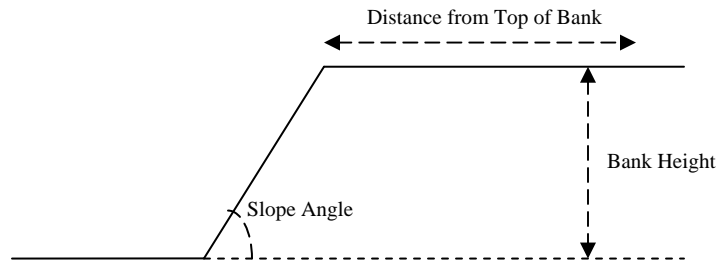


Diagram illustrating the parameters of Sub-section 34.7.



SECTION 35. SIGN REGULATIONS

- 35.1 In considering a *Development Permit* application for *signs*, or advertising material, the *Development Authority* may consider such factors as:
- (a) location of the proposed *signage*;
 - (b) distance from roadway;
 - (c) size;
 - (d) height;
 - (e) method of illumination;
 - (f) such other considerations as the *Development Authority* may deem to be relevant.
- 35.2 The *Development Authority* shall attach as conditions of *Development Permit* approval, those conditions it feels are necessary to resolve any *development* concerns or issues it has identified with respect to those items listed in Section 34.1.
- 35.3 *Signage* proposed within *County* road allowances are governed by the Temporary and/or Election *Sign* Bylaw as amended from time to time.
- 35.4 Quality, aesthetic character and finishing of *sign* construction shall be to the satisfaction of the *Development Authority*.
- 35.5 Interiorly illuminated *signs* shall not be permitted in *developments* where they might, in the opinion of the *Development Authority* affect residents in adjacent housing or residential areas; or interfere with the interpretation of traffic *signs* or controls or interfere with traffic.
- 35.6 Flashing or animated signs shall not be permitted. Signs that are moving or contain electronic message boards that may distract highway users are not permitted.

- 35.7 No *signs* of any kind *shall* be *permitted* within 0.80 km (0.49 mile) of any road, highway unless the prior approval of Alberta Transportation has been obtained, if required.
- 35.8 All *signs shall* be kept in a safe, clean and tidy condition, and *may* be required to be renovated or removed if not properly maintained.
- 35.9 Off-site directional signage *may* be allowed on private property, where in the case of major agricultural, commercial or industrial developments in the opinion of the *Development Authority*, volumes of vehicular traffic frequenting such developments *may* warrant such signage.
- 35.10 Except for directional signage as described in Section 35.9, no signage *shall* be allowed on a *parcel* for the advertising of a *business*, activity, or event that is not on the *parcel* of land on which the *sign* is located.
- 35.11 *Signage* associated with a *home-based business* or *bed and breakfast home* *shall* be regulated in accordance with the following requirements:
- (a) one on-site, commercially produced identification type *sign* is *permitted* containing either the name of the resident or the name of the *home-based business*, contact information and logo (no other advertising is *permitted*);
 - (b) maximum *sign* dimensions *shall* be as follows: 1.00 m (3.28 ft.) in length, 0.60 m (1.97 ft.) in height;
 - (c) *sign* construction and lettering *shall* be as follows:
 - (i) *sign* constructed using 19.00 mm (0.75 in.), high density plywood or 38.00 mm (1.49 in.) solid wood;
 - (ii) *sign* finish consisting of a high density reflective finish or equivalent, with die cut lettering or silk screen lettering;
 - (iii) minimum letter size of 10.00 cm (3.93 in.), all upper case, uniform letter style;
 - (d) the *sign shall* be located in the *yard*, *front* adjacent to the *front property line* and either supported on independent posts or attached to existing fencing in an attractive fashion;
 - (e) no off-site advertisement *signage* associated with a *home-based business* is *permitted*.

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35.12 A temporary *sign shall* not:

- (a) be located on a *parcel* of land for more than 90 days;
- (b) exceed 4.50 sq. M. (48.44 sq. ft.) for *parcels* of land 8.20 hectares (20.30 acres) or greater; or 1.20 sq. m (12.92 sq. ft.) for a *parcel* less than 8.20 hectares (20.30 acres);
- (c) be for the commercial sale of goods or services;

- (d) be for the advertising of a *business*, activity, or event that is not on the *parcel* of land on which the *sign* is located.

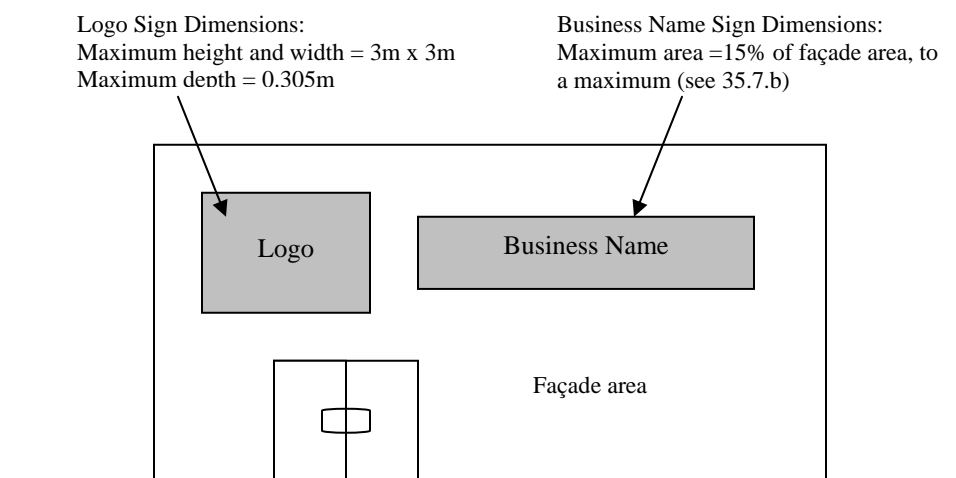
35.13 County, federal or provincial elections *signs shall* not be erected before 30 days before a County election or before the date of election call for a federal or provincial election, and *shall* be removed within 72 hours of the closing of the polls.

35.14 Business Development

35.14.1 Where more than one *business* occupies a *building*, additional signage *shall* be located in accordance with a Signage Plan prepared for the *building*. In such cases the signs *shall* comply with the following regulations:

- (a) One illuminated Business Logo *Sign* is permitted per visible *business* unit façade. The maximum dimension of such *sign shall* not exceed 3.00 m (9.84 feet) in vertical and horizontal direction, parallel to the façade of the *building*, nor exceed a depth of 0.305 m (1.00 foot);
- (b) One illuminated Business Name is permitted per visible *business* unit façade, and *shall* not exceed 15% of the area of the façade of the *building* or *business* premises, whichever governs and *shall* in no case exceed 40.00 m² (430.55 ft²) less the area of any Logo referred to in subsection (a); and
- (c) To discourage the use of *building* façades as billboards, a Business *Sign* exceeding an area of 10.00 m² (107.64 ft²) and 1.50 m (4.92 feet) in height, *shall* be limited to individual letters or shapes.

Diagram illustrating the parameters of 35.14 regulations.



35.14.2 No more than two freestanding *signs shall* be permitted on-site for each *outdoor storage, recreation vehicle* and *mini-storage* facility.