

60 Signs

(1) Definitions:

In addition to the definitions in Section 4, the following definitions apply to this section:

- (a) **Advertisement** or **Advertising** means any method used to call attention to or identify any matter, object, event or person.
- (b) **Animated** or **Animation** means making use of any method to depict action or motion.
- (c) **Area** means the size of the surface of the face of a sign; and in the case of a sign comprising individual letters or symbols, means the size of a single geometric figure (e.g. square, rectangle, circle, triangle, trapezoid) which would enclose all of the letters or symbols; and in the case of a sign comprising 2 or more faces, means one-half of the size of the surface of all of the faces of the sign.
- (d) **Canopy Sign** means any sign placed on a permanent projection from the exterior wall of a building, where the projection has been primarily designed to provide shelter to pedestrians or vehicles.
- (e) **Clearance** means the vertical distance between the lowest part of a sign and the finished grade below the sign.
- (f) **Copy** means the message on the sign face.
- (g) **Face** means the surface contained within the perimeter of one side of the sign, on which copy is, or may be, placed.
- (h) **Fascia Sign** means any sign with its copy face placed parallel to, projecting no more than 0.3 m horizontally from, and having a maximum of 50% of its area projecting vertically above, the exterior wall of the building to which the sign is attached.
- (i) **Free-standing Sign** means any sign supported independently of any building and permanently attached to the ground.
- (j) **Identification Sign** means any sign the copy of which contains only the name and/or address of a parcel, building, institution or person, and/or the type of activity carried out.
- (k) **Official Sign** means any sign placed pursuant to government legislation.
- (l) **Portable Sign**⁵ means any sign or advertising device that can be transported from one site to another and includes licensed vehicles placed in a location for advertising purposes. Signage permanently attached to or forming part of a licensed vehicle used in the day-to-day conduct of a business where the signage advertises only that business does not constitute a portable sign. Portable signs may feature electronic or video display.

⁵ Bylaw 5567: December 8, 2008

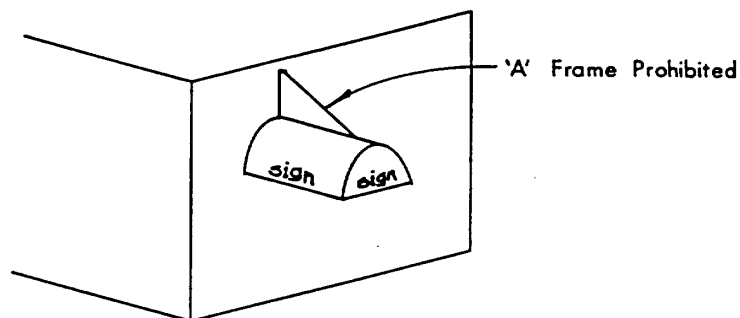
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- (m) **Projecting Sign** means any sign, except a canopy sign, extending more than 0.3 m horizontally from, and having a maximum of 50% of its area extending vertically above, the exterior wall of the building to which the sign is attached.
 - (n) **Roof Sign** means any sign placed on, above, incorporated as part of, or having more than 50% of its area projecting above, the top enclosure of a building.
 - (o) **Temporary Sign** means any sign, other than a portable sign, not permanently attached to a supporting structure or building.
- (2) **General Requirements:**
- (a) Except for the signs described in Section 60(4), all signs shall require a development permit.
 - (b) The signs described in Section 60(4) (a) through (h) shall be allowed in any district, notwithstanding that signs are not listed as a permitted or discretionary use.
 - (c) The use of land or buildings to which a proposed sign refers shall be approved prior to the issuance of a development permit for the placement of the sign.
 - (d) The message on a sign shall relate to the use of the parcel on which the sign is located.
 - (e) A by-law designating land as a direct control district may specify the rules which shall apply to signs in that district.
- (3) **Prohibited Signs:**
- (a) No sign shall be placed on the ground, or attached to any object, in a public roadway.
 - (b) No sign shall utilize revolving lights or beacons, or emit amplified sounds or music.
 - (c) No sign shall be permitted which obstructs the vision of vehicular traffic, nor interferes with the interpretation of or may be confused with any traffic sign, signal or device.
- (4) **Signs Not Requiring a Permit:**
- It shall not be necessary to obtain a development permit for the following signs if they comply with this By-law and are not animated or equipped with flashing lights:
- (a) Official signs in any district;
 - (b) Signs on transit system shelters in any district;
 - (c) Signs in any district relating to government and local authority elections which are removed within 14 days after the election;
 - (d) Identification signs in any district for any use except home occupations:
 - (i) with a maximum area of 0.2 m²;

- (ii) that comprise one sign per street frontage for each business or occupant on the premises;
 - (e) On-site signs in any district advertising the sale, rental or lease of land, buildings or sites:
 - (i) with a maximum area of 0.6 m² in residential districts;
 - (ii) with a maximum area of 3.0 m² in all other districts;
 - (iii) that comprise one sign per street frontage per parcel or site;
 - (iv) that are not illuminated;
 - (f) On-site signs in any district identifying an approved construction project and/or the parties involved:
 - (i) with a maximum area of 3.0 m²;
 - (ii) that comprise one sign per street frontage;
 - (iii) that are removed within 14 days after construction is complete;
 - (g) Signs in any district indicating on-site traffic circulation and parking regulations:
 - (i) with a maximum area of 1.0 m²;
 - (ii) if free-standing, with a maximum height of 1.2 m, except in the C-H, C-S and all industrial and public service and urban reserve districts, where the maximum height is 2.0 m;
 - (h) On-site signs in any district with a maximum area of 0.5 m², for the guidance, warning or restraint of persons;
 - (i) Temporary signs on parcels in commercial or industrial districts advertising a special promotion on the premises, provided that the sign is removed within seven days of the end of the special promotion;
 - (j) Copy change on a lawful sign provided that the position, height, dimensions, lighting and structural framework of the sign are not altered;
 - (k) The maintenance of any lawful sign.
- (5) Information Required for Applications:
- (a) A development permit application for a sign shall be made to the Development Officer on Form A of this By-law.
 - (b) Notwithstanding the information required for development permit applications described in Section 15, applications for all signs shall be accompanied by two copies of drawings drawn to a scale of 1:100 or larger, and showing:
 - all dimensions of the sign structure, including the height and projection of the signs attached to occupiable buildings;
 - the area of the copy face(s);
 - the design of the copy face;
 - the manner of all sign illumination and/or animation;
 - the type of construction and finish to be utilized;
 - the method of supporting or attaching the sign.

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- (c) A development permit application for a free-standing sign shall also be accompanied by two copies of a site plan drawn to a scale of 1:500 or larger, and showing the location of the sign with respect to:
- the distance from the nearest parcel line(s);
 - the distance from the nearest street, street intersection, traffic control devices and traffic signs;
 - the distance from the nearest building(s), sign(s) and/or billboard(s) and on-site parking spaces and manoeuvring aisles.
- (d) A development permit application for a roof sign shall also be accompanied by two copies of a roof plan of the building drawn to a scale of 1:500 or larger, and showing the position of the sign on the roof of the building.
- (e) A development permit application for a temporary sign shall also indicate the duration for which approval is requested.
- (6) Canopy Signs:
- Canopy signs shall:
- (a) be allowed in commercial, industrial, public service, urban reserve and the R-CM, R-37, R-50, R-60, R-75, R-100, R-150 and R-200 districts only;
 - (b) be identification signs only;
 - (c) be attached to a canopy for which, if the canopy encroaches over City property, there is an encroachment agreement with the City;
 - (d) not project:
 - more than 2.4 m over City property, and
 - closer than 0.6 m to the curb or edge of a constructed street;
 - (e) have a minimum clearance of 2.4 m from grade, and
 - (f) not be supported, nor cause the canopy to be supported, by an "A" Frame.



(7) Fascia Signs:

- (a) Fascia signs shall be allowed in commercial, industrial, urban reserve, public service and the R-MH, R-CM, R-37, R-50, R-60, R-75, R-100, R-150 and R-200 districts only.
- (b) Fascia signs in public service and residential districts shall be identification signs only.
- (c) Fascia signs shall be located on an exterior frontage wall, and at the discretion of the Development Officer or the Commission, may be located on an exterior wall which is not a frontage.
- (d) The total area of the one or more fascia signs on an exterior wall shall not exceed the equivalent of 15% of the area of the exterior wall on which the fascia sign(s) is (are) located.
- (e) If:
 - (i) a building is divided into units, some or all of which have individual frontages, and
 - (ii) individual fascia signs are proposed for the individual unit frontages,the Development Officer or the Commission may limit the area of an individual unit's fascia sign(s) to the equivalent of 15% of the area of the exterior frontage wall of the unit.

(8) Free-standing Signs:

- (a) Only in the districts indicated in Section 60(8)(b), (c) and (d):
 - (i) one free-standing sign is allowed per building. If a parcel abuts more than one public roadway other than a lane, the parcel may be allowed one additional free-standing sign for each abutting roadway in excess of one, anywhere on the parcel, at the discretion of the Development Officer or the Commission.
 - (ii) no part of a free-standing sign shall project beyond the parcel lines;
 - (iii) the area of pylons, supports and structural members shall be computed as part of the area of the free-standing sign if they carry advertising or if they are so constructed as to form part of the advertisement.
- (b) In the C-D, C-G, C-H, C-S and all industrial districts, free-standing signs shall:
 - have a maximum height of 9.0 m;
 - have a maximum area of 10.0 m².

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- (c) In the C-L and all public service districts, free-standing signs shall:
 - have a maximum height of 4.0 m;
 - have a maximum area of 5.0 m²;
 - if artificially illuminated, be illuminated to the satisfaction of the Development Officer or the Commission.
- (d) In the C-N and the UR districts, free-standing signs shall:
 - have a maximum height of 4.25 m;
 - have a maximum area of 7.5 m²;
 - if artificially illuminated, be illuminated to the satisfaction of the Development Officer or the Commission.
- (e) In the R-CM, R-MH, R-37, R-50, R-60, R-75, R-100, R-150 and R-200 districts, free-standing signs shall:
 - have a maximum height of 2.0 m;
 - have a maximum area of 3.0 m²;
 - if artificially illuminated, be illuminated to the satisfaction of the Development Officer or the Commission;
 - be identification signs only.

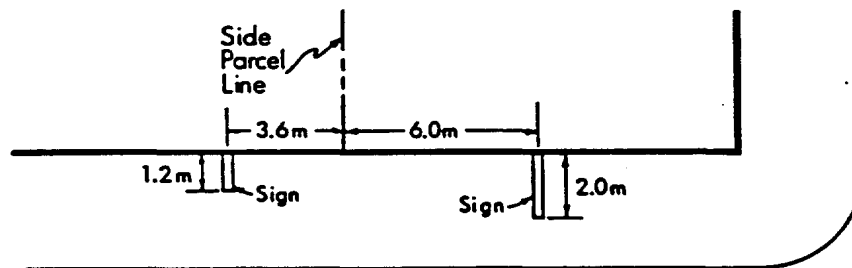
(9) Projecting Signs:

- (a) Projecting signs are allowed in all commercial, industrial, and public service districts, and in the urban reserve district.⁶
- (b) Projecting signs in public service districts shall be identification signs only.
- (c) Projecting signs shall have a minimum clearance of 2.4 m from grade.
- (d) Projecting signs may project:
 - a maximum of 2.4 m over City property, and
 - not closer than 0.6 m to the curb or edge of a constructed street, and
 - a maximum of 1.0 m for every 3.0 m of frontage between the sign and the nearest side parcel line.

Example of maximum projection formula in Section 60(9)(d):

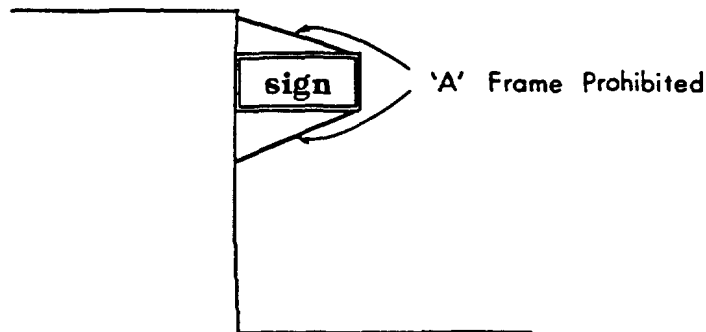
If a sign is to be located 6.0m from the side parcel line, then the maximum projection may be:

$$\frac{6.0\text{m}}{3.0\text{m}} \times 1.0\text{m} = 2.0\text{m}$$



⁶ By-law 5180: October 21, 2002

- (e) A projecting sign shall have a separation of not more than 0.6 m between the sign and the exterior wall to which it is attached.
- (f) The total area:
 - (i) of a projecting sign shall be the sum of the area of the two or more faces of the sign, and shall include the area of supports and structural members if they carry advertising or if they are so constructed as to form part of the advertisement, and
 - (ii) of one face of a projecting sign shall not exceed the equivalent of 15% of the area of the exterior wall on which the sign is located, and
 - (iii) of all projecting signs on an exterior wall shall not exceed the equivalent of 30% of the area of the exterior wall on which the signs(s) is(are) located.
- (g) Projecting signs shall not be supported by an "A" frame.



(10) Roof Signs:

- (a) Roof signs shall be allowed in the C-D, C-G, C-H and all industrial districts, provided the sites are not located within 90.0 m of the portion of the Crowsnest Trail west of Mayor Magrath Drive.
- (b) Roof signs shall not be placed on the sloped portion of a roof except that roof signs may be placed on the sloped portion of a mansard roof.
- (c) Roof signs shall not be placed on a roof with a height greater than 14.0 m.
- (d) A roof sign shall not be higher than 5.0 m above the portion of the roof to which the sign is attached.
- (e) Roof signs shall have a maximum area of 19.0 m².
- (f) A roof sign shall be separated a minimum distance of 90.0 m from another roof sign.