

PART THREE GENERAL REGULATIONS

Section 3-4 Signs

(1) Permits Required:

Except as stated in Section 3-4(2), no sign shall be erected on land or affixed to any exterior surface of a building or structure unless a sign permit for this purpose has been issued by the Approving Authority.

(2) Signs Not Requiring a Sign Permit:

(a) The following signs do not require a sign permit, but shall otherwise comply with this Bylaw:

- (i) Banners and pennants not permanently installed and which are displayed for a period of time not exceeding 1 month.
- (ii) Signs, notices, placards, or bulletins required to be displayed:
 - In accordance with the provisions of federal, provincial, or municipal legislation;
 - By or on behalf of the federal, provincial, or municipal government;
 - On behalf of a department, a commission, a board, a committee, or an official of the federal, provincial, or municipal government.
- (iii) Advertising signs displayed on bus shelters and seats located along streets that are subject to an agreement with the City.
- (iv) Signs located on public transportation or taxi-cabs.
- (v) Signs located inside a building and not intended to be viewed from outside.
- (vi) The name and address of a building when it forms an integral part of the architectural finish of that building.
- (vii) Street numbers or letters displayed on a premises where together the total copy area is less than 1 square metre.

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- (viii) Signs placed on premises for the guidance, warning, or restraint of persons.
- (ix) Real estate signs, as defined in Section 1-3 of this Bylaw.
- (x) Municipal road signs used for street name identification or traffic direction and control.
- (xi) Window signs painted on, attached to or installed inside a window.
- (xii) Vehicle signs, as defined in Section 1-3 of this Bylaw.
- (xiii) Entrance or exit signs used for the purpose of directing traffic providing:
 - Those signs do not display any advertising message, other than a business logo, and
 - The sign area does not exceed 1 square metre in area, and
 - The sign height does not exceed 1.2 metres.
- (xiv) Fascia signs located on commercial and industrial designated lots which do not exceed 1.5 square metres in area and which state no more than:
 - The name and address of the building,
 - The name(s) of the persons or corporate entities occupying the building, and
 - The activities carried on in the buildings.
- (xv) Signs on a residential lot which state no more than the name of the persons occupying the lot, providing the total sign area does not exceed 0.25 square metres.
- (xvi) Fascia signs, canopy signs, freestanding signs, and awning signs, where all relevant details of these signs are submitted as part of an application for a Development Permit.
- (xvii) Sandwich board signs, as defined in Section 1-3 of this Bylaw, where the owner of the sign submits to the Approving Authority written authorization from the owner of land where the sign is to be located and where the sign is removed from that location on a daily basis.
- (xviii) The alteration of a sign which only includes routine maintenance, painting or change in face, copy or lettering.

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- (xix) Residential subdivision entrance signs that have been included on subdivision or Development Permit drawings.
- (xx) Developer direction signs placed within new a development area, the design and colour scheme of which have been approved by the Approving Authority.
- (xxi) Election signs, not including party nomination signs, that comply with the following requirements:
 - Signs cannot emit sound, use video features or be illuminated;
 - Signs shall be maintained in a condition that is neat and shall not be unsightly or dangerous;
 - Signs shall not interfere with or be confused with a traffic control device;
 - Signs shall not interfere with the safe and orderly movement of pedestrians or vehicles, or restrict the sight lines for pedestrians or drivers;
 - Signs shall not be posted for more than 60 days and shall be removed within 24 hours of the closing of the polling stations;
 - Signs shall be a minimum of 3 metres from any access and at least 5 metres from any intersection;
 - Signs shall not exceed 1.1 square metres in area, 1.2 metres in height, and shall be self-supporting;
 - *Election signs shall not be posted within the property boundaries of any existing or future City owned land or facility or any sidewalks or road right of way adjacent to City owned land or facilities including but not limited to:*
 - *City Hall*
 - *Main Street Square*
 - *Plainsman Arena*
 - *Genesis Place*
 - *Ron Ebbesen Arena*
 - *Any Parks and Public Works building*

- *Recycling depot*
- *Any Fire Hall locations*

but may be posted on boulevards and road rights of way adjoining such facilities as parks and playing fields;

- *Signs shall not be posted for more than 60 days and shall be removed within 72 hours of the closing of the voting stations.*
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(xxii) Garage sale signs located on municipal property, excepting medians, in accordance with City of Airdrie Guidelines.

(xxiii) Land use classification signs provided the relevant details and location have been reviewed and approved by the Approving Authority.

(3) Sign Permit Application Requirements:

(a) A Development Permit for a sign shall be made to the Approving Authority by the lawful owner of a sign or his authorized agent, on a completed application form.

(b) The Approving Authority may refuse to accept a Development Permit application for a sign where the information provided by Section 3-4(3)(c) has not been supplied or where, in the opinion of the Approving Authority, the quality of the material supplied is inadequate to properly evaluate the application.

(c) The Approving Authority may require any additional information deemed necessary to evaluate a Development Permit application for a sign, but generally the information required to be submitted with the application should include:

(i) The name and address of:

- The sign manufacturer or company,
- The lawful sign owner,
- The installation contractor.

(ii) A copy of the Certificate of Title and a letter of authorization from the affected registered property or building owner.

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- (iii) Photographs of the proposed site showing adjacent properties and signs within approximately 30 metres of the proposed sign location.
 - (iv) Two (2) or more copies of a site plan with a scale of not less than 1:100 showing where applicable:
 - The proposed sign location dimensioned to property lines and/or building edges,
 - The scale of the plan,
 - A north arrow,
 - The property lines,
 - Sidewalks and curbs,
 - Utility rights-of-way and access easements,
 - The existing buildings on the site, and
 - Any signs within 30 metres of the proposed sign.
 - (v) Two (2) or more copies of detailed sign plans showing:
 - The sign dimensions,
 - The sign area,
 - The colour and design scheme,
 - The structural support system,
 - Material specifications, and
 - The sign height and clearance from grade.
- (4) General Rules for Signs:
- (a) All signs shall be compatible with the general character of the surrounding streetscape and the architecture of nearby buildings.
 - (b) The size, location, illumination and materials of all signs and outdoor advertising structures and features shall not detract from the design of proposed and existing buildings and structures and the surrounding properties.
 - (c) Any sign which, in the opinion of the Approving Authority, creates a traffic or a pedestrian hazard either due to its design or location shall not be permitted.
 - (d) A sign shall be located totally within the site unless prior written approval granting permission for the sign to overhang another property is submitted by the affected property owner.

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- (e) A sign shall not be erected on any property unless permission is granted in writing from the registered property owner.
- (f) Sign alterations shall not be made without first obtaining the required permits or permission from the Approving Authority, as the case may be.
- (g) The lawful owner of a sign, or where applicable the property owner, shall be responsible for the maintenance of that sign to an acceptable standard, to the satisfaction of the Approving Authority.
- (h) Any rotating signs, automatic changeable copy signs, animated, or flashing illuminated signs require approval from the Municipal Planning Commission.
- (i) A person shall not attach or hang an auxiliary sign or other material to, on, above or below a sign without first obtaining the applicable permits or permission from the Approving Authority, as the case may be, unless otherwise provided for in this Bylaw;.
- (j) The required distance from overhead power and service lines, as set forth in the Electrical Protection Act, shall be maintained.
- (k) A sign shall not be attached to a public bench without prior authorization in writing from the Approving Authority.
- (l) A sign shall not be attached to a light standard or utility pole unless a permit has been granted by the Approving Authority.
- (m) Non-compliance with any regulation of this Bylaw may result in the City removing a sign without notice and any cost associated with its removal may be charged to the sign owner. A sign recovery charge of double the permit fees as determined by the sign type (excluding election signs) will be required prior to the return of the sign to the owner. For any signs described in Section 3-4 (2), the permit fee for “all other types” will be used. **Bylaw B-44/2009**
- (n) Any signs removed by the City may be held for 30 days after removal at the owner’s risk. Should the signs not be claimed by the owner after 30 days from the date of removal, the signs will be disposed of at the discretion of the City. **Bylaw B-44/2009**
- (o) The City shall not be held liable for any injury, loss or damage suffered by any person or corporate body which is caused by any sign located in the City whether or not the sign is in accordance with the requirements of this Bylaw.

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- (p) The following rules apply to all types of signs on municipal property:
 - (i) No signs shall be located on, erected on, or attached to municipal property, buildings or structures unless permission is granted in writing from the City,
 - (ii) If permission is granted for a sign to be located on, erected on, or attached to municipal property, buildings or structures, the sign type shall comply with all applicable sign regulations contained within this Bylaw, and
 - (iii) Any sign located on, erected on, or attached to municipal property without authorization from the City, may be removed without notice.

- (5) Fascia Signs:
 - (a) All fascia signs require a Development Permit, in accordance with Section 3-4(1) of this Bylaw except those fascia signs exempted by Section 3-4(2) of this Bylaw.
 - (b) The total maximum sign area permitted for fascia signs is 20% of the area formed by each building face or bay.
 - (c) A fascia sign shall not be located above any portion of a street, or project over public property, unless the fascia sign maintains a minimum clearance from grade of 3 metres and the maximum projection shall be no greater than 0.4 metres.

- (6) Freestanding Signs:
 - (a) All freestanding signs require a Development Permit in accordance with Section 3-4(1) of this Bylaw except those freestanding signs exempted by Section 3-4(2);
 - (b) Development Permits for freestanding signs in Residential, Public Service and Urban Holding Districts shall require the approval of the Municipal Planning Commission.
 - (c) Freestanding signs may be located within the Central Business District only where there is no alternative location available to provide reasonable opportunity for communication.

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- (d) Freestanding signs shall have a minimum separation of 30 metres.
- (e) Only 1 freestanding sign per business frontage may be erected.
 - (i) Despite Section 3-4(6)(e), 1 freestanding sign per customer vehicle access is allowed for a shopping centre.
- (f) Freestanding signs shall be subject to the following maximum height and area restrictions:
 - (i) In the CB and C-1 Districts, the maximum height shall be 7 metres and the maximum sign area shall be 7 square metres on each side of a multiple-sided sign,
 - (ii) In the C-2, C-3 and IB-1 Districts, the maximum height shall be 9 metres and the maximum area shall be 15 square metres on each side of a multiple-sided sign, and
 - (iii) In the C-HWY, IB-2, IB-3, and M-3 Districts, the maximum height shall be 7.2 metres and the maximum sign area shall be 18.6 square metres on each side of a multiple-sided sign.
 - (iv) In the CMU District, free-standing signage shall comply with the approved Design Specifications / Guidelines.
- (7) Roof Signs:
 - (a) Roof signs are not permitted.
- (8) Projecting Signs:
 - (a) All projecting signs require a Development Permit in accordance with Section 3-4(1) except those projecting signs exempted by Section 3-4(2).
 - (b) Projecting signs shall be placed:
 - (i) At right angles to the building face to which they will be attached, or
 - (ii) In the case of corner sites, placed at equal angles to the building faces that form the corner.

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- (c) Projecting signs shall have a minimum vertical clearance of 3 metres, measured between the lower sign edge and grade.
 - (d) On 1 and 2 storey buildings, the maximum allowable height for a projecting sign, measured from the top of the sign to grade, shall not exceed the lesser of:
 - (i) The height of the eaveline, or
 - (ii) Six (6) metres.
 - (e) On a building more than 2 storeys, the maximum allowable height for a projecting sign measured from the top of the sign to grade, shall not exceed the lesser of:
 - (i) The height of the eaveline, or
 - (ii) The roofline, or
 - (iii) Nine (9) metres.
 - (f) Projecting signs are not permitted in any Residential, Urban Holding or Public Service District.
 - (g) One (1) projecting sign per business frontage may be allowed provided the following sign area requirements are complied with:
 - (i) In CB, C-3, IB-2, and C-HWY Districts, projecting signs may have a maximum sign area of 5 square metres,
 - (ii) In I-B1, IB-3, and M-3 Districts, projecting signs may have a maximum sign area of 9 square metres,
 - (h) Subject to Section 3-4(8)(g), businesses located in the same building may combine their allowable sign areas to form a single projecting sign whose sign area shall be based on the business frontages combined maximum sign areas.
 - (i) Visible means of support extending above the upper edge of the sign face shall be of an integrated design to the satisfaction of the Approving Authority.
- (9) Canopy Signs:

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- (a) All canopy signs require a Development Permit in accordance with Section 3-4(1) of this Bylaw except those canopy signs exempted by Section 3-4(2).
 - (b) A sign located on a canopy shall only be allowed if the projection of the canopy is more than 0.4 metres.
 - (c) Canopy signs:
 - (i) Shall have a minimum clearance of 3 metres from grade,
 - (ii) Are permitted to have a maximum projection of 0.2 metres out from the apron of the canopy, and
 - (iii) Shall not extend beyond the lateral or vertical dimensions of the canopy or its apron.
 - (d) The vertical dimensions if the canopy sign shall not exceed 1.5 metres unless otherwise permitted by the Approving Authority.
- (10) Under Canopy Signs:
- (a) Under-Canopy Signs require a Development Permit in accordance with Section 3-4(1) of this Bylaw only if the under canopy sign is:
 - (i) Illuminated, or
 - (ii) Overhangs public property.
 - (b) The maximum vertical dimension of an under canopy sign shall be 0.3 metres.
- (11) Awning Signs:
- (a) Awning signs require a Development Permit in accordance with Section 3-4(1) of this Bylaw.
 - (b) Awning signs may be allowed provided the minimum projection of the awning is 0.6 metres.
 - (c) No sign shall be suspended from or below an awning or any awning support structure.

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(12) Developer Marketing Signs:

- (a) *One Developer Marketing Sign per subdivision is permitted.*
- (b) *The Developer Marketing Sign shall not exceed 5 metres in height and 7 square metres in size.*
- (c) *Developer Marketing Signs shall be removed upon completion of the subdivision (defined by the sale of all lots in the subdivision).*
- (d) *Developer Marketing Signs shall be set back 25 metres from any major arterial road.*

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(13) Developer Direction Signs:

- (a) The location of a developer direction sign internal to new development areas shall be regulated by the developer and shall:
 - (i) Be set back 25 metres from any major arterial road, and
 - (ii) Be removed by the developer when requested to do so by the City.
- (b) The design and colour scheme of a developer direction sign located on City property and internal to new development areas shall be subject to the approval of the Approving Authority.
- (c) No person shall:
 - (i) Attach any auxiliary sign or any other material to a developer direction Sign, or
 - (ii) Alter any developer direction sign for which a permit has been issued.

(14) City Direction Signs:

- (a) Only City direction signs owned by the City that use the chosen design and colour scheme shall be erected on City property in areas external to new development areas.
- (b) A City direction sign shall only be placed at locations identified and approved by the City.

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- (c) A maximum of 1 City direction sign may be placed at each of the locations identified and approved by the City.
 - (d) No portion of a City direction sign shall be located or extend closer than:
 - (i) Thirty (30) metres from an intersection, and
 - (ii) Three (3) metres from an entranceway.
 - (e) No person shall:
 - (i) Attach any auxiliary sign or any other material to a City direction sign, or
 - (ii) Alter any City direction sign for which a permit has been issued.
- (15) Direction Sign Panels:
- (a) Direction sign panels require a Development Permit in accordance with Section 3-4(1) of this Bylaw.
 - (b) Direction sign panel applications shall be made to the Approving Authority and shall be accompanied by:
 - (i) A completed application form,
 - (ii) The applicable permit application fee,
 - (iii) The fee payment for the panel,
 - (iv) The name of the community which is to be placed on the sign, and
 - (v) The direction of the arrow to be placed on the sign.
 - (c) Permits for direction sign panels will only be issued for the purposes of:
 - (i) Directing traffic to new development areas, or
 - (ii) Directing traffic to tourist facilities or destinations, or
 - (iii) Directing traffic to City facilities.
 - (d) Direction sign panels used for other purposes will not be issued a permit.

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- (e) In issuing permits for direction sign panels, priority will first be given to new development areas, then to tourist facilities and destinations, and then to City facilities.
 - (f) The sequence of direction sign panels from the top to the bottom of the structure shall be given to new development areas, then to tourist facilities and destinations, and then to City facilities.
 - (g) Direction sign panels on a City direction sign will be placed in order of:
 - (i) First turn, and then
 - (ii) Alphabetically.
 - (h) Permission must be obtained from the Approving Authority to place a direction sign panel on a City direction sign.
 - (i) Applications for placing a direction sign panel on a City direction sign will be evaluated and approved in the following manner:
 - (i) Where the Approving Authority has more applications for direction sign panels than a City direction sign can accommodate, the Approving Authority shall give priority to those applications representing the new communities closest to such sign,
 - (ii) When deemed necessary by the Approving Authority, additional direction sign panels may be erected.
 - (j) A direction sign panel for which a permit has been issued shall:
 - (i) Be erected at the location and in a manner approved by the Approving Authority,
 - (ii) Be of the type and size approved by the Approving Authority, and
 - (iii) Contain the message approved by the Approving Authority.
 - (k) At the discretion of the Approving Authority, a direction sign panel may be permitted at any location where a direction change is required to arrive at the new phase of development from the closest intersection of Highway 2.
- (16) Light Standard Sign Panels:

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- (a) Light standard sign panels require a Development Permit in accordance with Section 3-4(1) of this Bylaw.
- (b) Light standard sign panels may be placed at locations where:
 - (i) It is either unnecessary or not feasible to erect a direction sign structure, or
 - (ii) There is a need to indicate an approaching entrance to the intended destination.
- (c) When deemed necessary by the Approving Authority, an additional light standard sign panel may be erected.

(17) Portable Signs

- (a) General Requirements:
 - (i) All portable signs require a Development Permit in accordance with Section 3-4(1) of this Bylaw.
 - (ii) Portable signs shall be allowed for the announcement of special events, sales, or circumstances where a sign is needed for short specified time periods.
 - (iii) Portable signs shall not be allowed in any residential land use District unless placed on City boulevards and permission has been obtained from the Approving Authority.
 - (iv) The location of portable signs shall be limited by the following restrictions:
 - Not more than 1 portable sign may be placed at 1 site, and
 - Each portable sign permit issued shall be valid for a maximum of 30 days, and
 - Once the permit has expired for a portable sign at a location address, re-application for another portable sign on the same site shall not occur until 30 days has elapsed from the expiration of the previously approved permit, and
 - Permits for portable signs shall not be issued for locations where damage to municipal infrastructure may be caused;

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- (v) Portable signs shall not exceed, inclusive of frame and support apparatus:
 - Three (3) metres in horizontal dimension, and
 - Two (2) metres in vertical dimension.
 - (vi) All parts of portable signs, including electrical cords, are prohibited from being placed on, or overhanging on municipal property, unless permission has been granted in writing from the authority having jurisdiction.
 - (vii) All portable signs shall be located within the property lines of the location address shown on the permit application.
 - (viii) The proposed advertising copy and/or business shall be indicated at the time of permit application.
 - (ix) The Approving Authority may require the posting of a security with the City to ensure compliance with Section 3-4(16)(a)(iv) of this Bylaw, which shall be forfeited to the City should:
 - a portable sign be placed without the appropriate approvals being attained, or
 - a portable sign remain on site beyond the period of its approval.
 - (x) A portable sign shall not be allowed to locate or remain on a site without a sign permit, whether the sign displays any advertising or not.
 - (xi) All components of the portable sign, excluding the trailer frame, shall be Canadian Standards Association approved and shall bear the required Canadian Standards Association labels.
- (b) Portable Sign Corridors:
- (i) Portable sign corridors are defined and designated in accordance with Section 1-3 of this Bylaw.
 - (ii) Despite the provisions of Section 3-4(16)(a)(iv), a maximum of 5 portable signs shall be permitted in a portable sign corridor.
 - (iii) Portable signs are not permitted to be placed on adjacent sites within a portable sign corridor.

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- (c) Non-Profit Portable Sign Corridors:
 - (i) Non-profit portable sign corridors are defined and designated in accordance with Section 1-3 of this Bylaw.
 - (ii) Permits issued for portable signs in non-profit portable sign corridors shall be valid for a maximum of 14 days.
 - (iii) No fee shall be charged to non-profit organizations proposing to locate a portable sign in a non-profit portable sign corridor.
 - (iv) Evidence of the status of non-profit organizations proposing to locate a portable sign in a non-profit portable sign corridor shall be provided at the time of application, to the satisfaction of the Approving Authority.
 - (v) Despite Section 3-4(16)(a)(iv), a maximum of 2 Portable Signs shall be permitted in non-profit portable sign corridor I (west) and a maximum of 3 portable signs shall be permitted in non-profit portable sign corridor II (east).
 - (vi) No period of vacancy is required for portable sign permits approved in a non-profit portable sign corridor;
 - (vii) Portable signs located in a non-profit portable sign corridor must be separated by a minimum distance of 30 metres.

- (17) Highway Bulletins:
 - (a) All highway bulletins require a Development Permit, which shall be applied for in accordance with Section 2-1(1) of this Bylaw.
 - (b) Applications for highway bulletins shall be referred to the Municipal Planning Commission.
 - (c) An application for a highway bulletin should include a proposal which increases the community and economic development potential of the City's local businesses and events to the satisfaction of the Approving Authority which may include plans to market advertising space to Airdrie business owners, the use of advertising space for Airdrie community groups and events, and/or other initiatives.

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- (d) A highway bulletin shall be located entirely within the boundaries of the site upon which it is to be located.
- (e) Except where no practical alternative is possible in the opinion of the Approving Authority, highway bulletins are to be serviced by underground electrical wiring.
- (f) Highway bulletins shall be designed, located, and orientated taking into consideration the natural and man-made surroundings and maximizing visual appearance so they do not adversely affect neighbouring properties or create a traffic hazard, to the satisfaction of the Approving Authority.
- (g) In addition to Section 3-4(17)(f), highway bulletins shall incorporate design elements, to the satisfaction of the Approving Authority, that include but are not limited to:
 - the Airdrie arch,
 - the Airdrie logo,
 - approved Airdrie colours;



- (h) No trees shall be removed or damaged during the preparation of a site for a highway bulletin unless new trees or landscaping are introduced to improve the site.
 - (i) Despite Section 3-4(14)(h), where trees must be removed or are damaged in the preparation of a highway bulletin site, new trees and landscaping shall be provided to the satisfaction of the Approving Authority.
- (i) A highway bulletin shall be designed, constructed and maintained so that:
 - (i) It is structurally sound and does not present a safety hazard,

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- (ii) Painting and copy face are not allowed to weather or peel,
 - (iii) Metal parts do not become rusted or stained, and
 - (iv) Lighting remains in proper working order.
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- (j) No highway bulletin shall be erected within 800 metres of any other such bulletin on any side of the highway or highways from which the bulletin is visible.
 - (k) No highway bulletin shall be erected within 400 metres of any other such bulletin on the opposite side of the highway or highways from which the bulletin is visible.
 - (l) Highway bulletins shall be illuminated to the satisfaction of the Approving Authority.
 - (m) Highway bulletins shall not exceed 9 metres in height measured from grade to the top of the sign.
 - (n) No highway bulletin shall exceed 4.27 metres in copy face height or 14.63 metres in copy face width, except that the copy face may, at the discretion of the Approving Authority, include cut-out extensions which project over these basic dimensions but do not block or obscure the Airdrie arch and logo.
 - (o) All permits for highway bulletins are valid for a period of 3 years from the date of permit issuance, after which time a new permit is required.
 - (i) Despite Section 3-4(17)(o), permits for highway bulletins may be issued for shorter periods, at the discretion of the Approving Authority.
 - (p) Regardless of the highway bulletin permit expiry date, highway bulletins shall be removed by their owner, at the request the Approving Authority, once development commences on the subject site.
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- (18) Land Use Classification Signs:
- (a) Land use classification signs do not require a sign permit, provided their design and location has been reviewed and approved by the Approving Authority.

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(19) Community Identification Signs:

- (a) Community identification signs require a Development Permit in accordance with Sections 2-1(1) and 3-4(1) of this Bylaw.
 - (i) Despite Section 3-4(19)(a), community identification signs do not require a Development Permit when they have been reviewed and approved by Approving Authority prior to their placement, as required in an executed Developer's Agreement.

(20) All Other Signs:

- (a) When a sign cannot be clearly categorized as one of the sign types defined in this Bylaw, the Approving Authority shall determine the sign type and applicable controls.