

**COMMITTEE MINUTES**

**JUNE 10, 2014**

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MINUTES OF THE COMMITTEE OF THE WHOLE MEETING  
HELD JUNE 10, 2014

Present: Mayor D. Richards, Councillors M. Fischer, D. Bachman, W. Brown, A. Campbell, S. Nolls & K. Sernecky

CAO G. Switenky  
Assistant CAO S. Gerlitz

Absent: None

Call to Order: Mayor D. Richards called the meeting to order at 4:30 p.m.

1. Agenda Additions/Deletions

5(a) None

2. Agenda Approval

Moved by Councillor Fischer that the agenda be approved as presented.

MOTION CARRIED  
Unanimous

3. Delegation - 4:30 P.M. – Director of Planning & Development, Leann Graham re: Portable Signs

Leann Graham, Director of Planning & Development entered the meeting at 4:30 p.m.

Mayor Richards welcomed L. Graham to the meeting.

L. Graham outlined her presentation on the Portable Sign Review. The presentation included the following:

- A video featuring the 4 entrances to the Town driving at the speed limit of 50km/hr. Council agreed that the area of concern was coming into Town from Highway 12 West
- Results and comments from the Portable Sign Public Survey
- Various issues identified by individual councillors
- Examples of other municipalities namely the Towns of Blackfalds and Ponoka and the Cities of Red Deer and Camrose
- Current rules and regulations in the Town Land Use Bylaw.

L. Graham indicated that Council requested administration to conduct a survey of Portable Signs usage in the Town. The survey was to be compared with the same survey done in 2010. The survey consisted of the same questions and was circulated in the same manner through a mail drop to the 3 postal coded T0C 2L0, 1 and 2 as well as promoted through the Board of Trade, the Town website and facebook page.

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The results of the 2014 survey are as follows (2010 numbers):

- total surveys - 340 (67)

Question 1

Do you think Portable Signs should be permitted in the Town of Stettler - yes 81% (86%)

Question 2

Do you think Portable Signs should be permitted on Town property such a road allowances, rights of way or property owned by the Town - yes 72% (83%)

Question 3

Do you think \$40 is a fair application fee for a commercial portable sign permit? – Yes 50% (57%)

Question 4

Do you agree that non-profit, public, cultural, agricultural, political and sporting event portable sign applications should be fee exempt? – Yes 76% (74%)

Question 5

Do you think that a time limit should be imposed for the use of portable signs? - Yes 57% (49%)

Question 6

Is a time limit of 60 days twice per calendar year on the same parcel reasonable for commercial advertisement? – Yes 31% (29%)

Question 7

If no, what time limit would be reasonable? – No Limit 61% (No Limit 76%)

Question 8

The Current Land Use Bylaw Sign General Provisions states that “Signs shall only be erected on sites to which their display relates”. In your opinion should Third party Advertising be a permitted use of portable signs? – Yes 57% (64%)

Question 9

How many Portable Signs should be allowed per parcel or per parcel frontage?

1 – 55% (46%)

2 – 22% (30%)

3 – 21% (23%)

Question 10

It is proposed that sign permits be treated as a separate permit than a development permit and be applied for 7 days prior to the erection of the portable sign; do you think this a reasonable process? – Yes 64% (55%)

Summary of Survey Comments:

- 44 comments in favour of Portable Signs

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- 67 comments against Portable Signs
- 75 comments in favour of portable signs with increased or additional regulations.

A full summary of all comments and letters received was distributed prior to the meeting.

After some discussion on the survey results, Council identified the following concerns with Portable Signs: density and clutter (it was noted that the only concern identified by Council was coming into the Town from the west), enforcement - eliminating grey areas, fees, when is enough signs enough, ongoing support for small business, owner responsibility, treating everyone fair and equally, and various sign types.

Discussion then took place on the main issues identified from the Public Survey: Distraction, beautification, west Stettler density and clutter, fees, too many government rules and regulations, supporting small business, a good source of information.

Council then looked at what else should be considered namely:  
Support for small business, the right for small business to advertise, all business should be treated in a fair and equitable manner, lack of regulations, enforcement on Provincial Highway Right of Way, balance of supporting business and supporting residents to have the right to enjoy their community clutter free, different regulations for Provincial Right of Way vs private land vs town owned land, length of time a portable sign can be permitted, does a change in wording mean a new sign, and distance between signs.

Council then identified the following challenges:

- are separate regulations required for Provincial Right of Way vs private land vs town owned land
- length of time a portable sign can be permitted
- enforcement
- does a change in wording mean a new sign is permitted
- what is considered an appropriate / acceptable distance between signs
- do adjacent landowners next to Public owned land have 1st right in the use of that land
- permitted signs vs 1<sup>st</sup> right of usage
- creating a monopoly by limiting the number of signs along any specific roads
- seasonal relevance

Mayor Richards summarized that it was mutually agreed by all Committee Members that Portable Sign regulations and enforcement is a complicated matter to resolve while being fair for all concerned.

Next steps

After discussion, Council agreed to the following:

- Administration consult other municipalities about their issues, challenges, regulations and best practices

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- Administration meet with local sign operator to discuss the challenges identified by Council
- the Portable Sign review featuring a made in Stettler solution be incorporated into the comprehensive review of the Land Use Bylaw to be completed in the fall 2014

Councillor Fischer left the meeting at 5:50 pm.

Mayor Richards thanked L. Graham for her informative presentation.

L. Graham departed the meeting at 5:55 p.m.

4. Correspondence

a. Farmer Appreciation Night – June 23, 2014

After some discussion, it was agreed that a recommendation be made to Council that the Town of Stettler purchase a table of 8 to the 59th Annual Farmer Appreciation Night to be held June 23, 2014 at the Stettler Community Hall for a cost of \$300.00 with funding to come from the Council – Travel and Subsistence Account in the 2014 Operating Budget

5. Additions

a. None

6. Adjournment

Moved by Councillor Campbell that the Committee of Whole Meeting be adjourned.

MOTION CARRIED  
Unanimous at 6:00 p.m.

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Mayor

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Assistant CAO