



COUNCIL REQUEST FOR DECISION

MEETING DATE: March 8, 2021

SUBMITTED BY: J. Lui, Planner I

PREPARED BY: J. Lui, Planner I

REPORT TITLE: Bylaw No. 1083-2021 – Text Amendments to Land Use Bylaw No. 809-2013 (1st Reading)

EXECUTIVE SUMMARY

Bylaw No. 1083-2021 will amend Land Use Bylaw No. 809-2013 to update and provide clarity to the election sign regulations under Land Use Bylaw No. 809-2013, as amended.

RECOMMENDATION

The Council give Bylaw No. 1083-2021 First Reading.

HISTORY

The City of Leduc election sign regulations are regulated under Land Use Bylaw No. 809-2013 (“the Bylaw”), as amended. The purpose of the election sign regulations is to maintain traffic safety and to minimize the aesthetic impact on the urban environment. These regulations have not been revised since the Bylaw was adopted in 2013.

RATIONALE

With the upcoming election, updates to the election sign regulations are required to be clear and consistent in their requirements. These amendments will provide clarity to the candidates, the public, and the City, with regard to when, where, and how these signs may be located. The proposed amendments will include clarity on the timeline for placement and removal, outline the prohibited locations and siting requirements to effectively enforce any non-compliance.

From past elections, Administration recognizes the complaints received concerning traffic safety and visibility issues with election signs. To minimize potential impacts and to provide siting guidance for candidates, Administration has included language in the proposed amendments that prohibits signs from obstructing sightlines and impacting the safe and orderly movement of road users. Specific setback regulations for election signs have been deliberately excluded from the proposed amendments as Administration determined that a prescriptive method would not achieve the intended purpose of maintaining traffic safety and visibility at intersections, and additional resources may be required for enforcement. Further, specific setbacks could exclude potential popular advertising locations that may have minimal traffic safety and visibility concerns. Alternatively, an assessment-based approach through a site inspection by Administration (i.e., Engineering & Environment or Public Services) would better address these concerns as there are many factors that could impact traffic safety and visibility, including, but not limited to: sign dimensions, landscaping, street furniture, crosswalk location and intersection type. Moreover, Administration reserves the right to remove or relocate any signs affecting public safety.

To conclude, the proposed amendments are intended to maintain traffic safety and visibility with effective enforcement, and to provide opportunities for signs to locate in potential popular locations with minimal impact on road users. All amendments are outlined in detail within Attachment 2 of this report.

STRATEGIC / RELEVANT PLANS ALIGNMENT

1. *Municipal Government Act*, RSA 2000, Chapter M-26 as amended.

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- S. 640(4) outlines all matters a land use bylaw may regulate.
 - S. 606 and S. 692 govern the requirements for advertising a public hearing for a bylaw.
2. Land Use Bylaw No. 809-2013, as amended.

ORGANIZATIONAL IMPLICATIONS

ADMINISTRATION:

Comments from affected City Departments have been addressed. Administration will have a standard internal process in place and will collaborate with the affected City Departments to ensure any complaints and enforcement action are communicated in a timely manner.

There are no organizational implications.

RISK ANALYSIS: FINANCIAL / LEGAL:

There is some risk that, because specific setback distances are not outlined in the subject provisions, any eventual enforcement action may be challenged. This possibility has been acknowledged and as noted, it's the prevailing position of Administration that standard measurements applicable to all locations would be overly arbitrary and not allow flexibility to take specific site characteristics into account.

IMPLEMENTATION / COMMUNICATIONS:

A Public Hearing for Bylaw No. 1083-2021 is scheduled for March 22, 2021. The hearing will be advertised in accordance with the *Municipal Government Act* and the City's Advertising Bylaw.

Updates to election sign regulations will be communicated through the Leduc election webpage and social media.

ALTERNATIVES:

That Council amend Bylaw No. 1083-2021.

That Council defeat Bylaw No. 1083-2021.

ATTACHMENTS

Attachment 1 – Bylaw No. 1083-2021

Attachment 2 – Breakdown of Rationale