

AMENDED PAGEANTRY FEATURES FOR NEW NEIGHBOURHOODS POLICY

Issue

Administration has prepared amendments to the Pageantry Features for New Neighbourhoods Policy and is requesting Council approval.

Motion Proposed by Administration

That Council approve the proposed amendments to the Pageantry Features for New Neighbourhoods Policy.

Report, Analysis and Financial Implications

Administration concurs with Council's premise for the motion that Council's policy and regulations pertaining to signs in relation to economic development goals and objectives, requires a thorough review and update. In the interim, Administration has amended the Pageantry Signage for New Neighbourhoods Policy to accommodate pocket neighbourhoods as a test case.

Strategic Plan Goals

<input type="checkbox"/>	Manage Community Growth	<input type="checkbox"/>	Provide Strong Governance
<input type="checkbox"/>	Provide Quality Community Infrastructure	<input checked="" 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

The Pageantry Features for New Neighbourhoods Policy was created a number of years ago, in consultation with the development industry, to allow Administration to have input into the signage that was installed to advertise housing products in new communities. Administration has prepared an amended Pageantry Features Policy for consideration by Council. The proposed changes could accommodate the off site signage proposed by Lifestyle Homes' The Parkhouses project.

The amended policy allows for a wider interpretation of what constitutes a "neighbourhood", and will allow 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 for 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 received a development permit and are subject to a development agreement would be eligible for pageantry signage under the amended policy. The process would be the same as the current practice for new Pageantry Features.

Public Engagement/Communication Strategy

The proposed policy changes were circulated to the development industry and one response has been received to date. None of the developers had any concerns with the proposed amendments. The proposed amendments were also posted on the Town website and the Western Wheel for the public to provide comments. To date, two responses were received regarding the proposed changes. One resident felt that The Parkhouses were having challenges due to an ill-conceived concept and incorrect price point for the product and felt that increased signage was not appropriate for established neighbourhoods; and the other felt that the amendment was a “waste of taxpayer money”.

Alternatives for Consideration

n/a

CAO Comments

I support the amended policy.

Attachment(s)

1. Draft Amended Pageantry Features for New Neighbourhoods Policy P12-03 (with proposed changes in red font)

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March 06, 2018