

## PART IX – SIGN PROVISIONS

### SECTION 90 ESTABLISHMENT OF SIGN PROVISIONS

Sign provisions shall be set forth in Part IX and may be amended in the same manner as any other Part or Section of this Bylaw.

### SECTION 91 GENERAL SIGN REGULATIONS

1. A permit is not required for the following signs:
  - a) Signs posted or exhibited in a building;
  - b) Signs posted or exhibited in or on an operating motor vehicle if the vehicle is not temporarily or permanently parked solely for the purpose of displaying the sign;
  - c) A statutory or official notice of a function of the Town of Whitecourt;
  - d) Traffic and directional signs authorized by the Town of Whitecourt and/or Alberta Provincial Authorities;
  - e) The erection of campaign signs for federal, provincial, municipal, or school board elections on private properties for no more than thirty (30) days, or such other time as regulated under provincial or federal legislation provided that:
    - i) Such signs are removed within ten (10) days of the election date;
    - ii) The consent of the property owner or occupant is obtained;
    - iii) Such signs do not obstruct or impair vision or traffic;
    - iv) Such signs are not attached to utility poles; and
    - v) Such signs indicate the name and address of the sponsor and the person responsible for removal;
  - f) A sign that is posted or exhibited solely for the identification of the land or building on which it is displayed including signs for professional, corporate or trade nameplates identifying the occupants, if the sign:
    - i) Does not exceed 1.0m<sup>2</sup> in area, and
    - ii) Is posted only at each entrance from which access from a public roadway to the building is provided;
  - g) A sign that is posted or exhibited for sale, lease or rental of land or a building if the sign:
    - i) Is not capable of being illuminated;
    - ii) Is 4.0m<sup>2</sup> or less in area;
    - iii) Is posted only on each side of the building or land facing a different public roadway;
  - h) Signs in commercial developments provided they are inside the window or inside the building.
2. All signs requiring a sign permit shall follow the development permit process as specified under Section 16 of this Bylaw.
3. The Council may require the removal of any sign, which in its opinion is, or has become unsightly, or is in such a state of disrepair as to constitute a hazard.
4. Quality, aesthetic character and finishing of sign construction shall be to the satisfaction of the Development Authority.

5. Except as otherwise specified in this Bylaw, the maximum area of any sign shall be 35.0m<sup>2</sup>.
6. Where, in the opinion of the Development Authority, a proposed sign in a Commercial or Industrial District might be objectionable to a resident in any adjacent residential district, the Development Authority may impose such other regulations as he feels would protect the interests of residents.
7. Flashing, animated or interior illuminated signs shall not be permitted in any district where in the opinion of the Development Officer or Municipal Planning Commission they might:
  - a) Affect residents in adjacent housing, or residential districts; or
  - b) Interfere with or obstruct a motor vehicle driver' s vision or interpretation of oncoming traffic signs or traffic signal lights.
8. Notwithstanding Subsection 8., no person shall exhibit or place an illuminated sign that permits or provides for:
  - a) A current interrupting or flashing device, unless there is a continuous source of concealed illumination on the translucent portions of the sign;
  - b) A flashing beacon of a type that is the same or similar to those used by emergency vehicles;
  - c) A flashing device, animator or revolving beacon within 50.0m of the intersection of two or more public roadways; or
  - d) A device described in Subsection 3. that would be directly visible from any residential building within a distance of 50.0m of the sign.
9. No person shall erect or place a sign, so that it would be considered, in the opinion of the Development Authority to be a traffic hazard, or obstruct the vision of vehicular traffic.
10. The area around sign structures shall be kept clean and free of overgrown vegetation, and free from refuse material.
11. The Development Authority require an engineer-approved plan prior to the issuance of a sign permit in order to ensure the safety of a sign, awning or canopy design and placement.
12. Notwithstanding Section 16 of this Bylaw the Development Authority may, with respect to an application for a sign permit:
  - a) Grant a sign permit to an applicant subject to such conditions considered necessary to ensure this Bylaw is complied with; or
  - b) Refuse the application.
13. Sign Permit required:
  - a) Except as provided in Section 91 of this Bylaw, no person shall post or exhibit a sign unless a sign permit has been granted for the sign.
  - b) A sign permit may be issued if:
    - i) The sign only advertises or draws attention to goods or services sold or provided on the lot or the site on which the sign is located;
    - ii) The sign is an announcement for a particular public community event and will be removed after the occurrence of that event;

- iii) The sign is for the identification of a neighbourhood and is to be placed at the major entry points of the neighbourhood;
- iv) The sign is for the identification of a land use district contained within the geographic area shown on the sign;
- v) The sign is otherwise specifically permitted by this Part; and
- vi) The sign proposed to be erected upon any property classified as Commercial C-1 pursuant to the Land Use District Map will be a minimum of 2.4 m above finished landscape or sidewalk level, and will not protrude more than 0.3 m from the face of the structure and shall be supported safely by the structure from which goods are sold or services offered, excepting that when the sign is an integral part of a canopy or awning the maximum 0.3 m protruding factor will not apply, and the sign complies with this Part in all respects.

## SECTION 92

## FREESTANDING SIGNS

1. Within Residential Land Use Districts, Freestanding signs shall be permitted subject to the following provisions:
  - a) Within a Residential District, one identification freestanding sign may be allowed to identify the name of an apartment, multi-family complex, mobile home park or a subdivision, and which does not:
    - i) Exceed  $2.0\text{m}^2$  in area;
    - ii) Project within 0.6 m from the property line; or
    - iii) Exceed 2.0m in height.
  - b) Freestanding signs identifying the name of the community, neighbourhood, or subdivision shall blend in with the architecture or development theme of the surrounding area.
  - c) A neighbourhood identification sign shall not contain an advertisement in any form but may contain the name or logo of the company or companies, which developed the neighbourhood.
2. Within all Non-Residential Land Use Districts, freestanding signs may be allowed as follows:
  - a) Where a site has 90.0m or less of frontage, total area of all faces of freestanding signs shall not exceed  $30.0\text{m}^2$ , with a sign to be no less than 20.0m from another sign on the site;
  - b) Where a site has in excess of 90.0m of frontage, freestanding signs in addition to those in a) above, with a total face area of not more than  $15.0\text{m}^2$  may be erected for each additional 90.0m or portion thereof of street frontage abutting the developed portion of the site, provided that any sign is not closer than 20.0m to any other sign on the site;
  - c) The maximum height of any freestanding sign shall not exceed 9.1m from grade. No part of any sign that is highway oriented and within 200.0m of the edge of the pavement shall be more than 9.1m above the grade of the highway or 15.0m above the grade of the site of the sign, whichever is lowest;
  - d) A maximum of  $8.0\text{m}^2$  square metres of freestanding sign area per site may be used for offsite signs;
  - e) The freestanding sign shall not project within .6m from a property line, or within 2.0m of overhead utility lines;
  - f) Freestanding signs may rotate at no more than six revolutions per minute.
  - g) Inflatable signs shall be securely grounded and a minimum of 10.0m away from utility lines and road rights-of-way, and shall be located no higher than 10.0m above grade level.

## SECTION 93

## BILLBOARD SIGNS

1. A sign permit for a billboard shall not be issued unless:
  - a) The billboard is to be located on a lot abutting Highways 43 or 32; and
  - b) The design, character, location and construction of a billboard sign shall be to the satisfaction of the Development Authority, who shall take into consideration the following aspects:
    - i) Compatibility with the general architectural lines and forms of nearby buildings and the character of the streetscape or area within which it is to be located;
    - ii) The restriction of natural light to the surrounding buildings; and
    - iii) The billboard sign shall be positioned so that it does not severely obstruct the horizon line when it is viewed from vehicular traffic traveling past it from any direction.
2. A billboard may only contain poster panels or bulletins of the following size 3.0m by 6.0m.
3.
  - a) A billboard facing, including border and trim but excluding the base, apron, supports or other structural members shall not exceed 18.5m<sup>2</sup> in area.
  - b) The maximum size of a billboard referred to in Subsection (1) applies to each facing of a billboard structure and facings may be placed back-to-back or in a V-shaped configuration.
4.
  - a) A billboard sign shall not be located within a 100.0m of any other billboard sign on the same side of the road. Where a billboard sign is located on a corner or double fronting parcel, each frontage may have a billboard sign provided that the signs are not closer than 100.0m apart.
  - b) Billboards may be located opposite each other on properties abutting either side of a public roadway, having due regard to traffic safety, the amenities of the neighbourhood, and the use, enjoyment or value of neighbouring properties.
5.
  - a) A billboard sign shall not project within 5.0m of any property line.
  - b) Notwithstanding Subsection 5.a), the Town may authorize community-oriented billboards on public roadways.
6.
  - a) No part of any sign that is highway oriented and within 200.0m of the edge of the pavement shall be more than 5.5m above the grade of the highway or 10.0m above the grade of the site of the sign, whichever is lowest.
  - b) A billboard shall not be located closer than 30.0m to the intersection of any roadway with another public roadway.
  - c) Where a billboard is attached to a building it shall not project above the building to which it is attached.
7. Billboard facings may be illuminated by a constant source of light only, and shall not be lit by a flashing, animated or intermittent light source.

## SECTION 94           AWNING AND CANOPY SIGNS

1.     Awning or canopy signs shall be permitted in all Commercial and Industrial Land Use Districts.
2.     The awning or canopy sign shall have a clearance of not less than 2.4m between the bottom of the canopy or awning and the sidewalk, walkway or ground level.
3.     In Commercial Districts where the front portion of the building extends out to the front property line, the canopy or awning sign shall not project more than 2.0m over the sidewalk or within 1.5m of any roadway.
4.     Notwithstanding Subsections 2. and 3., no canopy sign shall be permitted, where in the opinion of the Development Authority, the canopy or awning obstructs the free movement or access to pedestrians, vehicles or repairs to overhead utility lines.

## SECTION 95           CLOTH SIGNS

The Development Authority shall not issue a sign permit for a cloth sign that is proposed to cross a public roadway unless the sign will be located at least 6.5m above the public roadway.

## SECTION 96           ROOF SIGNS

1.     Roof signs shall be permitted in C-1 Commercial, C-2 Commercial, C-3 Commercial and all Industrial Districts.
2.     No portion of a sign shall overhang the roof on which it is located.
3.     No supporting structures shall be visible to the public unless finished in an aesthetically pleasing manner to the discretion of the Development Authority.

## SECTION 97           WALL/FASCIA SIGNS

1.     Wall and fascia signs shall be permitted in all Land Use Districts.
2.
  - a)     In Commercial and Industrial Districts, one fascia sign only will be permitted to indicate the name and nature of the occupancy for each occupancy within the development. The sign shall not exceed a height of 1.5m and a horizontal dimension greater than the length of the bay that the proprietor' s sign identifies. In no case, however, shall the fascia sign exceed 30% of the building face or bay that the sign identifies.
  - b)     In Residential Districts a wall or fascia sign may be permitted for an approved home occupation provided the sign does not exceed 0.3m<sup>2</sup> in area.
3.     Notwithstanding Subsection 2., developments, which are considered by the Development Authority to be double fronting, may apply for a fascia sign permit for the second fronting building face.

4. Notwithstanding Subsection 2., in developments containing more than two storeys, fascia signs shall only be permitted on the building face below the third storey offices and bays.
5. A wall sign in Commercial and Industrial buildings shall not exceed an area of more than 45% of the wall to which it is attached.
6. A wall sign shall not extend beyond the limits of the wall to which it is attached.
7. Notwithstanding Subsection 5., a wall sign mural, which is painted onto the wall, may encompass 100% of the wall to which it is painted, provided that the wall sign mural complies with Section 53 of this Bylaw.
8. Any identification wall signs with non-illuminated letters up to but not exceeding 0.7m in height, nor 0.4m<sup>2</sup> in area, are not restricted and may be permitted in addition to regulated signs.