

BYLAW NO. 24/002

A BYLAW OF THE REGIONAL MUNICIPALITY OF WOOD BUFFALO TO AMEND LAND USE BYLAW NO. 99/059

WHEREAS Section 640 of the *Municipal Government Act*, RSA 2000, c. M-26 requires Council both to pass and amend Land Use Bylaw No. 99/059;

NOW THEREFORE, the Council of the Regional Municipality of Wood Buffalo, duly assembled, enacts as follows:

1. Land Use Bylaw No. 99/059, is hereby amended by deleting Parts 7A Rural Service Area Sign Provisions, 7B Urban Area Sign Provisions, and 7C Signs Regulations for City Centre; and
2. Inserting the attached *Schedule A* to Land Use Bylaw No. 99/059 as Part 12 – Signs.
3. This Bylaw comes into effect on the day it is passed.

Read a first time this 13th day of February, 2024.

Read a second time this 12th day of March, 2024.

Read a third and final time this 12th day of March, 2024.

Signed and Passed this 12th day of March, 2024.

Mayor

Chief Legislative Officer



REGIONAL MUNICIPALITY
OF **WOOD BUFFALO**

BYLAW No. 24/002

(being a bylaw of the Regional Municipality of Wood Buffalo
to amend land use bylaw no. 99/059)

Table of Contents

Part 12 - Signs	1
1. Purpose	1
2. Application	1
3. Administration and Authorization	1
4. Definitions	6
5. General Development Standards	12
6. Permanent Sign Provisions	18
7. Temporary Sign Provisions	36
8. Permitted and Discretionary Sign Tables	49

PART 12 - SIGNS

1. Purpose

1.1 The purpose of this Part is:

- (a) to encourage the effective use of permanent, portable and Temporary Signs as a means of communication and advertising;
- (b) to consider signs in a manner that reduces any negative effects on safety and aesthetics; and
- (c) to regulate sign design, size, and type in relation to the building and character of the neighbourhood where it is located.

2. Application

2.1 The following sign provisions shall apply with respect to the Municipality.

3. Administration and Authorization

3.1 Except as otherwise provided for in Part 12, no person shall develop, construct, erect, paint, enlarge, relocate, or structurally alter any sign on any parcel, other than for general maintenance, without first obtaining the permission of the Development Authority through the issuance of a Development Permit

3.2 Signs that require a Development Permit shall be deemed to be a discretionary use in all land use districts unless otherwise stated in Part 12.

3.3 Signs Not Requiring a Development Permit

.1 A Development Permit is not required for the following signs provided that they otherwise comply with this Bylaw:

- (a) A-board sign;
- (b) Construction Site Identification Sign;
- (c) Display of Flags that are not commercial in nature;
- (d) Election Sign;
- (e) Identification Sign;
- (f) Incidental Sign;
- (g) Internal Sign;
- (h) Murals that do not include any advertising;
- (i) Official Sign;
- (j) Poster Board Sign;

- (k) Private Sale Sign;
- (l) Real Estate Sale or Lease Sign and Real Estate Directional Sign;
- (m) Subdivision Directional Sign;
- (n) a Portable Sign placed by the Municipality;
- (o) a sign which is posted or exhibited inside a building other than a window sign;
- (p) a sign posted or exhibited in or on a motor vehicle, sea-can or trailer if the motor vehicle, sea-can or trailer is located on private land and not parked at the same proximate location for more than forty-eight (48) consecutive hours;
- (q) a Temporary Sign for a non-profit organization advertising an event that does not exceed 1.0 sq m provided that the sign is removed within forty-eight (48) hours of the completion of the event to which such signs relate;
- (r) a traffic or Directional Sign authorized by the Municipality or Alberta Transportation;
- (s) a sign posted or exhibited on a bus shelter or bench authorized by the Municipality or Alberta Transportation;
- (t) a sign that is posted or exhibited solely for the identification of the land or building on a parcel including signs identifying the occupants, if the sign is:
 - i. less than 1.0 sq m in area; and
 - ii. posted only at each public entrance provided from a road to the building;
- (u) a sign that is posted or exhibited for the sale, lease or rental of land or a building if the sign is:
 - i. 1.0 sq m or less in area; and
 - ii. posted on a side of a building, or on a parcel, facing an adjacent road;
or
- (v) a change in the copy of a sign.

3.4 Sign Development Permit Application Requirements:

- .1 Despite "Section 22 Development Permit Application Requirements" of this Bylaw, this section applies to any Development Permit application for a sign.
- .2 A Development Permit application for a sign must be made to the Development Authority and shall be accompanied by the following:

- (a) the name(s), address(es) and telephone number(s) of the applicant;
- (b) evidence satisfactory to the Development Authority that the application is authorized by the registered owner(s) of the parcel;
- (c) a current copy of the title for the land that is the subject of the application;
- (d) any associated Development Permit fee;
- (e) two (2) site plans drawn to scale and showing:
 - i. the scale of the plan;
 - ii. the North arrow;
 - iii. a municipal address and legal description of the parcel or building on which the sign is to be erected, altered, relocated;
 - iv. the location of the sign on the parcel or building;
 - v. the distance from the sign to parcel property lines, roadway intersections, traffic control devices, any other permanent signs on site and from access points to the parcel;
 - vi. the distance from the sign to buildings and other signs on the parcel; and
 - vii. distances to aerial power lines from freestanding and roof signs.
- (f) two (2) sign plans drawn to scale showing:
 - i. sign dimensions;
 - ii. for a fascia sign, the amount of sign projection from the face of the building;
 - iii. the method of attachment and character of the building or structure to which the sign will be attached;
 - iv. projections of the sign over a right-of-way or municipal property, where applicable;
 - v. sign clearance;
 - vi. building elevations where the sign will be attached to a building; and
 - vii. any other information as may reasonably be required by the Development Authority.

- .3 Comprehensive Sign Design Plan
- (a) The Development Authority may require, a comprehensive sign design plan as part of a Development Permit for a commercial or industrial parcel in accordance with the following:
- i. design consistency and harmony within the site;
 - ii. suitability within the subject land use district;
 - iii. design compatibility with the existing or proposed buildings on the site; and
 - iv. the cumulative total area of all signs within a parcel shall not exceed the cumulative total area allowed if each sign were considered individually within the parcel.
- .4 The Development Permit application shall be considered to be "complete" and the time for consideration of the application to have commenced once the required fee, as well as all of the information required pursuant to this section and other information necessary to review the application have all been received to the reasonable satisfaction of the Development Authority;
- .5 The Development Authority may modify, suspend, or cancel a Development Permit, following notice in writing to the owner of the subject parcel, where it has been determined that the permit was approved;
- (a) by fraud or misrepresentation;
 - (b) as a result of a failure to disclose pertinent or correct information at the time of application;
 - (c) in error; or
 - (d) issued and where the development is not consistent with the Development Permit
- .6 A Development Permit expires:
- (a) when the constructing and erecting of a sign is not completed to the satisfaction of the Development Authority within twelve months from the date of its approval or such period otherwise specified in the Development Permit; or
 - (b) in the case of Portable Signs, when the Development Permit expires, or as indicated on the approval for the Portable Sign marker.
- .7 A Development Authority may grant an extension of the completion period for a Development Permit only once.

3.5 Variance Authority

- .1 Despite "Section 28 Variance Authority" of this Bylaw, this section applies to the relaxation of any rules pertaining to signs.
- .2 The Development Authority may vary or otherwise relax the provisions of this Bylaw for a sign that is listed as a permitted use in a district, but does not otherwise comply with the applicable provisions of this Part, and in such case the decision shall be guided by:
 - (a) the character of the district where the sign is proposed to be located;
 - (b) the number of signs in the nearby surroundings; and
 - (c) the safety, accessibility, or enjoyment of pedestrian and vehicular traffic in vicinity of the proposed sign.
- .3 In all sign applications, excepting billboard signs, the Development Authority may vary:
 - (a) total sign height and sign width up to twenty (20%) percent; and/or
 - (b) total sign area by up to twenty (20%) percent.
- .4 Despite section 3.5.3, the provisions of section 5.8 regarding Temporary Signs in a road may not be varied.

3.6 All signs shall comply with the requirements of any relevant federal or provincial legislation and any other relevant municipal bylaws.

- .1 All signs shall maintain the required distance from power lines as prescribed in the *Alberta Electrical Protection Act*, as amended or replaced.
- .2 All signs shall be built, constructed and erected according to the *Alberta Safety Codes Act* and its regulations, as amended or replaced.

3.7 Sign applications within 800m of any numbered provincial highway, including but not limited to Highways 63, 686 and 881, shall be referred to Alberta Transportation for their review and consideration.

4. Definitions

4.1 In addition to the definitions in "Part 1, Section 10 Definitions" of this Bylaw, the following words shall have the following meanings:

<i>A-Board Sign</i>	means a self-supporting two-sided a-shaped <u>sign</u> which is set upon, but not attached to, the ground and has no external supporting structure.
<i>Advertisement</i>	means any image or wording expressed in any language and communicated in any medium to person(s) with the intent to influence their choice, opinion, or behaviour.
<i>Awning</i>	means a projection supported from the exterior wall of a <u>building</u> for the purpose of weather protection. It is constructed with fabric or plastic skin stretched over a frame designed to be collapsible, retractable, or capable of being folded against the wall.
<i>Awning Sign</i>	means a <u>sign</u> , which is attached to or constructed on the face of an <u>awning</u> but does not include the Under- <u>Awning Sign</u> .
<i>Banner Sign</i>	means a temporary <u>identification sign</u> constructed of non-rigid cloth, plastic or other fabric which is attached to a pole, <u>building</u> or other supporting structure, but does not include a <u>flag sign</u> .
<i>Billboard Sign</i>	means a sign supported by one or more uprights, braces, or pylons and which stands independently of a building and may or may not contain <u>third-party advertising</u> .
<i>Canopy</i>	means a solid non-retractable projection which extends from the wall of a <u>building</u> for the purpose of weather protection.
<i>Canopy Sign</i>	means a <u>sign</u> attached to or constructed in or on a face of a <u>canopy</u> .
<i>Clearance</i>	means the vertical distance between the lowest part of a <u>sign</u> and the <u>grade</u> .
<i>Comprehensive Sign Design Plan</i>	means a co-ordinated approach to <u>sign</u> installation, character and design within a <u>parcel</u> in accordance with subsection 3.4(c) of this Part 12.
<i>Construction Site Identification Sign</i>	means a <u>Temporary Sign</u> for providing information or advertising related to the construction project only and erected by an individual or firm on the parcel undergoing construction.

Copy	means the <u>message</u> on a <u>sign face</u> including, but not limited to, words, numbers, logos, symbols, and decorations.
Copy Area	means the entire area, which encloses the limits of the <u>message</u> , contained on the <u>sign</u> but excludes the main support structure. For multi or double-faced <u>signs</u> , <u>copy area</u> is the area of one face.
Corner Visibility Triangle	means a triangle having development restrictions formed between two points on a corner lot as more completely described in Part 5, “Section 58 Corner Lot Restrictions” of this Bylaw.
Digital Copy	means the portion of a <u>sign</u> that contains <u>copy</u> that is remotely changed on or off site and incorporates a technology or method allowing the <u>sign</u> to change <u>copy</u> without having to manually or mechanically replace the <u>sign</u> face or its components.
Digital Video Sign	means a <u>sign</u> that displays <u>digital copy</u> consisting of video.
Direct Glare	means a glare caused by bright areas, such as luminaires and digital images that are directly in the <u>field of view</u> .
Directional Sign	means an <u>incidental sign</u> on a <u>site</u> to guide or direct pedestrian or vehicular traffic.
Election Sign	means a sign connected with a municipal, school board, provincial, or federal election, a vote associated with a local Indigenous government, or any election held pursuant to the <i>Local Authorities Election Act</i> , including, but not limited to, signs describing or promoting the election process or a candidate or party seeking election.
Fascia Sign	means a <u>sign</u> , or individual letters, attached, marked, painted or inscribed on, and parallel to, the face of a <u>building</u> wall, which does not project above the roof or parapet. A <u>fascia sign</u> does not include third-party advertising, an <u>Awning Sign</u> or <u>canopy sign</u> , a <u>mural sign</u> , a <u>Projecting Sign</u> , or <u>incidental signs</u> .
Fence Sign	means a flat <u>sign</u> affixed to a fence or other similar structure, but not a <u>building</u> .
Field of View	means the extent of the observable world that may be seen by a person at any given moment. No object is allowed in the <u>field of view</u> that will impede the viewer from observing traffic signals and other directional language.

First-party Advertising	means a <u>sign</u> that contains <u>advertisement</u> to the specific business, service, or activity on same <u>parcel</u> from where the sign is located.
Flag Sign	means any fabric containing distinctive colours, patterns, symbols or stylized letters hung from a flagpole with mechanisms for raising and lowering the <u>flag sign</u> .
Frontage	means the entire length of a street facing property line of a <u>parcel</u> .
Freestanding Sign	means a <u>sign</u> principally identifying goods and services associated with a parcel supported by one or more uprights, braces or pylons and which stands independently of a <u>building</u> and on the same parcel.
Grade	means the level of the ground adjacent to a <u>development</u> . Where the ground level is to be adjusted more than 1.0m, such adjustment must have been contemplated and approved in a <u>Development Permit</u>
Identification Sign	means a <u>sign</u> identifying the name, address, or number of a building, institution, or person.
Illumination	means the lighting of any <u>sign</u> by artificial means including internal, direct, indirect or reflected.
Incidental Sign	means a <u>sign</u> used to inform the public about facilities or services on the premises and shall not display advertising. <u>Incidental signs</u> may include but are not limited to the following <u>signs</u> : restrooms, hours of operation, acceptable credit cards, recycling containers, drive through, addressing, and <u>directional signage</u> . Incidental signs may be illuminated but shall not display flashing or intermittent lights.
Inflatable Sign	means a <u>Temporary Sign</u> which is an inflated, three-dimensional device which may incorporate a <u>message</u> and is anchored or affixed to a site or a <u>building</u> .
Internal Sign	means a <u>sign</u> designed to display messaging for an audience either within a building or, if outdoors, primarily directed to an audience attending an event where there is some form of restriction that could prevent the general public from entry.
Logo	means a readily identifiable symbolic representation used exclusively by an individual company or person(s) to simplify product or business recognition and which contains no advertising.

Message	means any image, graphic, picture, logo, symbol, wording, representation or letters used, or intended to be used, either as an <u>advertisement</u> or for calling attention to any <u>business</u> , product, service, person, matter, object, or event.
Mural	means a graphic design, diagram, picture or artwork, displayed on the exterior wall or surface of a structure, where the primary purpose is for decoration or artistic expression and not created to solely display a commercial message or depiction.
Natural Light	means the light that is already present in an environment, before any additional artificial lighting is added.
Neighbourhood and Community Identification Sign	means a <u>Permanent Sign</u> indicating the name of a <u>subdivision</u> , community or a <u>hamlet</u> , or a portion of a <u>subdivision</u> , community or a <u>hamlet</u> in which it is placed.
Non-Profit Organization	means: <ul style="list-style-type: none"> a. a society, credit union or co-operative established under a law of Canada or Alberta, b. a corporation that is prohibited from paying dividends to its members and distributing the assets to its members on a winding-up, or c. any other entity established under a law of Canada or Alberta for a purpose other than to make a profit.
Official Sign	means any <u>sign</u> , notice, placard or bulletin required to be displayed pursuant to the provisions of federal, provincial, or municipal legislation.
Parcel	refers to <u>parcel of land</u> as referenced elsewhere in this bylaw.
Permanent Sign	means a <u>sign</u> that is fastened or affixed to a <u>building</u> or the ground on a <u>parcel</u> .
Portable Sign	means a <u>sign</u> , which is mounted on a frame, stand or similar support which, together with the support, can be readily relocated to another location. A <u>Portable Sign</u> may include <u>copy</u> that can be changed manually through the use of detachable characters or by the replacement of <u>sign</u> imagery.
Poster Board Sign	means a <u>sign</u> used for advertising which is normally mounted on a <u>building</u> wall or within a freestanding structure, to provide short-term promotional advertising <u>copy</u> in the form of pasted papers or plastic panels.

Private Sale Sign	means a <u>Temporary Sign</u> advertising a private sale of personal property and is restricted to <u>garage sales</u> .
Projecting Sign	means a <u>sign</u> other than a <u>Canopy</u> or <u>Awning Sign</u> which projects at right angles from a structure or a <u>building</u> face or wall. This does not include a <u>sign</u> attached to the ground.
Real Estate Sale or Lease Sign	means a <u>Temporary Sign</u> advertising real estate for sale, rent or lease.
Real Estate Directional Sign	means an <u>A-Board Sign</u> used to direct vehicles and pedestrians to a real estate open house or show home.
Roof Sign	means any <u>sign</u> erected upon, against or directly above a roof or on top of or above the parapet wall of a <u>building</u> .
Sea-can	means a steel box shaped storage structure, capable of ready transport through various modes of transportation.
Sign	means any visual medium, including its structure and other component parts, illuminated or not illuminated, that is used to identify or provide information, or to advertise a product, service, place, activity, person, institution, or business. A <u>sign</u> does not include interior window displays of merchandise. Typical examples include: <u>Freestanding Signs</u> , <u>Fascia Signs</u> , <u>Portable Signs</u> , <u>Projecting Signs</u> , <u>Banner Signs</u> , placards, <u>Murals</u> , and those attached to or painted on a vehicle or trailer that is parked on a property and being used for advertising purposes. The frame and structural members of the sign are included in this definition.
Sign Area	means the total surface area of a <u>sign</u> on which advertising <u>copy</u> could be placed, including all <u>copy faces</u> . In the case of a <u>sign</u> comprised of individual letters or symbols, the area shall be calculated as the rectangle enclosing the letters or symbols. Frames and structural members not bearing advertising are not included as part of the <u>sign area</u> .
Sign Copy	means the <u>advertisement</u> or logo on the <u>sign face</u> .
Sign Depth	means the third dimension of a <u>sign</u> that is not the <u>sign height</u> or the <u>sign width</u> , and generally refers to the thickness of the <u>sign</u> .
Sign Height	means the vertical distance measured from the ground to the highest point of a <u>sign</u> .

Sign Owner	means one or more of the following: <ul style="list-style-type: none"> a. the <u>sign</u> company or individual who owns the <u>sign</u>, b. the <u>Development Permit</u> holder, c. the <u>owner</u> of the <u>business</u> that is advertised on the <u>sign</u>, or d. the registered <u>owner(s)</u> of the <u>parcel</u> on which the <u>sign</u> is placed or any person authorized to act on the registered <u>owner(s)</u> behalf.
Sign Panel	means a visible surface of a <u>sign</u> on which <u>copy</u> and/or art is present. One or more panels make up the <u>sign face</u> .
Sign Structure	means any structure which supports a <u>sign</u> , including materials used to conceal or improve the appearance of the structural parts.
Sign Tag	means all of the following, subject to applicability: <ul style="list-style-type: none"> a. the <u>sign</u> company or individual who owns the <u>sign</u>; b. the <u>Development Permit</u> holder; c. the <u>owner</u> of the business or enterprise that is advertised on the <u>sign</u>; d. the registered owner(s) of the <u>parcel</u> on which the <u>sign</u> is placed, or any person authorized to act on the registered <u>owner(s)</u> behalf; e. <u>Sign Owner</u> contact information, including a phone number and an email address; and f. expiration date.
Sign Width	means the maximum horizontal distance measured at 90 degrees from a vertical line established by the farthest point on one side of a sign to a vertical line established by the farthest point on the opposite side of a sign.
Subdivision Directional Sign	means a <u>Temporary Sign</u> for guiding or directing pedestrian or vehicular traffic to a new <u>subdivision</u> , new home areas or show homes.
Subdivision Marketing Sign	means: a <u>Temporary Sign</u> placed at the primary entrance(s) to a new <u>subdivision</u> or a new phase of a <u>subdivision</u> for the purpose of promoting vacant <u>lots</u> , new home areas or show homes, which may include small banners or flags.

Temporary Sign	means a <u>sign</u> which may or may not be portable in nature, and which is located on a <u>parcel</u> for a limited or specified period of time.
Third-party Advertising	means a <u>sign</u> that contains <u>advertisement</u> for goods, products, services or facilities not principally found on the same <u>parcel</u> where the <u>sign</u> is located.
Wayfinding Signs	means <u>signs</u> designed to help people navigate their surroundings. These <u>signs</u> can encompass several different types of <u>signage</u> , including but not limited to monument, kiosk, trail and <u>directional signs</u> that incorporate a combination of art, colour, typography, lighting and urban design elements.
Window Sign	means a <u>sign</u> which is painted on, attached to, or installed on or inside a window.

5. General Development Standards

5.1 The development standards listed in this section pertain to all signs, unless otherwise stated.

5.2 Sign Safety Provisions

- .1 No sign shall be erected, operated, used or maintained if the sign creates potential safety hazard, including but not limited to where a sign:
 - (a) obstructs the orderly and safe movement of vehicular or pedestrian traffic;
 - (b) obstructs the sight lines required by this or any other bylaw;
 - (c) obstructs the visibility of any traffic signal, sign or device;
 - (d) imitates or resembles a traffic control device such as a stop sign;
 - (e) displays flashing lights associated with police, fire, or ambulance or other emergency vehicles, or associated with danger;
 - (f) makes use of the words STOP, LOOK and DANGER, or any other words, symbols or characters which may interfere with, mislead or confuse traffic;
or
 - (g) emits or causes to be emitted any sound, smoke or vapour.
- .2 No sign structure shall block:
 - (a) any portion of an exterior staircase, fire escape, fire tower or balcony serving as an exit;

- (b) any opening for a standpipe, required light, ventilation or exit from a building or a parcel;
 - (c) the free use of any window; or
 - (d) free passage to or on a roof.
- .3 All signs and their structures shall be kept in a safe, clean and tidy condition in the opinion of the Development Authority and may be required to be renovated or removed if not properly maintained by the Sign Owner.
- .4 Where a backlit panel is removed from a sign, the Sign Owner shall either reinstall the same panel, install a new content panel or install a blank panel.
- .5 A sign shall not be placed on a sea-can.
- .6 Where a sign has been defaced, damaged or destroyed the Sign Owner shall:
- (a) immediately repair the sign to its original condition;
 - (b) replace it with a new sign that complies with any applicable Development Permit or the provisions of this Bylaw where a Development Permit is not required; or
 - (c) remove the sign.
- .7 Electrical power supply to signs located at grade shall be underground except where the Applicant demonstrates to the satisfaction of the Development Authority an underground power supply is not feasible and an above ground power supply will not create a safety hazard to traffic or pedestrians or detract from the appearance of the area.
- .8 The Development Authority shall be satisfied that each copy area illumination does not compete with or dull the contrast of the traffic control device or traffic control signal for oncoming vehicle traffic.
- .9 All signs shall be constructed of quality materials and will be subject to removal if in the opinion of the Development Authority the sign is in a state of disrepair.

5.3 Sign Impoundment

- .1 If a sign contravenes this Bylaw, a Peace Officer, Bylaw Officer or Development Authority may, without notice, remove and impound the sign if it is either located on lands:
- (a) under the ownership or control of the Municipality; or
 - (b) where the Municipality has the necessary consent of the Sign Owner .

- .2 A person shall not place, attach or affix any sign, advertisement, poster, notice or other similar item on any sign, utility pole, tree, fence or other fixture located on property owned by the Municipality or place or cause to be placed any Freestanding Sign, notice or display on property owned by the Municipality, unless the item is placed in accordance with the regulations of this bylaw. A sign found to be in contravention of this bylaw may be removed without notice.
- .3 If an impounded sign is not claimed within 30 days, it may be treated as unclaimed property and/or destroyed.

5.4 Signs Location, Structural and Appearance Standards

- .1 Signs shall be wholly located within a parcel boundary and shall not project over a sidewalk or a road.
- .2 Any sign, which projects more than 0.15m over a loading area or parking lot, shall maintain a minimal vertical clearance of 4.40m.
- .3 No sign shall reduce the number of parking and loading stalls required by this Bylaw, unless the reduced number of stalls is accommodated elsewhere on site.
- .4 Shall not include offensive or intolerant language, hatred or ridicule of any race, religion or other segment of society;
- .5 Any form of Portable Sign or a Temporary Sign including but not limited to trailers, recreational vehicles, sea-cans, automobiles and carriages shall be approved in accordance with this Bylaw.
- .6 In considering any sign application the Development Authority shall consider the suitability of the sign at the sign location, taking into account factors such as, but not limited to:
 - (a) the scale and architectural character of the building;
 - (b) façade and location of adjacent signs; and
 - (c) consistency in the type and size of fascia signage.

5.5 Third-party advertising

- .1 Third-party advertising signs are discretionary.
- .2 No third-party advertising shall be allowed in residential districts.

5.6 Digital Copy and Illumination

- .1 Any sign using digital copy is a discretionary use.
- .2 Digital copy shall be limited to billboard, fascia, and Freestanding Signs.

- .3 Digital copy shall not be allowed in residential districts.
- .4 Digital copy shall be located or constructed such that sign illumination shall not create a direct glare or face an adjacent or abutting: residential district, or any district that has a residential use, medical clinic or a hospital.
- .5 Where, in the opinion of the Development Authority, proposed digital copy on a commercial, industrial or institutional parcel might be objectionable to residents in any district that has a residential use, the Development Authority may require that the intensity of the illumination of digital copy be limited and/or that the hours that the sign is illuminated be limited, including but not limited to the following considerations:
 - (a) automatic controls to adjust light levels at night, under cloudy and other dark conditions to reduce light intensity;
 - (b) signs abutting or adjacent to natural areas, public parks, or residential developments, where the sign face may project towards the natural area, public park, or residential development, shall be turned off daily between 11:00 PM – 7:00 AM.
- .6 The minimum spatial separation for digital copy from a traffic control device shall be a minimum of 30m.
- .7 Digital copy shall be a minimum 100m from any residential district or any mixed-use district having residential development.
- .8 The minimum duration for an advertisement in digital copy shall be 6 seconds.
- .9 There shall be no transition gap on a sign with digital copy.
- .10 Flashing, active intermittent lights, or lights used to produce animation shall only be allowed in a sign containing approved digital copy, at the discretion of the Development Authority;
- .11 The Development Authority shall review any digital copy application in context with the surrounding development including but not limited to:
 - (a) the architectural theme of the area;
 - (b) any historic designations;
 - (c) the requirements of any statutory plan;
 - (d) any streetscape improvements;
 - (e) proximity to residential development;
 - (f) traffic conflict points; and

(g) planning merits.

.12 If an electronic component of a sign with digital copy fails or malfunctions, the Sign Owner shall ensure that the sign is turned off until all components are fixed.

.13 The Sign Owner of any sign with digital copy shall provide current contact information for the purposes of sign maintenance.

.14 Shall provide a name, email and telephone contact information for a person with access to the technology controls for the sign, who can be contacted by the Development Authority twenty-four (24) hours a day.

5.7 Coordination of Signs for Multiple Occupancy Sites

.1 Individual business identification signs on the façade of a building or within a Freestanding Sign shall be similar in terms of type, size, construction materials and placement.

.2 Where a comprehensive sign design plan is approved by the Development Authority, any signs placed on a building shall conform to such design plan.

5.8 Temporary Signs in a Public Road

.1 Signs are not allowed within a public road, other than as authorized within this section 5.8 or the Roads and Transportation Bylaw No. 02/079, as amended.

.2 The following Temporary Signs are allowed within a road and do not require a Development Permit provided they comply with Sections 5.2 and 5.4:

(a) Subdivision Directional Sign, subject to location approval from the RMWB's Director of Public Works;

(b) official signs required to be displayed pursuant to federal, provincial or municipal legislation;

(c) Portable Signs or A-Board Signs, which:

i. shall not remain in the same location for greater than 21 consecutive days and not return to the same or proximate location within 90 days following such 21-day period;

ii. shall be a maximum of 1.1 m² in size and 1.2 m in height;

iii. shall be constructed of sufficiently durable paper, cardboard, or other light materials to maintain its position and appearance for the period of display; or

iv. shall be constructed of metal or wood, provided that it will readily collapse upon impact by a moving vehicle.

- (d) signs which are displayed by or on behalf of the Municipality, or on behalf of a department, a commission, a board, a committee or an official of the Municipality, and are restricted to:
 - i. traffic control devices;
 - ii. signs located on or in a transit shelter or a transit bench pursuant to the terms and conditions of an advertising agreement entered into by the Municipality and an advertising corporation; and
 - iii. signs regarding construction, operation or maintenance of:
 - (A) a public utility owned or operated by the Municipality,
 - (B) a public utility operated by a person having entered into a franchise agreement with the Municipality; or
 - (C) roads.
- .3 Where a Temporary Sign in a road is a Private Sale Sign or a Real Estate Directional Sign, the sign:
- (a) shall only be placed on the road if the Temporary Sign complies with the provisions of Sections 5.2, 5.4 and 5.8;
 - (b) shall not be located such that it requires removal of or inhibits the growth of trees, shrubbery, or other landscaping;
 - (c) shall have a legible message, and if the message is interfered with, the Sign Owner shall ensure that the message is corrected;
 - (d) be located a minimum of:
 - i. 1.0 m from any access;
 - ii. 1.0 m from the boundary of an intersection; and
 - iii. 0.3 m from that portion of the public roadway intended for vehicular traffic.
 - (e) not be located on:
 - i. the vehicular or pedestrian travel portion of a public road where the sign impedes or obstructs the view of vehicular and pedestrian traffic;
 - ii. a median, namely, any part of a right-of-way not intended to be used by vehicular traffic, between two public roadways on which vehicular traffic flows in opposite directions, and includes traffic circles, cul-de-sacs, and concrete islands; and

- iii. a traffic control device, tree, light pole, fence, or any other structure than the temporary sign itself.
- (f) have a message which relates to a special event and:
 - i. is restricted to the name of the organization benefiting from the advertising, the logo of the organization benefiting from the advertising, and brief information describing the event and/or giving directions to the event; and
 - ii. excludes any additional advertising, including slogans.
- .4 Temporary Signs adjacent to any provincial highway, including but not limited to Highways 63, 686 and 881, require prior approval from Alberta Transportation.

6. Permanent Sign Provisions

Awning Sign and Canopy Sign Provisions

- 6.1 Awning Signs and Canopy Signs (see Figure 6.1 and Figure 6.2) shall comply with the following provisions:
 - .1 Awning Sign and Canopy Sign dimensions shall not exceed:
 - (a) a vertical sign height of 1.20m;
 - (b) a sign area of fifty percent (50%) of the front face of the Canopy or Awning structure; and
 - (c) where more than one (1) business premises fronts a street under a single Awning or Canopy, not more than one (1) Awning Sign and Canopy Sign shall be allowed per business.
 - .2 Awning Sign and Canopy Sign shall be located as follows:
 - (a) shall not project above or below the Awning or Canopy structure or over a curb or road;
 - (b) shall not be allowed if the Awning Sign or Canopy Sign, in the opinion of the Development Authority, obstructs pedestrians, vehicles, or repairs to overhead utility lines;
 - (c) Awning Signs shall not project more than 2.0m from a building; and
 - (d) Canopy Signs shall not project more than 2.4m from a building.
 - .3 Shall provide a minimum clearance of 2.70m unless the sign projects more than 0.15m and is placed over a lane, loading area, or parking lot, in which case the minimum clearance shall be 4.40m.

- .4 Shall be limited to *Identification Signs* only.
- .5 Shall be safe and shall not pose a hazard to pedestrians, vehicles or to other users of the area beneath the sign.



Figure 6.1 Awning Sign

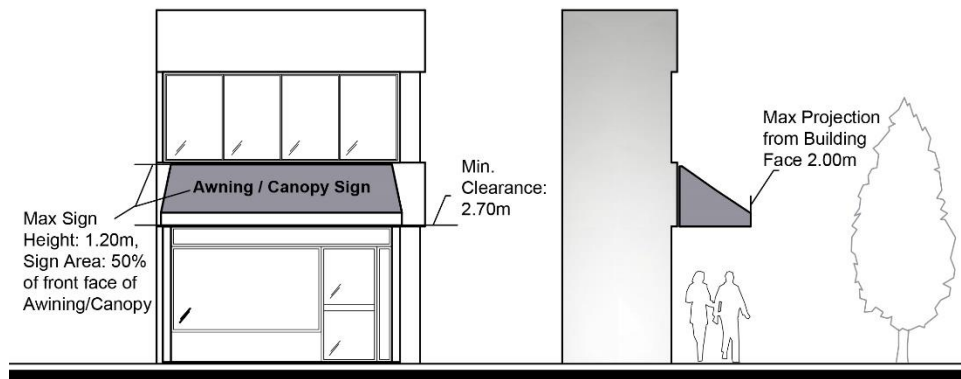


Figure 6.2 Canopy Sign

- 6.2 Under-Awning and Under-Canopy Signs (see Figure 6.3) are subject to the following:
- .1 The Under-Awning and Under-Canopy Sign Area dimensions shall not exceed:
 - (a) a sign height of 0.30m; and
 - (b) a sign face of a maximum of 0.45m².
 - .2 Only one (1) Under-Awning Sign or one (1) Under-Canopy Sign is allowed per entrance per business; and
 - .3 Where an Under-Awning and Under-Canopy Sign is authorized, the physical Awning or Canopy structure clearance shall be minimum 2.50m.

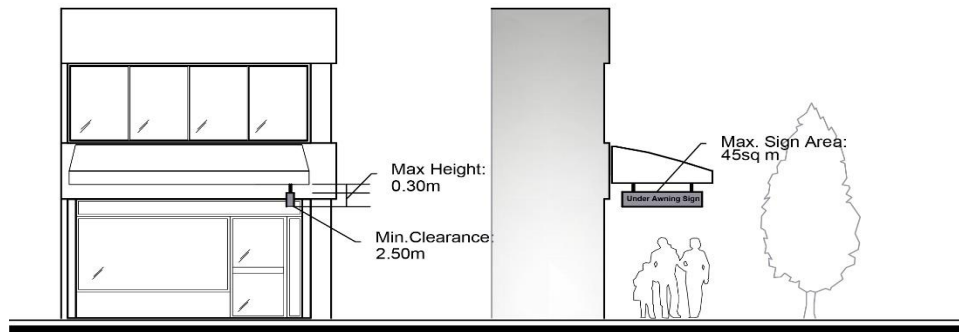


Figure 6.3 Under-awning and Under-canopy Sign

Billboard Sign Provisions

- 6.3 A Billboard Sign (see Figure 6.4) shall comply with the following provisions:
- .1 Billboard Sign dimensions shall not exceed:
 - (a) a maximum sign height of 10.7m;
 - (b) a maximum width of 8.0m;
 - (c) a maximum sign area of 23.0m² per sign face; and
 - (d) a clearance of 2.7m.

- .2 A Billboard Sign shall be located a minimum of:
 - (a) 100m from a district containing residential uses;
 - (b) 30m from another permanent sign;
 - (c) 5.0m from a road; and
 - (d) 150m from any Billboard Sign or Freestanding Sign along a provincial highway, including but not limited to highway numbers 63, 686, or 881.
- .3 Third-party advertising is allowed.
- .4 The support(s) shall not be located within a Corner Visibility Triangle.
- .5 May be placed so there are two sign faces either back-to-back or in a V-shaped configuration.
- .6 May be illuminated by a constant source of light, but shall not be lit by a flashing or intermittent light source.
- .7 May consist partially or entirely of a digital component but shall otherwise follow the digital copy and illumination provisions of this Bylaw (see Section 5.6).
- .8 A Billboard Sign may be approved on a parcel for up to five (5) years.

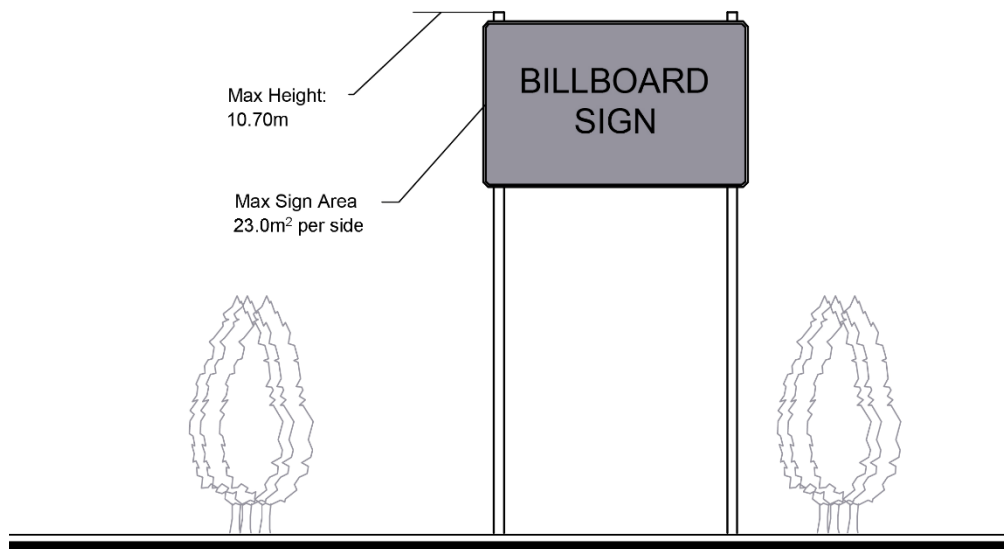


Figure 6.4 Billboard Sign

Directional Signs Provisions

- 6.4 A Directional sign (see Figure 6.5) shall comply with the following:
- .1 Directional signs are a permitted use in all land use districts.
 - .2 Shall not exceed a sign height of 2.70m from grade.
 - .3 The maximum sign area is 0.60m² per sign panel, to a total combined sign area of 2.20m².
 - .4 May be mounted on more than one side of a supporting structure or post.
 - .5 Shall not allow third-party advertising.
 - .6 May be illuminated but shall not display flashing or intermittent light.
 - .7 May consist partially or entirely of a digital component but shall follow the digital copy and illumination provisions of this Bylaw (see Section 5.6).

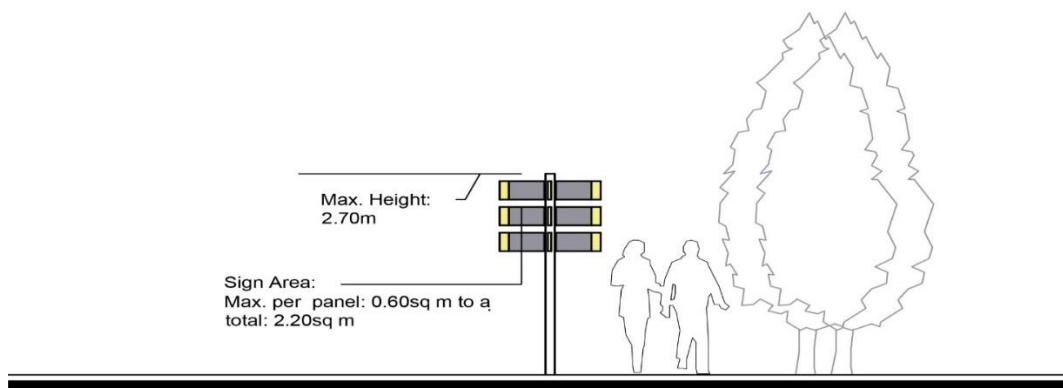


Figure 6.5 Directional Sign

Fascia Sign Provisions

- 6.5 Fascia Signs (see Figure 6.6, Figure 6.7, and Figure 6.8) shall comply with the following provisions:
- .1 Fascia Signs shall not exceed following dimensions:
 - (a) a sign area of twenty-five percent (25%) of the façade or store front.
 - (b) Fascia signs for multi-unit residential buildings shall not exceed 2.0m² of sign area and shall be used for on-site building name, address, and vacancy information but shall not advertise a home business or home occupation.

- .2 Fascia Signs shall be located as follows:
- (a) between 2.70m and the roof line;
 - (b) shall avoid screening windows;
 - (c) in a building where the frontage is not clearly defined or divided into separate units a multi-tenant fascia sign may be located within a designated sign area but shall not extend beyond the limits of the wall to which it is attached.
 - (d) may be placed on the exterior front, side or rear of a building;
- .3 Fascia Signs shall not:
- (a) project more than 0.30m from a building face or sign structure;
 - (b) extend more than 0.30m perpendicularly from a supporting wall;
 - (c) extend beyond the limits of the wall to which it is attached; and
 - (d) have exposed wiring or bulbs.
- .4 Shall provide a minimum clearance of 2.70m from the bottom of the sign to grade, unless the sign projects more than 0.15m over a lane, loading area, or parking lot, in which case the minimum clearance shall be 4.40m.
- .5 Fascia Signs with electrical components and located by a window shall have a clearance of 0.9m from the sides and 0.3m from the bottom of a window, unless protection is provided to avoid contact with the electrical components of the sign.
- .6 Shall be limited to identification signs.
- .7 Shall not allow third-party advertising.
- .8 Fascia Signs in buildings containing more than one commercial unit shall maintain the same sign character and size throughout the development.
- .9 May be illuminated but shall not display flashing or intermittent light, except for a Fascia Sign advertising a movie theatre or an Indoor Recreation Facility, in which case such signs shall follow the digital copy and illumination provisions of this Bylaw (see Section 5.6).
- .10 May consist partially or entirely of a digital component but shall follow the digital copy and illumination provisions of this Bylaw (see Section 5.6).

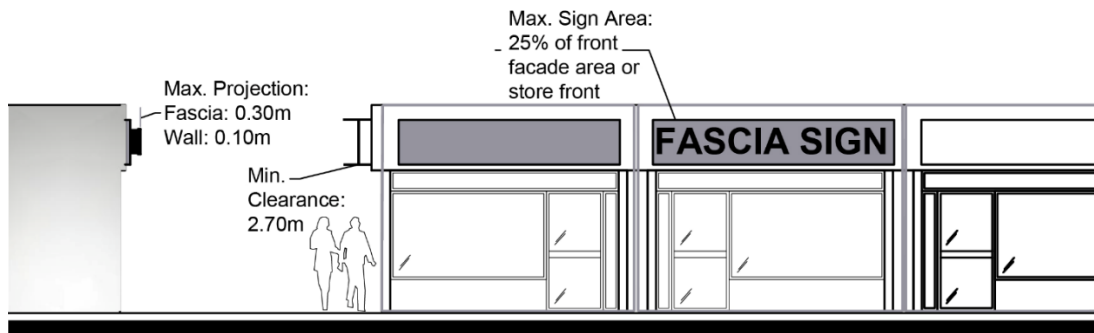


Figure 6.6 Fascia Sign

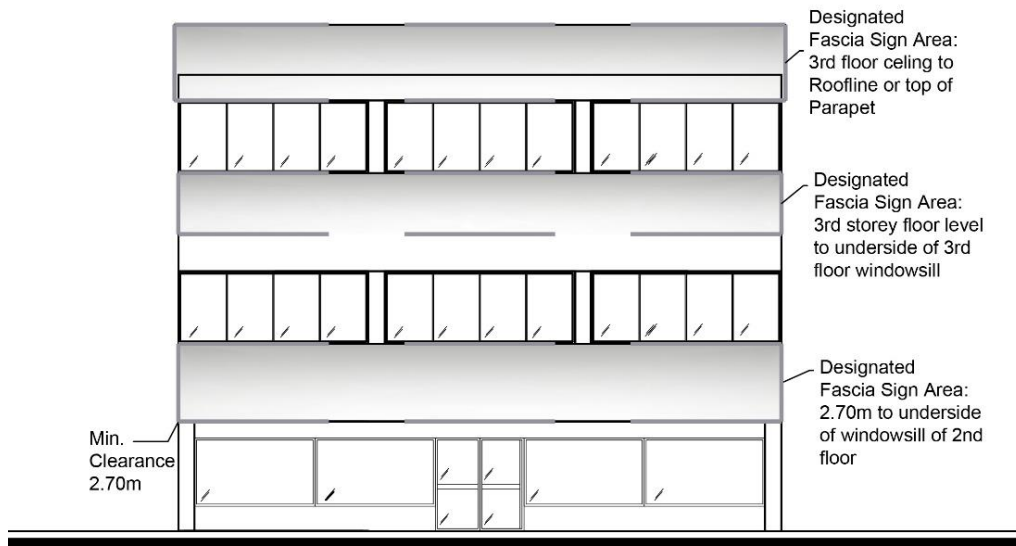


Figure 6.7 Fascia Sign



Figure 6.8 Fascia Sign

Fence Sign Provisions

6.6 A Fence Sign shall comply with the following provisions:

- .1 Dimensions shall not exceed:
 - (a) a sign height of 1.0m;
 - (b) a sign area of 2.0m²; and
 - (c) a sign width of 4.0m.
- .2 Be limited to one (1) sign per frontage.
- .3 Are a form of identification sign and are limited to first-party advertising.
- .4 Be constructed of a rigid material with a stable frame.
- .5 Not be illuminated or display flashing or intermittent light.
- .6 Not be placed on utility poles, street furniture, or other signs.
- .7 Shall not extend above the height of a fence or the maximum fence height in a district, whichever is the lower.
- .8 No portion of a Fence Sign shall encroach onto municipal property.
- .9 A Banner Sign placed, secured, or connected to a fence will be deemed a Fence Sign and is subject to the provisions of this section.

Flag Sign Provisions

- 6.7 A Flag Sign (see Figure 6.9) shall comply with the following provisions:
- .1 Unless otherwise determined by municipal, provincial, or federal government protocol in the case of a Flag Sign associated with a public, institutional or government building, facility or place, a Flag Sign:
 - (a) may be attached to a freestanding support that shall not exceed a height of 12.20m above ground;
 - (b) may be mounted on a roof and shall not exceed a sign height of 3.0m from the top of the roof, including any support system;
 - (c) shall project a maximum of 2.0m from the building face; and
 - (d) shall not exceed a maximum size of 18.0m².
 - .2 One (1) Flag Sign is allowed per business premise unless the business has a frontage wider than 30.0m, in which case up to four (4) Flag Signs may be allowed at the discretion of the Development Authority.
 - .3 The location of a Flag Sign, including the supporting system, shall be located within a parcel and shall not interfere with fire escapes, vehicular and pedestrian traffic, utilities, or municipal public works.
 - .4 Have a minimum clearance of 2.70m, unless the Flag Sign projects over a lane, loading area, or parking lot, in which case the minimum clearance shall be 4.40m.
 - .5 If attached to a façade or a building wall, shall not exceed the height of the building.
 - .6 No third-party advertising.

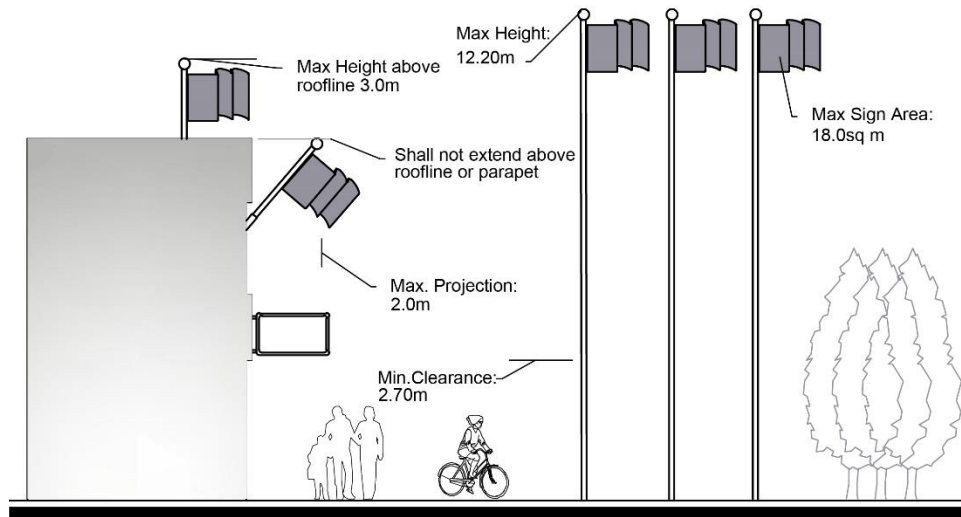


Figure 6.9 Flag Sign

Freestanding Sign Provisions

6.8 A Freestanding Sign (see Figure 6.10 and Figure 6.11) shall comply with the following provisions:

- .1 Freestanding Sign dimensions shall not exceed:
 - (a) a sign height of 10.70m;
 - (b) a maximum sign area of 14.0m² when advertising one (1) to three (3) businesses;
 - (c) a maximum sign area of 23.0m² when advertising four (4) or more businesses; and
 - (d) a maximum sign area of 23.0m² when there is more than one (1) sign face.
- .2 Freestanding Signs are deemed to be discretionary in all commercial and industrial districts in association with an approved commercial, institutional, or industrial use provided that:
 - (a) the minimum frontage is 10.0m; and
 - (b) no more than one (1) Freestanding Sign is allowed per parcel, except:
 - i. on a multiple frontage parcel, each front may have one (1) Freestanding Sign to a maximum of three (3) Freestanding Signs per parcel; or

- ii. if a single frontage is greater than 40.0m, one additional Freestanding Sign may be allowed for every 30.0m of frontage in excess of the first 10.0m, to a maximum of three (3) Freestanding Signs per parcel;
- .3 A Freestanding Sign shall be located a minimum of:
 - (a) 100m from adjacent or abutting districts containing residential uses;
 - (b) 30m from another permanent sign;
 - (c) 100m from the centre point of the cross-section of an intersection;
 - (d) 1.0m from any parcel property line; and
 - (e) the support frame shall not be within 3.0m of any parcel property line or 5.0m of a curb or public road, whichever is the greater;
 - .4 The minimum separation between Freestanding Signs on a parcel is 30.0m and shall be measured between the closest point of each sign by a straight line.
 - .5 A Freestanding Sign on a parcel adjacent to a highway and within 50.0m of such highway right-of-way shall have a minimum sign height of 3.0m and a maximum sign height of 10.7m.
 - .6 In districts where the development setback is less than 3.0m, a Freestanding Sign may be constructed to the parcel property line, as long as no portion of the sign or its supports extends beyond or over the parcel property line.
 - .7 A maximum of 20% of the sign area may include third-party advertising;
 - .8 The support(s) of a Freestanding Sign shall not be located within a Corner Visibility Triangle.
 - .9 May consist partially or entirely of a digital component but shall follow the digital copy and illumination provisions in this Bylaw (see Section 5.6).

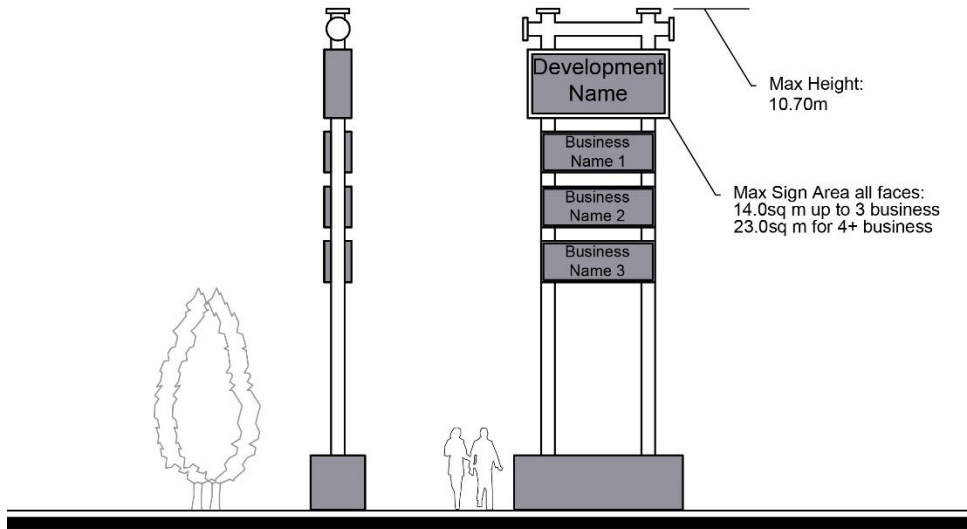


Figure 6.10 Freestanding Sign

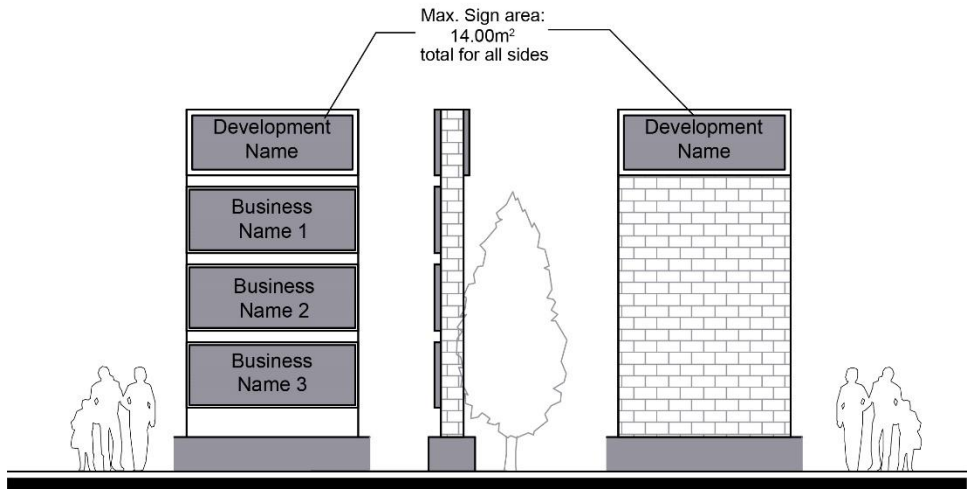


Figure 6.11 Freestanding Sign

Incidental Sign Provisions

6.9 Incidental Signs shall comply with the following provisions:

- .1 Incidental Signs are a permitted use in all land use districts.
- .2 Incidental Signs dimensions:
 - (a) for the purpose of displaying the menu boards shall have a maximum sign height of 3.0m and a maximum sign area of 3.0m²; and
 - (b) Signs indicating the maximum vehicle height restrictions, shall have a maximum sign height of 4.50m or 0.30m above the maximum building height in the district, whichever is less.
- .3 A maximum of five (5) Incidental Signs per business are allowed.
- .4 Are limited to: Freestanding, Poster, and Fascia Signs.
- .5 Incidental Signs for the purpose of displaying drive through clearance information shall provide a minimum clearance of 3.60m from the bottom of the sign to grade, and a maximum sign area of 1.50m².
- .6 Shall not allow third-party advertising.
- .7 May be illuminated but shall not display flashing or intermittent light.

Mural Provisions

6.10 A Mural shall comply with the following provisions:

- .1 Have a maximum sign height of two (2) storeys or Eleven (11.0) metres, whichever is the greater.
- .2 May include up to 10% of the mural area as first-party advertising, including the name or information of the artist.
- .3 May encompass one hundred percent (100%) of the wall to which it is affixed or painted.
- .4 Shall not include offensive or intolerant language, hatred or ridicule of any race, religion or other segment of society.

Neighbourhood and Community Identification Sign Provisions

- 6.11 A Neighbourhood and Community Identification Sign (see Figure 6.12) shall comply with the following provisions:
- .1 Neighbourhood and Community Identification Signs are a permitted use in all land use districts.
 - .2 Neighbourhood and Community Identification Sign dimensions shall not exceed:
 - (a) a sign height of 3.0m; and
 - (b) a sign area of 6.0m².
 - .3 Be limited to one (1) sign per neighbourhood or community entrance from a major collector road.
 - .4 Incorporate the name of the neighbourhood, community, subdivision, hamlet or area.
 - .5 Be architecturally integrated with a theme or style of the neighbourhood, community, subdivision, hamlet or area in which it is located, to the satisfaction of the Development Authority.

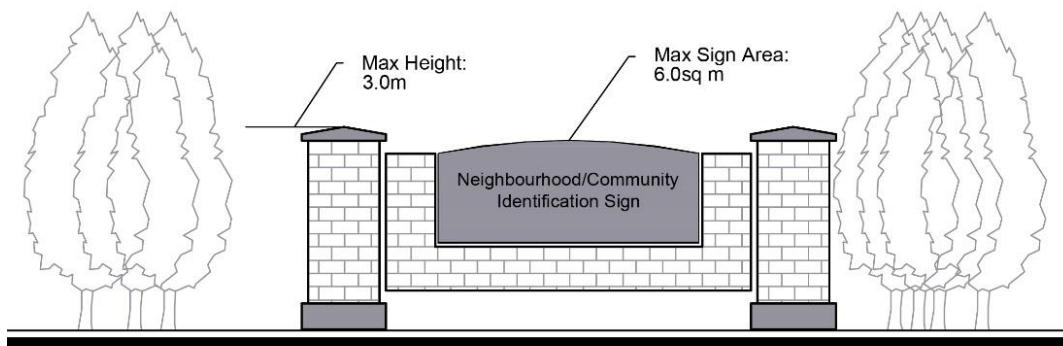


Figure 6.12 Neighbourhood and Community Identification Sign

Projecting Sign Provisions

- 6.12 A Projecting Sign (see Figure 6.13, Figure 6.14, and Figure 6.15) shall comply with the following provisions:
- .1 Projecting Sign dimensions shall not exceed:
 - (a) a projection of 2.0m from the face of a building; and
 - (b) a maximum sign area of 4.50m².
 - .2 On a building with two (2) or more storeys and tower buildings with a podium, the maximum vertical sign height will be subject to consultation with the Development Authority and their approval.
 - .3 Shall provide a minimum clearance of 2.70m from the bottom of the sign to grade, unless the sign projects over a lane, loading area, or parking lot, in which case the minimum clearance shall be 4.40m.
 - .4 Maintain a maximum separation distance of 0.3m between the sign and the structure to which it is attached.
 - .5 Projecting Signs shall be limited to Identification Signs.
 - .6 Shall not allow third-party advertising;
 - .7 On a building with two (2) or more storeys, the sign shall not extend more than 1.0m above the floor level of the second storey and not higher than a windowsill on the second storey.
 - .8 On a one (1) storey building, the maximum vertical sign height shall not exceed 1.0m.
 - .9 Shall not extend above a roofline or parapet, except for a Projecting Sign attached to a Indoor Recreation Facility or Outdoor Recreation Facility.
 - .10 May be illuminated but shall not display flashing or intermittent light except for a Projecting Sign attached to a use including, but not limited to, Indoor Recreation Facility. Such signs shall follow the regulations outlined for digital copy and illumination (see Section 5.6).

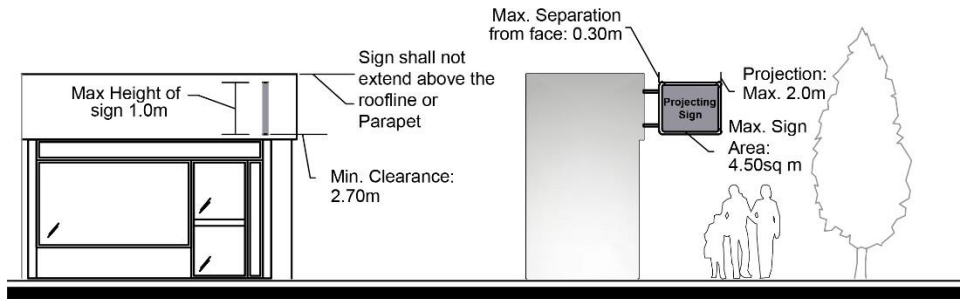


Figure 6.13 Projecting Sign

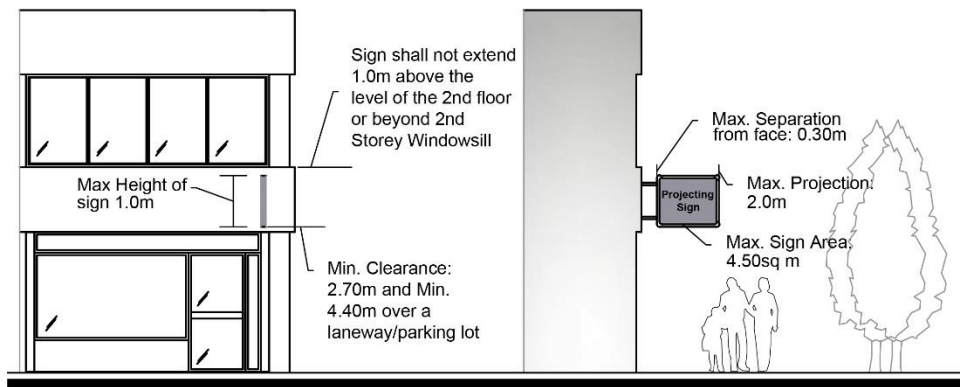


Figure 6.14 Projecting Sign

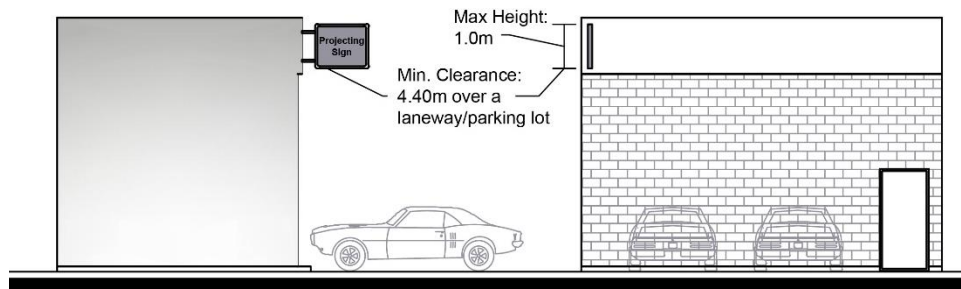


Figure 6.15 Projecting Sign

Roof Sign Provisions

6.13 A Roof Sign (see Figure 6.16) shall comply with the following provisions:

- .1 Roof Sign dimensions shall not exceed:
 - (a) a sign height of 4.0m from roofline; and
 - (b) a maximum sign area of 4.0m².
- .2 Roof Signs shall be located as follows:
 - (a) be at least 6.0m from utility lines; and
 - (b) no portion of a sign shall overhang the roof or building on which it is located.
- .3 Maximum of one (1) Roof Sign per building façade is allowed.
- .4 Limited to Identification Signs only.
- .5 No third-party advertising.
- .6 No supporting structures to be visible to the public, subject to the discretion of the Development Authority.
- .7 May be illuminated but shall not include flashing or intermittent light.
- .8 To be architecturally integrated with the building on which it is located.

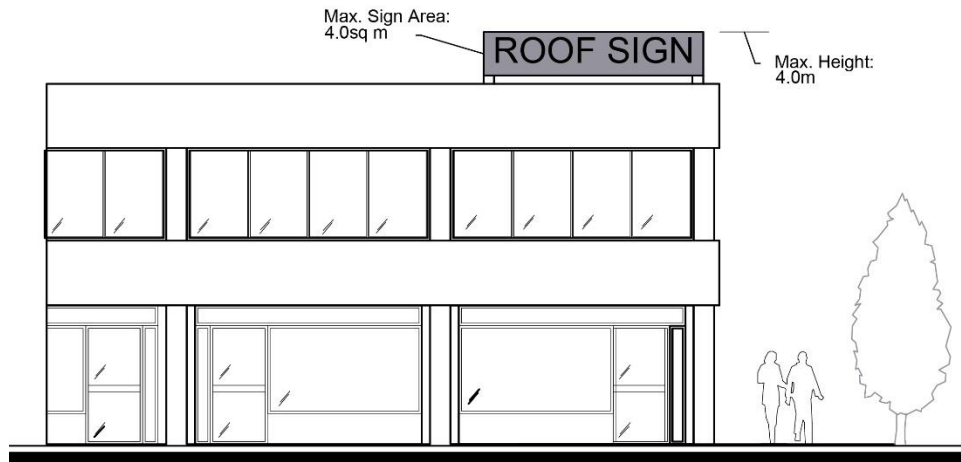


Figure 6.16 Roof Sign

Window Sign Provisions

6.14 A Window Sign (see Figure 6.17) shall comply with the following provisions:

- .1 Window Sign dimensions shall not exceed:
 - (a) a maximum sign area of 5.0m² or forty percent (40%) of the window area whichever is less;
 - (b) the maximum sign area for a Window Sign shall take into consideration the total window area on the subject façade or store front;
 - (c) a Window Sign must maintain a minimum of 50% window transparency; and
 - (d) excepting *Section 6.14.1(c)*, except in the case of a Restricted Commercial Use or other municipal, provincial, or federal regulation which requires that a window utilize 100% reflective, tinted or obscuring glazing, in which case up to 40% of the window may be utilized for advertising.
- .2 May only be located in the interior of a building.
- .3 No third-party advertising.
- .4 May be illuminated but shall not include flashing or intermittent light.
- .5 May consist partially or entirely of a digital component subject to the digital copy and illumination provisions of this Bylaw (see Section 5.6).

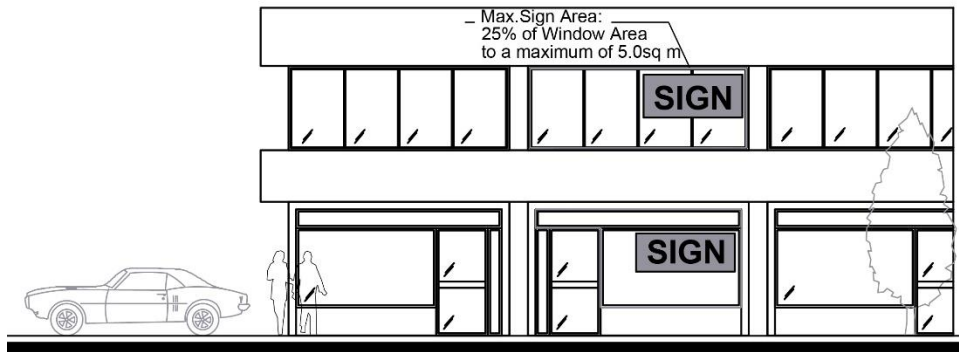


Figure 6.17 Window Sign

Wayfinding Sign Provisions

6.15 A Wayfinding Sign shall comply with the following provisions:

- .1 Subject to approval as part of a Comprehensive Sign Design Plan.

7. Temporary Sign Provisions

7.1 Temporary Signs, where applicable:

- .1 Shall be setback 5m from a fire hydrant.
- .2 Shall be setback 1.2m from the edge of the road, curb or sidewalk, whichever is closer.
- .3 Shall otherwise be safe and shall not pose a hazard to vehicular and pedestrian traffic.
- .4 Shall not be located within a Corner Visibility Triangle.

A-Board Sign Provisions

7.2 An A-Board Sign (see Figure 7.1) shall comply with the following provisions:

- .1 Maximum sign dimensions:
 - (a) sign height of 1.0m;
 - (b) sign area of 0.80m² per sign face; and
 - (c) sign width of 1.0m.

- .2 A-Board Signs:
- (a) shall not extend beyond the edge of the sidewalk;
 - (b) shall not be placed on sidewalks that are less than 1.50m in width, subject to relaxation where a grassed boulevard is adjacent to such sidewalk;
 - (c) shall maintain a minimum separation distance of 10.0m from any other A-Board Sign; and
 - (d) shall not impede or obstruct the view of vehicular and pedestrian traffic.
- .3 Shall be limited to one (1) sign per business and shall only advertise for businesses on the same parcel and immediately adjacent to the sign location;
- .4 No third-party advertising.
- .5 A-Board Signs for the purpose of real estate are allowed in all residential districts. Such signs shall be displayed as follows:
- (a) in conjunction with an open house or show home;
 - (b) during the days that the parcel is open to the public; and
 - (c) are subject to the provisions within “Section 7.11 Real Estate Sale or Lease Sign and Real Estate Directional Sign” in this Bylaw.
- .6 Shall be constructed of a rigid material with a stable frame.
- .7 Only allowed on sidewalks during the hours when the business advertised is open to the public.

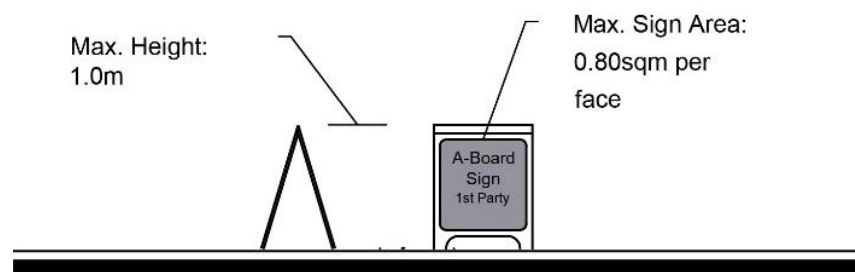


Figure 7.1 A-Board Sign

Banner Sign Provisions

- 7.3 A Banner Sign (see Figure 7.2) shall comply with the following provisions:
- .1 Banner Sign dimensions shall not exceed:
 - (a) a sign height of 1.20m;
 - (b) a sign area of 6.0sq m; and
 - (c) a sign width of 5.0m.
 - .2 Only one (1) Banner Sign per building elevation is allowed.
 - .3 Banner Signs shall be limited to identification signs.
 - .4 A Banner Sign shall have a clearance of not less than 2.70m.
 - .5 No third-party advertising.
 - .6 A Banner Sign that is not attached to a building face, shall have a minimum clearance of 6.0m from bottom of the Banner Sign to grade.
 - .7 If attached to the exterior wall of a building, the Banner Sign shall not extend above the exterior wall and the height of the building.
 - .8 If located on an exterior wall the Banner Sign shall not exceed twenty-five percent (25%) of the area of that building face.
 - .9 Shall not be located at a location, building or premise for more than sixty (60) consecutive days, and that the same location, building or premise shall remain free of a Banner Sign for sixty (60) consecutive days thereafter.
 - .10 For a Banner Sign associated with a special event, the Development Authority may consider a relaxation of the following:
 - (a) third-party advertising;
 - (b) more than one sign on a parcel; and
 - (c) display of a Banner Sign thirty (30) days prior to a special event and seventy-two (72) hours after the special event.



Figure 7.2 Banner Sign

Construction Site Identification Sign Provisions

- 7.4 A Construction Site Identification Sign (see Figure 7.3) shall comply with the following provisions:
- .1 Construction Site Identification Signs are a permitted use in all land use districts;
 - .2 Construction Site Identification Sign dimensions shall not exceed:
 - (a) a sign height of 4.90m; or
 - (b) a sign area of 12.0sq m.
 - .3 Shall be setback not less than 5m from any fire hydrant.
 - .4 Shall be setback not less than 1.2m from the edge of the road, curb or sidewalk.
 - .5 Shall be located within 15.0m of the main construction site entrance of the construction site on a parcel.
 - .6 Shall have a clearance of not less than 0.90m.
 - .7 Shall be limited to one (1) sign per street frontage.
 - .8 Shall be removed within fourteen (14) days after occupancy pursuant to the Alberta Building Code has been issued or fourteen (14) days after construction is deemed by the Development Authority to be complete.

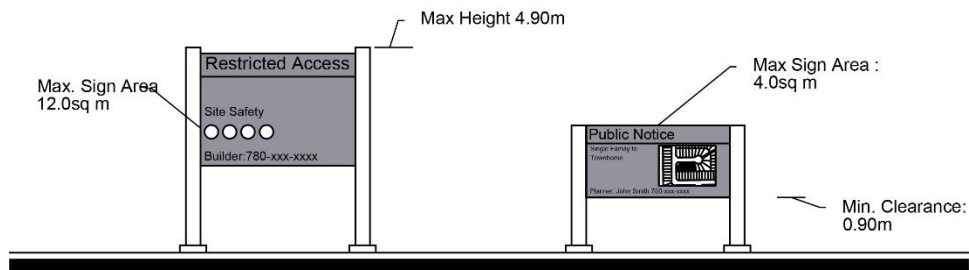


Figure 7.3 Construction Site Identification and Official Sign

Official Sign Provisions

- 7.5 An Official Sign (see Figure 7.3 shall comply with the following provisions:
- .1 Official Signs are a permitted use in all land use districts.
 - .2 Official Sign dimensions shall not exceed:
 - (a) a sign height of 1.50m
 - (b) a sign width of 2.50m; and
 - (c) a sign area of 4.0sq m.
 - .3 The proponent shall place the sign on the proposed development parcel.
 - .4 Shall have a minimum clearance of 0.90m.
 - .5 Shall not pose a hazard to vehicular or pedestrian traffic or materially affect the use, enjoyment, or value of adjacent properties.
 - .6 The design and copy of the sign must be to the satisfaction of the Development Authority.

Election Sign Provisions

- 7.6 An Election Sign shall comply with the following provisions:
- .1 An Election Sign or any other sign connected with the holding of a vote conducted under federal, provincial, or municipal law, an election associated with local Indigenous governments, or any election held pursuant to the Local Authorities Election Act, is a permitted use in all land use districts.
 - .2 Election Sign dimensions shall not exceed:
 - (a) a sign height of 2.00m;

- (b) a sign width of 3.00m; and
- (c) a sign area of 3.00sq m.
- .3 All Election Signs shall comply with the requirements of section 5.2 Sign Safety Provisions.
- .4 Shall be temporary and may include a Portable Sign and shall otherwise comply with the provisions of “Section 7.8 Portable Signs” of this Bylaw.
- .5 A Banner used as an Election Sign will be subject to the provisions of “Section 7.3 Banner Signs” of this Bylaw.
- .6 Election Signs shall only be displayed or placed between:
 - (a) 12:00 noon on nomination day and 72 hours after the close of polls on election day for municipal, school board elections, and elections associated with local Indigenous governments; or,
 - (b) 12:00 noon on the date the election is called and 72 hours after the close of polls on election day for provincial and federal elections.
- .7 Every Sign Owner or candidate, must, prior to placing any election sign, provide the Municipality with the name and phone contact information of the person responsible for his or her election signs; or, alternatively, include a sign tag with all relevant contact information on the Election Signs.
- .8 The Municipality may give notice to a person responsible for the sign directing the person to remove or repair the sign if the Election Sign:
 - (a) poses, in the opinion of the Chief Administrative Officer or his delegate, a risk to public safety;
 - (b) has material structure damage;
 - (c) has been vandalized;
 - (d) interferes with work being carried out by the Municipality; or
 - (e) is otherwise not in compliance with this Bylaw.
- .9 Notwithstanding subsection 7.6.8 the Municipality may:
 - (a) where, regardless of location, the Election Sign poses, in the opinion of the Chief Administrative Officer or his delegate, an immediate and substantial public safety risk, immediately proceed to remove the sign without notice.

- .10 If a Sign Owner fails to remove an election sign within seventy-two (72) hours after the voting stations close on election day, a Peace Officer, Bylaw Officer, or the Development Authority may remove them, and the candidate shall be liable for the cost of removal;
- .11 All Election Signs shall comply with the requirements of any relevant federal or provincial legislation and any other relevant municipal bylaws.
- .12 No Election Signs shall be installed, placed, or constructed in School Zones one (1) hour before and after school starts and one (1) hour before and after school ends. School Zones are defined in *Guidelines for School and Playground Zones and Areas*, as amended by the Province of Alberta.

Inflatable Sign Provisions

7.7 An Inflatable Sign (see Figure 7.4) shall comply with the following provisions:

- .1 An Inflatable Sign, where located on a roof:
 - (a) shall not exceed a sign height of 5.00m or the maximum height allowed in the district, whichever is lesser;
 - (b) shall not exceed a footprint area of 5.00sq m;
 - (c) shall be setback from the edge of the building a distance equal to the sign height; and
 - (d) shall not extend or project over the face of the building.
- .2 An Inflatable Sign shall be located as follows:
 - (a) a minimum of 10.00m from utility lines and any right-of-way; and
 - (b) a minimum 10.00m from the boundary of any intersection or egress.
- .3 Maximum one (1) Inflatable Sign per parcel.
- .4 No third-party advertising.
- .5 Where an Inflatable Sign can only be accommodated in an approved parking stall within a parcel, the Development Authority may approve the sign if the parking requirements are otherwise met.
- .6 An Inflatable Sign shall not be displayed for more than sixty (60) consecutive days on a parcel and must remain free of an Inflatable Sign for thirty (30) consecutive days thereafter.

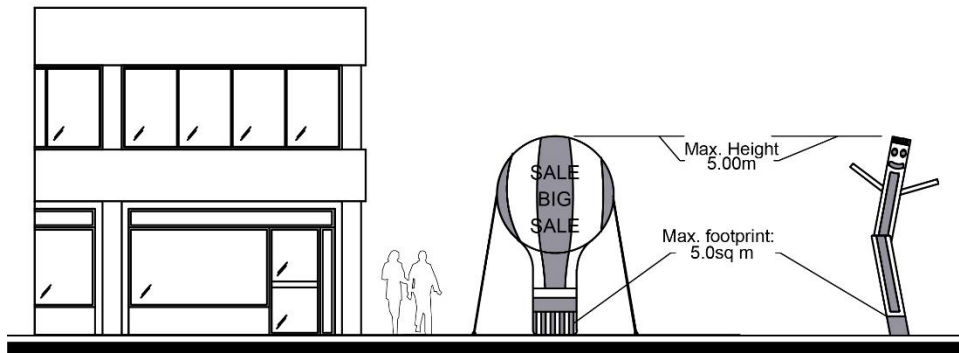


Figure 7.4 Inflatible Sign

Portable Sign Provisions

7.8 A Portable Sign (see Figure 7.5) shall comply with the following provisions:

- .1 Portable Sign dimensions shall not exceed:
 - (a) a sign height of 3.10m; and
 - (b) a sign area of 4.60sq m per sign face to a total sign area of 9.20sq m.
- .2 A Portable Sign shall be located as follows:
 - (a) within a parcel;
 - (b) shall be setback not less than 7.50m from any entrance and exit to the parcel;
 - (c) shall be setback not less than 30m from another Portable Sign;
 - (d) shall be setback not less than 10m from another permanent sign;
 - (e) shall be setback not less than 5m from a fire hydrant;
 - (f) shall be safe and shall not pose a hazard to vehicular and pedestrian traffic;
 - (g) shall not conflict with parking and loading areas;
 - (h) shall not be located within a Corner Visibility Triangle;
 - (i) shall be setback not less than 1.2 m from the edge of the road, curb or sidewalk;

- (j) shall not be located in the field of view near or past other traffic conflict points such as intersections, merge points, exit ramps, or curved roadways; and
- (k) on a double fronting lot, each frontage may have one (1) Portable Sign.
- .3 May have two (2) sign faces.
- .4 No third-party advertising.
- .5 Shall have a uniform background colour.
- .6 Shall not use red, green, or amber lights.
- .7 Shall not be illuminated or display flashing or intermittent light.
- .8 Shall have a legible message and if the message is tampered with, the permit holder shall ensure that the message is corrected.
- .9 Despite section 7.8(d) above of this Bylaw, when a Portable Sign is used to advertise events, activities or provide information on behalf of the Municipality or a non-profit organization the sign may be located on another site than where the event or activity takes place.
- .10A Portable Sign shall have a sign tag and shall include all relevant sign tag information.
- .11 The Sign Owner shall be responsible to ensure that the sign tag is visible and up to date at all times.
- .12 Any Portable Signs approved pursuant to a time limited approval under the Portable Sign marker program remain lawful until the expiration of their Development Permit
- .13 Where a message on a Portable Sign relates to a specific event, the message shall be removed within seventy-two (72) hours after the end of the event;
- .14 May be allowed in public parks and public lands for the advertising of a public event at the discretion of the Development Authority. The sign shall be on the subject parcel for a maximum of fourteen (14) days prior to the event and shall be removed within seventy-two (72) hours after the event.
- .15A Portable Sign may be allowed on a parcel for up to one hundred and eighty (180) consecutive days, and thereafter must be removed from such parcel for the next one hundred and eighty (180) consecutive days.

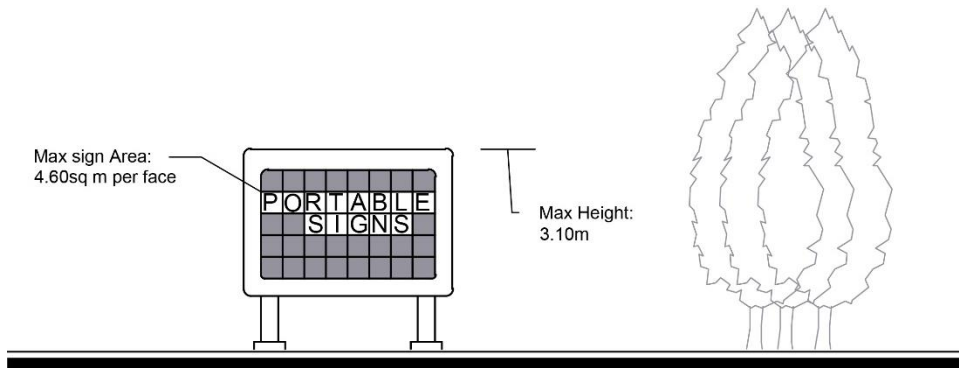


Figure 7.5 Portable Sign

Poster Board Sign Provisions

7.9 A Poster Board Sign (see Figure 7.6), shall comply with the following provisions:

- .1 Poster Board Sign dimensions shall not exceed:
 - (a) a sign height of 2.0m;
 - (b) a sign width of 2.0m; and
 - (c) a sign area of 1.0sq m.
- .2 Shall not be placed on utility poles, street furniture or other signs.
- .3 Shall be limited to two signs per individual business on a parcel.
- .4 Shall be limited to Identification Signs.
- .5 No third-party advertising.
- .6 Shall be placed on a rigid and sturdy frame.

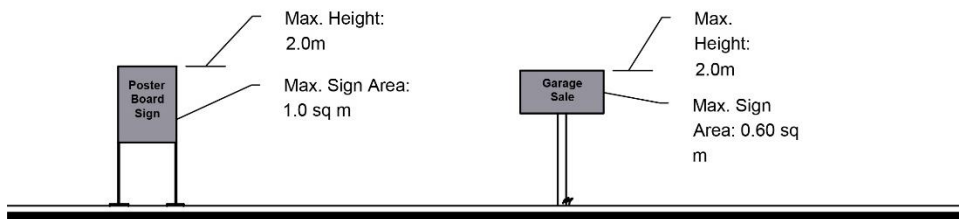


Figure 7.6 Poster Board Sign and Private Sale Sign

Private Sale Sign Provisions

- 7.10 A Private Sale Sign (see Figure 7.6) shall comply with the following provisions:
- .1 Private Sale Signs are a permitted use in all land use districts;
 - .2 Private Sale Sign dimensions shall not exceed a maximum:
 - (a) sign height 2.0m; and
 - (b) sign area of 0.60sq m.
 - .3 Shall be setback 1.2m from the edge of the road, curb or sidewalk.
 - .4 May be located on a right-of-way or public property.
 - .5 Shall not be placed on utility poles, street furniture or other signs.
 - .6 Shall be limited to advertising a lawn sale, garage sale or other private event.
 - .7 Shall be safe and shall not pose a hazard to vehicular and pedestrian traffic.
 - .8 Shall be removed within seventy-two (72) hours of it first being placed on a parcel or a road.

Real Estate Sale or Lease Sign and Real Estate Directional Sign Provisions

- 7.11 A Real Estate Sale or Lease Sign (see Figure 7.7) and Real Estate Directional Sign (see Figure 7.9) shall comply with the following provisions:
- .1 A Real Estate Directional Sign on an A-Board (see Figure 7.1) is a permitted use in all residential districts provided the signs are only used in conjunction with an open house or show home by a realtor and are only displayed on the days that the parcel is open to the public and are subject to the rules under Real Estate Directional Signs.
 - .2 Real Estate Sale or Lease Sign dimensions shall not exceed:
 - (a) a sign height of 2.0m; and
 - (b) a sign area of 1.5sq m.
 - .3 Real Estate Directional Sign dimensions shall not exceed:
 - (a) a sign height of 1.0m; and
 - (b) a sign area of 0.80sq m.
 - .4 Real Estate Sale or Lease Signs are temporary, intended to be posted for the duration of time necessary to sell or lease a building and / or associated parcel, and may be posted only on the subject parcel.

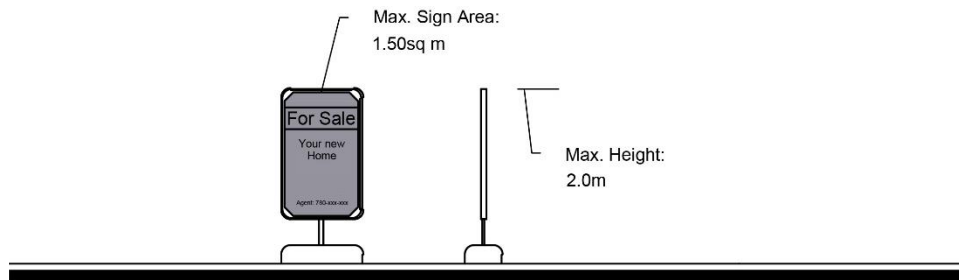


Figure 7.7 Real Estate or Lease Sign

Subdivision Marketing Sign Provisions

7.12 A Subdivision Marketing Sign (see Figure 7.8) shall comply with the following provisions:

- .1 Subdivision Marketing Signs are a permitted use in all land use districts.
- .2 Subdivision Marketing Sign dimensions shall not exceed:
 - (a) a sign height of 5.0m; and
 - (b) an area of 12.0sq m for all signs faces. Individual sign area is at the discretion of the Development Authority.
- .3 Subdivision Marketing Signs shall not be located within 1.0m of a parcel property line.
- .4 Only two (2) signs per subdivision or subdivision phase entrance are allowed.
- .5 Shall be associated with sales of parcels in new subdivisions.
- .6 Shall refer to the subdivision where it is located.
- .7 Shall not be illuminated or display flashing or intermittent light.
- .8 A subdivision developer shall provide a maximum of one (1) developer comprehensive sign in each subdivision or subdivision phase for subdivision builders advertisements.
- .9 Other than as part of a developer comprehensive sign, homebuilder signs shall only be located on the subject parcel where a dwelling unit is being built.
- .10 Shall be removed by a subdivision developer by the earlier of either thirty (30) days following the sale of all parcels in a subdivision or, thirty (30) days following the date of receipt of notice from the Municipality.

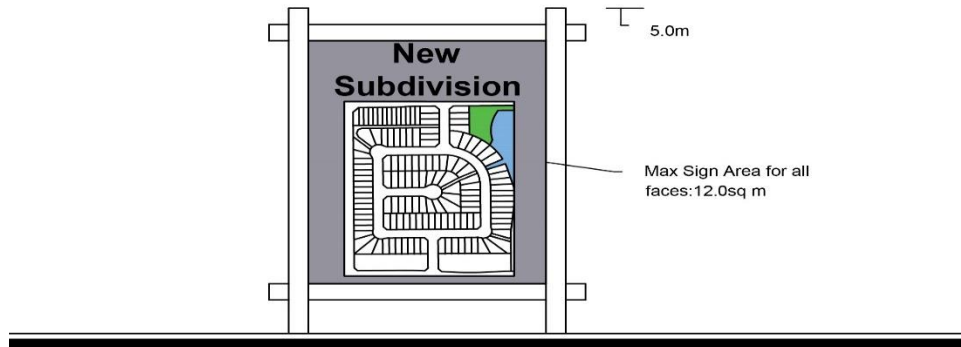


Figure 7.8 Subdivision Marketing Sign

Subdivision Directional Sign Provisions

7.13 A Subdivision Directional Sign (see Figure 7.9) shall comply with the following provisions:

- .1 Subdivision Directional Signs are a permitted use in all land use districts.
- .2 Subdivision Directional Sign dimensions shall not exceed:
 - (a) a sign height of 3.0m; and
 - (b) a sign area of 3.0sq m.
- .3 Shall be located at least 5.0m from the edge of any road, curb or sidewalk.
- .4 A maximum two (2) Subdivision Directional Signs per subdivision.
- .5 Shall be portable and shall not be fixed to any surface.
- .6 Shall provide direction to the subdivision.
- .7 May be placed on a parcel where a permit has been approved for a development or subject to a development agreement at the discretion of the Development Authority.
- .8 Shall be removed by a subdivision developer by the earlier of either thirty (30) days following the sale of all parcels in a subdivision or, thirty (30) days following the date of receipt of notice from the Municipality.



Figure 7.9 Subdivision Directional Sign and Real Estate Directional Sign

8. Permitted and Discretionary Sign Tables

8.1 The following signs are a permitted use in all districts:

- (a) Construction Site Identification Sign
- (b) Official Sign
- (c) Directional Sign
- (d) Incidental Sign
- (e) Election Sign
- (f) Neighbourhood and Community Identification Sign
- (g) Private Sale Sign
- (h) Real Estate Sale or Lease
- (i) Real Estate Directional Sign
- (j) Subdivision Marketing Sign
- (k) Subdivision Directional Sign

8.2 In the tables below, the applicable land use districts are stated at the top of each column, and the types of sign at the left end of each row. A permitted use is indicated by a 'P' at the intersection of the land use district column and the use row. Discretionary use – Development Officer is indicated by a 'D' at the intersection of the land use district column and the use row. Discretionary use – Planning Commission is indicated by a 'D*'

8.3 The permitted and discretionary uses for each sign type in residential districts are set out below.

	Type of Sign	Residential Districts							
	P = Permitted Use D = Discretionary Use	R1 R1E R1M R1S R1P	R2 R2-1 RMH RMH-1 RMH-2	HR CR SH SE	MF ND MF D	DC- RMH DC- UER DC-R2 DC-R3	R3 R3-1 R3-2 HG MDD	R4 R5 LBL- R4 R5-MU DC-R4 WD	UE
Permanent Signs	Awning and Canopy Sign						P	P	P
	Under-Awning and Under-Canopy Sign						P	P	P
	Billboard Sign								D
	Fascia Sign						P	P	P
	Fence Sign								
	Flag Sign								
	Freestanding Sign						D	D	D
	Mural with Advertising						D	D	D
	Projecting Sign						P	P	P
	Roof Sign								D
	Window Sign						D	D	
Wayfinding Sign						D	D	D	
Temporary Signs	A-Board Sign						P	P	
	Banner Sign								
	Inflatable Sign								
	Portable Sign						D	D	D
	Poster Board Sign						D	D	

8.4 The *permitted* and *discretionary uses* for each *sign* type in commercial and industrial districts are set out below.

Type of Sign		Commercial and Industrial Districts					
	P = Permitted Use D = Discretionary Use D*= Discretionary Use- Planning Commission	C1 C2	MD CD TCD	C3/C3A C4/C4A C5	GD DC-C5	HC	BI BIU SI
Permanent Signs	Awning and Canopy Sign	P	P	P	P	P	P
	Under-Awning and Under-Canopy Sign	P	P	P	P	P	P
	Billboard Sign			D*	D	D*	D
	Fascia Sign	P	P	P	P	P	P
	Fence Sign			D	D		P
	Flag Sign	P	P	P	P	P	P
	Freestanding Sign	D	D	D	D	D	D
	Mural with Advertising	P	P	P	P	P	D
	Projecting Sign	P	P	P	P	P	P
	Roof Sign			D	D		D
	Window Sign	D	D	D	D	D	P
Wayfinding Sign	P	P	P	D	D	P	
Temporary Signs	A-Board Sign	P	P	P	P	P	P
	Banner Sign	D	D	D	D	D	D
	Inflatable Sign	D	D	D	D	D	P
	Portable Sign	P	P	P	P	P	P
	Poster Board Sign	P	P	P	P	P	P

8.5 The permitted and discretionary uses for each sign type in City Centre districts are set out below.

	Type of Sign	City Centre				
	P = Permitted Use D = Discretionary Use D*= Discretionary Use- Planning Commission	CBD1 BOR1 SCL1 SCL2	PRA1 PRA2 FRA1	PR-CC PS-CC	LBL-C	RIVF SR1
Permanent Signs	Awning and Canopy Sign	P	P	P	P	P
	Under-Awning and Under-Canopy Sign	P	P	P	P	P
	Billboard Sign	D*	D*		D*	
	Fascia Sign	P	P	P	P	P
	Fence Sign					
	Flag Sign	D	D	D	D	D
	Freestanding Sign	D	D	D	D	D
	Mural with Advertising	P	P	P	P	P
	Projecting Sign	P	P		P	
	Roof Sign	D	D	D	D	D
	Window Sign	P	P		P	
Wayfinding Sign	P	P	P	P	P	
Temporary Signs	A-Board Sign	P	P	P	P	P
	Banner Sign	D	D	D	D	D
	Inflatable Sign			P		P
	Portable Sign	D	D	D	D	D
	Poster Board Sign	P	P	P	P	P

8.6 The permitted and discretionary uses for each sign type in all other districts are set out below.

Type of Sign		Other Districts						
	P = Permitted Use D = Discretionary Use	PR	DC-PR	PS	DC-MI	EP	RD	A
Permanent Signs	Awning and Canopy Sign	P	P	P	D		D	D
	Under-Awning and Under-Canopy Sign	P	P	P	D		D	D
	Billboard Sign		D		D		D	D
	Fascia Sign	P	P	P	P		P	P
	Fence Sign			D	D			
	Flag Sign	D	D	D	P		P	P
	Freestanding Sign	D	D	D	D		D	D
	Mural with Advertising	P	P	P	P		P	P
	Projecting Sign	P	P	P	P		P	P
	Roof Sign				P		P	P
	Window Sign				P		P	P
Temporary Signs	Wayfinding Sign	P	P	P	P	P	P	P
	A-Board Sign	P	P	P	P		P	P
	Banner Sign	D	D	D	P		P	P
	Inflatable Sign	P	P	P	P		P	P
	Portable Sign	P	P	P	P		P	P
	Poster Board Sign	P	P	P	P		P	P