



City of Prince Albert

RPT 2024-355

TITLE: License Agreements – 5 Small Billboards and Good Shepherd Villas

DATE: November 28, 2024

TO: City Council

PUBLIC: X

INCAMERA:

RECOMMENDATION:

1. That the License Agreement between the City of Prince Albert and Good Shepherd Villas Inc. for use of a portion of City owned property abutting 1499 15th Avenue East, legally described as Parcel G, Plan 78PA22828, Ext. 1 for Vehicular Parking, referred to as the use "*Parking at Grade*," be approved at a rate of \$2,746.36 per year for a five (5) year term commencing January 1st, 2025, to December 31st, 2029;
2. That the License Agreement between the City of Prince Albert and Magnetsigns for the placement of five (5) small billboards on the City owned land shown in Schedule A of the Zoning Bylaw, be approved at a rate of \$4,500.00 per year for a two (2) year term commencing January 1st, 2025, to December 31st, 2026; and,
3. That the Mayor and City Clerk be authorized to execute the License Agreements, and any other required documentation on behalf of The City, once prepared.

EXECUTIVE SUMMARY:

With the expiry of the lease agreement between Good Shepherd Villas Inc. and the City of Prince Albert for the use of a portion of abutting City land for their parking lot, Administration has reviewed the previous agreement and the land and recommends approval of a new license agreement for the same use and fee for a five-year term; \$2,746.36 per year from January 1st, 2025, to December 31st, 2029. The license agreement will generate revenue for the City on land that would otherwise go unused, and provide extra parking space for Good Shepherd Villas.

The existing license agreement between Magnetsigns and the City of Prince Albert for five (5) small billboards, located on City owned land, expired May 31st, 2024. Administration recommends that a new agreement be approved at the same rate of \$4,500.00 per year, for a two (2) year term from January 1st, 2025, to December 31st, 2026. During this time, further review of all third-party billboards is expected to be completed, providing a better understanding of their municipal value and future recommendations.

BACKGROUND:*Good Shepherd Villas Inc. – Lease Agreement*

As per City Council Resolution No. 0179 dated July 16th, 2007, City Council approved the lease agreement between the City of Prince Albert and Good Shepherd Villas Inc. This agreement allows Good Shepherd Villas Inc. to utilize a portion of the vacant City-owned land adjacent to the west of their property for vehicular parking; this use is classified as "*Parking at Grade*" under the Zoning Bylaw". This lease agreement has suited both parties well and has been renewed every five (5) years since 2007. The current lease term expired on August 31st, 2024, with no option to renew. See the attached "*Location Map - Good Shepherd Villas*

Small Billboards – License Agreement

As per City Council Resolution No. 0254 dated April 28th, 2014, the public tender issued for the license of five (5) small billboard sites was awarded to Magnetsigns at a rate of \$4,500.00 annually. This license agreement has been renewed every five (5) years since the initial approval in 2014, and the last term expired May 31st, 2024. The small billboard sites are outlined in the attached "*Schedule A – Small Billboards.*"

In general and where appropriate, the City may enter into a license agreement for the use of City land. These licenses are intended to provide a benefit for the licensee, generate revenue for the City, and cause no unnecessary impact on ratepayers.

PROPOSED APPROACH AND RATIONALE:*Good Shepherd Villas Inc. – License Agreement*

Since the last lease agreement expired on August 31st, 2024, Administration has been working with Good Shepherd Villas Inc. to review their options for the property. Through the consultation completed, it has been determined that a license agreement will better suit both parties needs; Good Shepherd Villas Inc. can continue to use the property for extra parking at a minimal cost, and the relationship between the City and Good Shepherd Villas is simplified while still generating revenue. Therefore, Administration is recommending that this license agreement be approved at a rate of \$2746.36/year for a five (5) year term commencing January 1st, 2025, to December 31st, 2029.

Small Billboards – License Agreement

Administration is recommending that a new license agreement between Magnetsigns and the City of Prince Albert be approved for a two (2) year term at the previously approved rate of \$4,500.00/year, commencing January 1st, 2025, to December 31st, 2026. The current agreement between the City and Pattison, for the large 3rd party billboards located on City land will expire in 2026. At that time, Administration intends to review both the large and small billboard agreements and locations with the goal of determining whether to continue to renew them as is or put the contracts out for public offer. The current agreement for the large billboards is a ten (10-year agreement), extending the small billboard agreement will better support Administrations anticipated review.

Therefore, for the reasons noted above, Administration recommends approval of these license agreements.

CONSULTATIONS:

The Community Development Department has been in contact with the Licensees throughout the review process, ensuring they are satisfied with the proposals.

COMMUNICATION AND/OR ANNOUNCEMENT PLAN:

The Licensees will be notified of City Council's decision. Subject to approval, the license agreements will be finalized and executed.

BUDGET/FINANCIAL IMPLICATIONS:

Revenue with Good Shepherd Villas Inc. will be realized through the license agreement of \$2746.36/year commencing on January 1st, 2025. Over the 5-year term of the license agreement, the City will receive \$13, 731.80. Without the license agreement, the land would generate no revenue for the City.

Revenue with Magnetsigns will be realized through the license agreement of \$4500.00/year for the term commencing on January 1st, 2025. Over the 2-year term of the license agreement, the City will receive \$9,000.00. Prior to the first license, the land in question generated no revenue for the City.

Both license agreements are provided at no cost to the City.

OTHER CONSIDERATIONS/IMPLICATIONS:

All agreements are in keeping with the City Land Development Policy.

There are no privacy, policy, safety or environmental implications to consider with this report.

OPTIONS TO RECOMMENDATION:

There are no options to the Recommendation.

STRATEGIC PLAN:

As outlined in the City of Prince Albert Strategic Plan 2023-2025, the strategic priority of Building a Robust Economy has been used to guide the agreements mentioned in this report. By focusing on Economic Diversity and Stability, Administration is attempting to: *"Create new, and support existing, partnerships to leverage the strengths of Prince Albert."*

OFFICIAL COMMUNITY PLAN:

Section 15.8.3 of the City of Prince Albert Official Community Plan states that the City has a surplus of land that could be considered for development under a number of policy scenarios. The use of the properties mentioned in this report align with the Official Community Plan.

PUBLIC NOTICE:

Public Notice pursuant to the Public Notice Bylaw No. 24 of 2015 is not required.

ATTACHMENTS:

1. License Agreement – Good Shepherd Villas
2. Location Map - Good Shepherd Villas
3. License Agreement – Small Billboards
4. Schedule A – Small Billboards

Written by: Darien Frantik, Planner

Approved by: Planning Manager, Planning and Development Manager, Director of Community Development & City Manager