

SCHEDULE "C"
SIGN REGULATIONS

1 PURPOSE

The purpose of these regulations is to ensure the application of appropriate planning considerations in the construction, placement and use of signs.

2 DEFINITIONS

In this Schedule, unless the context requires otherwise:

- (a) **Auxiliary Sign** means a sign which advertises or calls attention to an accessory use on the site on which the sign is located such as but not limited to an automated banking machine or lottery ticket outlet.
- (b) **Billboard** means a sign which advertises or calls attention to:
 - (i) a product other than a product sold or offered for sale on the property on which the sign is located;
 - (ii) a business, organization or facility other than a business, organization or facility located on the property on which the sign is located;
 - (iii) a service other than a service provided on the property on which the sign is located;
 - (iv) an activity or event other than an activity or event carried out or taking place on the property on which the sign is located; or
 - (v) a property other than the property on which the sign is located.

Typical billboards include but are not limited to signs on which advertising copy is pasted, glued, painted or otherwise attached so as to permit its periodic replacement.
- (c) **Directional Sign** means a sign for directing pedestrian or vehicular traffic to buildings, businesses or facilities but does not include advertising other than a name and a logo. A directional sign may include ingress and egress signs and parking signs.
- (d) **Facia Sign** means a sign, other than a billboard, attached to or painted, marked or inscribed on a fence, window or exterior wall of a building that does not extend more than 40cm out from the fence, window or wall.
- (e) **Freestanding Sign** means a sign, other than a billboard, that is supported independently of a building or fence and is permanently affixed to the ground.
- (f) **Non-Portable Billboard** means a billboard other than a portable billboard.
- (g) **Portable Billboard** means a billboard mounted on a stand or other support structure which is designed in such a manner that the billboard can readily be relocated.

- (h) **Portable Sign** means a sign, other than a portable billboard, mounted on a stand or other support structure which is designed in such a manner that the sign can readily be relocated.
- (i) **Property** means a lot or in the case of a development located on or proposed to be located on more than one lot, the aggregate of the lots on which the development is located or proposed to be located.
- (j) **Roof Sign** means a sign, other than a billboard, that is attached to a roof or erected or placed on, over or above a roof.
- (k) **Sign** means any visual medium, including its structure and other component parts, that displays or is intended to be used for the display of words, numbers, symbols or pictures for the purpose of providing direction or warning, conveying information or calling attention to a product, business, organization, facility, service, activity, event or property and shall include, without limiting the generality of the foregoing, notices, banners, posters and billboards.
- (l) **Sign Area** means the entire surface area of a sign used or intended to be used for the display of words, numbers, symbols or pictures provided that:
 - (i) in the case of a double-faced sign, only half of the surface area of each face of the sign shall be used in calculating the surface area of the sign; and
 - (ii) in the case of a sign painted, marked or inscribed on a fence, window or exterior wall of a building, the surface area of the sign shall be the area of the smallest rectangle capable of enclosing the words, numbers, symbols or pictures displayed on the sign.

3 PERMIT REQUIRED

No person shall construct, place, relocate or alter a sign on any property, except as otherwise provided for in this Schedule, without first obtaining a development permit.

4 SIGNS NOT REQUIRING A DEVELOPMENT PERMIT

- (1) These regulations shall not apply to:
 - (a) a traffic control device erected by the City or such other sign as may be located within the right-of-way of a highway or road pursuant to the provisions of the Streets Bylaw, being Bylaw No. 1556 of the City of Medicine Hat, as amended or replaced from time to time;
 - (b) a sign displayed inside a building that is intended to be viewed from the interior of the building;

- (c) a sign displayed in or on a motor vehicle or a trailer other than a motor vehicle or trailer referred to in Section 5(3); and
 - (d) an official notice, placard, poster or other sign required or permitted to be displayed pursuant to the provisions of federal, provincial or municipal legislation other than this Bylaw.
- (2) The following signs shall be deemed to have been approved without the requirement of a development permit:
- (a) a sign other than a facia sign that is located on property for the sole purpose of advertising that the property is for sale or rent provided that the sign is not illuminated and that the sign area does not exceed 1.5m²;
 - (b) a political campaign sign provided that the sign is not located on public property and is removed within 7 days after the election to which the sign relates;
 - (c) a construction sign on a property on which construction work is being carried out provided that the sign is removed upon completion of the construction work;
 - (d) a banner, placard or poster advertising the sale of products or services by retail provided that:
 - (i) the banner, placard or poster is located on the property on which the products or services are offered for sale; and
 - (ii) the banner, placard or poster is not displayed for more than 30 days in any calendar year;
 - (e) seasonal or holiday decorations;
 - (f) municipal address numbers or letters displayed on the property to which they refer;
 - (g) a non-illuminated facia or freestanding sign for the sole purpose of identifying
 - (i) the property on which the sign is located;
 - (ii) the owner of the property on which the sign is located; or
 - (iii) the person, business or organization occupying the property on which the sign is located

provided that the sign area does not exceed 1m²;
 - (h) a sign advertising a garage or yard sale provided that
 - (i) the sign is displayed for not more than 48 hours;
 - (ii) the sign area does not exceed 1m²; and
 - (iii) the sign is not located on public property;

- (i) a portable sign;
 - (j) a portable billboard;
 - (k) a notice, placard or poster attached to a window for the sole purpose of advertising or calling attention to a non-profit organization, activity or event taking place in the City, provided that the sign area of the notice, placard or poster does not exceed 0.5m²;
 - (l) a change in the words, numbers, symbols or pictures on non-portable billboards, portable billboards or portable signs; and
 - (m) a sign displayed on a door, including a door plate, door bar or kick plate.
- (3) A sign deemed to have been approved without the requirement of a development permit pursuant to this Schedule shall be subject to the General Sign Regulations and Special Sign Regulations set out in this Schedule.
 - (4) No person shall construct, place, relocate or alter a sign deemed to have been approved without the requirement of a development permit which does not comply with the General Sign Regulations and Special Sign Regulations set out in this Schedule.
 - (5) A sign referred to in clause 4(2) other than a sign referred to in sub-clause (2)(d) or (2)(j) may be constructed, placed, relocated or altered on a property located in a land use district designated as a residential district.

5 DISCRETIONARY USES

- (1) For purposes of this Bylaw, all signs requiring a development permit shall be considered to be discretionary uses - Development Officer in all land use districts other than districts designated as residential districts.
- (2) Except where otherwise expressly allowed in this Schedule, no sign shall be constructed, placed, relocated or altered on a property located in a land use district designated as a residential district.
- (3) Notwithstanding any other provision in this Schedule, no person shall place a motor vehicle or a trailer on a site where the purpose for placing the motor vehicle or trailer on the site is to display a sign. For purposes of this clause "trailer" shall not include a trailer that is designed exclusively for the purpose of displaying and transporting a portable sign or portable billboard.
- (4) Notwithstanding any other provision in this Schedule, no person shall construct, place, relocate or alter a sign other than a traffic control device, on municipal reserve or environmental reserve unless the sign is constructed, placed, relocated or altered as part of a park or recreational facility.

6 APPLICATION REQUIREMENTS

- (1) To apply for a development permit for a sign, the applicant shall
 - (a) complete the form provided by a Development Officer;
 - (b) provide one copy of a plan of the sign, drawn to scale, showing
 - (i) the proposed location and elevation of the sign;
 - (ii) the proposed dimensions of the sign;
 - (iii) the size of any letters or numbers to be shown or displayed on the sign;
 - (iv) in the case of a sign that is to be attached to and project out from a fence, wall or window more than 40cm, the extent of the projection from the fence, wall or window;
 - (v) in the case of an illuminated sign, the method and manner of illuminating the sign, including details of illumination by way of animated, flashing or intermittent lights;
 - (vi) the distance of the proposed sign from any traffic control device located within 25m of the sign; and
 - (vii) the distance of the proposed sign from any road intersection, located within 25m of the sign;
 - (c) provide such other information as may reasonably be required by the Development Officer; and
 - (d) pay the fee prescribed for issuance of the development permit.
- (2) Plans provided that depict buildings shall be drawn to a scale of not less than 1:100, provided always that drawings of plot plans may be drawn to a scale of up to 1:500.

7 GENERAL SIGN REGULATIONS

- (1) No sign shall be constructed, placed, relocated or altered which, in the opinion of the Development Authority:
 - (a) conflicts with the general character of the surrounding streetscape or the architecture of buildings in the area;
 - (b) unduly blocks natural light or the view from a building adjacent to the sign;
 - (c) due to its location, shape, size, colour, format or illumination
 - (i) obstructs the view of, or may be confused with, a traffic control device;
 - (ii) obstructs the view of, or otherwise poses a potential hazard to, vehicle or pedestrian traffic; or

- (iii) unduly distracts the attention of pedestrians or persons operating vehicles on a highway or road;
 - (d) displays lights which resemble or may be mistaken for the flashing lights usually associated with hazards or danger or with those used on police, fire, ambulance or other emergency vehicles.
- (2) No sign, or any portion thereof, may be located within a utility right-of-way;
- (3) Subject to the Special Sign Regulations, no sign or any portion thereof, other than a traffic control device or such signs as may be located within the right-of-way of a highway or road pursuant to the provisions of the Streets Bylaw, shall be located within the right-of-way of a highway or road.
- (4) In the case of a sign or portion thereof projecting over a private sidewalk or other private pedestrian passage, there shall be a minimum clearance of 2.4m between the bottom of the sign or portion thereof projecting over the sidewalk or pedestrian passage and the surface of the sidewalk or pedestrian passage.
- (5) In the case of a sign projecting over a private driveway, there shall be a minimum clearance of 5.5m between the bottom of the sign or portion thereof projecting over the driveway and the surface of the driveway.
- (6) A sign shall at all times be maintained in good repair and without limiting the generality of the foregoing:
 - (a) a sign shall at all times be structurally sound;
 - (b) a sign shall not be allowed to peel or become torn, and
 - (c) any portion of a sign that is metal shall not be allowed to rust.
- (7) The back of a sign other than a fascia sign shall be enclosed to the satisfaction of the Development Authority.
- (8) In the case of a double faced sign, the sides of the sign shall be enclosed to the satisfaction of the Development Authority.
- (9) In addition to the conditions that may be imposed on development permits generally, the Development Authority may attach conditions to a development permit for a sign including, without limiting the generality of the foregoing, the following conditions:
 - (a) that the property on which a freestanding sign or non-portable billboard is to be located be landscaped;
 - (b) that any wall or fence to which a sign is to be attached or that will be within 2m of a proposed sign be painted or otherwise decorated; and
 - (c) that skirting materials be used in constructing, placing, relocating or altering a freestanding sign or non-portable billboard

to the satisfaction of the Development Authority.

8 SPECIAL SIGN REGULATIONS

(1) Awning and Canopy Signs

- (a) Awning and Canopy Signs may be located on multi-family dwellings provided they are limited to on-site name and address identification;
- (b) Awning or Canopy Signs shall
 - (i) not exceed 1.5m in height,
 - (ii) not exceed 2.5m in width, and
 - (iii) not be suspended from a support structure in any way that in the opinion of the Development Authority poses a hazard to pedestrians.
- (c) There shall be a minimum clearance of 2.4m between the bottom of the awning or canopy and the surface of the ground below the awning or canopy.

(2) Signs Overhanging Public Sidewalks and Public Roads

In an area designated as C-2 Neighbourhood Commercial District or C-4 Downtown Commercial District the following regulations shall apply:

- (a) a sign or portion thereof may project over the right-of-way of a road provided that with the exception of a sign projecting over a lane, no portion of the sign shall be located within 0.8m of the portion of the road used for the passage of motor vehicles;
- (b) in the case of a sign or portion thereof projecting over a sidewalk or other pedestrian passage, there shall be a minimum clearance of 2.4m between the bottom of the sign or portion thereof projecting over the sidewalk or pedestrian passage and the surface of the sidewalk or pedestrian passage; and
- (c) in the case of a sign or portion thereof projecting over a lane or driveway, there shall be a minimum clearance of 5.5m between the bottom of the sign or portion thereof projecting over the lane or driveway and the surface of the lane or driveway.

(3) Roof Signs

- (a) A roof sign shall be architecturally integrated with the building on which it is located, other signs or buildings on the property and any signs and buildings on a property abutting the property on which it is located.

- (b) A roof sign may be illuminated but may not have flashing or intermittent lights or a device or mechanism that creates the impression of flashing or intermittent lights.
- (c) No roof sign or part of a roof sign shall move in a revolving or rotating manner.
- (d) No billboard or portable sign shall be attached to a roof or erected or placed on, over or above a roof.

(4) Freestanding Signs

One freestanding sign may be allowed per site, except:

- (a) where a site abuts more than one highway or road, the Development Authority may allow an additional freestanding sign for each highway or road, and
- (b) where a site has in excess of 100m of frontage, the Development Authority may allow an additional freestanding sign.

(5) Directional Signs

A directional sign shall:

- (a) be a freestanding sign;
- (b) not exceed 3m² in size;
- (c) not exceed 2.5m in height;
- (d) be located a minimum of 2m from a road right-of-way; and
- (e) be located a minimum of 30m from a road intersection.

(6) Portable Signs and Portable Billboards

Portable signs and portable billboards shall be subject to the following regulations:

- (a) The sign area of a portable sign or portable billboard shall not exceed 5m²;
- (b) The height of a portable sign or portable billboard, including the stand or other support structure on which the portable sign or portable billboard is mounted, shall not exceed 2.5m;
- (c) A portable sign or portable billboard shall not be located within 0.5m of the property line of the property on which it is located;

- (d) A portable sign or portable billboard may be illuminated provided that any flashing or intermittent lights on a portable sign or portable billboard located within 100m of a dwelling unit shall be turned off between the hours of 11:00 p.m. and 7:00 a.m.;
- (e) A portable sign or portable billboard shall not occupy a parking space or loading space or any portion thereof on any property unless the number of parking spaces or loading spaces on the property not occupied in whole or in part by the portable sign or portable billboard is sufficient to meet the requirements set out in this Bylaw;
- (f) There shall be a minimum distance of 35m between a portable sign or portable billboard and any other sign;
- (g) Notwithstanding any other provision in this Schedule, a portable sign shall not be displayed on a property in a land use district designated as a residential district for more than 15 days in any calendar year.

(7) Non-portable Billboards

- (a) Non-portable Billboards shall be subject to the following regulations:
 - (i) Non-portable billboards located within 100m of Highway No. 1 or Highway No. 3 shall be subject to the following spacing requirements;
 - (A) there shall be a minimum distance of 1km between any two non-portable billboards located on the same side of Highway No. 1 or Highway No. 3;
 - (B) there shall be a minimum distance of 300m between any two non-portable billboards located on opposite sides of Highway No. 1 or Highway No. 3;
 - (C) there shall be a minimum distance of 300m between any non-portable billboard located within 100m of Highway No. 1 and any non-portable billboard located within 100m of Highway No. 3.
 - (ii) No non-portable billboard shall be located within 100m of
 - (A) the banks of the South Saskatchewan River, or
 - (B) the parks in the City referred to as Strathcona Park, Lions Park, Kin Coulee Park, Echo Dale Park or Police Point Park;
 - (iii) No non-portable billboard or any part of a non-portable billboard shall be located within 6m of the right-of-way of Highway No. 1 or Highway No. 3.
- (b) In addition to the requirements of subsection 6, an applicant for a development permit for a non-portable billboard shall provide:

- (i) a certified copy of the certificate of title to the property, where the applicant is the owner of the property on which the non-portable billboard is to be located; or
- (ii) a letter from the owner of the property or his agent authorizing the non-portable billboard to be located on the property where the applicant is not the owner of the property on which the non-portable billboard is to be located; and
- (iii) at least 2 colour photographs showing:
 - (A) the proposed location of the non-portable billboard;
 - (B) the properties abutting the property on which the non-portable billboard is to be located; and
 - (C) any signs within 30m of the proposed non-portable billboard.