are going through.

SMARTstart not only is a training program - it is a community builder.

Your future-self will thank you. SMARTstart

You've taken the leap, NOW WHERE'S YOUR PARACHUTE?

Learn by your BUSINESS IDEA with a plan, a mentor and a team of entrepreneurs that know what you are going through.

SMARTstart not only is a training program - it is a community builder.

Your future-self will thank you. SMARTstart

**THANK YOU!**

SMARTstart

SMARTstart  
creates  
community

# Partner for success

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- 3 partner organizations to help run the program
- 1 dedicated staff/volunteer from each organization
- 10-12 hours/month
- Sponsorships to support initial fees and ongoing incidental fees

HELP  
LAUNCH  
BUSINESSES  
IN YOUR COMMUNITY

SMARTstart  
creates  
community

## Hard work = **BENEFITS**

- Measurable results
- Increases awareness and profile of local resources
- Creates a connection between established and new businesses
- Builds a tool-box of resources and supports for new business
- Fosters a close entrepreneurial community that sustains beyond the program and grows each year
- Develops a committed, educated and resourceful small business community

HELP  
LAUNCH  
BUSINESSES  
IN YOUR COMMUNITY

# SMARTstart *Encore*

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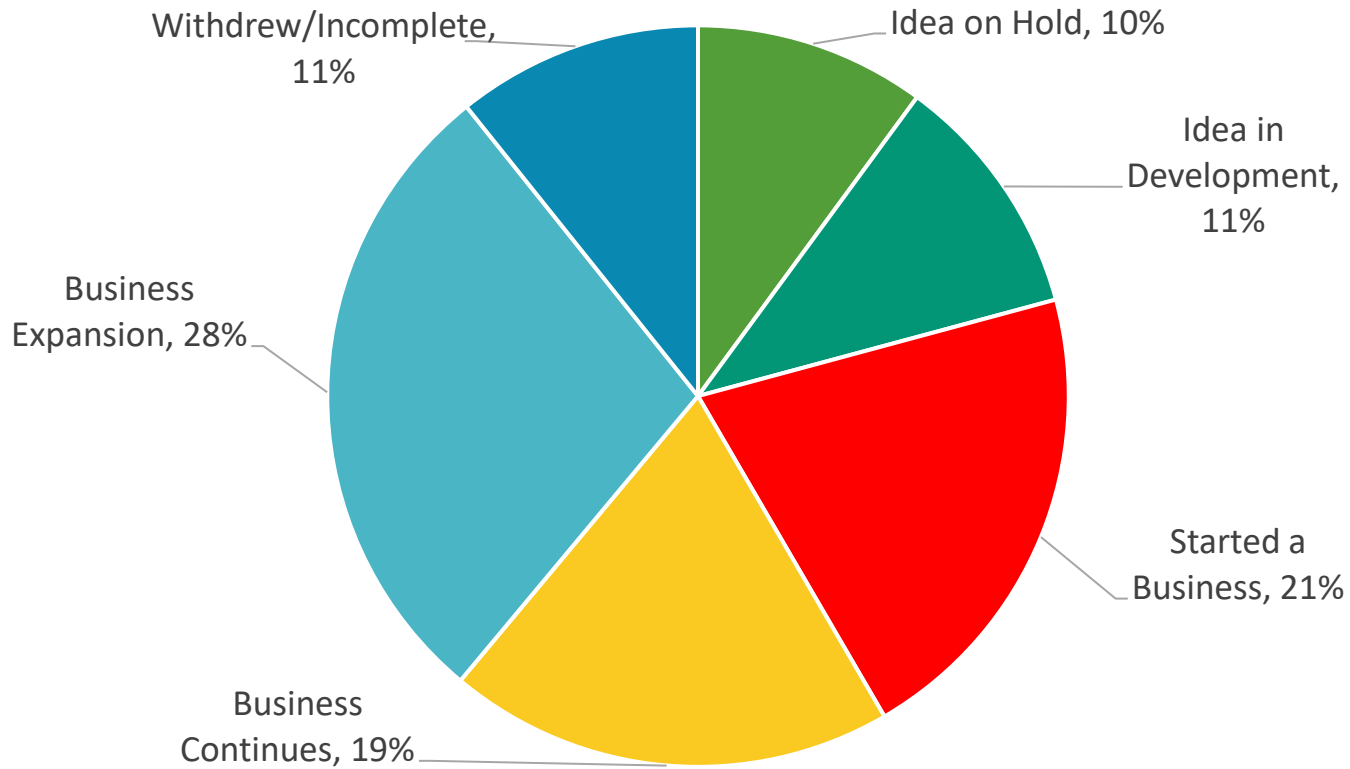


- Nurturing connections
- Began as an alumni networking evening
- Added two education sessions per year and became SMARTstart *Encore*
- Vision – connecting SMARTstart alumni with all expansion communities

Continue to build  
your business  
community

# Airdrie at a glance

Status at End of Program  
149 Entrepreneurs - 2014-2022



# SMARTstart By the Numbers

Have you started or are you operating a business?	% Responses
Yes, I am currently operating the same business as when I was in SMARTstart	73%
I started a business but am no longer operating it	9%
Yes, but I am currently operating a different business than when I was in SMARTstart	7%
No, I did not start a business but intend to start one	4%
No, I decided not to start a business	4%



# SMARTstart By the Numbers

Are you still using resources from SMARTstart?	% Responses
Not using any resources	30%
Using at least one resource	70%

Resources being used	% Responses
Keep in touch with other program participants	57%
Mentors (still chat with your mentor occasionally)	34%
Organizing partners (Airdrie Economic Development, Community Futures, etc)	30%
Workshop Presenters (contact with questions, hire for your business, etc)	16%
Workshop Information	18%

# SMARTstart By the Numbers

Community	Years Running (including current year)	Total Entrepreneurs Supported
Airdrie	10	163
Edson/Hinton	3	25
Canmore	3	34
Grande Prairie	2	16
Okotoks	2	11
Red Deer	2	16
Leduc	2	22
Lakeland	1	7
<b>Total</b>		<b>294</b>

# SMARTstart By the Numbers – Canmore

Participating in the SMARTstart program helped your business become more successful:	
Strongly agree	33%
Agree	66%
Neither agree nor disagree	0%
Disagree	0%
Strongly disagree	0%

Do you keep in touch with your mentor?	
Yes	66%
No	33%

Do you keep in touch with other SMARTstart participants?	
Yes	100%
No	0%

If you had a business idea, have you now established your business?	
Yes, I started the business and I am currently operating it	40%
Yes, I started the business but I am no longer operating it	0%
No, I decided not to start a business	20%
No, but I still intend to	40%



## Could you be a SMARTstart COMMUNITY?

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- Three partners/organizations
- One or two staff/volunteers from each partner organization
- Three-year program cycle
- Establish a project lead
- Successful businesses to sustain the mentorship program
- SMARTstart program format is set (online training, in person workshops and mentorship components)
- SMARTstart is a proprietary program

PAY PER PERSON  
UPON  
REGISTRATION

# HARD COSTS

## YEAR ONE

**\$7500 for the SMARTstart program contents**

**\$100 per participant license fee**

**\$195 per participant GoForth purchase**

\*Participant license fees and GoForth are paid after participants are registered.

SET YOUR OWN  
REGISTRATION  
FEES

PAY PER PERSON  
UPON  
REGISTRATION

# HARD COSTS

## YEAR TWO

- \$100 per participant license fee
- \$195 per participant GoForth purchase
- \$1000 support/updates

## YEAR THREE

- \$100 per participant license fee
- \$195 per participant GoForth purchase
- \$1000 support/updates

COST TO DO THE PROGRAM  
ON YOUR OWN \$100,000

YOU  
DON'T PAY  
THIS

# SMARTstart

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Launch your small  
business  
community

For more information contact:

Lauren Levay

[llevay@albertacf.com](mailto:llevay@albertacf.com)

403 464 5734



**SMARTstart**  
setting your business up for success



# ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) June 23, 2023

## REQUEST FOR DECISION

### ITEM DESCRIPTION:

#### 3. DELEGATIONS

- a. SMARTstart Program - Lauren Levay, CED Coordinator & Patti-Jay Powell, Executive Director, Community Futures Centre West

### PROPOSED MOTION:

That the SMARTstart Program presentation be accepted as information.

### BACKGROUND/ANALYSIS:

The City of Spruce Grove is considering partnering with Community Futures to deliver the SMARTstart program to local businesses.

SMARTstart is an entrepreneur training program developed to address the start up needs in the small business community. This is a 50-60 hour program delivered over 8 months and consists of:

- Online training – GoForth Institute
- Workshops – facilitated by local experts
- Mentorship – established business owners paired with entrepreneurs

Examples of topics include strategic business planning, financial tools & reports, marketing & branding, taxation, business networking and more.

SMARTstart provides the municipality with the infrastructure, templates, programming, and support for the the municipality to run the program successfully.

### FINANCIAL IMPLICATIONS:

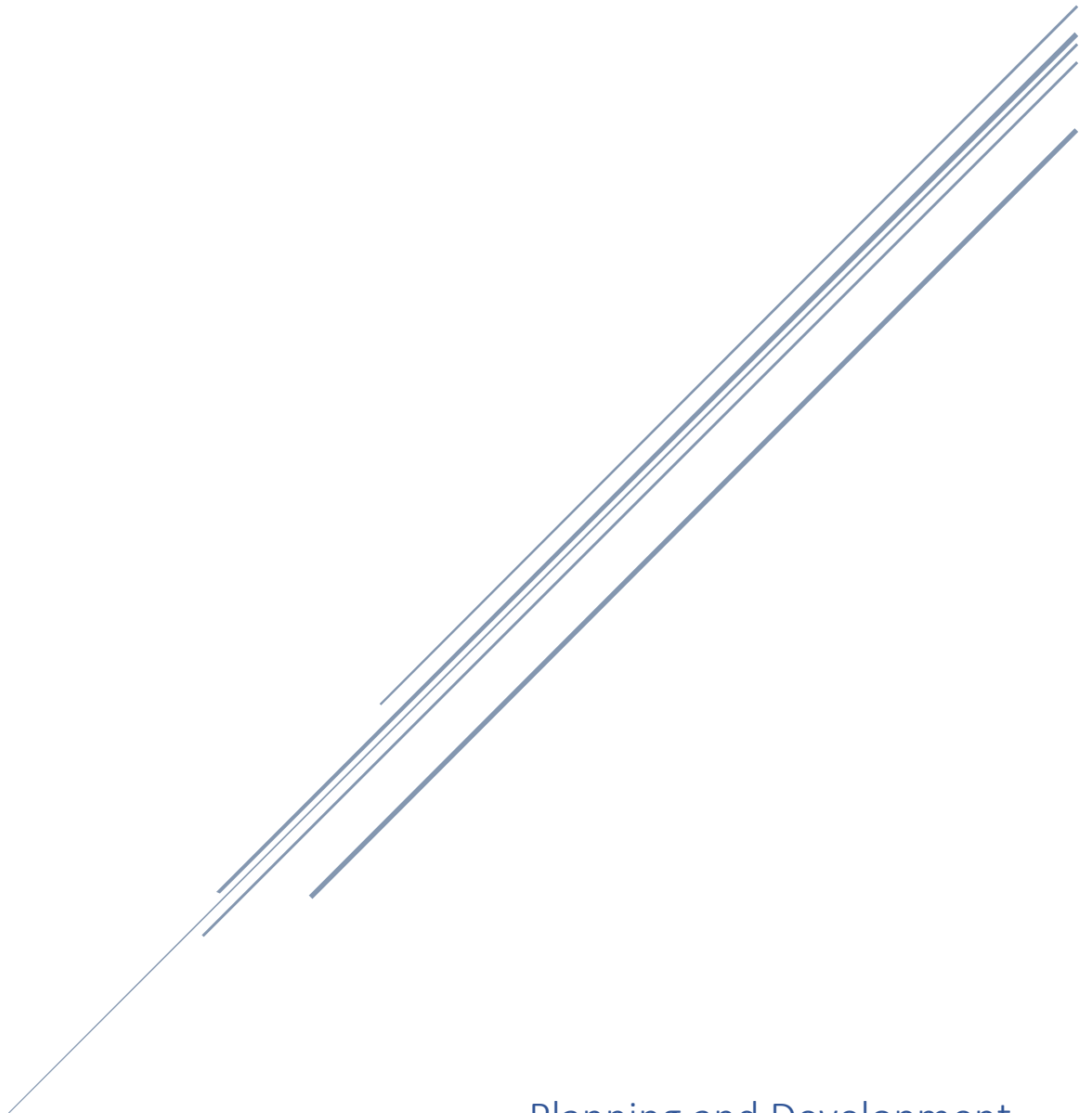
\$7,500 (SMARTstart license fee)

### ATTACHMENTS:

SMARTstart PowerPoint Presentation



# MAJOR DEVELOPMENT SIGNAGE



Planning and Development  
March 2023

## Introduction

This document offers an evaluation of current sign types and necessary modifications to development standards and regulations for meeting the signage needs of major commercial and industrial development in Spruce Grove. The report covers the following topics:

- Assessment of Sign Types and Land Use Bylaw Regulations
- Regional Comparisons, Key Issues, and Regulations
- Evaluation of Potential Locations
- Implications for CityView Processing
- Options for LUB Amendments

DRAFT

# 1) Assessment of Sign Types

## Topic

The Economic Development Advisory Committee (EDAC) and Council have recognized the importance of signage for major commercial and industrial developments. This section provides an assessment of the sign types currently allowed in the City of Spruce Grove under the Land Use Bylaw. By reviewing specific sign types and their respective regulations under Land Use Bylaw C-824-12 (LUB), this section identifies possible gaps and necessary regulations that may require an amendment to the LUB to achieve the desired outcome for signage in major developments.

## Sign Types

Part 10 of the LUB aims to ensure consistency and harmony with neighboring developments. It regulates various sign types allowed in Spruce Grove, including their tenure, size, location, and the need for a development permit.

The following table presents a range of medium to large-scale sign types currently allowed under the LUB for promoting developments. Note that smaller signs for individual businesses are not included. The table indicates relevant land use regulations, the districts where signs are allowed, and the maximum size and height limits for each sign.

Table 1: Assessment of Sign Types

Sign Type Temporary/ Permanent	LUB Regulation	District/Zoning (Where sign is allowed)	Size (m <sup>2</sup> )	Height (m) max
<b>Balloon Signs</b> <i>-Temporary</i>	<ul style="list-style-type: none"> <li>- Permitted in Industrial and Commercial Districts</li> <li>- One per business</li> <li>- 150 m between signs and</li> <li>- No closer than 30 m from a residential district</li> </ul> <p><i>Limitations</i></p> <ul style="list-style-type: none"> <li>- Inflatable Temporary Sign – Max 7 Days</li> <li>- Intended for special events</li> </ul>	Discretionary Use: M1, C2, SE	-	8.0
<b>Banner</b> <i>-Temporary</i>	<ul style="list-style-type: none"> <li>- Permitted in Commercial and Industrial Districts</li> </ul> <p><i>Limitations</i></p> <ul style="list-style-type: none"> <li>- Not permitted in UR District</li> <li>- Temporary Sign</li> <li>- For Specific Events, one per business.</li> <li>- Once in 12 months, up to 30 days.</li> </ul>	Non-residential, except UR	--	
<b>Billboard Sign</b> <i>-Permanent</i>	<ul style="list-style-type: none"> <li>- Permitted in UR Urban Reserve District</li> <li>- One Sign per quarter Section</li> <li>- Within 200 m of Road</li> <li>- 250.0 m from a Residential District</li> <li>- not restricted to on-site, so can be strategically used to promote interior developments</li> </ul> <p><i>Limitations</i></p> <ul style="list-style-type: none"> <li>- for Third Party advertising only</li> <li>- not permitted in industrial and commercial districts</li> </ul>	UR only	18.5	7.5 – 15

<b>Development Marketing Sign</b> <i>-Temporary</i>	<ul style="list-style-type: none"> <li>- Permitted in UR District</li> <li>- Freestanding Sign</li> <li>- Two signs per quarter section</li> <li>- Temporary for 1 year</li> <li>- for promoting neighbourhoods, shopping centres, or industrial parks under development</li> <li>- to be located the same neighbourhood as the description of copy (advertisement info)</li> </ul> <p><i>Limitations</i></p> <ul style="list-style-type: none"> <li>- size is limited to 4.7 m<sup>2</sup></li> <li>- height is limited to 3.0 m</li> <li>- not permitted in industrial and commercial districts</li> </ul>	UR only	4.7	3.0
<b>Freestanding Sign</b> <i>-Permanent</i>	<ul style="list-style-type: none"> <li>- Permanent Signs permitted in commercial, industrial, limited residential districts, institutional, parks and city centre districts with conditions.</li> <li>- Size of sign copy is tied to length of street frontage</li> <li>- 0.75 m setback from Property Line</li> <li>- 10% size variance if Digital</li> </ul> <p><i>Limitation</i></p> <ul style="list-style-type: none"> <li>- definition excludes Billboard Sign</li> </ul>	C1, C2, C3, C4, M1, R2, RMHC, PS, P1, SE	0.3 - 17	9.1
<b>Real Estate Signs</b> <i>-Temporary</i>	<ul style="list-style-type: none"> <li>- Two per site</li> <li>- Freestanding, Fence Sign or Fascia Sign</li> <li>- Intended for real estate for sale or for marketing of individual lots or multi unit residential dwellings (row housing or apartment projects)</li> </ul> <p><i>Limitation</i></p> <ul style="list-style-type: none"> <li>- intended for sale or lease of properties, not for promotional content</li> <li>- intended for predominantly residential areas</li> </ul>		0.4 - 6.0	3.0

## Assessment

To assess the suitability and identify gaps in signage for marketing major developments, the following criteria were utilized:

- Large scale/copy area: The sign's surface area should be legible to passengers in vehicles from a distance.
- Temporary: The sign should be temporary, lasting for three to five years, with the possibility of renewing the development permit.
- Flexibility: The sign should be flexible for promoting on-site or third-party developments, including those located away from 16A.
- Permitted: The sign should be permitted in Urban Reserve, Commercial, and Industrial districts.
- Durability: The sign's structure and design should be durable enough to last for three to five years.

When we evaluate the sign types against the criteria, Balloon Signs, Banner and Real Estate Signs can be deemed unsuitable due to their short-term intent for promoting a special event, or the sale of an individual property and the short duration for which these signs are designed for.

The second category of signs that can be deemed suitable include Billboard Sign, Development Marketing Sign and Freestanding Signs. From a physical design standpoint, all three signs are freestanding sign structures. The key differences among the three signs as defined in the LUB pertains to their tenure, intent, design standards and locations in which the signs are permitted, as discussed below in detail:

**Billboard Sign** is a permanent sign for third part advertising which is currently permitted within the UR - Urban Reserve district.

- The relatively large copy size of 18.0 m<sup>2</sup> makes this a suitable sign type for major development marketing.
- Only one Billboard sign is permitted per quarter section.
- This sign type can be comfortably viewed from a distance and the freestanding physical design allows the sign to be conveniently placed adjacent to highways. Billboards offer a digital copy option.
- The shortcoming of the Billboard sign as currently regulated, stems from its definition that limits its application for third party content only and general regulations don't permit this sign type in commercial and industrial districts.

Making amendments to the definition and regulations for the Billboard Sign to allow promotion of on-site content, permit placement in commercial and industrial districts, and adjust size parameters could make it a suitable choice for promoting major commercial and industrial developments.

**Development Marketing Sign** is a Temporary Sign for the purposes of promoting neighbourhoods, shopping centres or industrial parks under development.

- The copy size for a Development Marketing Sign is limited to 4.7 m<sup>2</sup>, which is smaller than Billboard signs and is a limitation in terms of suitability for viewing from a distance. For comparison Billboard scale freestanding signs in the region have a size range of 30 – 65 m<sup>2</sup>.
- The maximum height is limited to 3.0m, which is a limitation.
- Development Marketing Signs are currently only permitted in the UR-Urban Reserve District, which is a limitation in terms of being permitted on commercial and industrial sites.
- Development Marketing Signs are currently permitted up to 1 year, which may be a limitation.
- Two Development Marketing Signs are permitted per quarter section.
- The purpose and intent behind Development Marketing Signs is a good fit with the objective of promoting major developments.

Amendments to size and height standards, lengthening the duration of the temporary permit, and allowing Development Marketing Signs to be placed in commercial and industrial districts could position them as a good fit for promoting major development.

**Freestanding Sign** is a permanent sign that is permitted commercial, industrial, limited residential districts, institutional, parks and city centre districts under certain circumstances with conditions.

- Freestanding signs are a highly regulated sign type that is intended for identification and marketing of individual businesses
- The copy size of Freestanding Signs range from 0.3 to 17 m<sup>2</sup>, and is intended for a broad range of application with condition that regulate the size of the sign based on parameters such as lot frontage. This includes options for digital signs.
- Freestanding Sign is not permitted within the UR – Urban Reserve District which may be a limitation
- Freestanding Sign is a permanent sign which is not the intent behind signs promoting new major developments, where the sign is intended to be temporary.

Similar to the other two signs discussed above, the regulations tied to Freestanding Signs can be amended to fit the purpose of promoting major developments.

## Summary Conclusion

Based on the assessment of a selection of sign types that could be suitable for promoting major development, the following conclusions have been reached:

- There are at least three sign types, namely Billboard, Development Marketing Sign, and Freestanding Sign, which are currently permitted within the Land Use Bylaw and can meet the signage needs for major developments with some regulation changes. It is not necessary to introduce another sign type.
- Development Marketing Sign is already a defined sign type, the intent of which is to promote neighbourhoods, shopping centers or industrial parks under development. The limitations of Development Marketing Sign type is its size, and the districts in which it is permitted. Since the purpose and intent of this sign type, meets the intent identified by EDAC and Council, the associated regulations in the LUB should be amendment to meet the desired outcome.
- It appears that an increase in the maximum copy size for Billboard and Freestanding Signs should be considered when amending the current regulations. This would bring the size standards in Spruce Grove in line with other municipalities in the region which allow sizes close to 30 m<sup>2</sup>, with Edmonton allowing up to 65m<sup>2</sup>. This increase in size could potentially provide more visibility for major development marketing, particularly when located along highways or other high-traffic areas.
- Freestanding Signs, Billboard Signs, and Development Marketing Signs are all freestanding sign structures, that are defined as separate sign uses to differentiate between temporary or permanent tenure, size of sign and land use districts in which these signs are permitted. There is significant overlap between the intent and purpose, making the separate categorization of the three signs confusing to the audience and users. It is recommended that in the long term, the three sign types be reviewed for potential consolidation under one defined use.

- Changes recommended to the Development Marketing Sign regulations through a land use bylaw amendment include:
  - Increasing the size of Development Marketing Size to 36 m<sup>2</sup>.
  - Increasing the maximum height from 3.0 m to 15m bringing it in alignment with Billboard height regulations.
  - Allow the duration of the temporary sign for 5 years with flexibility for renewal;
  - Including flexibility for on-site and third-party advertising, including digital options, which may reduce the need for multiple signs and clutter;
  - Allowing the sign in urban reserve, commercial and industrial districts; and,
  - Including regulation to ensure separation distance from other signs to mitigate concerns pertaining to sign clutter.

## 2) Sign Types in Other Municipalities

### Topic

To better understand how municipalities in the Edmonton Metropolitan Region are managing the permitting of large or billboard scale freestanding signs that can be used for promotion of major developments, we looked at the land use bylaws and websites of six urban municipalities.

We found some commonalities and variation in the way each municipality manages billboard scale. Key nuances between approaches are discussed below:

- **City of Edmonton** allows large freestanding signs:
  - under the definition of ‘Freestanding Off Premises Sign’
  - in commercial, industrial, and other undeveloped areas including next to future residential
  - with the largest size variation ranging from 20 to 65 m<sup>2</sup> and height limited to 8 m
  - by restricting spacing between signs that ranges from 100 – 300 m between signs. Larger the sign, greater is the spacing between them.
  - up to 5 years through a Development Permit. Renewal is allowed.
- **City of Fort Saskatchewan** allows Billboard Sign:
  - in industrial, public utility lots, urban reserve, and agricultural districts
  - by restricting the maximum size to 30 m<sup>2</sup> and height limited to 7.5 m
  - by requiring 100 m spacing in between billboards
  - up to 5 years
- **City of Leduc** allows Billboard Sign:
  - in specific highway-oriented corridors in industrial and urban reserve areas, through an overlay map in the Land Use Bylaw
  - by restricting the maximum size to 19 m<sup>2</sup> and height limited to 9 m
  - by requiring 100 m spacing in between billboards
  - up to 3 years
- **City of St. Albert** allows Billboard Sign:
  - in commercial, industrial, transition /urban reserve districts, and along specific road through an overlay in the land use bylaw
  - by restricting the maximum size to 30 m<sup>2</sup> and height limited to 8 m
  - by requiring 150 m spacing in between billboards
  - up to 5 years
- **Strathcona County** defines Billboards in their land use bylaw but does not allow them, nor any third-party advertising
- **City of Beaumont** also does not allow Billboards signs.



Table 2: Summary of Billboard Regulations from regional municipalities

	<b>Edmonton</b>	<b>Fort Saskatchewan</b>	<b>Leduc</b>	<b>St. Albert</b>
<b>Size (Max)</b>	20 – 65 m <sup>2</sup>	30 m <sup>2</sup>	19 m <sup>2</sup>	30 m <sup>2</sup>
<b>Spacing</b>	100 – 300 m (incremental)	100 m	100, 30m(intersection)	150, 100m(residential) 30m(Intersection)
<b>Height</b>	8.0 m	7.5 m	9.0 m	8.0 m
<b>Location</b>	On site, not in setback.	On -site, 5.0 m from property line	On-site, 10 m from a building	On -site, 3.0 m from property line
<b>Districts</b>	Commercial and Industrial	Industrial, PUL, Urban Reserve, and Agriculture	Specific highway oriented corridors, Industrial and Urban Reserve	Commercial and Industrial
<b>Duration</b>	5 years	5 years	3 years	5 years



Figure 1: Freestanding Sign from Rosenthal neighbourhood in Edmonton

## Key issues and mitigation measures.

Large scale marketing signs are generally large surfaces with marketing information with significant presence and visibility. While the primary purpose of these signs is information sharing through visual impact, there are some negative impacts which can include:

- Visual clutter: Large signs can create visual clutter and detract from the natural beauty of an area, particularly in scenic or rural areas.
- Distractions to drivers: Large billboard signs can be a distraction to drivers, particularly if they are located close to roads and highways, increasing the risk of accidents.
- Light pollution: Illuminated billboard signs can contribute to light pollution, particularly at night, impacting wildlife and the natural environment.
- Aesthetic impact: Large billboard signs can be seen as unattractive, particularly in residential areas, which may negatively impact property values and the overall appearance of a community.



*Table 3: Examples of closely spaced freestanding signs, placed below road grade*

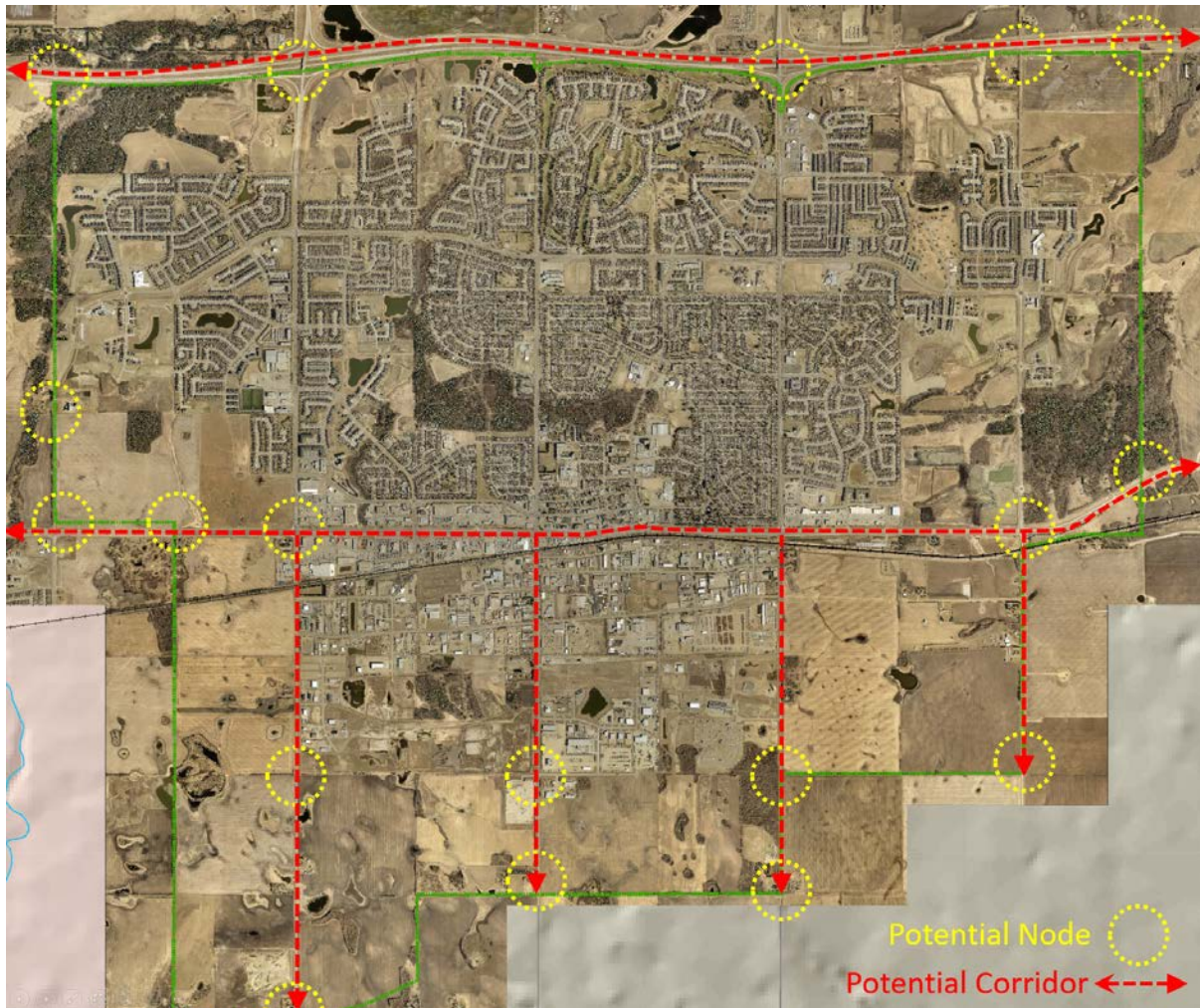
To mitigate any negative impacts, most municipalities include regulations in their land use bylaws with following broad goals:

- Ensuring large signs are spaced sufficiently apart to not cause crowding of signs. Regulations range from 100 – 300 meters depending on the size of the sign.
- Ensure the billboards are generally facing the road and not impacting or facing residential areas
- Ensure the billboards are illuminated in a manner that does not project lights beyond the sign or projecting towards residential areas
- Ensure the billboards are temporary in order to serve the marketing needs when developments are in progress and removed once that objective is served
- Ensuring a record of the application through a Development Permit, its review and approval with any conditions so that any negative impacts are mitigated

### 3) Assessing Potential Locations

#### Topic

The following map shows potential arterial road corridors and nodes adjacent to undeveloped lands in Spruce Grove which may be potential candidates for posting signage related to future development.



Without clear criteria, there is a risk of proliferation of marketing signs at numerous intersections along major arterial roads. It is important to establish a clear definition of what constitutes a "major development" in order to limit the areas where Development Marketing Signs can be placed.

One possible criterion could be the presence of an approved area structure plan, which indicates that a high-level plan for the area has been established and development is expected in the coming years. Therefore, "undeveloped lands with an approved area structure plan" that include major commercial, industrial areas or neighborhoods could be a reasonable criterion for qualifying as a major development. The approved area structure plan would serve as a basis for defining what type of development is expected in the area.

Given that a number of these lands are currently zoned as UR Urban Reserve Districts, potentially Billboard and Development Marketing Signs would be the two options available to them.

## City Centre

The City Centre area is currently undergoing redevelopment guided by the City Centre Area Redevelopment Plan adopted in April 2020.

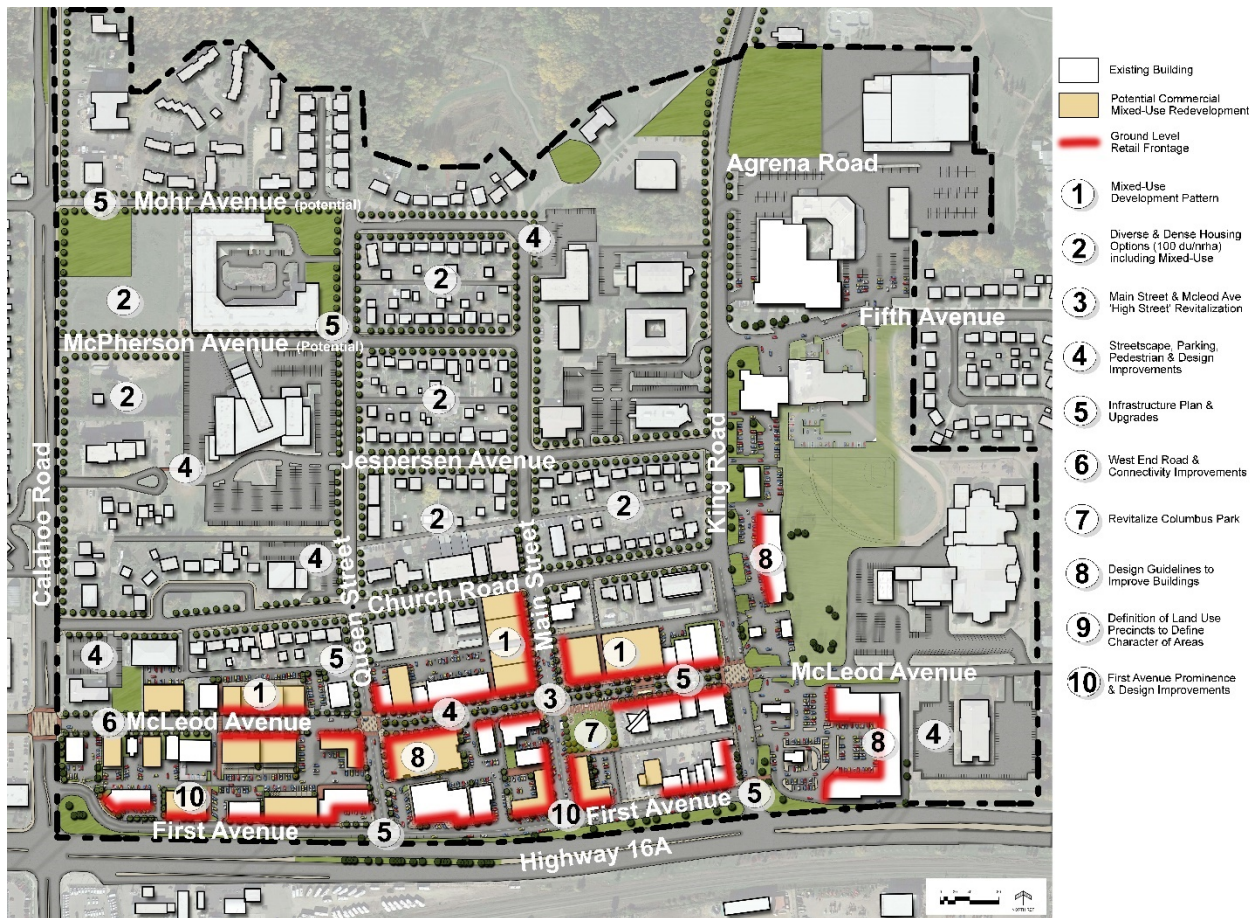


Figure 2: City Centre Redevelopment Concept

City Centre area was given consideration for being a potential location for a Development Marketing Sign to promote the area's redevelopment efforts. Due to the built-out nature of the City Centre area the main challenge is identifying a suitable site that is undeveloped and large enough to accommodate a large sign without appearing to visually dominate the buildings, view and causing clutter.

Additionally, a Freestanding Sign up to 18m<sup>2</sup> is currently permitted for the City Centre area under the Land Use Bylaw, which is suitable to meet the marketing needs for most developing sites in the area.

Due to the potential conflict arising from locating a large sign in the City Centre, at this point City Centre area is not being considered for locating Development Marketing Signs under the land use bylaw amendments

DRAFT

## 4) CityView Implications

### Processing Sign Permits in CityView

CityView is designed to permit sign types that are currently defined in the land use bylaw.

If one of the pre-existing sign types are chosen for amendment to meet the signage needs for major development, then there would be no additional impact in terms of updating CityView application types.

Conversely, if a new sign type is added and defined under the land use bylaw, CityView's application type will have to be updated to reflect the new sign type.

The screenshot displays the CityView web interface for a Planning Application. The top navigation bar includes a search field, a '+ New' button, and a 'total unpaid fees' indicator showing \$52,010.43. The main form area is titled 'Planning Application' and contains the following fields:

- Project number: PLDPST202300112
- Master project: MP2023000727
- Type: Development Permit - Sign - Temporary
- Status: Open
- Date entered: 03/23/2023
- Date submitted: MM/dd/yyyy
- Expiration date: MM/dd/yyyy
- Date closed: MM/dd/yyyy
- Entered by: Birgit Shaw
- Comments: (recommended)
- Public notice summary
- Inspector notes
- Total estimated valuation

Below the form, there is a checkbox for 'I acknowledge that I have read and understood the Terms and Conditions as set out in the document provided in the link below. I am aware that by clicking the "Do you agree" button below, I am freely and voluntarily agreeing to those terms and do you agree?'.

The bottom section of the screenshot shows the 'Application Types' list, which includes the following items:

Type	Status	Status Date	Approval Track
<input type="checkbox"/> A-Board Sign			
<input type="checkbox"/> Balloon Sign			
<input type="checkbox"/> Banner Sign			
<input checked="" type="checkbox"/> Development Marketing Sign			
<input type="checkbox"/> Extension Request			
<input type="checkbox"/> Feather Sign			
<input type="checkbox"/> Other Sign			
<input type="checkbox"/> Portable Sign			

At the bottom of the list, there is a note: 'Select application types to add or quick add a single application type'.

### Summary Conclusion

CityView is currently setup to process Development Marketing Signs and no process updates are required.

## 5) Land Use Bylaw Amendment

### Proposed Changes

#### DEVELOPMENT MARKETING SIGNS

A Temporary Sign for the purpose of promoting neighbourhoods, shopping centres, or industrial parks under development.

#### SECTION 104 DEVELOPMENT MARKETING SIGNS

- (1) Development Marketing Sign is a Temporary Freestanding Sign and shall comply with the following:
  - (a) Allowed on undeveloped lands in the UR – Urban Reserve District M1 – General Industrial District, C2 Highway Commercial District and SE – Sports and Entertainment District, where lands have an approved Area Structure Plan only.
  - (b) Shall not exceed 36 m<sup>2</sup> in Sign Area and shall contain no digital copy.
  - (c) Shall have a maximum Height of 3.0 m. No part of the Sign that is road oriented and within 200.0 m of the edge of the pavement shall be more than 7.5 m above the highway, or 15.0 m above the Grade of the Site of the Sign, whichever is the lowest.
  - (d) The Sign is to be located in the same neighbourhood as the subdivision described on the Copy.
  - (e) Limited to two Signs per quarter section.
  - (f) Development Permit is valid for one year. Permit may be extended annually.
  - (g) No part of the sign projection shall be located closer than 3.0m from the property line.
  - (h) The minimum distance between the sign and a Site to which a residential district is shall be 100 m .

(i) The Sign location shall be separated from another Development Marketing Sign, Billboard Sign or Freestanding Sign larger than 18.0 m<sup>2</sup> as follows

<u>Proposed Sign Area</u>	<u>Proposed separation distance from existing Signs</u>
<u>less than 18 m<sup>2</sup></u>	<u>100 m</u>
<u>18 m<sup>2</sup> to 30 m<sup>2</sup></u> 30 to 45 m <sup>2</sup>	<u>150 m</u> 200 m

DRAFT



## THE CITY OF SPRUCE GROVE

### BYLAW C-1244-23

#### LAND USE BYLAW AMENDMENT – DEVELOPMENT MARKETING SIGNS

WHEREAS, pursuant to the *Municipal Government Act*, RSA 2000 cM-26, a municipality shall pass a land use bylaw and may amend the land use bylaw;

AND WHEREAS, the City of Spruce Grove wishes to amend Bylaw C-824-12, the Land Use Bylaw;

NOW THEREFORE, the Council for the City of Spruce Grove, duly assembled, hereby enacts as follows:

1. Bylaw C-824-12, Schedule A: City of Spruce Grove Land Use Bylaw Map, is amended as follows:
  - 1.1 To delete the following in strikethrough and add the following in bold to Section 104 Development Marketing Signs:
    - (a) Allowed **on undeveloped lands** in the UR – Urban Reserve District, **M1 – General Industrial District, C2 Highway Commercial District and SE – Sports and Entertainment District, where lands have an approved Area Structure Plan.**
    - (b) Shall not exceed **36 m<sup>2</sup>** in Sign Area **and shall contain no digital copy.**
    - (c) ~~Shall have a maximum Height of 3.0 m.~~ **No part of the Sign that is road oriented and within 200.0 m of the edge of the pavement shall be more than 7.5 m above the highway, or 15.0 m above the Grade of the Site of the Sign, whichever is the lowest.**
    - (d) The Sign is to be located in the same neighbourhood as the subdivision described on the Copy.
    - (e) Limited to two Signs per quarter section.
    - (f) Development Permit is valid for one year. **Permit may be extended annually.**

- (g) **No part of the sign projection shall be located within a 3.0m setback from the property line.**
- (h) **The minimum distance between the sign and a Site to which a residential district is shall be 100 m.**
- (i) **The Sign location shall be separated from other similar signs including Development Marketing Sign, Billboard Sign or Freestanding Sign larger than 18.0 m<sup>2</sup> as follows**

<b>Proposed Sign Area</b>	<b>Proposed separation distance from existing Signs</b>
<b>less than 18 m<sup>2</sup></b>	<b>100 m</b>
<b>18 m<sup>2</sup> to 30 m<sup>2</sup></b>	<b>150 m</b>
<b>30 to 45 m<sup>2</sup></b>	<b>200 m</b>

- 2. This amending bylaw shall be consolidated into Bylaw C-824-12.
- 3. This bylaw shall come into force and effect when it receives third reading and is duly signed.

First Reading Carried [Click here to enter a date.](#)

Second Reading Carried [Click here to enter a date.](#)

Third Reading Carried [Click here to enter a date.](#)

Date Signed

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Mayor

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City Clerk



# ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)

## June 23, 2023

### REQUEST FOR DECISION

#### ITEM DESCRIPTION:

#### 4. BUSINESS ITEM

- a. Development Signage – Pankaj Nalavde

#### PROPOSED MOTION:

That the Development Signage presentation be accepted as presented.

#### BACKGROUND/ANALYSIS:

EDAC made a recommendation to City Council that the City consider amending the Land Use Bylaw to allow larger development signage for major development projects. In response, Council directed Administration in November 2022 to bring forward amendments to the Land Use Bylaw that would give consideration to including temporary development signage for commercial, industrial, and sports and entertainment districts for the purposes of promoting upcoming new major developments in Spruce Grove.

Administration conducted a review of signs permitted in our Land Use Bylaw, as well as a brief scan of similar type signs currently being permitted in the Edmonton region and our findings are included in the attached draft report (see attached Planning Report).

Based on the findings of the review, Administration has developed a draft Land Use Bylaw amendment (Draft Bylaw attached) with the objective of permitting billboard scale free standing signs in strategic locations with the purpose of promoting neighbourhoods, and major commercial or industrial developments.

The draft proposal includes an amendment to the Development Marketing Signs as defined in our Land Use Bylaw to allow the following:

**Amend the Land Use Bylaw to change the regulations associated with Development Marketing Signs (DMS), since it is already a defined use (see definition below) and meets the intent;**

**DEVELOPMENT MARKETING SIGNS: A Temporary Sign for the purpose of promoting neighbourhoods, shopping centres, or industrial parks under development.**

- Increase the size of DMS to allow up to 36 m<sup>2</sup> but exclude digital signs;
- Allow up to a max of two signs per quarter section;

- Permit the sign in UR- Urban Reserve, M1 – General Industrial, C2 – Highway Commercial and SE – Sports and Entertainment Districts;
- On undeveloped lands that have an approved area structure plan. An approved ASP to be used as an indicator that major development is oncoming and major land uses such as commercial or industrial are defined in the ASP;
- Temporary, may be extended annually; and
- Located at least 100 m from a residential district and abide by a separation distance criteria of 150 m from other large signs.

Prior to the draft Bylaw going to Council on May 23, 2023, we are asking for EDAC's feedback on the background report and proposed bylaw to ensure the proposed amendments meet your desired outcome.

**FINANCIAL IMPLICATIONS:**

n/a

**ATTACHMENTS:**

Planning Report – Major Development Signage  
Draft Bylaw C-1251-23



# ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) June 5, 2023

## REQUEST FOR DECISION

### ITEM DESCRIPTION:

#### 4. BUSINESS ITEMS

- b. Economic Development Advisory Committee Work Plan 2023-24 - Walker

### PROPOSED MOTION:

That the Economic Development Advisory Committee Annual Workplan item be approved as presented.

### BACKGROUND/ANALYSIS:

In accordance with the Economic Development Advisory Committee Bylaw C-1121-20, the Committee is required to develop an annual work plan for Council approval that identifies key priorities and goals based on its mandate and this bylaw.

The Committee may provide reports which include recommendations on matters related to the Committee's mandate and annual work plan to Council, as appropriate.

At least once per year, the Committee will report to Council on the following:

- review of its work plan;
- update on progress and initiatives; and
- any information or recommendations on issues or opportunities within its mandate.

### FINANCIAL IMPLICATIONS:

n/a

### ATTACHMENTS:

n/a



# ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) June 5, 2023

## REQUEST FOR DECISION

### ITEM DESCRIPTION:

#### 5. INFORMATION ITEMS

- a. Economic Development Strategy & Action Plan 2023-28 – Dave Walker

### PROPOSED MOTION:

That the Economic Development Strategy & Action Plan be accepted as information.

### BACKGROUND/ANALYSIS:

The 2023-28 Economic Development Strategy & Action Plan was approved by Council on May 23, 2023. MDB Insight (Deloitte LLP) was retained to complete the update.

The layout and structure of the updated strategy is similar to the 2017-22 strategy and sets out 5 Goals, 14 Objectives and 24 Action Items to be pursued over the 2023 – 2028 by the City. This will be done in collaboration with EDAC, other partners and City departments.

The key priorities for the Economic Development Strategy & Action Plan 2023-28 are to continue growing our non-residential tax base as a proportion of total assessment, increasing our supply of serviced industrial land, expanding and diversifying the local employment base, ongoing City Centre revitalization and attracting multi-family and seniors housing options. All are important for long-term community sustainability. The Goals, Objectives, and Action Items in the updated strategy are intended to support these priorities.

### FINANCIAL IMPLICATIONS:

The various action items will be brought forward as part of the corporate planning process over the 2023-28 timeframe.

### ATTACHMENTS:

- [Economic Development Strategy & Action Plan 2023-28](#)



# ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC) June 5, 2023

## REQUEST FOR DECISION

### ITEM DESCRIPTION:

#### 5. INFORMATION ITEMS

- b. City Centre Storefront Improvement Program - Dave Walker

### PROPOSED MOTION:

That the Storefront Improvement Program presentation be accepted as information.

### BACKGROUND/ANALYSIS:

A proposal was made as part of the 2022 Corporate Plan to establish a City Centre Storefront Improvement Program. Council asked that the program be referred to EDAC for its input and recommendation. The Storefront Improvement Program was presented to EDAC at the January 31, 2023 meeting.

The Storefront Improvement Program provides owners and businesses in the Spruce Grove City Centre with a funding incentive to make exterior improvements to their storefronts. The City will allocate funds to provide 50% matching grants up to a maximum of \$7,500 per storefront or up to \$10,000 for improvements on a street corner where improvements are made to two facades.

The program is limited to the boundaries of the City Centre Business Improvement Area. This focuses on the oldest commercial area of the City and supports the City Centre Revitalization initiative now underway.

Applications will be accepted on a rolling basis and awarded until funds are dispersed. If all funds are allocated, new applicants may be added to a waitlist for the following year's program.

### FINANCIAL IMPLICATIONS:

\$75,000 per year

### ATTACHMENTS:

- n/a



**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)  
June 5, 2023**

**REQUEST FOR DECISION**

**ITEM DESCRIPTION:**

**5. INFORMATION ITEMS**

c. City-Owned South Century Industrial Park – Karla Daniels

**PROPOSED MOTION:**

That the City-Owned South Century Industrial Park presentation be accepted as information.

**BACKGROUND/ANALYSIS:**

As one of the Industrial Land Strategy recommendations, the City proceeded with the servicing of the 18 acre city-owned industrial lands next to the Public Work Facility. The servicing work has been completed and the parcels are now available for purchase starting on May 1, 2023.

The name of the development is the South Century Industrial Park. There are four parcels ranging in size from 11 acres to 2.5 acres.

**FINANCIAL IMPLICATIONS:**

The land is on the market for \$425,000/acre

**ATTACHMENTS:**

South Century Industrial Park Site Plan





**ECONOMIC DEVELOPMENT ADVISORY COMMITTEE (EDAC)  
June 5, 2023**

**REQUEST FOR DECISION**

**ITEM DESCRIPTION:**

**5. INFORMATION ITEMS**

d. Shared E-Scooter Briefing- Dave Walker

**PROPOSED MOTION:**

That the Shared E-Scooter Briefing be accepted as information.

**BACKGROUND/ANALYSIS:**

Bird Canada approached the City about establishing a shared e-scooter program in Spruce Grove. E-scooters have become a popular micro-mobility option in municipalities across Alberta and Canada. Bird, for example, already operates in a number of Alberta municipalities including Edmonton, Calgary, St. Albert, Red Deer, Medicine Hat, Leduc, Okotoks and Airdrie.

Under the Alberta Traffic Safety Act, e-scooters cannot be registered and as such need a provincial exemption for a Shared E-scooter business to operate. Bird Canada already has an exemption under the Act to operate in specific communities and has added Spruce Grove to the list of exemptions.

Several amendments to the City's Traffic Bylaw are required to permit shared e-scooters to operate in Spruce Grove. First Reading to the Traffic Bylaw Amendment C-1261-23 was given at the May 8, 2023 Council meeting and Second and Third Readings at the May 23, 2023 Council meeting.

A Supply Agreement has been negotiated with Bird Canada which allows for a pilot project starting June 1, 2023 and ending November 30, 2023 and sets out the terms and parameters of the program.

**FINANCIAL IMPLICATIONS:**

n/a

**ATTACHMENTS:**

n/a

