

## **PART 12 – SIGNS**

### **12.1 General Sign Regulations**

- 12.1.1 No person shall erect, develop, paint, enlarge, relocate or alter any sign, except as otherwise provided for in this Bylaw without first obtaining a Development Permit.
- 12.1.2 The placement of a sign shall not require the removal or destruction of trees, shrubbery or other landscaping. If trees, shrubbery or other landscaping is removed in order to place a sign, the removed landscaping shall be replaced with similar landscaping elsewhere on the site to the satisfaction of the Development Authority.
- 12.1.3 No sign shall be affixed to any public or private structure without the owner's permission.
- 12.1.4 To the extent reasonably feasible, any permitted sign shall be placed so as not to obstruct or impair vision, or hinder or interfere with pedestrian or vehicular traffic on abutting roads or walkways.
- <sup>1</sup>12.1.5 All sign structures shall be securely built, constructed and erected to conform to the standards set forth in this Bylaw.
- 12.1.6 No sign shall be erected, operated, used or maintained that:
- (a) Due to its position, shape, colour, format or illumination obstructs the view of, or could be confused with, an official traffic sign, signal or device, as determined by the Development Authority in consultation with the Transportation Department;
  - (b) Displays lights resembling the flashing lights usually associated with danger or those by police, fire, ambulance and other emergency vehicles; and
  - (c) Uses spots or reflector lights directed at on-coming traffic or displays travelling or flashing messages that, in the opinion of the Development Authority, create a hazard to traffic on a public roadway from which the sign is visible.
- 12.1.7 For all Development Permit applications for signs, the Development Authority shall have regard for the scale and architectural character of the building and the land use characteristics of the surrounding development. The Development Authority shall refuse any Development Permit application for a sign that may adversely impact the amenities or character of the adjacent development.

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<sup>1</sup> C15-17

<sup>1</sup>12.1.8 (Deleted)

12.1.9 When a sign cannot be clearly categorized as one of the sign types defined in this Bylaw, the Development Authority shall determine the sign type and applicable standards.

12.1.10 The Development Authority may attach conditions to a Development Permit for a sign to ensure compliance with the regulations of this Bylaw and to mitigate any effect that a sign may have on surrounding properties. Conditions may relate to the duration that a Permit is valid, the landscaping associated with a sign, the maximum size of a sign, the appearance of a sign, the lighting of a sign, and may require applicants to at any time mitigate safety concerns identified by the City near traffic conflict points.

<sup>2</sup>12.1.11(Deleted)

12.1.12 To the extent reasonably feasible, all structural features of a sign shall be covered or finished to the satisfaction of the Development Authority.

<sup>3</sup>12.1.13(Deleted)

## **12.2 Signs Not Requiring a Development Permit**

12.2.1 A Development Permit shall not be required for the following signs, provided that the proposed sign complies with the applicable regulations of this Bylaw, and with the limitations set forward below:

- (a) Statutory and official notices, signs, placards or bulletins required or permitted to be displayed pursuant to the provisions of federal, provincial or municipal legislation;
- (b) Signs erected by the City;
- (c) <sup>4</sup>Traffic and directional signs authorized by Council or the Infrastructure Management Department;
- (d) Traffic and directional signs which are designed to:
  - i. Direct pedestrian and vehicular traffic to public institutions or places such as hospitals, schools, parks, or other public services or utilities; and
  - ii. Identify each street entrance or exit from the parking area of any structure or establishment.

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<sup>1</sup> C15-17

<sup>2</sup> C15-17

<sup>3</sup> C15-17

<sup>4</sup> C19-14

- (e) Municipal address numbers or letters displayed on the premises to which they refer;
- (f) Portable signs promoting the sale or lease of real estate and proposed developments provided that:
  - i. There shall not be more than one sign for each dwelling unit for sale in any Residential Land Use District and the area of the sign shall not exceed 1.5m<sup>2</sup> (16.15ft<sup>2</sup>);
  - ii. In Non-Residential Land Use Districts, there shall not be more than one sign for each site and the copy area of the sign shall not exceed 11.5m<sup>2</sup> (124.0ft<sup>2</sup>); and
  - iii. Open House signs may be displayed on the day of the Open House and shall be removed one hour after the open has concluded.
- (g) Signs of building contractors in Non-Residential Land Use Districts that relate to construction occurring on the site on which the sign is displayed, provided that:
  - i. The sign is wholly situated upon the construction site;
  - ii. The sign shall not project over a public roadway;
  - iii. Only one sign shall be permitted upon each site and may not exceed 3.0m<sup>2</sup> (32.0ft<sup>2</sup>); and
  - iv. The sign shall be removed upon substantial completion of the site construction.
- (h) In Non-Residential Land Use Districts, identification signs in respect of the land or buildings upon which they are displayed, or professional, business and trade name plates relating to the occupants of the land or buildings upon which they are displayed, provided that:
  - i. Each name plate shall not exceed 0.2m<sup>2</sup> (2.0ft<sup>2</sup>); and
  - ii. Such sign may be illuminated, but shall not be an Electronic Message sign.
- (i) Portable signs, including A-board signs, located on a non-residential site, provided that:
  - i. The sign area shall not exceed 1.0m<sup>2</sup> (10.8ft<sup>2</sup>);
  - ii. The sign height shall not exceed 1.0m (3.3ft);

- iii. The sign shall not be located on a public utility lot;
  - iv. A minimum separation distance of 10.0m (32.8ft) from another portable sign shall be maintained;
  - v. The sign shall not restrict pedestrian traffic; and
  - vi. The sign shall be removed at the time that the business the sign is advertising closes, or within one hour of the end of the event that the sign is advertising.
- (j) One freestanding sign identifying menu items (menu boards) at drive through service eating establishments provided that:
- i. No portion of the sign conveying advertisements shall be directed or visible from off of the site;
  - ii. The non-advertising portion of the sign shall be properly finished; and
  - iii. The sign shall not exceed 3.0m<sup>2</sup> (32.0ft<sup>2</sup>).
- (k) Changing the copy of any sign for a which valid Development Permit has been issued, the copy of which is changeable;
- (l) Erection or alteration of signs attached to benches on public property;
- (m) Any sign painted on or affixed to the interior of a window in a commercial area;
- (n) Garage and yard sale signs provided that:
- i. All signs shall be no larger than 0.6m<sup>2</sup> (6.0ft<sup>2</sup>);
  - ii. All signs placed on public property shall not be placed more than 24 hours preceding the sale and shall be removed within 24 hours of the conclusion of the sale; and
  - iii. Staked signs shall not be permitted on 98 Avenue or 99 Avenue boulevards in order to prevent damage to the underground irrigation system.
- (o) A sign identifying the location of a home office or home business provided that:
- i. The sign shall be displayed within a window of the dwelling, or if outside, shall be placed flat against the wall of the dwelling; and
  - ii. The sign shall be no larger than 0.3m<sup>2</sup> (3.0ft<sup>2</sup>).

(p) Election signs for federal, provincial municipal or school board elections provided that:

- i. The sign shall be displayed for no more than 30 days prior to election day, or such other time as regulated under provincial or federal regulation, and the candidate shall be responsible for the removal of the sign within three days after election day; and
- ii. Signs shall be in compliance with **(Appendix D: Guidelines for the Placement of Election Signs upon City of Fort Saskatchewan Road Rights-of-Way)**, as amended.

### **12.3 Application for Signs**

12.3.1 Applicants shall provide the following information in addition to the requirements of Section 3.4 Requirements for a Development Permit Application when applying for a Development Permit for a sign:

- (a) All dimensions of the sign structure, including height and projection of sign attached to a building;
- (b) Area of the copy face;
- (c) Design of the copy face;
- (d) Details of sign illumination;
- (e) Type of construction and finishing;
- (f) Method of support;
- (g) Site plan showing sign location in relation to property boundaries and buildings; and
- (h) The fees required for the Development Permit.

### **12.4 Responsibilities and Duties of the Sign Owner**

12.4.1 For the purposes of this Section of this Bylaw only, the registered owner of the private property upon which a sign is placed with a valid Development Permit shall be considered to be the owner of the sign. For signs placed on or overhanging public property with a valid Development Permit, the owner of the sign shall be considered to be the signatory of the Public Liability and Property Damage Insurance Policy.

12.4.2 Neither the granting of a Development Permit, nor the approval of plans, nor inspections made by the Development Authority shall in any way relieve the owner of a

sign from full responsibility for carrying out the work or having the work carried out relating to the placement of a sign in accordance with this Bylaw.

12.4.3 The owner of a sign shall comply with the provisions of this and all other Bylaws of the City and may not deviate from the approved plans, unless such deviation is approved in writing by the Development Authority.

12.4.4 The owner of a sign shall maintain the sign in a proper state of repair and shall:

- (a) Keep it properly painted at all times;
- (b) Ensure that all structural members, guy wires or other methods of support are properly attached to the sign and building; and
- (c) Clean all sign surfaces as it becomes necessary due to an accumulation of dust, dirt, and/or other debris.

12.4.5 An applicant or owner shall demonstrate a sign to be safe, functional, properly illuminated, properly constructed and properly affixed to the building and/or site for which it is proposed. The applicant should use a qualified and experienced designer to prepare sign plans.

## **12.5 Billboard Signs**

12.5.1 Existing and new billboard signs shall only be permitted at the locations identified on **(Appendix B: Billboard Sign Location Map)**.

12.5.2 Billboard signs shall not be an Electronic Message sign.

12.5.3 Billboard signs shall be located a minimum of:

- (a) 100.0m (328.1ft) from any other billboard sign facing the same oncoming traffic;
- (b) 25.0m (82.0ft) from any freestanding sign facing the same oncoming traffic;
- (c) 5.0m (16.4ft) from the property line; and
- (d) 30.0m (98.4ft) from an intersection.

12.5.4 Billboard signs shall have a minimum clearance of 1.8m (6.0ft) from grade to the bottom of the sign.

12.5.5 Billboard signs shall have a maximum sign area of 30.0m<sup>2</sup> (321.9ft<sup>2</sup>).

12.5.6 The maximum height of a billboard sign located within 200.0m (656.2ft) of a Highway shall be 7.5m (24.6ft) above the grade of the Highway, or 15.0m (49.2ft) above the grade of the site upon which the sign is located, whichever is less.

## 12.6 Developer Signs

<sup>1</sup>12.6.1 Developer Signs shall be in accordance with Appendix C: Developer Sign Location Map and, where applicable, with the following regulations:

- (a) Highway 15 and Highway 21 sign Locations:
  - i. The maximum height shall not exceed 6.1m (20.0ft) above finished grade;
  - ii. The maximum sign face area shall not exceed 9.3m<sup>2</sup> (100.0ft<sup>2</sup>);
  - iii. Shall be set back a minimum of 45.0m (147.6ft) from the closest highway intersection;
  - iv. Shall be offset a minimum of 10m (32.8ft) from the edge of the pavement for the highway adjacent to the sign;
  - v. Shall be removed within 10 years from the date of Development Permit approval for the sign or at 90% build-out of the neighbourhood being advertised, whichever comes first; and
  - vi. There shall be no more than one sign per advertised neighborhood per location.
- (b) <sup>2</sup>(Deleted)
- (c) Entry Feature signs:
  - i. Shall be located only at entrances to subdivisions; and
  - ii. The Development Authority may require the incorporation of landscaping and finishing materials complementary to the subdivision theme.
- (d) <sup>3</sup>All approved off-site developer sign locations on public lands may be subject to additional conditions from the City's Infrastructure Management Department;

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<sup>1</sup> C19-15

<sup>2</sup> C19-15

<sup>3</sup> C19-14

- (e) Alternate subdivision identification signs may be incorporate using designated identification signs, as per City standard, on existing City street poles and furniture; and
- (f) Any deviation from these regulations shall require the approval of a Master signage Plan for the neighbourhood prior to any sign installations.

<sup>1</sup>12.6.2 (Deleted)

<sup>2</sup>12.6.3 Notwithstanding 12.6.1 above and subject to an approved Development Permit, Developer Signs may be allowed in addition to 12.6.1 provided that:

- (a) The Development Permit is valid for for a period of not longer than one year;
- (b) Signage shall be located on private property;
- (c) Signage shall not block or impede traffic sightlines, views, or aesthetic character;
- (d) Signage shall not be illuminated in any way;
- (e) Signage shall accurately display the neighbourhood outline plan and/or districting or allowed/intended uses;
- (f) No more than one sign located on the site;
- (g) The primary purpose of the sign shall be informative and explanatory and may provide a secondary purpose of advertising and marketing; and
- (h) The above is subject to the discretion and satisfaction of the Development Authority taking into consideration neighbourhood character, sign size and massing, number of Developer Signage existing in the area, sign design, accuracy of information displayed, and quantity of vacant lots within the neighbourhood.

## **12.7 Electronic Message Signs**

12.7.1 An Electronic Message sign shall not be located within a Residential Land Use District and shall not be located within 30.5m (100.0ft) of a residential land use.

12.7.2 An Electronic Message sign shall not be located within 300.0m (984.3ft) from any other Electronic Message sign facing the same oncoming traffic.

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<sup>2</sup> C19-15



- 12.7.3 The maximum period for which an Electronic Message sign Development Permit may be issued shall be three years, upon which re-assessment and a new Permit approval shall be obtained.
- 12.7.4 Electronic Message signs shall be located such that the sign does not obscure a driver decision point. The Development Authority and Transportation Department shall be satisfied that an Electronic Message sign:
- (a) Shall not physically obstruct the sightlines or view of a traffic control device or traffic control signal for oncoming vehicular traffic;
  - (b) Shall not be located in the field of view near or past a traffic control device or traffic control signal in the sightlines of oncoming vehicular traffic;
  - (c) 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
  - (d) Shall not include illumination that may compete with or dull the contrast of a traffic control device or traffic control signal for oncoming vehicular traffic.
- 12.7.5 Electronic Message signs shall not face a residential use or a Natural Conservation area and shall only be located or constructed such that illumination from the sign does not project onto any surrounding residential land uses or Natural Conservation Areas, to the satisfaction of the Development Authority.
- <sup>1</sup>12.7.6 An Electronic Message sign located adjacent to a residential use or a Natural Conservation area shall be turned off between the hours of 11:00 p.m. and 6:00 a.m. on weekdays and between 11:00 p.m. and 7:00 a.m. on weekends.
- 12.7.7 An Electronic Message sign shall not be located on, or attached to, a roof of a building.
- 12.7.8 The design and character of an Electronic Message sign on any site shall be to the satisfaction of the Development Authority who may take into consideration any of the following aspects:
- (a) Compatibility with the general architectural character and theme of the area; and
  - (b) Streetscape improvements.
- <sup>2</sup>12.7.9 The Development Authority may require application revisions to mitigate the impact of a proposed Electronic Message sign, and may refuse a Permit that adversely impacts the surrounding area.

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<sup>1</sup> C19-14

<sup>2</sup> C19-14

12.7.10 The electrical power supply to an Electronic Message sign shall be provided underground unless otherwise allowed by the Development Authority.

12.7.11 Photovoltaic cells, solar panels or solar collectors and ancillary equipment may be part of the sign structure in order to provide electrical power solely to the copy area. Photovoltaic cells, solar panels or solar collectors and ancillary equipment may extend above the maximum sign height to the satisfaction of the Development Authority. It shall be demonstrated by the applicant that the additional height is required to achieve sufficient solar exposure to provide electrical power to the sign.

12.7.12 Digital displays on Electronic Message signs shall comply with the following:

- (a) Copy shall be static and remain in place for a minimum of six seconds before switching to a new or the next copy;
- (b) The maximum transition time between each digital copy shall not exceed 0.25 seconds;
- (c) Transitions between each digital copy shall not involve any visible effects, including but not limited to: action, motion, fading in or out, dissolving, blinking, intermittent or flashing light or the illusion of such effects;
- (d) Copy shall not be shown on the digital display using full motion video, movies, Motion Picture Experts Group (MPEG) or any other non-static digital format and the copy shall not be displayed using any visual effects, including but not limited to: action, motion, fading in or out, dissolving, blinking, intermittent or flashing light or the illusion of such effects;
- (e) Copy shall not be shown in a manner that requires the copy to be viewed or read over a series of sequential copy messages on a single digital display, or sequenced on multiple digital displays;
- (f) The sign owner shall ensure that while the sign is in operation with the ambient light sensor, that the light output for the digital display shall be set to operate and not exceed the following levels at all times the sign is operating when measured from the sign Face at its maximum brightness:
  - i. A maximum of 7,500 nits from sunrise to sunset, at those times determined by the National Research Council of Canada (sunrise/sunset calculator);
  - ii. A maximum of 500 nits from sunset to sunrise at those times determined by the National Research Council of Canada (sunrise/sunset calculator); and

- iii. The sign shall not increase light levels above around the digital display by more than 5.0 LUX above the ambient light level;
- (g) At any time, should the Development Authority determine that the brightness of the sign should exceed those limits set out in Section 12.7.10(f), the sign owner shall change the brightness as directed by the Development Authority;
- (h) If any component on the sign fails or malfunctions in any way and fails to operate as indicated on the approved Development Permit plans, the sign owner shall ensure that the sign is turned off until all components are fixed and operating as required; and
- (i) The sign owner shall provide a name and telephone contact information of a person having access to the technology controls for the sign, who can be contacted 24 hours a day in the event that the sign malfunctions.

<sup>1</sup>12.7.13 An electronic message sign shall not project beyond the property upon which the sign is located. The sign shall be wholly situated upon the site that is subject to the advertising displayed on the sign, and the sign shall not be located within 1.5m (4.9ft) of any property line, or within 3.0m (9.8ft) of any access to the site and not within 5.0m (16.4ft) from a corner intersection.

12.7.14<sup>2</sup>The maximum height of an electronic message sign shall be 7.9 m (26 ft). The Development Authority may allow an electronic message sign up to 10.0 m (32.8 ft) in height if a Residential District is not within 60.0 m from the Sign location;

<sup>3</sup>12.7.15 The maximum allowable copy area for an electronic message sign shall not exceed 32.5 m<sup>2</sup> (350 ft<sup>2</sup>).

<sup>4</sup>12.7.16 The height of an electronic message sign shall be measured from the finished grade at the base of the sign column to the uppermost part of the sign. Superficial ornamentation, trim, column or column covers or symbol-type appendages that are non-message bearing shall not be included in determining the height of the sign.

<sup>5</sup>12.7.17 More than one electronic message sign may be permitted per site, provided that they are placed no closer than 90.0m (295.3ft) apart, providing they do not face the same oncoming traffic.

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<sup>1</sup> C15-17

<sup>2</sup> C15-17

<sup>3</sup> C15-17

<sup>4</sup> C15-17

<sup>5</sup> C15-17

<sup>1</sup>12.7.18 For a site with a frontage less than 30.0m (98.4ft), but not less than 15.0m (49.2ft), one electronic message sign, not exceeding 3.0m (9.8ft) in height and not exceeding 3.0m<sup>2</sup> (32.3ft<sup>2</sup>) in area, shall be permitted. An electronic message sign shall not be permitted for a business premise or a site with a frontage of less than 15.0m (49.2ft).

<sup>2</sup>12.7.19 An electronic message sign may be located within a yard that separates a building from an adjacent public roadway.

<sup>3</sup>12.7.20 An electronic message sign shall have a minimum clearance of 1.8m (6.0ft) from grade to the bottom clearance of the sign copy area.

<sup>4</sup>12.7.21 An electronic message sign shall not contain general advertising or the advertising of a product or service offered off-site, except for an electronic message component for the sole benefit of a non-profit society or organization.

## **12.8 Fascia Signs**

12.8.1 A fascia sign that is an electronic message sign or is illuminated from the inside by an electric device shall have a minimum of 0.9m (3.0ft) separation from operable windows in any portion of the building to which the sign is attached, except where mechanical protection is provided to protect persons from coming into contact with electrical components of the sign.

12.8.2 A fascia sign located over public property which projects more than 0.15m (0.5ft) from a wall to which it is affixed shall be placed not less than 2.4m (8.0ft) above the finished grade located under the sign.

12.8.3 A fascia sign located in excess of 2.4m (8.0ft) above the finished grade located under the sign shall not project more than 0.3m (1.0ft) from the wall to which it is attached.

12.8.4 A fascia sign attached to an exterior wall shall be safely and securely attached to the building by means of metal anchors, bolts or expansion screws. Wooden blocks or anchorage with wood used in connection with screws or nails shall not be permitted, except in the case of a fascia sign with an area of 3.7m<sup>2</sup> (40.0ft<sup>2</sup>) or less that is attached to a wood wall of a building.

12.8.5 The following standards shall apply to fascia signs and Wall signs:

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<sup>1</sup> C15-17

<sup>2</sup> C15-17

<sup>3</sup> C15-17

<sup>4</sup> C15-17

- (a) The Background area of a sign shall not exceed 30% of the building Façade or 4.0m<sup>2</sup> per lineal meter (13.1ft<sup>2</sup> per lineal foot) of the building elevation upon which the sign is placed, whichever is greater;
- (b) The copy area of the sign may not exceed 50% of the Background area of the sign to which it is applied; and
- (c) Individual letters may not exceed 30% of the total area of the building Façade to which a sign is applied.

12.8.6 The location, height and size of copy area of fascia signs shall be to the satisfaction of the Development Authority.

## 12.9 Freestanding Signs

12.9.1 A freestanding sign shall not project beyond the property upon which the sign is located. The sign shall be wholly situated upon the site that is subject to the advertising displayed on the sign, and the sign shall not be located within 1.5m (4.9ft) of any property line, or within 3.0m (9.8ft) of any access to the site and not within 5.0m (16.4ft) from a corner intersection.

12.9.2 The maximum height of a freestanding sign shall be:

- (a) <sup>1</sup>The maximum Height of a Freestanding Sign is 7.9 m (26 ft). The Development Authority may allow a Freestanding Sign up to 10.0 m (32.8 ft) in height if a Residential District is not within 60.0 m from the Sign location;
- (b) <sup>2</sup>The maximum allowable copy area for a Freestanding Sign shall not exceed 32.5 m<sup>2</sup> (350 ft<sup>2</sup>).
- (c) <sup>3</sup>(Deleted)
- (d) <sup>4</sup>(Deleted)

<sup>56</sup>12.9.3 For Freestanding signs adjacent to Highways 15 or 21, the Development Authority may approve a maximum total copy area of 65.0m<sup>2</sup> (700.0ft<sup>2</sup>) and a maximum height of 12.2m (40.0ft) provided that the Freestanding Sign provides multi-tenant panels and is complementary with the site's development theme.

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<sup>1</sup> C19-15

<sup>2</sup> C19-15

<sup>3</sup> C19-15

<sup>4</sup> C19-15

<sup>5</sup> C19-14

<sup>6</sup> C19-15

- <sup>1</sup>12.9.4 For signs adjacent to Highways 15 or 21, Freestanding signs within 30.5m (100.1ft) of a residential land use district, the total copy area of a freestanding sign shall be no greater than 9.3m<sup>2</sup> (100.0ft<sup>2</sup>) and the maximum height shall be 7.9 m (26.0ft).
- 12.9.5 The height of a freestanding sign shall be measured from the finished grade at the base of the sign column to the uppermost part of the sign. Superficial ornamentation, trim, column or column covers or symbol-type appendages that are non-message bearing shall not be included in determining the height of the sign.
- 12.9.6 A freestanding sign located within 30.5m (100.0ft) of a site that is designated for residential or Mixed-use residential land uses may be illuminated, but shall not be video display.
- 12.9.7 More than one freestanding sign may be permitted per site, provided that they are placed no closer than 90.0m (295.3ft) apart.
- 12.9.8 For a site with a frontage less than 30.0m (98.4ft), but not less than 15.0m (49.2ft), one freestanding sign, not exceeding 3.0m (9.8ft) in height and not exceeding 3.0m<sup>2</sup> (32.3ft<sup>2</sup>) in area, shall be permitted. A freestanding sign shall not be permitted for a business premise or a site with a frontage of less than 15.0m (49.2ft).
- 12.9.9 A freestanding sign may be located within a yard that separates a building from an adjacent public roadway.
- 12.9.10 A freestanding sign shall have a minimum clearance of 1.8m (6.0ft) from grade to the bottom clearance of the sign copy area.
- 12.9.11 A freestanding sign shall not contain general advertising or the advertising of a product or service offered off-site, except for either a changeable copy component or an electronic message component for the sole benefit of a non-profit society or organization.

## **12.10 Identification Signs**

- 12.10.1 The total copy area of an identification sign shall be no greater than 6.00m<sup>2</sup> (64.6ft<sup>2</sup>) and the maximum height shall be 1.3m (4.3ft).
- 12.10.2 Where an identification sign is not attached to a building, the top of the sign shall be not more than 2.0m (6.5ft) above grade.

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<sup>1</sup> C19-15

12.10.3 Identification signs may incorporate landscaping and finishing materials complementary to the architectural character of the building or surrounding area at the discretion of the Development Authority.

## **12.11 Inflatable Signs**

12.11.1 Inflatable signs shall not project beyond any property line and shall not be located within 1.5m (4.9ft) of any property line or within 3.0m (9.8ft) of any access to a site or within 5.0m (16.4ft) from a corner intersection unless otherwise specified in this Bylaw.

12.11.2 Inflatable signs shall be a minimum of 150.0m (492.1ft) apart.

12.11.3 A Development Permit for an inflatable sign shall be issued for a maximum period of 30 consecutive days, after which the sign shall be removed for a minimum of 30 consecutive days and a new Development Permit approval shall be obtained prior to the re-placement or placement of any new inflatable sign in the same location. The maximum period for which an inflatable sign may be displayed on a site shall be 90 days in any calendar year.

12.11.4 The maximum height of an inflatable sign, when mounted on the ground, shall be 6.0m (20.0ft).

12.11.5 If mounted on the roof of a building, the maximum height shall be the maximum height permitted in the Land Use District in which the sign is located. The total height shall be measured as the vertical dimension from grade to the uppermost part of the inflatable sign, including the building upon which it is located.

12.11.6 Inflatable signs shall not be permitted on a building or structure with five or more storeys.

12.11.7 Inflatable signs shall be securely fastened to the ground or roof of buildings or structures to the satisfaction of the Development Authority.

12.11.8 Inflatable signs shall not be located within 30.0m (98.4ft) of a Residential Land Use District.

## **12.12 Portable Signs**

<sup>1</sup>12.12.1A portable sign shall be wholly located upon the site, and shall not be located within 1.5m (4.9ft) of any property line, or within 3.0m (9.8ft) of any access to the site, or within 5.0m (16.4ft) from a corner intersection.

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<sup>1</sup> C15-17

12.12.2 A portable sign shall not be illuminated and shall not be an Electronic Message sign.

<sup>1</sup>12.12.3 More than one portable sign may be permitted on a site provided that they are placed no closer than 50.0m (164.0ft) apart. Two portable signs may be permitted on a corner site, with one on each frontage.

12.12.4 The maximum period for which a portable sign Development Permit may be issued shall be one (1) year, at which time re-assessment and a new Development Permit approval shall be obtained.

12.12.5 Portable signs shall not be permitted within a Residential Land Use District.

12.12.6 A portable sign shall not be fastened to the ground on a permanent foundation.

<sup>2</sup>12.12.7(Deleted)

### **12.13 Projecting Signs**

12.13.1 A projecting sign shall be attached to the building or structure to which it refers.

12.13.2 Visible means of support for projecting signs shall be designed to visually integrate with the building on which they are located to the satisfaction of the Development Authority. No framework or other supporting devices (guy wires, cables, etc.) shall be visible.

12.13.3 The minimum vertical clearance from the finished grade under the sign to the bottom of a projecting sign shall be 2.4m (8.0ft).

12.13.4 A projecting sign may project a maximum of 1.5m (4.9ft) above the building Façade to which it is attached and shall be set back a minimum of 0.6m (2.0ft) from the back of the curb of a public roadway.

12.13.5 <sup>3</sup>(Deleted)

12.13.6 No projecting sign shall project over public property or across Title boundaries unless permission has been given in writing as a condition of a Development Permit.

### **12.14 Roof Signs**

12.14.1 A roof sign shall only be located on the site of the use which it advertises.

12.14.2 Roof signs shall be constructed so that it appears as an architectural feature of the building upon which it is located and so that no supporting structure is visible.

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<sup>1</sup> C15-17

<sup>2</sup> C15-17

<sup>3</sup> C15-17



12.14.3 Roof signs shall not exceed a height of 4.9m (16.0ft) above the building upon which they are located, or the maximum permitted height of a building in the Land Use District in which they are located, whichever is less.

12.14.4 Roof signs shall not exceed an area equal to a ratio of 0.19m<sup>2</sup> (2.0ft<sup>2</sup>) for each linear 0.30m (1.0ft) of the exterior wall of the primary business frontage, or 23.2m<sup>2</sup> (250.0ft<sup>2</sup>), whichever is less.

12.14.5 A roof sign shall be set back a minimum of 1.0m (3.3ft) from the edge of the building upon which it is located and no portion of the sign shall project beyond any portion of the exterior walls of the building upon which the sign is located.

### **12.15 Show Home and Open House Directional Signs**

12.15.1 Show home and Open House signs may not be located within the Highway 21 or Highway 15 rights-of-way or medians.

12.15.2 Show home directional signs:

- (a) Shall be strapped to metal light poles at a minimum of 2.1m (6.9ft) from grade;
- (b) <sup>1</sup>Shall be no larger than 60.0cm (23.5in) by 75.0cm (29.5in);
- (c) Only one sign for each directional change and three different builder's signs shall be permitted on one pole sign. Locations of the signs shall be determined through the show home Development Permit process.
- (d) Shall be kept in good repair and shall be removed when the dwelling is no longer a show home; and
- (e) Any sign that does not comply with the content of the Development Permit for the show home may be removed by a Designated Officer.

12.15.3 Fascia signs identifying the builder, contractor or real estate company associated with the development shall be permitted on a show home or temporary sales centre site, provided that:

- (a) The maximum area for any sign shall be 2.0m<sup>2</sup> (21.5ft<sup>2</sup>); and
- (b) The top of the sign shall be located no higher than the secondary storey of the show home or temporary sales centre.

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<sup>1</sup> C19-14

## **<sup>1</sup>12.16 Signs Projecting Over Public Property**

<sup>2</sup>12.16.1 When application is made for a Development Permit for a sign projecting over public property, the applicant shall file with the City, in a form and in an amount satisfactory to the City, a Public Liability and Property Damage Insurance Policy in favour of the City inclusive in respect of loss sustained by one or more persons or damage to property. The City may require the sign owner to enter into a license of occupation or a lease agreement with the City.

12.16.2 Notwithstanding the issuance of a Development Permit for sign that projects over public property, the City may require the alteration, removal or relocation of the sign if the property upon which it is located is required for any public purpose.

<sup>3</sup>12.16.3 (Deleted)

<sup>4</sup>12.16.4 (Deleted)

<sup>5</sup>12.16.5 (Deleted)

<sup>6</sup>12.16.6 (Deleted)

<sup>7</sup>12.16.7 (Deleted)

<sup>8</sup>12.16.8 (Deleted)

<sup>9</sup>12.16.9 (Deleted)

## **12.17 Illumination of Signs**

12.17.1 Illumination of signs shall be subject to review and approval by the Development Authority in conjunction with the Transportation Department and other affected agencies.

12.17.2 The illumination for any sign should not create a direct glare upon any residential land use, surrounding sites or roadways.

12.17.3 Signs shall not have flashing or running lights.

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<sup>1</sup> C15-17

<sup>2</sup> C15-17

<sup>3</sup> C15-17

<sup>4</sup> C15-17

<sup>5</sup> C15-17

<sup>6</sup> C15-17

<sup>7</sup> C15-17

<sup>8</sup> C15-17

<sup>9</sup> C15-17

12.17.4 A sign located on or at the rear or side of any building shall not be illuminated if such sign is adjacent to a residential land use.

