



TOWN OF BROOKS
BYLAW NO. 94/20
(Consolidated Office Copy)
(Includes Bylaw No. 99/07)

A BYLAW OF THE TOWN OF BROOKS IN THE PROVINCE OF ALBERTA TO PROVIDE STANDARDS AND REGULATIONS FOR OUTDOOR COMMERCIAL ADVERTISING IN, BUT NOT LIMITED TO, THE INTEREST OF AMENITY AND SAFETY OF THE PUBLIC AND HAVING CONSIDERATION TO THE NUMBER, SIZE, AND LOCATION OF ADVERTISEMENTS INsofar AS THEY ARE LIKELY TO AFFECT:

- i. THE APPEARANCE AND CHARACTER OF ANY BUILDING, DISTRICT OR LOCALITY FREQUENTED BY THE PUBLIC, AND
- ii. THE CONCENTRATION OF THE MOTORING PUBLIC AND IT'S ABILITY TO DEFINE AUTHORIZED TRAFFIC SIGNS, AND
- iii. THE SAFETY OF THE PUBLIC.

WHEREAS Section 166 of the Municipal Government Act, being Chapter M-26 of the Revised Statutes of Alberta 1980 and amendments thereto, authorize the passing of a Bylaw.

- a. Prohibiting the posting or exhibition of placards, playbills, posters, writing or pictures or the writing of words, or the making of pictures or drawings that are indecent or that may tend to corrupt or demoralize, on any wall or fence or elsewhere on or adjacent to a highway or public place.
- b. Requiring a permit from the Council or an official designated for the purpose, as a condition of erecting any signboard, billboard or other advertising device.
- c. Imposing an annual license fee in respect of each billboard, signboard or other advertising device.
- d. Authorizing the removal and destruction of signboards or billboards or other advertising devices erected or maintained without permit or license.
- e. Requiring the licensee to pay a proportionate share of the cost of a bond of indemnity indemnifying the municipality and all concerned against claims, demands, actions, proceedings and costs for loss, damage or injury to persons or property arising by reason of the erection, maintenance, use or existence of any such billboard, sign or other advertising device.

- f. Regulating and licensing billposters and preventing the pulling down and defacing of signboards and billboards or printed or other notices lawfully affixed and preventing the defacing of private or other property by printed or other notices.
- g. Prohibiting or controlling and regulating the use of loudspeakers or other devices for the amplification of sound on any street or other public place or in any building or premises.

NOW THEREFORE, THE COUNCIL OF THE TOWN OF BROOKS DULY ASSEMBLED ENACTS AS FOLLOWS:

- A. This Bylaw shall be known as the "Town of Brooks Advertising Signs Bylaw", may be cited as such, and will be referred to herein as "this Bylaw".
- B. Bylaw No. 93/29 is hereby rescinded.
- C. DEFINITIONS

For the purpose of this Bylaw certain words and expressions are defined as follows:

- 1. **ADVERTISEMENT** means any method, device or representation, whether illuminated or not, used to call attention to or identify any matter, object, event or person.
- 2. **ANIMATED SIGN** means any sign or portion of sign, which includes action or motion, color or light changes to depict action.
- 3. **APPROVING AUTHORITY** shall mean the Development Officer or the Bylaw Enforcement Officer or his duly authorized representative.
- 4. **AWNING** means a cloth like or lightweight metal shelter projecting from a building.
- 5. **AWNING SIGN** means a sign painted on or affixed flat to the surface of an awning.
- 6. **BILLBOARD** means a sign, primarily self-supporting and attached to the ground, which is used for the display of advertising, the subject matter of which is usually not related to the use or ownership of the property on which the structure is located and generally consisting of advertising copy which is pasted, glued, painted, or otherwise attached to permit periodic replacement.

7. **BUSINESS FRONTAGE** means
 - i. Any side of a separate property or building which abuts a public road, other than a lane, or
 - ii. In the case of individual businesses or tenants within a building, that portion of the frontage as defined above, occupied by such individual businesses or tenants.
8. **CHANGEABLE COPY SIGN** means a sign on which copy can be changed electronically or manually through the use of attachable letters, numerals, or pictorial panels.
9. **CLEARANCE** means the vertical distance between the lowest limit of a sign and finished grade immediately below.
10. **COUNCIL** means the Council of the Town of Brooks.
11. **DEVELOPMENT OFFICER** means the person appointed as Development Officer by the Council of the Town of Brooks.
12. **DIRECTIONAL SIGN** means a sign placed on a premises, by the owner, renter, or lessor, to direct or control the public.
13. **DISPLAY** means the construction, erection, installation, addition, repair, alteration or relocation of a sign.
14. **FASCIA SIGN** means a sign placed flat and parallel to the face of the building so that no part projects for more than 0.4 m from the building or a v-shaped sign no part of which projects more than 0.4 m from the building.
15. **FLASHING SIGN** means a sign, which contains an intermittent or flashing light source, but does not include an electronically changing sign, or electronically controlled message centre.
16. **FREE STANDING SIGN** means a sign on a standard or column permanently attached to the ground and which is not connected in any way to any building or other structures.
17. **GRADE** means the average ground surface elevation at the sign location, as determined by the approving authority.
18. **HEIGHT OF SIGN** means the vertical distance measured from the highest point of the sign to the average grade elevation.
19. **IDENTIFICATION SIGN** means a sign, which is limited to the name, address and number of a building, institution or person, and to the activity carried on in the building or institution, or the occupation of the person.

20. **ILLUMINATED SIGN** means a sign that is constructed so that it is lighted by artificial means whether directly or indirectly.
21. **LOCAL ADVERTISING** means content on a sign, which directs attention to goods and/or services that are available within the limits of the Town of Brooks.
22. **MARQUEE OR CANOPY** means a roof projection outward from the face of a building, primarily designed to provide protection from climatic elements.
23. **MARQUEE OR CANOPY SIGN** means a sign attached to a marquee or canopy.
24. **MERCHANDISING AIDS** means devices used for the display of merchandise and related advertising material.
25. **NON-CONFORMING SIGN** means a sign that was installed prior to the passing of this Bylaw and does not meet the regulations stated in this Bylaw.
26. **OWNER** shall mean:
 - i. when referring to the owner of property:
 - a. A person or party that is shown as registered owner of the property;
 - b. A person or party for whom the real property is held in trust; or
 - c. A lessee of real property.
 - ii. When referring to the owner of a sign shall mean:
 - a. The lessor, licensor or distributor of the sign that retains ownership of or other proprietary interest in the sign;
 - b. The lessee or licensee of the sign; or
 - c. Any person or party that has care, charge, custody, possession or control of the sign;
 - d. Any person who has any other proprietary interest in the sign;
 - e. Any person or party who harbours suffers or permits a sign to be present on any property that person or party owns, leases, or has under its care and control,

and for the purposes of this Bylaw, property or a sign may have more than one owner.
27. **PAINTED WALL SIGN** is a sign that is painted directly on the finished face of the wall of a building.
28. **PORTABLE SIGN** means any sign not permanently attached to the ground or to a building.

29. **PROJECTING SIGN** means a sign, which is attached to a building or structure so that part of the sign projects more than 0.4 m from the face of the building or structure.
 30. **ROOF SIGN** means a sign, which is erected upon or over a roof of a building.
 31. **ROTATING SIGN** means any sign or portion of a sign, which moves in a revolving or similar manner.
 32. **SIGN** means any device or structure used for the display of advertisements and without restricting the generality of the foregoing, includes posters, notices, panels, boardings and banners.
 33. **SIGN AREA** means the actual area of a sign on which copy could be placed, including any frame or embellishment, which forms an integral part of the display. In case of a double face or a multi-face sign, half of the average area of all sign faces will be counted in sign area calculation. The area of individual letter signs shall be calculated on the basis of the smallest squares or rectangles that will enclose the individual letters or figures of the sign.
 34. **TEMPORARY SIGN** means any sign that is to be displayed for a short period of time and is not to be of a permanent nature.
 35. **THIRD PARTY ADVERTISING** means content on a sign which directs attention to products sold or services provided which cannot be considered as the principal product sold or principal services provided on the premises at which the sign is located.
 36. **TRAFFIC SIGN** means a sign, which is displayed for the purposes of controlling, directing or informing the traveling public and erected or placed by the Town of Brooks, Alberta Transportation or its authorized agents.
 37. **WINDOW DISPLAY** means any sign either painted on or attached to or installed inside a window for purposes of viewing from outside the premises. This term does not include merchandise located in a window.
 38. **WARNING SIGN** means a sign displayed to warn the general public of possible danger in the area or location of the sign.
- D. THE FOLLOWING SHALL BE EXEMPTED FROM THE PROVISIONS AND REGULATIONS OF THIS BYLAW:
1. Advertisement displayed on enclosed land where they are not readily visible to the public.

2. Advertisement displayed within a building and not intended to be viewed from outside.
3. Advertisement displayed in or on an operational motor vehicle.
4. Advertisements displayed on door plates, door bars or kick plates.
5. Window signs.
6. Traffic signs authorized by the Council or its authorized agent.

E. PERMITTED DEVELOPMENT

Advertisements specified in this Section are deemed permitted and may be displayed without application being made for a permit, PROVIDED THAT: The permission hereby granted in respect of any such advertisements specified below shall be subject to all other orders, Bylaws and regulations affecting such advertisements.

1. Statutory and official notices on behalf of or pursuant to provisions of a municipal, provincial or federal government.
2. Notices of identification in respect of the land or buildings on which they are displayed, and professional business and trade name plates relating to the occupants of the land or buildings on which they are displayed. PROVIDED THAT:
 - i. Each notice or name plate shall not exceed 0.2 m².
 - ii. There shall be a limit of one notice for each occupant or each firm or company represented within the building at the entrance on each different street.
 - iii. The sign may be illuminated.
3. Notices relating to the sale, lease or rental of the building or land to which they are attached, PROVIDED THAT:
 - i. The notice shall not be illuminated.
 - ii. Each notice shall not exceed 0.6 m² in area in residential districts and 3 m² in commercial and industrial districts.
 - iii. There shall be a limit of one notice for each side of the land or buildings on a different street.

4. Posters or signs relating specifically to a pending election, PROVIDED THAT:
 - i. Such posters shall not be affixed to trees on Town owned property or boulevards in a manner that would damage the tree, i.e. nails, screws, staples, etc.
 - ii. Election signs shall not be posted on the following Town properties:
 - cemeteries or parks immediately adjacent to cemeteries
 - medians on streets
 - any property where Town operations are carried out, such as the Town Hall premises, Library, Recreation Complex, Community Cultural Centre, Public Works Shop, utility operations, sports fields, etc.
 - iii. Election signs shall not be placed on Town owned parks or green spaces in a manner that would interfere with grass cutting and watering.
 - iv. The signs are placed on a property where they will not interfere with or obstruct the movement of motor vehicles, bicycles or pedestrians.
 - v. The posters or signs shall not be illuminated.
 - vi. The consent of the property owner or occupant is obtained.
 - vii. Such signs shall be removed within 14 days after the election.
 - viii. The Town may remove any sign or poster that does not comply with the provisions of this Bylaw and charge the costs incurred to the candidate or the party he/she represents.
5. Notices on land or buildings used for religious, educational, cultural, recreational, medical or similar public or quasi-public purposes, PROVIDED THAT:
 - i. Each notice shall not exceed 1.5 m² in area.
 - ii. There shall be a limit of one notice for each side of land or buildings on a different street.
 - iii. The sign may be illuminated.
6. Advertisements of building contractors relating to constructional work in progress on the land on which such advertisements are erected, PROVIDED THAT:
 - i. Such advertisements shall be removed within fourteen days of occupancy.

- ii. Such advertisements shall be limited in size to a maximum of 6.0 m² and in number to only one sign for each boundary of the property under construction which fronts onto a public street.
 - iii. The sign may be illuminated.
7. Temporary advertisements, referring to sales or special events, which are displayed upon the premises where such sales or special events will be or are being conducted, PROVIDED THAT:
 - i. The advertisements shall not be illuminated and shall be constructed of paper, canvas, cardboard, or other light materials or painted on glass and intended to be displayed for a short period of time, not exceeding 30 days.
8. Portable signs, PROVIDED THAT:
 - i. Any sign shall be placed wholly within the property lines of the premises to which the sign is referring.
 - ii. The overall height shall not be greater than 1.2 m above ground level.
 - iii. The maximum area of the sign shall not exceed 1.5 m².
 - iv. The signs are not illuminated.
 - v. The number of signs displayed on a premises without permit does not exceed one for each 8 lineal metres of frontage, up to a maximum of 3 signs.
 - vi. The sign is not a third party sign.
9. Directional signs, PROVIDED THAT:
 - i. They are located upon or within the property lines of the premises to which they refer.
 - ii. The sign may be illuminated.
 - iii. The sign shall not have an area of greater than 1.0 m².
 - iv. The maximum height of the sign is 3.0 metres above grade.
10. Signs where all relevant details of the sign are submitted and approved as part of a Development Permit Application.

F. PROHIBITED SIGNS

Unless otherwise allowed by the Council, no sign shall be displayed anywhere within the Town of Brooks which:

1. Involves the use of revolving lights or beacons or emits amplified sounds or music.
2. Will, in the opinion of the approving authority, block the natural light or the view of an adjacent building.
3. Is a painted wall sign.
4. Will, in the opinion of the approving authority, obstruct free and clear vision of vehicular traffic or may be confused with any authorized traffic sign, signal or device.
5. Is, in the opinion of the approving authority, vulgar, obscene, or would be offensive to the public.

G. APPLICATION AND PERMITS

No sign shall be displayed or erected within the boundaries of the Town of Brooks, except as permitted in Sections E & F of this Bylaw, unless an application for the display or erection of the sign has been approved by the approving authority.

1. A permit is required to alter, rebuild or relocate a sign.
2. A permit is not required to clean, repaint or repair an existing sign.
3. A permit is not required to change copy on a sign provided no other alterations or changes are made.

H. Application for a Permit, pursuant to this Bylaw, shall be made out on the official form, be accompanied by the prescribed fee of \$35.00 and provide the following information:

1. The legal description and civic address of the property, building or structure upon or to which the sign is, or is to be displayed or attached.
2. The sign manufacturer's name and address.
3. The applicant's name and address.
4. A letter of authorization from the owner of the property or building or an authorized agent.

5. The proposed location of the sign in relation to the property lines and the dimensions of the building and/or the property upon which it is to be situated.
6. Size and location of all existing signs on the property and/or the building or buildings.
7. A scale drawing of the sign showing:
 - i. All dimensions of the sign structure, including the height and projection of signs attached to occupiable buildings.
 - ii. The area of the copy face(s).
 - iii. The design of the copy face.
 - iv. The manner of all sign illumination and/or animation.
 - v. The type of construction and finish to be utilized.
 - vi. The method of supporting or attaching the sign, including structural and footing details.
- I. The approving authority shall issue a permit if, in his opinion, the application complies with the provisions of this Bylaw and any other regulations to which the proposed sign must comply.
- J. The approving authority may issue a permit subject to conditions.
- K. The approving authority may refuse a permit for any sign, if, in his opinion:
 1. The display of such sign would be contrary to the provisions of this Bylaw.
 2. The building or structure to which the sign is to be attached is incapable of supporting the sign.
 3. The information submitted regarding the sign is insufficient to enable him to adequately assess the application. He may also request additional information before ruling on the application.
 4. The sign may interfere or otherwise obstruct traffic control devices or in any way interfere with visibility of vehicular traffic.
- L. APPEAL PROCEDURES

An appeal may be lodged with the Council by a person applying for a permit when the approving authority:

1. Refuses to issue a permit.
 2. Fails to issue a permit within 14 days of receipt of the application.
 3. Issues a permit subject to conditions.
 4. Issues an order pursuant to this Bylaw.
- M. An appeal to the Council shall be commenced by serving a written notice of the appeal to the Council within 14 days after:
1. The person is notified of the order or decision or the issuance of the permit.
 2. If no decision is made with respect to the application for a sign permit, the 14 day period referred to in sub-section M 2. expires.
- N. The Council may, when considering an appeal, confirm, revoke or vary the order, decision or permit or any condition attached to any of them or make or substitute an order, decision or permit of its own.
- O. No person shall perform any work of erection, alteration or of placing a sign differing from or enlarging the work for which a permit has been issued. If, during the process of the work, the applicant desires to deviate in any way from the terms of the original approved permit, he shall notify the approving authority and submit amended drawings, and, if necessary, shall make application for approval of the plans as amended.
- P. GENERAL PROVISIONS

The provisions of this Bylaw shall apply to the issue of permits or orders respecting the construction, demolition, relocation, alteration, repair or display of any advertisement sign within the boundaries of the Town of Brooks.

1. A sign shall be compatible with the general character of the surrounding streetscape or the architecture of nearby buildings.
2. A sign or sign structure shall not be located or extend horizontally closer than 0.8 metres from the existing or future curb line.
3. The required distance from overhead power and service lines as set forth in provincial regulations shall be maintained for all signs.
4. Any sign placed in or on a required parking or loading area shall be placed so as not to reduce the number of parking or loading spaces required by the Town of Brooks Land Use Bylaw.

5. An illuminated sign shall not, in the opinion of the approving authority, adversely affect residents in adjacent housing or residential districts.
6. All signs shall be maintained in a satisfactory manner. All sign area, background, copy and lighting shall be continuously maintained in clean, readable condition. There shall be no danger from structural members, fixtures, lighting or appurtenances.
7. When a sign cannot be clearly categorized as one of the sign types in this bylaw the approving authority shall determine the sign type and applicable regulations.
8. A sign shall not obstruct door openings, passageways, walkways or fire escapes.
9. All signs shall be designed and constructed in accordance with good engineering practice and in conformity with the requirements of this bylaw.
10. All signs and supports shall be placed on private property unless the approving authority has authorized the sign and the owner has entered into an agreement with the Town permitting the display of such sign subject to the requirements of a removal/relocation clause. The owner shall also agree to indemnify the Town from any actions that may result from placement of the sign and provide proof of insurance.
11. No sign or sign support shall be placed on a property unless the landowner or his representative has granted permission to do so.
12. When a sign is to display third party advertising it must be limited to:
 - local advertising
 - general advertising not specific to a specific location
 - advertising a recreation, sporting or cultural event within a 60 km radius of Brooks.
13. Except for election signs, any sign that is to be attached to fences, poles trees or any object in a public street right-of-way or located on Town owned land the applicant must first obtain a permit from the Council to do so.
 - i. Such posters shall not be affixed to trees on Town owned property or boulevards in a manner that would damage the tree, i.e.: nails, screws, staples, etc.
 - ii. Signs shall not be posted on the following Town properties:
 - cemeteries or parks immediately adjacent to cemeteries
 - medians on streets

- any property where Town operations are carried out, such as the Town Hall premises, Library, Recreation Complex, Community Cultural Centre, Public Works Shop, utility operations, sports fields, etc.
- iii. Signs shall not be placed on Town owned parks or green spaces in a manner that would interfere with grass cutting and watering.
- iv. The signs are placed on a property where they will not interfere with or obstruct the movement of motor vehicles, bicycles or pedestrians.
- v. The posters or signs shall not be illuminated.
- vi. The maximum size of such signs may vary depending on its location, however, in no case shall it exceed 0.5 m².
- vii. The Town may remove any sign or poster that does not comply with the provisions of this Bylaw and charge the costs to the owner of the sign.

Q. VARIANCES

Where there are exceptional circumstances or conditions applicable to a particular sign or property a variance may be considered by the Council according to the merits in each case.

R. REGULATIONS

1. Fascia Signs

Up to six (6) fascia signs may be permitted for each business frontage provided that:

- i. The maximum sign area of all signs located on a wall does not exceed 15% of area of the exterior wall to which they are attached.
- ii. No sign may project more than 0.4 m from the building face or 1.0 m above the top of the wall to which it is attached.
- iii. A fascia sign which projects over a public sidewalk shall maintain a minimum clearance of 2.4 m above grade unless it can be shown that the sign will not create a hazard.
- iv. The sign may be illuminated.
- v. Not more than one (1) fascia sign may contain third party advertising.

A fascia sign on a wall, which is not a business frontage, may be considered by the approving authority according to the merits of the individual application.

2. Free Standing Signs

One free standing sign may be permitted for each separate building located on a property or each 30 metres of business frontage provided that:

- i. The area of the sign does not exceed 7.5 m² for the first 10 m of the lineal frontage, plus 0.2 m² for each additional lineal metre of the frontage to a maximum of 12.5 m², for a maximum sign area of 20 m².
- ii. No part of the sign shall be located closer than 0.5 metres to the property line.
- iii. When the sign projects over a vehicular traffic area such as a parking lot, aisles, or driveways, a minimum clearance of 4.0 metres shall be provided.
- iv. When a sign is constructed with a clearance of less than 4.0 metres it must be designed so that there is no hazard to vehicular or pedestrian traffic.
- v. The height of the sign does not exceed 10.0 metres.
- vi. For a "Service Station" where a structure is installed to provide lighting for open pump islands, one additional sign per pump island may be incorporated into such lighting device provided that the sign does not exceed a height of 3.5 metres above the base of the pump island and does not extend beyond the pump unit at either end.
- vii. The sign may be illuminated.
- viii. Except where no practical alternative is available, free-standing signs may only be serviced with underground electrical wiring.
- ix. Where a building faces more than one street one additional sign may be permitted for each street.

3. Portable Signs

One Portable Sign, with an area greater than 1.5 m², may be located on a property provided that:

- i. An annual permit from the approving authority is obtained to allow the placing of the sign.

- ii. The area of the sign is not greater than 5 m².
- iii. The height of the sign does not exceed 2.5 metres.
- iv. No part of the sign shall project beyond the property line unless written permission is obtained from the approving authority.
- v. The sign may be illuminated.
- vi. The sign is not a third party sign.

4. Marquee or Canopy Signs

One marquee or canopy sign may be permitted on each face of a canopy or marquee to a maximum of three signs provided that:

- i. They shall be attached to or constructed in or on the face of the marquee or canopy.
- ii. If the canopy encroaches over the street right-of-way an encroachment agreement is signed with the Town.
- iii. No additional supporting wires or stays shall be attached to the canopy or wall.
- iv. No portion of the sign shall project below the bottom edge or more than 0.8 m above the top edge of the marquee or canopy.
- v. No portion of the canopy or sign may project closer than 0.8 m from the existing or future curb line.
- vi. The area of the sign may not exceed 25% of the area of the face of the marquee or canopy to which it is attached.
- vii. Marquee or canopy signs may be illuminated.
- viii. A sign not exceeding 0.3 m by 1.2 m in outside dimensions may be suspended below a marquee or canopy provided no part of the sign shall be closer than 2.4 m to the ground or sidewalk.

5. Projecting Sign

One projecting sign may be permitted for each separate business frontage or each 15 metres of business frontage provided that:

- i. The area of the sign does not exceed 6.0 m² for the first 10 m of the lineal frontage, plus 0.1 m² for each additional lineal metre of frontage to a maximum of 4 m² or a maximum sign area of 10.0 m².

- ii. The minimum clearance is not less than 2.4 metres.
- iii. When the sign projects over a vehicle traffic area such as a parking lot, aisles or driveways, a minimum clearance of 4.0 metres shall be provided.
- iv. No part of the sign shall project more than 0.9 metres above the vertical face of the wall to which it is attached.
- v. The space between the sign and supporting wall shall not exceed 0.6 metres.
- vi. The sign may be illuminated.
- vii. When a sign is to project over a street right-of-way the applicant shall sign an agreement for the sign with the Town providing for insurance and indemnifying the Town.
- viii. The sign may not project more than 2.5 metres over a public street right-of-way or closer than 0.8 metres from an existing or future curb line.
- ix. Signs projecting over a street right-of-way may not project more than 1 metre for each 3 metres of building frontage between the sign and the nearest side property line.
- x. Visible means of support extending above or below the sign face shall be of an integrated design to the satisfaction of the approving authority.

6. Roof Signs

One roof sign may be permitted for each business frontage provided that:

- i. The signs shall be erected without visible means of support and shall be architecturally integrated with the building upon which they are located.
- ii. No portion of the sign shall project more than 3.0 m above the roof.
- iii. The maximum allowable sign area is the lessor of either 15% of the surface area of the wall to which the sign faces or 10 m².
- iv. Roof signs shall not be placed on the sloped portion of a roof.
- v. The sign may be illuminated.
- vi. No part of the sign shall rotate or employ flashing or intermittent lights or any device or means to create the impression of flashing lights.

7. Billboard Signs

Billboard signs may be considered by the Council subject to the following conditions:

- i. The signs are located on property fronting on the TransCanada Highway.
- ii. The maximum height of the sign does not exceed 4.5 metres high.
- iii. The area of the sign must be at least 20 m² and not more than 50 m².
- iv. The vertical support posts shall not project above the upper edge of the sign face.
- v. Any additional bracing shall be contained between the front and rear faces of the vertical supports.
- vi. The back of any billboard which is plainly visible from a public roadway or the sides of double faced billboards shall be covered or enclosed to the satisfaction of the Council.
- vii. No part of the structure shall project over public property or a street right-of-way.
- viii. No billboards shall be displayed less than 300 metres from an existing billboard.
- ix. No trees shall be removed or damaged to accommodate a billboard unless new trees are planted or in the opinion of the Council landscaping is introduced to improve the site.
- x. Except when no practical alternative is available billboards may only be serviced with underground electrical wiring.
- xi. The copy of all signs must be limited to:
 - a. Local advertising.
 - b. Advertising a recreational, sporting or cultural event within a 60 km radius.
 - c. General advertising not specific to specific location.
- xii. Billboards designed to be portable, such as signs on semi-trailers, are not allowed.
- xiii. The sign may be illuminated but may not contain flashing or revolving lights.

8. Temporary Inflatable Signs

One inflatable sign may be permitted on a property provided that:

- i. Any sign shall be placed wholly within the property lines of the premises to which the sign is referring.
- ii. The maximum time the sign may be displayed at one time is 30 days. No more than 3 permits may be approved for a premises in any one year period.
- iii. The maximum area of the sign is 20m².
- iv. The maximum height of the sign is 15m.
- v. The sign is not a third party sign.

S. REMOVAL OR REPAIR OF SIGNS

If any sign is erected without an approved permit, an approved permit lapses, a sign no longer complies with the terms of this bylaw or a sign no longer complies with the terms of an approved permit, the approving authority may order the owner of the sign, the owner of the property on which the sign is erected or both, to remove, repair or modify the sign and the party or parties so notified shall:

1. Remove, repair or modify such sign and all related structural components in accordance with the terms of the notice within thirty (30) days (or in the case of portable signs, within fifteen (15) days from the date of receipt of such notice from the approving authority).
 2. Restore the immediate area around the sign, to the satisfaction of the approving authority, including the ground or any building to which the sign was attached, as close as possible to its original form prior to the installation of the sign.
- T. When a person or party fails or refuses to comply with an order issued by the approving authority pursuant to the terms of this Bylaw, the approving authority, or person appointed by the approving authority, may enter on the land or premises and take any action necessary to carry out the order. Where the approving authority or a person appointed by it carries out an order, the costs and expenses incurred by the Town in carrying out the order shall be a debt due and owing to the Town of Brooks by the person or party to whom the notice was given and in the case where the notice is given to an owner of the land and premises on which the sign is located, the Council may cause the costs and expenses incurred in carrying out the order to be placed on the tax roll as an additional tax against the property concerned and the amount shall be collected in the same manner as taxes on land.

- U. Any person or firm who violates any of the provisions of this Bylaw or who fails to comply with a written order issued pursuant to this Bylaw is guilty of an offense and is liable on summary conviction to a fine not less than two hundred (\$200.00) and not more than twenty-five hundred (\$2,500.00) plus the costs of the action.

- V. If a person is found guilty of an offense under Section U of this Bylaw the Court may, in addition to any other penalty imposed, order the person or firm to comply with this Bylaw or written order issued by the approving authority.

Read a first time this 6th day of June, 1994.

Read a second time this 6th day of June, 1994.

Read a third time and finally passed this 20th day of June, 1994.

Mayor

Director of Finance & Administration