

### **13.3 Sign Regulations**

No sign shall be erected, enlarged, changed or structurally altered except in conformity with this bylaw and the sign regulations stated in sections 3.3 and 3.4.

(1) The following definitions shall be used to define signs in this Land Use Bylaw:

**A-board** means a self supporting A-shaped local advertising sign which is set upon the ground and has no external supporting structure.



*A-board sign for illustrative purposes*

**Accessory Tenants** means businesses, which have leased land or buildings or space within a building from the principal business on a site;

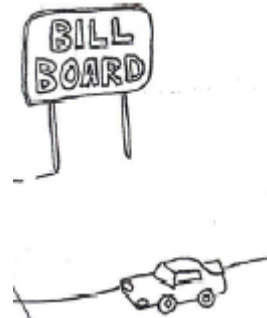
**Awning Sign** means a non-illuminated local advertising sign which is painted on or affixed flat to the surface of an awning.



*Awning sign for illustrative purposes*

**Billboard** means a sign to which

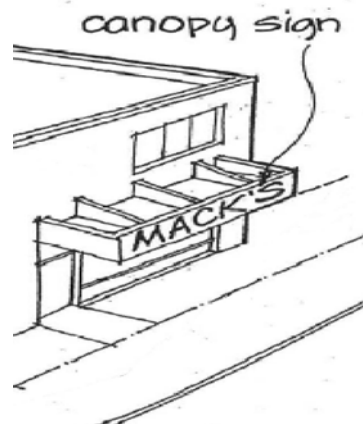
advertising copy is pasted, glued, painted or otherwise fastened to permit its periodic replacement and includes poster panels and painted structures. A billboard displays third-party advertising.



*Bill board sign for illustrative purposes*

**Canopy** means a non-retractable, solid projection which extends from the wall of a building and includes a structure commonly known as a theatre marquee, but does not include normal architectural features such as lintels, sills, mouldings, architraves, awnings and pediments.

**Canopy Sign** means a local advertising sign attached to or constructed in or on a face of a canopy or marquee but does not include an under canopy sign;



*Canopy sign for illustrative purposes*

**Construction Sign** means a sign located on a site where construction is planned and which

contains general information about the intended construction.

**Corner Lot** for the sole purpose of section 3.4 (9) means that portion of any site abutting two streets.

**Directional Sign** means a sign which indicates the distance and/or direction to a place of business or other premises indicated on the sign.

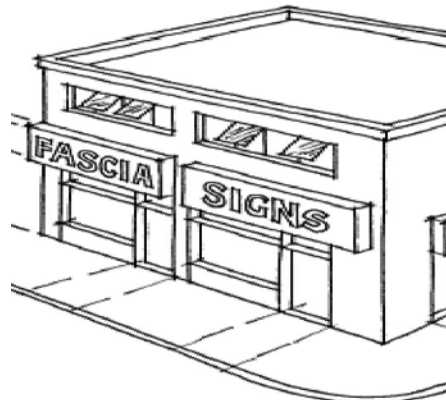
**Election Sign** means any sign used to promote a candidate or party during a municipal, school board, provincial or federal election or any election held pursuant to the Local Authorities Election Act.

**Electric Sign** means a sign which utilizes an electrical energy source.

**Existing Billboard** means a billboard that has been approved prior to the adoption of Land Use Bylaw No. 3357/2006.

**Façade** means the exterior wall of a building exposed to public view or that wall viewed by persons not within the building.

**Fascia Sign** means a local advertising attached to, marked or inscribed on and parallel to the face of a building wall but does not include a billboard, a third-party advertising sign or painted wall sign.



*Fascia sign for illustrative purposes*

**Flashing Sign** means a sign which contains an intermittent or flashing light source.

**Free Standing Sign** means a local advertising sign that is supported independently of a building wall or structure but does not include a temporary sign.



*Free standing sign for illustrative purposes*

**Frontage** means the minimum straight line distance between the intersection of the side lot lines and the front lot lines.

**Frontage** for the sole purpose of section 3.4 (9) means that portion of any site abutting the street.

**Garage Sale Sign** means a sign advertising any general sale to the public of personal property from a site in any residential district.

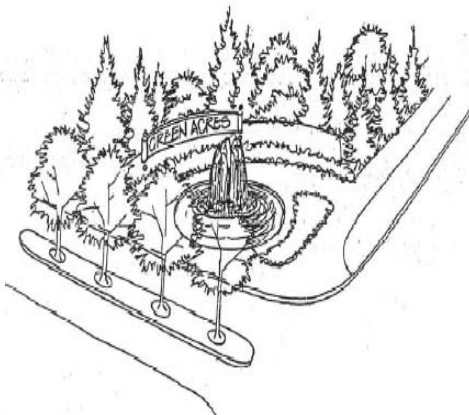
**Height of Sign** means the vertical distance measured from the highest point of the sign or sign structure to grade.

**Identification** means a sign which contains no advertising but is limited to the name, address and number of a building, institution or person.

**Inflatable Sign** means a sign or other advertising device which is designed to be inflated with air or a lighter-than-air gas and to be anchored or affixed to a building or to the ground.

**Local Advertising Sign** means a sign which advertises the business on the property where the sign is located.

**Neighbourhood Identification Sign** means a sign which states the name of a community area and may contain a logo, symbol or map which is related to the community name.



*Neighbourhood identification sign for illustrative purposes*

**Open House Sign** means a sign advertising an open house for

residential property for sale, and may include an A-board sign.

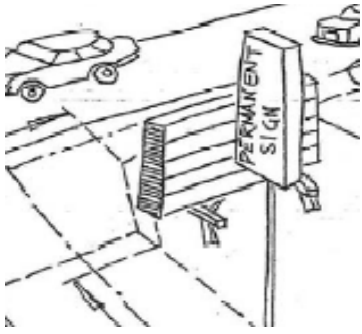
**Owner** means a person, or the authorized agent of such person, in lawful possession or control of a sign.

**Painted Wall Sign** means a sign which is painted directly upon any outside surface or other part of a building advertising products, services, or activities which need not relate to products, services, or activities provided for at the property on which the sign is located and also includes supergraphics.



*Painted wall sign for illustrative purposes*

**Portable Sign** means any sign or advertising device that can be carried or transported from one site to another, which does not rely on a building or a fixed concrete foundation for its structural support and includes sign commonly know as mobile signs, temporary signs, inflatable signs, or devices or banners, whether tethered to a building or no, vehicles placed in a location for advertising purposes, but does not include A-board or real estate sign or signage permanently attached and forming part of motor vehicles used in the day to day conduct of a business.



*Portable sign for illustrative purposes*

**Projecting Sign** means a sign which projects from a structure or a building face and includes a sign in the shape of a canopy but does not include a canopy sign or an awning sign.



*Projecting sign for illustrative purposes*

**Property Management Sign** means a sign that identifies the party responsible for the management of the site and any necessary sales, leasing or rental information.

**Reader Board** means a sign which provides for a changeable message through the uses of an electronically displayed message or other similar means and which forms an integral part of the sign

which advertises events related to the principal building and may be used for sponsor recognition.

**Real Estate Sign** means a sign erected on a site by the owner or agent of the owner of the site, advertising the site for sale or lease but does not include an inflatable sign.

**Roof Sign** means a sign or logo which is erected upon or above a roof or parapet of a building but does not include an inflatable sign.



*Roof sign for illustrative purposes*

**Rotating Sign** means a local advertising sign or portion of a local advertising sign which moves in a revolving manner, but does not include a clock.

**Sign** includes any device used to identify or advertise a place of business or a product, whether words or numbers are used or not.

**Sign Area** means the entire surface area of a sign on which advertising copy could be placed and includes any frame or

embellishment which forms an integral part of the display, but does not include landscaping and in the case of a double-face or multi-face sign, the average of the total area of all sign faces.

**Sign Permit** means permission in writing given by the Development Officer to erect or place a sign in accordance with the land use bylaw or any variance thereto.

**Sign Structure** means a structure designed to support a sign and may consist of a single pole or be a wall or an integral part of the building.

**Sponsor** means a corporation or organization that enters into an agreement to pay money to a property owner in exchange for public recognition of the sponsor's contribution, including the right to advertise the name of the sponsor on signage on the property.

**Sponsor Recognition** means the identification, by name and/or logo, of an individual or organization.

**Subdivision** means a neighbourhood of approximately 160 acres.

**Subdivision Identification Sign** means a sign containing general information about a new subdivision such as the name of the subdivision or the name of the developer.

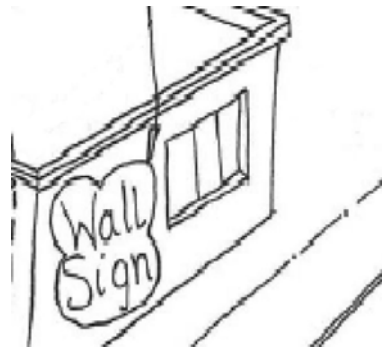
**Supergraphics** means a graphic design painted on a building, which does not convey a defined

advertising message or logo and includes a mural.

**Third-party Advertising** means a sign which refers to goods, activities or services other than those produced, offered for sale or free or obtainable at the premises or on the site on which the sign is displayed.

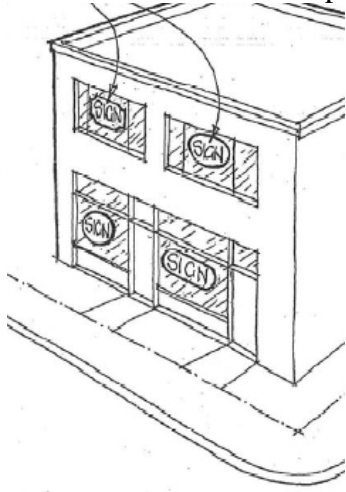
**Under-Canopy Sign** means a local advertising sign which is suspended beneath a canopy.

**Wall Sign** means a sign which is mounted or fixed to or supported by a wall by any means but does not include a fascia sign and may display general advertising.



*Wall sign for illustrative purposes*

**Window Sign** means a local advertising sign which is painted on, attached to or installed inside a window for the purpose of being viewed from outside the premises.



*Window sign for illustrative purposes*

Reference to land use districts in this section means the respective land use district established in the Land Use Bylaw.

**(1) Sign Regulation Procedures**

- (a) Duties of the Development Officer pursuant to sign regulations,
- (b) The Development Officer may by notice in writing:
  - i. direct the owner to correct the condition of any sign or remove any sign within 30 days of receipt of the notice where, in the opinion of the Development Officer, that condition or sign constitutes a violation of this bylaw or any permit hereunder, has become unsightly or is unsafe;
  - ii. order the owner to stop work on a sign if it is proceeding in contravention of this bylaw;
  - iii. order the owner to stop work on a sign if a permit has not been issued.

**(2) Sign Permit and Requirements**

- (a) Except as provided in section 3.3(4), no person shall place, replace, erect or use any sign without first obtaining a sign permit.
- (b) A person who fails to comply with any of the provisions of sections 3.3 and 3.4 shall be guilty of an offence and subject to the penalties set out therein.
- (c) The Development Officer shall issue a sign permit if the sign complies with the provisions of the Land Use Bylaw.
- (d) The sign permit shall bear the date on which it is issued and if active work is not commenced within the period of 12 months from the date of its issuance, the sign permit shall expire and become invalid, unless the Development Officer approves an extension of time which must be requested by the owner.
- (e) Provided the sign is erected within 12 months of the date of issue of the permit, the permit shall continue in force from year to year.
- (f) An application for a sign permit shall include the following:
  - i. the name and address of:
    - (1) the sign company responsible for the sign; and

- (2) the owner of the sign; and
      - (3) the registered owner of the land or premises upon which the sign is to be erected.
    - ii. a site plan designating location and setback requirements;
    - iii. a plan showing the following construction details:
      - (1) the overall dimensions of the sign and the total sign area;
      - (2) the amount of projection from the face of the building, where applicable;
      - (3) the amount of projection over City Property, where applicable;
      - (4) the height of the top and the bottom of sign above City streets, sidewalks, or the average ground level at the face of the building or sign;
      - (5) the distance to aerial power lines from freestanding signs.
  - (g) Normal maintenance of a sign in accordance with an existing permit does not require a new permit.
  - (h) Whenever the conditions of installation require unusual structural provisions, the Development Officer, if he deems it necessary in the interest of public safety, may require that a structural drawing be prepared by and bear the seal of a professional engineer.
  - (i) Upon application by the Owner the Municipal Planning Commission may consider a relaxation of only the size, dimension, area or distance separation for any sign, and the Municipal Planning Commission may, if it considers that the request is reasonable, grant a relaxation for those items only.
- (3) Signs Not Requiring a Sign Permit**
- The following signs shall not require a sign permit but must comply with the regulations of the Land Use Bylaw as amended, where applicable:
- (a) signs, notices, placards or bulletins required or permitted to be displayed:
    - (i) under the provision of federal, provincial or municipal legislation;

- (ii) by or on behalf of the federal, provincial or municipal government; or
  - (iii) on behalf of a department, a commission, a board, a committee or an official of the federal, provincial or municipal government.
- (b) Advertising signs displayed in or on buses, bus shelters, bus stop seats or on garbage or recycling bins located on streets under an agreement with the City;
- (c) Signs located in or on taxicabs, under the Taxi Business Bylaw;
- (d) Signs located inside a building, including permanent tenant identification signs located inside an enclosed shopping mall;
- (e) The name or address of a building when it is sculptured or formed out of the fabric of the building face;
- (f) Street numbers or letters displayed on a premises where together the total copy area is less than 1.2 m<sup>2</sup>;
- (g) A fascia sign which is attached to a residential dwelling unit or its accessory buildings and states no more than the name of the building or the name of the persons occupying the building or both, provided that the total sign area does not exceed 0.28 m<sup>2</sup>;
- (h) A fascia sign or a canopy sign which is attached to a building other than a residential dwelling unit and states no more than:
  - (i) the name or address of the building;
  - (ii) the name of the person or institution occupying the building; and
  - (iii) the activities carried on in the building including hours of operations and rates charges, provided the total sign area does not exceed 1.5 m<sup>2</sup>;
- (i) A real estate property management sign on private property in a residential district, provided that the total sign area does not exceed 1.0 m<sup>2</sup>;
- (j) A real estate or property management sign on private property in a district other than a residential district provided that the total sign area does not exceed 6.0 m<sup>2</sup>;

- (k) Signs placed on a premises for the guidance, warning or restraint of persons;
- (l) Window signs, unless otherwise stated in this section;
- (m) A-Board signs located within the boundaries of lots in the I1, I2, C1 and C1A land use districts provided that:
  - (i) such signs do not display third-party advertising; and
  - (ii) in the I1 and I2 Districts such signs may not be placed on any portion of a lot which abuts an arterial road; and
  - (iii) provided these signs meet the requirements in section 3.4(1);
- (n) Candidates' election signs only during the following time frames:
  - (i) between September 1 of an election year and the date of the election, in the case of an election under the Local Authorities Election Act;
  - (ii) between the date the election is officially called and the date of the election, in the case of elections for Federal and Provincial public office;

provided that the signs comply with section 3.4 (12).
- (o) Directional signs with an area less than 1.4 m<sup>2</sup>;
- (p) Construction signs, provided they conform to the following requirements:
  - (i) there shall not be more than a total of four construction signs per site;
  - (ii) in residential subdivisions, the total area of all four construction signs shall not exceed 6.4 m<sup>2</sup>; and
  - (iii) in commercial and industrial subdivisions, the total area of all four construction signs shall not exceed 25 m<sup>2</sup>.
- (q) Garage sale signs provided that:
  - (i) there are no more than 3 signs per garage sale event;
  - (ii) the signs do not exceed a size of 1.4 m<sup>2</sup> ; and

- (iii) there are not more than 3 garage sale events per year from any one dwelling unit.
  - (r) Open house signs provided that the signs do not exceed a size of 1.4 m<sup>2</sup> or 0.61m x 0.92m<sup>2</sup> if A-board style.
- (3.1) The following regulations apply to signs described in subsection 3.3(3):
- (a) No individual construction sign in a residential area may exceed 3.2 m<sup>2</sup> in area.
  - (b) All construction signs must be located on private property.
  - (c) Construction signs shall be professionally designed and maintained to the satisfaction of the Development Officer.
  - (d) Construction signs may be erected within a period starting not earlier than six months before the date of intended construction and ending three months following the completion of construction, but in no case shall a construction sign be erected for a maximum total time period of 18 months.
  - (e) Garage Sale signs may be placed on boulevards adjacent to residential districts where the sale is taking place for a 24 hour period prior to the garage sale event and 24 hours following the garage sale event.
  - (f) Open House signs may be place on boulevards adjacent to residential districts where the sale is taking place for a 24 hour period prior to the open house and 24 hours following the open house;

**(4) Sign Owner's Responsibility**

- (a)** Neither the granting of a sign permit, nor the approval of the plans nor any inspections made by the Development Officer shall in any way relieve the Owner from full compliance with the Land Use Bylaw or other applicable legislation.
- (b)** The Owner of a sign shall permit any Safety Code Officer to enter the Owner's premises at any reasonable time for the purpose of inspecting the sign or administering or enforcing this bylaw.
- (c)** The owner of a sign shall at all times maintain the sign in a proper and safe state of repair and shall not allow or permit the sign to become dilapidated or unsightly.
- (d)** Unless otherwise allowed in this section, no person shall attach anything to an existing permitted sign unless a new permit is issued for such addition.

**(5) General Regulations, Structural Provisions**

- (a)** All sign structures shall be securely built, constructed and erected to conform to the standards set forth in this section.

**(6) Safety Provisions**

- (a)** No person shall:
  - i.** erect or maintain any sign that is in contravention of this or any other City bylaw;
  - ii.** erect a sign or sign structure on any exterior stairway, fire escape, fire tower or balcony serving as a horizontal exit; or
  - iii.** erect a sign so that any portion of the surface or supports will interfere in any way with any of the following:
    - (1)** any opening necessary for a standpipe, required light, ventilation or exit from the premises;
    - (2)** the free use of any window above the first storey; or
    - (3)** the free passage from one part of a roof to another part of the same roof;
- (b)** erect, construct or maintain a sign or a display structure so as to create a hazard for pedestrian or vehicular traffic by blocking sight lines between pedestrian and vehicular traffic or distracting a driver or pedestrian, as determined by the Engineering Services Development Officer;

- (c) erect, construct or maintain any sign which makes use of the words, “STOP”, “LOOK”, and “DANGER” or any other word, phrase, symbol or character in such a manner as to interfere with, mislead or confuse traffic.

**(7) Illumination Provisions**

- (a) No person shall place flashing signs at locations closer than 23.0 m to any dwelling in a residential district.
- (b) No person shall place flashing signs, revolving beacons, readograms, stationary lights or coloured signs at locations which may, in the opinion of the Engineering Services Development Officer, obscure or cause confusion with traffic lights and traffic signs or in any way endanger progress of traffic through the streets or lanes of the City.
- (c) No permit shall be issued for and no person shall erect, install or maintain an electric sign, unless it conforms with the Alberta Safety Codes Act and regulations thereto.

**(8) Projection Over City Property – Overhanging Sign**

- (a) Except for an A-board sign for which a permit has been issued under this bylaw or an election sign pursuant to section 3.4(12), no person shall erect a sign upon or over City property (including rights of ways, easements and utility lots), or within any setbacks required by the Land Use Bylaw without:
  - i. the approval of the Development Officer; and
  - ii. entering into an encroachment agreement binding upon the owner of the land or building to which the sign is attached, and containing provisions to:
    - (1) indemnify the City;
    - (2) place and maintain insurance; and
    - (3) charge the land with any costs incurred by the City.
- (b) no person shall erect a sign so that any part of the sign or the sign structure projects into or over a lane at a clearance less than 4.6 m above grade; and
  - i. within a distance of 7.5 m from the intersection of the boundaries of two streets, two lanes, or a street and a lane, no person shall erect a sign in such a manner that:
    - (1) a vertical line from the outer edge of the sign intersects the sidewalk below at a point less than 1.5 m from the face of curb;

(2) any part of the sign is less than 0.9 m from any utility pole or a pole supporting traffic signals or signs;

ii. no person shall place or construct a sign extending over a street or lane where the street or lane is less than 10.0 m wide.

**(9) Insurance**

(a) The owner of any sign that overhangs City property, where a permit has been issued, shall be responsible for maintaining in force an insurance policy naming the City as an additional insured and shall provide evidence of such insurance to the City on demand.

**(10) License Fee**

(a) Where a sign is permitted on City land, the owner shall pay to the City an annual license fee in an amount as established by Council from time to time.

**(11) Permit Fee**

(a) The permit fee for a sign is determined by the Permit Fee Bylaw.

**(12) Revocation of Sign Permit**

(a) The Development Officer may revoke any sign permit where:

- i. a sign for which such permit was issued violates the conditions of the permit or any of the provisions of this bylaw; or
- ii. the owner is in breach of any of the provisions of this bylaw.

### **3.4 Sign Regulation by Type**

#### **(1) A-board Signs**

(a) A-board Signs shall:

- (i) be of a painted finish, be neat and clean, and be maintained in such condition; and
- (ii) be of a size not exceeding 0.61 m wide by 0.92 m high, and not less than 0.30 m wide by 0.61 m high.

(b) A-board Signs placed on City property within a C1 or C1A District:

- (i) may only be placed on the boulevard or sidewalk in front of the business being advertised within 1.0 m of the face of the curb; and
- (ii) shall be placed as close as practical to a parking meter, where applicable.

(c) The Development Officer may issue a sign permit to permit one A-board sign to be erected in the boulevard of a collector or arterial road near a C3 District subject to the following conditions:

- (i) the C3 site for which the permit is issued shall be 40.0 m or more from a collector or arterial road;
- (ii) the A-board sign is erected for or on behalf of one tenant in the C3 site;
- (iii) not more than one A-board sign may be issued for the C3 site;
- (iv) the arterial or collector road on which the site is located is the one that provides the closest access to the C3 site;
- (v) the sign may remain at its approved location only during the business hours of the permit holder;
- (vi) the sign permit shall expire two years from the date of its issue; and
- (vii) subject to compliance with the distance requirements of this bylaw, the sign is to be placed as close as possible to the C3 site.

#### **(2) Subdivision Identification Signs**

(a) A Subdivision Identification Sign must meet the following requirements:

- (i) it must be professionally designed and maintained;

- (b) The appearance and contents of the sign must be approved by the Development Officer;
- (c) It must be located on private property adjacent to the entry of the subdivision;
- (d) It may not exceed 12.0 m<sup>2</sup> in area unless the sign is located more than 100.0 m from a roadway and is approved by the Development Officer;
- (e) Not more than one sign for each entrance to the subdivision;
- (f) It may be approved for a period of up to five years;
- (g) The Development Officer may approve one-year renewals of the permit for a Subdivision Identification Sign after the initial five-year term, provided that the sign remains properly maintained, there are still lots available for sale and the continued presence of the sign will not adversely affect any municipal interests in the land on which the sign is erected.

**(3) Awning Signs, Canopy Signs and Under Canopy Signs**

- (a) Awning signs shall not project from the building to a point greater than where a perpendicular line from the front edge of the awning will intersect the sidewalk 0.6 m from the face of curb.
- (b) Canopy signs may be attached to the sides and front of the canopy, and such signs may extend the entire length and width of the canopy.
- (c) Under canopy signs may be hung from the canopy provided such signs shall not:
  - (i) extend beyond the sides or the front of such canopy; and
  - (ii) exceed a vertical dimension of 1.5 m.
- (d) No person shall erect an awning sign, a canopy sign or an under canopy sign unless such sign:
  - (i) is securely hung and anchored to the building to which it is attached;
  - (ii) the structure to which it is attached is capable of resisting all stresses resulting from dead weight, snow and wind loads;
  - (iii) is at clearance of not less than 2.8 m from the grade of the sidewalk;
  - (iv) does not project more than 3.0 m from the face of the building or structure to which it is attached.

- (e) Projecting signs installed over or above canopies shall not be supported by the canopy.

**(4) Billboard Signs**

- (a) A billboard sign shall not:
  - (i) be more than 3.10 m high, and not more than 6.10 m long;
  - (ii) have a maximum height above grade of more than 6.1 m;
  - (iii) have a maximum area exceeding 19.0 m<sup>2</sup>;
  - (iv) not be located closer than 3.0 m to any property line;
  - (v) not be erected, constructed, altered or used anywhere within The City except as provided by this and other bylaws of The City.
- (b) The land and the sites in and about where the billboards are permitted shall be at all times maintained in a neat and clean manner, free from all loose papers and rubbish. A second face may be required on the billboard where the back of the billboard is visible to pedestrian or vehicle traffic.
- (c) An existing billboard may be relocated on the same site with the approval of the Development Officer.

**(5) Fascia Signs**

- (a) Fascia signs shall not be located above any portion of a street, or project over public property unless there is a minimum clearance from grade of 2.5 m and a maximum projection of 0.4 m.
  - (i) a fascia sign shall not exceed 15 % of the visible area of the façade of each wall of the building on which it is located;
  - (ii) a fascia may be illuminated.

**(6) Freestanding Signs**

- (a) A freestanding sign may be allowed in a setback area as established in the Land Use Bylaw and is subject to the condition that it be removed or relocated at the owner's expense upon 30 days written notice from The City.
- (b) In a PS (Public Service) site of less than 8.0 hectares freestanding signs are subject to the following regulations:
  - (i) one freestanding sign shall be allowed per lot frontage for the purpose of identifying the use or building on that lot;

- (ii) the sign shall be designed in a manner which is architecturally compatible with the general character of the building and/or the surrounding streetscape, as approved by the Development Authority;
  - (iii) the maximum area of the freestanding sign shall not exceed 2.0 m<sup>2</sup>;
  - (iv) the maximum height of the freestanding sign shall not exceed 4.5 m;
  - (v) free standing signs shall not identify any accessory tenants within the principle building;
  - (vi) the sign may be illuminated, but shall not have flashing or intermittent lights or device or mechanism that creates the impression of flashing or intermittent lights. Reader board signs are however permitted;
  - (vii) the bottom of the freestanding sign shall be at grade, except where the sign is located in an entrance or exit and obstructs sight lines, in which case section 3.4(6)(j) is to apply, unless varied by the Development Authority;
  - (viii) at the discretion of the Development Authority, landscaping may be required at the base of the sign.
- (c) In PS (Public Service) sites of 8.0 – 17.0 hectares, freestanding signs are subject to the following regulations:
- (i) one sign may be allowed per lot frontage for the purpose of identifying the said use or building;
  - (ii) the sign shall be designed in a manner which is architecturally compatible with the general character of the building and/or the surrounding streetscape, as approved by the Development Authority;
  - (iii) the maximum sign area shall not exceed 8.0 m<sup>2</sup> for the first 15.0 m of frontage plus 0.3 m<sup>2</sup> for each additional 10.0 m of frontage to a maximum sign area of 9.2 m<sup>2</sup>;
  - (iv) the maximum height of a sign shall not exceed 9.0 m;
  - (v) up to 25% of the sign area may be allowed for the purpose of identifying any accessory tenants within the principal building;
  - (vi) the sign may be illuminated, but shall not have flashing or intermittent lights or device or mechanism that creates the

impression of flashing or intermittent lights. Reader board signs are however permitted;

(vii) the bottom of the freestanding sign shall be at grade, except where the sign is located in an entrance or exit and obstructs sight lines, in which case 3.4(6)(j) is to apply, unless varied by the Development Authority;

(viii) at the discretion of the Development Authority, landscaping at the base of the sign may be required.

(d) On Public Service (PS) sites greater than 17.0 hectares, a freestanding sign with sponsor recognition is permitted for so long as the site remains greater than 17.0 hectares in size and subject to the following regulations:

(i) one sign may be allowed per lot frontage for the purpose of identifying the said use or building;

(ii) the sign shall be designed in a manner which is architecturally compatible with the general character of the building and/or the surrounding streetscape, as approved by the Development Authority;

(iii) at the discretion of the Development Authority, a sign area greater than 9.2 m<sup>2</sup>;

(iv) the maximum height of a sign shall not exceed 9.0 m;

(v) up to 25% of the sign area excluding the area of any reader board may be allowed for the purpose of identifying any accessory tenants within the principal building or for the use of sponsor recognition;

(vi) the sign may be illuminated, but shall not have flashing or intermittent lights or device or mechanism that creates the impression of flashing or intermittent lights. Reader board signs are however permitted;

(vii) the bottom of the freestanding sign shall be at grade, except where the sign is located in an entrance or exit and obstructs sight lines, in which case section 3.4(6)(j) is to apply, unless varied by the Development Authority;

(viii) at the discretion of the Development Authority, landscaping at the base of the sign may be required.

(e) In a C2A (Regional Shopping Centre) District, freestanding signs are subject to the following regulations:

- (i) one sign up to a maximum area of 40.0 m<sup>2</sup> may be allowed per site for the purpose of identifying the said centre and the tenants collectively; or
  - (ii) for the purpose of identifying the said centre and the tenants collectively, one sign not exceeding 25.0 m<sup>2</sup> in area may be allowed per arterial road frontage;
  - (iii) provided that in either case the maximum height of sign shall be 9.0 m.
- (f) In a C2B (District Shopping Centre) district, freestanding signs are subject to the following regulations:
  - (i) only one sign may be allowed for the purpose of identifying the said centre and the tenants collectively, except that an additional auxiliary sign may be allowed for a gas bar which auxiliary sign shall not exceed 2.0 m<sup>2</sup>;
  - (ii) the maximum sign area shall be 9.3 m<sup>2</sup>;
  - (iii) the maximum height of a sign shall be 9.0 m for signs abutting an arterial street and 7.5 m for signs abutting any other street, and where signs are located at the corner of an arterial and any other street, the lower maximum limit shall apply.
- (g) A minimum separation distance of 50.0 m shall be maintained between freestanding signs located on the same site.
  - (i) Distance requirements between freestanding signs shall not apply to entrance or exit signs used for the purpose of directing traffic, providing:
  - (ii) those signs do not display any advertising message, excluding a logo; and
    - (1) the sign area does not exceed 2.0 m<sup>2</sup>.
  - (iii) In the C1, C1A and C4 Districts there shall be a maximum of two signs per site.
  - (iv) Notwithstanding section 3.4(6)(g)(iii) where the site is at the corner of two or more arterial roads, one additional sign may be allowed on the site.
- (h) The maximum area of a freestanding sign:
  - (i) in the A1, P1 and R1 Districts is 2.0 m<sup>2</sup>;

- (ii) in the C3 District is 5.0 m<sup>2</sup>;
- (iii) in the C1, C2A, C2B, C1A, 11 and 12 Districts is 12.0 m<sup>2</sup>;
- (iv) in the C4 and DC(2) Districts is 18.5 m<sup>2</sup> where the site is adjacent to an arterial road; where there is a service road between the site and the arterial road, a 25.0 m<sup>2</sup> free-standing sign may be allowed.

(i) The maximum height of a freestanding sign:

- (i) in the A1, P1, R1 and C3 Districts is 4.5 m;
- (ii) in the C1, C2A, C2B, C1A, 11, 12 and DC(2) Districts is 9.0 m;
- (iii) in the C4 District is 12.0 m.

(j) The bottom of freestanding signs:

- (i) in C3 Districts shall be a minimum of 2.8 m above grade; and
- (ii) in all other Districts where such signs are allowed, shall be a minimum of 3.6 m above grade, unless a lesser distance is approved by the Engineering Services Development Officer, and the space between the bottom of the sign and the grade shall be unobstructed, except for such supports as the sign may require.

**(7) Neighbourhood Identification Signs**

(a) A neighbourhood identification sign may be erected by a developer at the entrances to a subdivision, subject to the developer entering into a Development Agreement to the satisfaction of Engineering Services and dealing with the precise location, number, size, design and character of the sign and making provision for the perpetual maintenance and care of the sign.

(b) Neighborhood identification signs shall:

- (i) be for neighbourhood identification purposes only;
- (ii) display no advertising; and
- (iii) be constructed of maintenance free material wherever possible.

(c) A neighborhood identification sign shall not:

- (i) encroach upon a utility right-of-way; or
- (ii) affect traffic safety.

**(8) Painted Wall Signs**

- (a) A painted wall sign shall not exceed 3.1 m in height and 9.14 m in length.
- (b) Only one sign per wall is permitted.
- (c) Notwithstanding section 3.4(8)(b), a supergraphic may be the entire length of an exterior wall providing the design has been approved by the Municipal Planning Commission.

**(9) Portable, Temporary, Inflatable Signs and Banners**

**(a) Intent:**

- (i) portable signs are intended for temporary on site advertising relating to the commercial activities of the landowner or tenants. Third party advertising is not permitted on portable signs with the exception only of promotions of not for profit organizations;
- (ii) the portable sign owner or licensee, not The City will determine which tenant(s) shall have the benefit of the portable sign; and
- (iii) a portable sign being used to advertise activities or events with the exception of not for profit organizations may only be located on a site where the event or activity is taking place.

**(b) Districts in which Portable Signs are allowed:**

- (i) Subject to the provisions of this part, portable signs are a permitted use in C1, C1A, C3, C4, I1, I2 and discretionary in all other Districts.

**(c) Specific locations in which Portable Signs are allowed:**

- (i) no portable sign is allowed on any site which contains an A-board;
- (ii) the landowner or a lessee with the consent of the landowner of a site for which a portable sign is proposed may apply for a portable sign permit;
- (iii) an application for portable sign permit must include a site plan showing the proposed location of the portable sign, all dimensions of the sign including height and face area of the sign, the design of the sign including a photograph of same, the type of construction, material and finish of the sign, the manner of stability and support of the sign, the distance from curb lines, property lines and driveway locations;

- (iv) notwithstanding (iii) herein, a portable sign must be wholly located on the property of the landowner who has been granted a permit;
- (v) notwithstanding (i), (ii), (iii), or (iv) above, no portable sign shall be located closer than 100 linear metres to any other portable sign; and
- (vi) a portable sign may only be located at the specific location for which a permit is granted.

**(d) Portable Sign Standards:**

- (i) a portable sign shall be installed, serviced, removed, and accessed from within the property on which the sign is located;
- (ii) a portable sign shall not exceed 4.0m<sup>2</sup> per face, nor shall any such sign exceed 3.0m in height from grade;
- (iii) no portable sign shall be illuminated or employ any flashing or sequential lights or any mechanical or electronic device to produce or simulate motion;
- (iv) a portable sign shall not interfere with pedestrian and/or vehicular traffic;
- (v) notwithstanding (iv) above, no portable sign shall be located closer than 1.5 m to a property line or within 3.0 m of any access/egress to/from a property or within 10.0 m of any intersection;
- (vi) a portable sign must be stabilized but shall not use unsightly or potentially hazardous methods. The means by which stability is to be provided shall be included as part of the permit application. An inflatable sign may, however, use guy wires;
- (vii) a portable sign shall be removed immediately on ceasing to be in use; and
- (viii) a portable sign in use, shall at all times be maintained in good condition and, specifically, shall contain lettering and signage which is secure and complete. Any damaged or missing signage must be repaired within 24 hours of knowledge of same coming to the attention of the permit holder.

**(e) Permit and Fees:**

- (i) no portable sign shall be erected without a permit and if applicable, a validating marker or ID tag from The City of Red Deer

Inspections and Licensing Manager; the fee payable for a sign permit for a portable sign shall be \$85.00;

- (ii) an applicant for a portable sign permit shall provide all of the information required by these provisions, and include such other information as the Inspections and Licensing Manager may reasonably require;
- (iii) no portable sign may be placed other than at a location approved by the Inspections and Licensing Manager and shown on a site plan forming part of the permit application;
- (iv) the maximum length of a permit is 60 days. The maximum duration of display at one location for each portable sign shall be 60 days twice a year, provided, however, that no portable sign shall remain at one location for more than 60 consecutive days at a time. A site shall remain free of portable signs for a minimum of 60 consecutive days before a further permit for such site can be issued. No permit may be applied for more than 7 days in advance of the date of placement;
- (v) portable signs shall be removed on or before the date on which the permit expires; and

**(f) Short Term Seasonal Activity Portable Signs:**

- (i) on application the Inspections and Licensing Manager may in his/her sole discretion permit the placement of a portable sign for short term seasonal activities but in any event for a period not exceeding 30 days. The license fee for such permit shall be \$25.00.

**(g) Inflatable Signs:**

- (i) except as enumerated herein, all provisions applicable to portable signs generally shall apply to inflatable signs;
- (ii) an inflatable sign shall be tethered or anchored and shall be touching the surface to which it is anchored;
- (iii) an inflatable sign shall not exceed the maximum free standing sign height allowable for the district;
- (iv) there shall be a maximum of 1 inflatable sign per site, but no inflatable sign shall be permitted on the site containing any other portable sign;

- (v) an inflatable sign may be placed on a site twice within a calendar year, but for not more than 30 days at a time; and
- (vi) an inflatable sign may not be located on the roof of a structure.

**(h) Banners:**

- (i) a banner shall not be displayed at any one site for longer than 90 consecutive days and for no more than 180 days within a calendar year;
- (ii) the application for a permit respecting a banner shall indicate the location and the area the banner will cover but in no circumstance will a banner be permitted on any structure other than a permanent building;
- (iii) notwithstanding the above, a banner size shall not exceed 10% of the gross area of the face of the structure to which it is attached;
- (iv) a banner shall be maintained in good condition and promptly removed if damaged; and
- (v) except as enumerated herein, all provisions applicable to portable signs generally shall apply to Banners.

**(i) Exception:**

- (i) These provisions do not apply to portable signs including banners erected by The City or the RCMP as warning signs in connection with traffic speed or safety.

**(10) Projecting Signs**

- (a) No projecting sign shall be erected so that the bottom thereof is less than 2.8 m above the sidewalk; provided however, where traffic lights may be obscured in the opinion of the Engineering Services Development Officer, the minimum requirement for the bottom of the projecting sign may be increased to a height of 3.6 m or more above the sidewalk.
- (b) All projecting signs shall maintain the required clearance from overhead power and service lines as required forth under The *Electrical Protection Act*.
- (c) The maximum area of a projecting sign shall be 4.5 m<sup>2</sup>.
- (d) The nearest edge of a projecting sign shall not be set off more than 0.3 m from the building face.

**(11) Wall Signs**

- (a) Wall signs shall be securely fastened to walls and shall not be entirely supported by an unbraced parapet wall.
- (i) The maximum horizontal dimension of a wall sign shall be 6.1 m.

**(12) Election Signs**

- (a) Election signs may be placed on private or public property (with the approval of the owner/public authority).
- (i) Election signs are permitted on municipal property only as designated by the City Council.
- (ii) No encroachment of an election sign from private property onto municipal property will be permitted unless it is at a designated location.
- (iii) Election signs must be located at least 3.0 m from the back of sidewalk or if there is no sidewalk, the back of curb.
- (iv) Election signs on public property may not exceed 3.0 m<sup>2</sup> in size nor 3.6 m in height.
- (v) Candidates shall remove their election signs from public and private property within 48 hours after the close of the voting stations on election day and ensure that the site is cleaned up and that the holes are filled with a mixture of topsoil and grass seed.
- (vi) If a candidate fails to remove his or her election signs within 48 hours after the voting stations close on election day, the Designated Officers may remove them and the candidate shall be liable for the cost of removal.
- (vii) When an election sign interferes with work being carried out by City work crews or contractors doing work on behalf of The City, the crews may remove and dispose of such signs.
- (viii) Designated Officers employed by The City may remove any election signs which have been erected, affixed, posted or placed on any City property in contravention of this bylaw.
- (ix) A candidate whose name appears on an election sign which is in contravention of this bylaw shall be guilty of an offence under this bylaw.

**(13) Offensive Signage**

- (a) No sign shall be erected which promotes intolerance, hatred or ridicule of any race, religion or other segment of society.
- (b) No billboard, wall sign, or painted wall sign, including supergraphics or portable sign shall be allowed to advertise adult entertainment or services which feature nudity.

**3.5 Accessory Building Regulations**

**(1) An accessory building:**

- (a) shall not be erected or placed on the rear yard of a site closer to the side boundary which is a common boundary with a street than the minimum side yard for the site; and
- (b) may not be erected or placed over a gas line if the accessory building is on a permanent foundation.

**(2) No accessory building or buildings designed or intended to be used for a workshop shall be erected on a site in a C1 District if the ground floor area of such accessory building or buildings exceeds 40% of the ground floor area of the principal building on the site.**

**(3) Where an accessory building is allowed to be located over a sewer or water line it shall be a condition of such approval that:**

- (h) the owner provides at his expense an agreement registered by caveat on the title to the site, releasing The City from, and agreeing to indemnify The City for, any damage to such service lines or buildings on or adjacent to the site, and
- (i) an accessory building shall not enclose the service valves or shut off valves of that line.

**(4) A private garage, or carport, in addition to the other provisions of this section and section 3.11 shall comply with the following:**

- (a) where the vehicle entrance to the garage or carport face a lane, the building setback shall be either 6.0 m or 0.9 m from the lane, except in those cases where an easement has been placed along the rear property line, in which event the building setback shall be either 6.0 m or the width of the easement plus 0.5 m from the lane,
- (b) where the vehicle entrance to the garage or carport face the side boundary of the site which is not a common boundary with a street, the building