

REVISED PAGEANTRY SIGNAGE IN NEW NEIGHBOURHOODS POLICY

Issue

Administration has provided an update concerning the revised Pageantry Signage in New Neighbourhoods Policy for information.

Motion Proposed by Administration

That Council receive the report regarding the revised Pageantry Signage in New Neighbourhoods Policy as information.

Report, Analysis and Financial Implications

At the December 11, 2017 Council meeting, the following motion was made:

“That the amended Pageantry Features for New Neighbourhoods Policy be approved in principle, and allow, as a test case exclusive to Lifestyle Homes, to apply for off-site signage in the boulevard and median as a "pocket neighbourhood" subclass to be brought back to Council in January 2018, subject to industry feedback and appropriate community notification.”

Council also passed a second motion directing Administration to bring back amendments to the Land Use Bylaw (LUB) to accommodate provisions for on-site signage originally proposed for The Parkhouses in the form of an amendment exclusive to and site-specific for The Parkhouse project as documented in the November 15, 2017 Subdivision and Development Appeal Board decision. These LUB amendments are the subject of a separate companion report.

Administration intends to bring the revised policy to the March 12, 2018 Regular meeting for Council consideration when the corresponding amendments to the Land Use Bylaw are proposed for Public Hearing and consideration of second and third readings. This schedule will allow Administration to address any input received from the development industry and the community, and for Council to consider approval of both revised LUB sign provisions and Pageantry Features for New Neighbourhoods Sign Policy at the same time.

As outlined in the December 11, 2017 report, it is generally recognized that the Pageantry Policy and LUB regulations pertaining to signs in relation to economic development goals and objectives, while effective, do merit a review and update to reflect current community values and strategic objectives. In keeping with this intention, the proposed amended Pageantry Policy includes a wider interpretation of what constitutes a ‘neighbourhood’, which will allow developments such as The Parkhouses to use additional off-site signage, similar to that eligible for full-size neighbourhoods. The definition of ‘neighbourhood’ has been revised to allow some dwelling groups to be allowed pageantry signage. In addition, language has been added to ensure that individual homebuilders are not allowed this type of signage for

all single detached homes. Only projects that have received a development permit and are subject to a development agreement would be eligible for pageantry signage under the revised Policy.

As provided for in the current Pageantry Features Policy, The Parkhouse request would be reviewed by the relevant Town Business Centres to ensure that safety and aesthetic goals were being met, and that operational challenges were addressed.

Strategic Plan Goals

<input checked="" type="checkbox"/>	Manage Community Growth	<input type="checkbox"/>	Provide Strong Governance
<input checked="" type="checkbox"/>	Provide Quality Community Infrastructure	<input type="checkbox"/>	Healthy and Safe Community
<input type="checkbox"/>	Maintain Organizational Excellence	<input checked="" type="checkbox"/>	Foster Economic Vitality
		<input type="checkbox"/>	Promote Environmental Stewardship

Governing Policies/Bylaws/Legislation or Agreements

n/a

Public Engagement/Communication Strategy

The amended policy has been circulated to the development industry, and the Town's website to obtain community input in keeping with Council's Public Participation Policy.

CAO Comments

I support the revised policy.

Attachment(s)

1. Revised Pageantry Features for New Neighbourhoods Policy
2. December 11, 2017 Current Signage Regulations and Policies Report to Council

Prepared by:
Jamie Dugdale
Planning Services Manager
February 08, 2018