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**SCHEDULE B**

**SIGNS**

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## Section 1 INTERPRETATION

### 1.1 Purpose

The purpose of this Schedule is to regulate the location, size, number, construction, design and usage of signs on titled land. This Schedule does not apply to traffic signs as defined in the Manual for Uniform Traffic Control Devices (MUTCD).

### 1.2 Definitions

The following definitions shall apply to this Schedule. Subject thereto, the definitions contained in Section 10 (“Definitions”) of this Bylaw shall apply to this Schedule.

#### a) Definitions by Sign Type

**A-BOARD** means a freestanding, two-sided sign having the shape of an “A” which is set on, but not attached to, the ground and has no external supporting structure.

*A-Board Sign*



company engaged in the sale or rental of space on the sign, which directs attention to a business, service, product, or event that is located, conducted, produced elsewhere than upon the site where the sign is located.

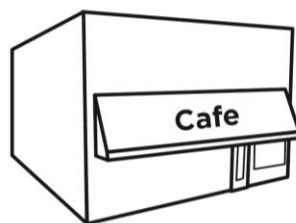
*Billboard Sign*



#### **AWNING OR CANOPY SIGN**

means a sign that is painted, stencilled and/or attached to the surface of an awning or canopy, or suspended and supported under an awning or canopy.

*Awning or Canopy Sign*



**DIRECTIONAL SIGN** means an on-premise sign that gives direction or instruction to pedestrian, bicycle, and vehicular traffic.

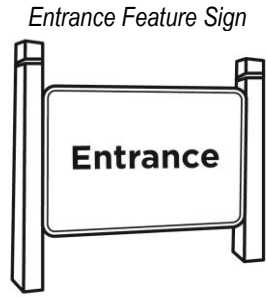
**ELECTION SIGN** means any sign advertising and promoting the election of a political party or candidate in any municipal, provincial, federal or school board election.

**BANNER SIGN** means a strip of cloth, plastic, or similar non-rigid material on which a sign, message, or graphic is printed, painted, or placed.

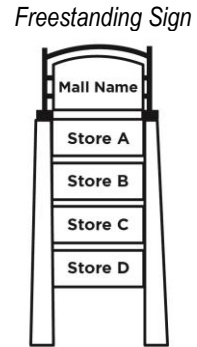
**BILLBOARD** means a third party advertising sign that is supported independent of a building, consisting of static display or an electronic message display, erected by a person or

**ENTRANCE FEATURE** means a permanent sign that displays the name of a residential neighbourhood, manufactured home park, commercial or industrial subdivision and which is located at the primary entrance to the subdivision, may also include associated landscaping and may consist of:

- a) High maintenance entrance features which are those that may require re-application of materials or finishes, or frequent maintenance, and may include, but not be limited to, painted signage (any material); wood; lightweight metal; synthetic material including faux brick or stone; mechanical, electrical, lighting or water components; plant material and planting beds that require frequent watering, weeding or annual pruning.
- b) Low maintenance entrance features are those that do not require re-application of materials or finishes, or frequent maintenance and may include, but not be limited to, natural stone; brick (not faux); concrete; galvanised metal elements that can resist deterioration; trees and shrubs that do not require frequent watering, weeding, or annual pruning.



**FREESTANDING SIGN** means an on-premise sign that is supported independent of a building, and may display copy for a single tenant or multiple tenants, and may contain an electronic message display component.



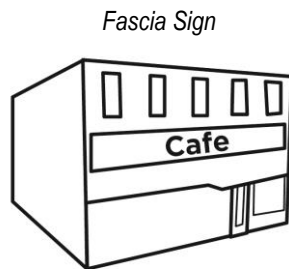
**INFLATABLE SIGN** means any inflated three-dimensional sign or advertising device supported by air or gas that is attached to the ground or any structure.

**OFFICIAL SIGN** means a sign that is erected as a requirement of municipal, provincial, or federal legislation, or a statutory or official notice of a government authority.

**ON-PREMISE SIGN** means a sign displaying copy that directs attention to a business, activity, product, service or entertainment that is provided on the lot or site on which the sign is located.

**EVENT SIGN** means a temporary sign advertising a cultural, community, athletic, charity, arts or other similar not-for-profit or community activity or event.

**FASCIA SIGN** means an on-premise sign consisting of static display or an electronic message display that is attached to or painted on a building wall



**PORTABLE SIGN** means a sign that is relocatable or removable from a site and used for advertising for a temporary period of time. The copy on such a sign identifies or advertises a business activity,



product, service or entertainment located on the premises or site where the sign is displayed.

**(Bylaw C-1260-84 - December 4, 2017)**

**PROJECTING SIGN** means an on-premise sign that is supported by an exterior building wall and extends horizontally more than 0.3 m from the face of that wall.

*Projecting Sign*



**PROPERTY MANAGEMENT SIGN** means a sign that identifies the party responsible for the management of the site and any necessary sales, leasing or rental information.

**REAL ESTATE SIGN** means a temporary sign that is displayed on a property for the purpose of advertising the sale, lease, or rent of that property.

**SPONSOR RECOGNITION SIGN** means a sign that identifies, by name or logo only, the person, not-for profit or community organization that has contributed to the sign.

**SUBDIVISION MARKETING SIGN** means any temporary sign that advertises a new subdivision for the purpose of marketing new lots, new home areas or show homes, commonly placed at the entrance of the subdivision, or at some other location in the subdivision.

**SUPER-SIZE BILLBOARD SIGN** means a third party advertising sign that is larger than a billboard with a Sign Area not more than 4.27 m high, not more than 14.63 m wide and not more than 62.5 m<sup>2</sup> in area that is supported independent of a building, consists only of a static display, erected by a person or company engaged in the sale or rental of space on the sign, which directs attention to a business, service, product or event that is located, conducted or produced elsewhere than upon the site where the sign is located

**(Bylaw C-1260-85 - February 12, 2018)**

**WINDOW SIGN** means a sign which is painted on, attached to or installed on or near a window for the purpose of being viewed from outside the premises.

**b) General Sign Definitions**

**AWNING** means a retractable or non-retractable structure, supported solely from a building, constructed with a fabric or plastic covering stretched over a frame.

**BACKGROUND AREA** means the entire surface area of a sign on which the copy area can be placed. In computing the background area of a sign, only faces that can be seen from any one direction at one time shall be counted.

**CANOPY** means any permanently fixed structure, other than an awning, attached to and extending out from a building wall where the projection has been primarily designed to provide shelter for pedestrians.

**CANOPY ELEVATION AREA** means that area of an elevation obtained by multiplying the

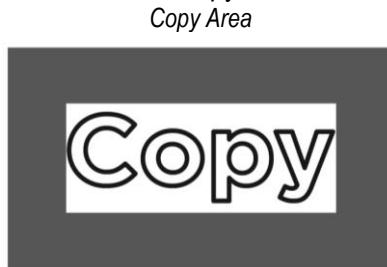
vertical dimension of a canopy, when viewed in the same elevation, by the length of the canopy when viewed in the same elevation.

**CHANGEABLE COPY COMPONENT** means a sign or portion of a sign on which the copy consisting only of letters, numbers or simple symbols - can be changed manually or electronically. This includes information such as time, temperature and gasoline price, but does not include an electronic message display.

**(Bylaw C-1260-84 - December 4, 2017)**

**COPY** means any image, written material, structure, graphics, pictures, logo, symbol or letters placed on a sign.

**COPY AREA** means the rectangular area formed by the outermost extremities of the copy contained on the sign and includes, but is not limited to, graphics related to the specific nature of the copy.



**ELECTRONIC MESSAGE DISPLAY** means that part of a sign that consists of a device, technology, or method allowing the sign to change copy without having to physically or mechanically replace the sign face or its components, using electronic screens, projection, television, computer video monitors, liquid crystal displays (LCD), light emitting diode (LED) displays, or other similar electronic, computer generated or digital technology. This does not include time and temperature displays.

**FLASHING** means the lighting of a sign that is intermittent or blinking, but does not include an electronic message display.

**FRONTAGE** means the entire length of a lot or site that abuts a public road, excluding a lane or alleyway.

**HEIGHT** means the vertical distance measured from the highest point of the sign structure to grade. Superficial ornamentation, trims, column or column cover or symbol-type appendages of non-message bearing character shall not be included in determining sign height.

**ILLUMINATION** means internal or exposed sign lighting including, but not limited to, electric lamps, neon tubing, light emitting diodes (LED), and liquid crystal displays (LCD), but shall not include strobe lighting.

**OWNER** means the registered owner of a property, or any person, corporation, or agent thereof that is legally responsible for controlling any said property.

**PROPERTY** means that parcel of land described in a Certificate of Title or described in a Certificate of Title by reference to a plan filed or registered in a Land Titles Office.

**REVOLVING** refers to part of a sign with rotating or mechanically moving parts, including a moving copy area, by means of electrical energy, but not including wind actuated elements such as flags, banners, or specialty items.

**SIGN AREA** means the entire area of a sign on which copy is intended to be placed. In the case of a painted wall sign the sign area is the area of the building wall. In the case of a double-face or multi-face sign, the sign area is the average of the total area of all sign faces.

**SIGN STRUCTURE** means any structure designed to support any sign as defined in this Bylaw, and may or may not be an integral part of the building or land upon which it sits.

**SPONSOR ADVERTISING** means the portion of a sign on which the copy, limited only to a business name or a logo, refers to merchandise produced, offered for sale or obtainable at the premises on which the sign is located and which relates directly to the principal use of the premises.

**STREET** means any public road, including the boulevards, sidewalks and improvements, but excluding a lane, bridge or walkway.

**TEMPORARY SIGN** means any sign that is intended to advertise on a temporary basis to a maximum of six (6) months.

**THIRD PARTY ADVERTISING** means advertising which directs attention to a business, commodity, service or entertainment that is conducted, sold, or offered elsewhere than on the premises on which the sign is located, but does not apply to signs for community, cultural, athletic, charity, arts or similar not-for-profit group or events. Third Party Advertising is allowed on billboards, freestanding signs, and event signs.  
(Bylaw C-1260-100 - January 14, 2019)

## Section 2 ADMINISTRATION

### 2.1 Development Permits for Signs

- a) Unless otherwise exempted in this Schedule no person shall erect or locate any sign, except as otherwise provided for in this Bylaw, without first obtaining a development permit.
- b) Notwithstanding the requirements of Section 17 (“Application for Development Permit”) of this Bylaw, an application for a development permit for a sign shall include the following:
- i) A completed Development Permit Application-Signs form;
  - ii) The application fee as identified in the [Fees, Rates and Charges Bylaw](#);  
(Bylaw C-1260-69 - May 29, 2017 and Bylaw C-1260-146 - April 4, 2022)
  - iii) A letter of authorization from the owner of the property if the applicant is not the owner;
  - iv) A replica of the proposed sign, drawn to scale showing:
    1. All dimensions of the sign structure, including the height and projection of any sign that is attached to a building or structure;
    2. The sign area and area of the copy face(s);
    3. The design of the copy face;
    4. The manner of all sign illumination;
    5. The type of construction and finish to be utilized;
    6. The method of supporting or attaching the sign;
    7. In the case of a freestanding sign or billboard, a site plan showing the sign location in relationship to sight lines and utility and overland drainage rights-of-way, parking and buildings; and
    8. In the case of a fascia sign, the building wall elevation with dimensions for the elevation on which the sign will be placed.
  - v) Applications for signs containing electronic message display:
    1. Shall include confirmation that the sign has an installed ambient light monitor or comparable light control system; and
    2. May require a road safety assessment, performed by a competent Professional Engineer, in accordance with Transportation Association of Canada (TAC) guidelines on Digital and Projected Advertising Displays to ensure that the size, location and use of the electronic message display does not create a hazard for traffic. This requirement will apply in exceptional circumstances, and only where the City has identified significant road safety concerns about an application containing an electronic message display;  
(Bylaw C-1260-100 - January 14, 2019)
  - vi) Applications for signs containing electrical components shall include confirmation that such components meet Canadian Standards Association (CSA) and Underwriters’ Laboratories (UL) requirements;
  - vii) Such additional information as the Development Officer deems necessary to properly review the application.
- c) Notwithstanding any other provision of this Schedule, signs containing revolving, flashing or electronic message display features or components shall require a Development Permit. This includes the retrofitting of an existing sign.
- d) A development permit issued for a sign that overhangs or encroaches upon a street, sidewalk, or any other City property are issued conditionally upon the applicant entering into an Encroachment Agreement to the satisfaction of the City.



## 2.2 Signs Not Requiring a Development Permit

- a) The following signs do not require a development permit but shall comply with the rules of this Schedule:
- i) Official signs;
  - ii) Replacement of copy on a sign for which a Development Permit has been issued;
  - iii) Temporary real estate signs;
  - iv) A-Board signs;
  - v) Event signs;
  - vi) Temporary sponsor recognition signs;
  - vii) Temporary signs of contractors relating to construction work in progress on the land on which the sign is erected, provided that the signs are:
    - 1. Wholly situated upon the site of the structure or the land use to which it refers;
    - 2. Limited to a maximum of 3.0 m<sup>2</sup> in size;
    - 3. Limited to one (1) per contractor; and
    - 4. Removed prior to occupancy of the building.
  - viii) Address descriptions on houses and buildings, and name plates relating to the profession, business or trade that is occupying a building, provided that the name plate:
    - 1. Does not exceed 0.2 m<sup>2</sup>; and,
    - 2. May be illuminated, but shall not flash.
  - ix) Permanent directional signs designated to:
    - 1. Direct pedestrian and vehicular traffic to public institutions or places such as hospitals, schools, parks, or other public services or utilities;
    - 2. Identify street access to and from parking areas of any structure or establishment; and,
    - 3. Direct pedestrians and vehicular traffic on private roads.
  - x) The changing of copy on a changeable copy sign or electronic message display;
  - xi) A maximum of two (2) menu boards per drive lane at Restaurants operating as Drive Through Businesses, provided that:
    - 1. The side indicating the menu faces the parking area;
    - 2. The non-advertising side of the menu board is enclosed and does not contain any advertising;
    - 3. The menu board shall not exceed 4.6 m<sup>2</sup> in area; and
    - 4. The sign does not interfere with traffic or pedestrian safety.
  - xii) Election signs;
  - xiii) Flags;
  - xiv) Garage and yard sale signs;
  - xv) Portable signs; and
  - xvi) Window signs and decals in commercial and industrial districts.

## 2.3 Variances

- a) Where a type of sign is permitted, but does not comply with all of the applicable rules of this Schedule, the Development Authority may grant a variance in accordance with the following criteria:
- i) Test for a variance referenced in Section 19.11(a) (“Variance Authority”) of this Bylaw;
  - ii) Purpose statement of this Schedule;
  - iii) Rules relating to opportunities for signage;
  - iv) Character of the area where the sign is proposed to be located;
  - v) Amount of signage in the nearby surroundings; and
  - vi) The extent to which the sign does not comply with the rule proposed to be varied.

- b) The Development Officer may allow a variance of up to 50% for any specified sign dimension and to any specified setback or separation distance contained in this Schedule. The notification requirements contained in Section 19.16 (“Variance Authority”) of this Bylaw shall apply to any variance exceeding 10%.

**(Bylaw C-1260-84 - December 4, 2017 and Bylaw C-1260-97 - July 3, 2018)**

- c) The Infrastructure and Protective Services Committee may allow a variance to any measurable standard contained in this schedule.

**(Bylaw C-1260-84 - December 4, 2017)**

- d) Notwithstanding subsections (b) and (c), no variance shall be granted to Section 5.2(a) and 5.2(f)-(l) (“Electronic Message Display”) of this Schedule.

### **Section 3    GENERAL RULES FOR ALL SIGNS**

- 3.1 The types of signs allowed in each land use district shall be as indicated on Table 1 (“Signs by Land Use District”) of this Schedule.
- 3.2 Signs shall not conflict with the general character of the surrounding neighbourhood.
- 3.3 Signs shall not interfere with the safe movement of pedestrian or vehicular traffic.
- 3.4 No sign shall be attached to a tree or any other vegetation.
- 3.5 A sign shall not be erected, operated, used or maintained that:
  - a) Due to its position, shape, colour, format or illumination obstructs the view of, or shall be confused with, an official traffic sign, signal or device, as determined by the Development Authority in consultation with the City’s Engineering Services Department;
  - b) Displays lights resembling the flashing lights usually associated with those used by police, fire, ambulance and other emergency vehicles; and
  - c) Uses spot or reflector lights directed at on-coming traffic or displays travelling, moving or flashing messages that create a hazard to traffic on a public roadway from which the sign is visible.
- 3.6 No sign shall be located in a way that obscures a driver decision point. The Development Authority and Engineering Services shall be satisfied that the copy area of a sign:
  - a) Does not physically obstruct the sightlines or view of a traffic control device or traffic control signal for oncoming traffic;
  - b) Is not located in the field of view near or past the traffic control device or traffic control signal in the sightlines of oncoming traffic;
  - c) Is not 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) Illumination does not compete with or dull the contrast of the traffic control device or traffic control signal for oncoming vehicle traffic.
- 3.7 Unless otherwise allowed under the provisions of this Schedule, no sign shall project or encroach over any lot line.
- 3.8 The Development Authority shall not allow a flashing sign within 150 m of any property that is located within a residential district.
- 3.9 The Development Authority shall only allow revolving signs where:
  - a) Such signs are located in a commercial or industrial district;
  - b) The location, size, design, and character respect the scale and character of the surrounding area;
  - c) The sign does not project over any lot line, over public property or over any utility right-of-way or easement;

- d) The sign is in accordance with Section 4.8 (“Freestanding Signs”) of this Schedule; and
  - e) The sign does not pose a hazard to passing traffic.
- 3.10 Any sign placed in or on that portion of a site designated for parking or loading shall be placed so as not to reduce the number of available parking stalls or loading spaces below the minimum number required pursuant to Section 72 (“Number of Parking Stalls Required”) of this Bylaw or an approved development permit.
- 3.11 In the case of permanent single-sided signs where the rear of the sign is visible, the blank side shall be finished or enclosed so that all wiring and/or internal bracing is hidden from view.
- 3.12 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.
- 3.13 Notwithstanding 3.11, 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 sign. Photovoltaic cells, solar panels, or solar collectors and ancillary equipment may extend above the maximum sign height provided it is demonstrated that the additional height is required to achieve sufficient solar exposure to provide electrical power to the sign.
- 3.14 The intensity of individual exposed bulbs on a sign, excluding an electronic message display, shall not exceed 1100 lumens.
- 3.15 Third Party Advertising is only permitted on Billboards, Freestanding Signs, and Event Signs subject to the following criteria:
- a) Billboards
    - i) Third Party Advertising must meet the provisions contained in Section 4.4 - Billboards and Section 4.14 - Super-size Billboards of Schedule B - Signs.
  - b) Freestanding Signs
    - i) Third Party Advertising shall not be located within 100 m of any other Freestanding Sign advertising Third Party content;
    - ii) Third Party Advertising must be located within 300 m and on the same side of an arterial roadway of a business, organization, or event to which the sign refers;
    - iii) Third Party Advertising shall only be displayed on the Electronic Message Display portion of a Freestanding Sign subject to the provisions contained in Section 4.8 of Schedule B - Signs; and
    - iv) Third Party Advertising shall not be located in the CC - Central Commercial District.
  - c) Event Signs
    - i) Third Party Advertising must meet the provisions contained in Schedule B - Signs as they relate to Event Signs.

**(Bylaw C-1260-100 - January 14, 2019)**

- 3.16 Signs containing third-party advertising are not permitted in any residential district.
- 3.17 Notwithstanding any other provisions in this Schedule, where, in the opinion of the Development Authority, the illumination of a sign is likely to have a detrimental effect on any residential dwelling, the Development Authority may require that the intensity of the illumination of the sign be limited, or that the hours that the sign is illuminated be limited, or both of them.
- 3.18 Maintenance and Upkeep
- a) A sign owner must ensure that its signs remain in a proper state of repair and do not become unsafe or unsightly;
  - b) Where a sign has been defaced, damaged or destroyed the sign owner must:
    - i) Immediately repair the sign to its original condition;
    - ii) Replace it with a new sign that complies with any applicable development permit or the rules of this Bylaw where a development permit is not required; or
    - iii) Remove the sign.
  - c) Where a sign is no longer related to a business, event, product or commodity located on the same parcel as the sign, the sign must be removed by the sign owner or the owner of the parcel on which the sign is located.

## Section 4 REGULATIONS BY SIGN TYPE

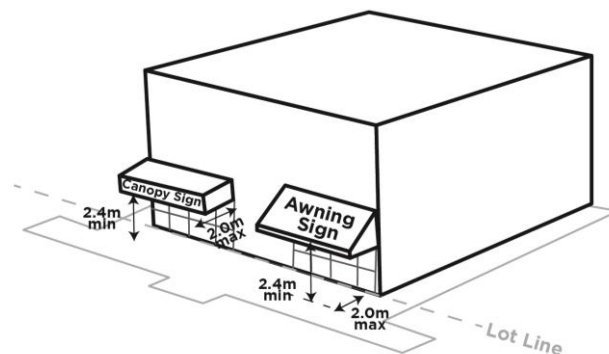
### 4.1 A-Board Signs

- a) A-Board signs shall be a maximum of 0.6 m wide and 0.9 m high;
- b) A-Board signs shall be constructed of a rigid material such that a rigid and stable frame is created;
- c) A maximum of two (2) A-Board signs are permitted per site;
- d) A-Board signs shall be located a minimum of 1.0 m from any lot line;
- e) A-Board signs shall be situated wholly upon the site of the business or activity to which the advertising on the sign refers;
- f) Notwithstanding subsection (e), A-Board signs may contain content respecting community and non-profit events and notices. In these cases a Letter of Authorization from the owner shall be provided to the Development Authority for the use of the land for the sign.

### 4.2 Awning and Canopy Signs

- a) Awning signs shall be constructed of durable, waterproof, colourfast material;
- b) Awning signs shall be tightly stretched over a rigid metal frame in order to minimize the accumulation of debris through sagging as well as to improve appearance;
- c) The minimum vertical distance between the bottom of any awning or canopy sign and grade shall be 2.4 m;

*Awning and Canopy Sign Dimensions*



- d) Canopy signs may be illuminated;
- e) Awning and canopy signs shall be attached to the structure to which they refer;
- f) Canopy signs attached to the faces of the canopy shall not project beyond the canopy elevation area;

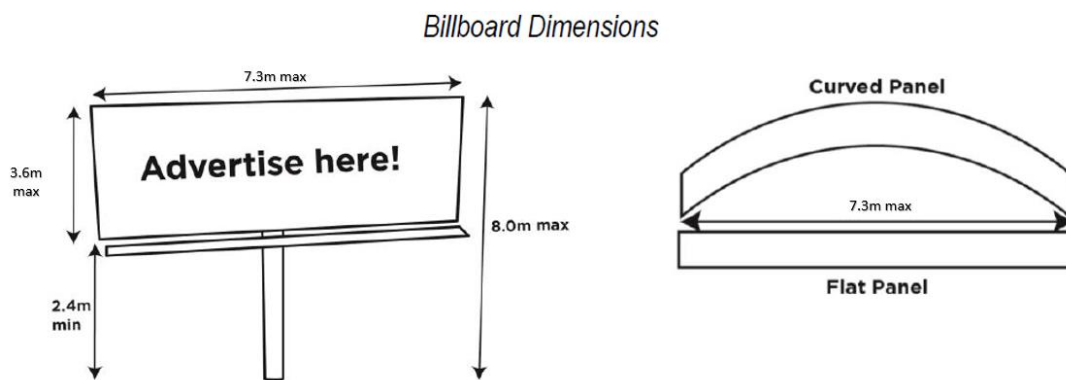
- g) Canopy signs may be attached to any or all faces of the canopy;
- h) Under-canopy signs shall not exceed 0.3 m in thickness and shall not project beyond the outer edge of the canopy;
- i) With the exception of those located in the CC District, awning and canopy signs shall not project beyond the vertical extension of a lot line.

#### 4.3 Banner Signs

- a) Banner signs shall not be located in such a manner as to restrict a traveller on any street from obtaining a clear view of approaching vehicles from a distance of at least 75 m along the street;
- b) The sign area of a Banner sign shall not exceed 9.3 m<sup>2</sup>.

#### 4.4 Billboard Signs

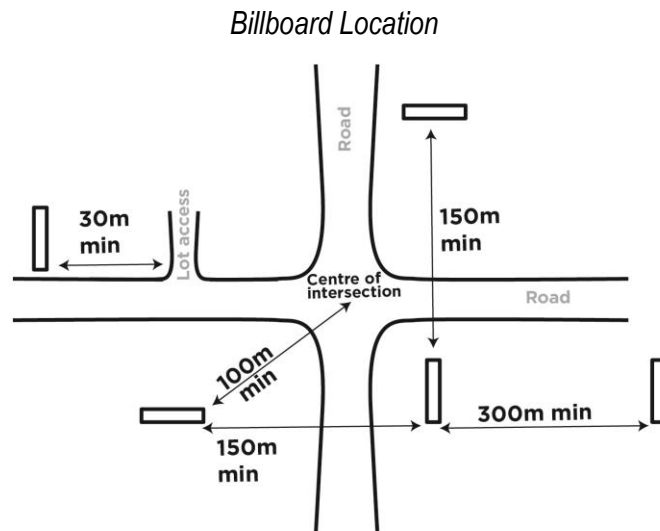
- a) The sign area for a billboard sign shall not exceed 3.6 m in height, and 7.3 m in width. In the case of a convex billboard, the maximum 7.3 m width is to be measured based on the lateral width of the sign;



**(Bylaw C-1260-100 - January 14, 2019)**

- b) The height of a billboard sign shall not exceed 8.0 m from grade;
- c) No part of a billboard sign shall be located on, or project over, City property or a utility right-of-way or easement, or project over a lot line;
- d) No part of a billboard, except supports shall be less than 2.4 m from grade;
- e) The supporting structure of a billboard sign shall be free of any extra bracing, angle irons, guy wires, or cables;
- f) No billboard shall employ the use of flashing lights;

- g) A billboard shall not be located within:
- i) 300 m of any other billboard with the sign face visible to the same on-coming traffic;
  - ii) 150 m of any other billboard with the sign face not visible to the same on-coming traffic;
  - iii) 30 m of a freestanding sign on the same or a different site that is located on the same side of a public road;
  - iv) 100 m of the centre point of an intersection;
  - v) 30 m of an access/egress to or from a lot or site.



- h) Billboards may be illuminated and may contain an electronic message display subject to the requirements of Section 5.2 (“Electronic Message Display”).

#### 4.5 Election Signs

- a) Election signs shall be displayed or placed no earlier than:
  - i) Six (6) weeks prior to election day for municipal and school board elections; or
  - ii) The date the election is called for provincial and federal elections.
- b) Election signs shall be removed within seven (7) days after the election to which they refer;
- c) An election sign in a residential district shall not exceed 0.6 m<sup>2</sup> in area.

#### 4.6 Entrance Feature Signs

- a) The location, design, character and number of all entrance feature signs shall be to the satisfaction of the Development Authority;
- b) Entrance feature signs shall have a maximum height of 6.1 m and maximum sign area of 10 m<sup>2</sup>, unless otherwise approved by the Infrastructure and Protective Services Committee;  
**(Bylaw C-1260-84 - December 4, 2017)**
- c) The review of applications for entrance feature signs shall include consideration of potential conflicts with surface improvements or underground utilities, interference with vehicle sight lines, and potential conflict with pedestrian or road user safety;



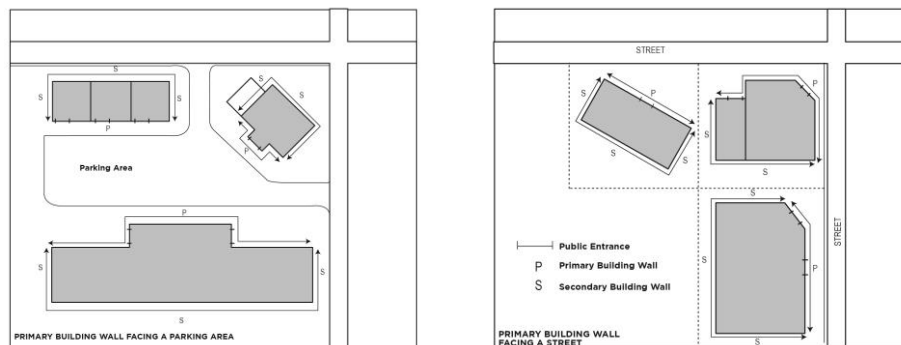
- d) As part of the application submission, the applicant shall identify proposed ownership of each feature sign and arrangements for future maintenance and upkeep.

#### 4.7 Fascia Signs

a) For the purpose of this Section:

- i) "Primary building wall" means any exterior building wall that contains a principal public entrance and faces, or is oriented to, a street or a parking area on the same lot or site, with the exception that a corner lot or site may have two primary building walls not withstanding one wall may not contain a public entrance;
- ii) "Secondary building wall" means any exterior building wall that is not a primary building wall; and

*Primary and Secondary Building Walls*



iii) "Signable area" means:

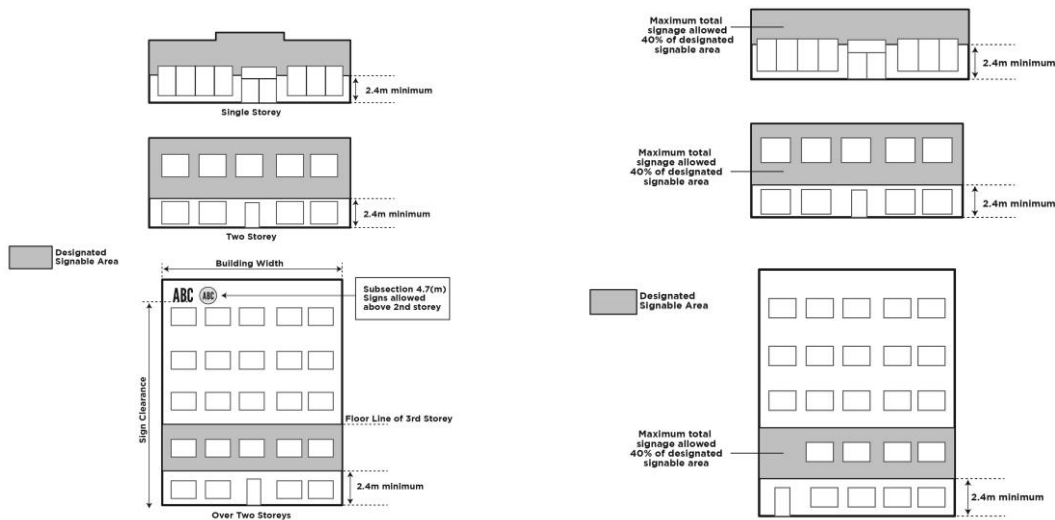
1. For a single or two (2) storey building, the upper limit of the eave line, or if there is a parapet then the upper edge of the parapet, and the lower limit of the signable area is 2.4 m above grade. This excludes areas covered by window space in any calculations; and
2. For a building that exceeds two (2) storeys, the upper limit is the top of the second storey; and the lower limit is 2.4m above grade. This excludes areas covered by window space in any calculations.

**(Bylaw C-1260-84 - December 4, 2017)**

b) A fascia sign may be located above the second storey provided:

- i) The sign consists of individual letters, symbols or logos that are directly attached to the building face;
- ii) There is no more than one sign per building wall above the second storey; and
- iii) The sign area does not exceed 2.5% of the area formed by multiplying the clearance of the sign from grade by the width of the building.

## Signable Area for Fascia Signs



- c) Fascia signs located above sidewalks, streets, or other public roads that project more than 0.2 m from the building wall shall be at minimum of 2.4 m above grade;
- d) The maximum projection of a fascia sign shall be 0.3 m;
- e) A fascia sign may extend a maximum of 0.3 m above the eave line of a building elevation;
- f) Fascia signs shall have no exposed wiring or bulbs;
- g) A fascia sign may include a changeable copy or electronic message display component subject to the requirements contained in Section 4.7 i), Section 4.7 o), and Section 5.2;  
**(Bylaw C-1260-100 - January 14, 2019)**
- h) No fascia sign with electrical components shall be located within 0.9 m of either side or 0.3 m of the bottom of a window that opens, in any portion of the building to which it is attached, except where mechanical protection is provided to protect persons from coming into contact with electrical components of the sign;
- i) Fascia signs with electronic message display shall not be located on a primary building wall. A maximum of one (1) fascia sign containing an electronic message display may be allowed on a secondary building wall;
- j) The background area of a fascia sign on a primary building wall, or in the case of a multi-tenant building with one (1) principal entrance on a primary building wall, the combined area of all fascia signs on a primary building wall, shall not exceed 40% of the signable area of a primary building wall;  
**(Bylaw C-1260-84 - December 4, 2017)**
- k) Notwithstanding subsection (j), the total sign area may be exceeded in the case of a single storey building containing multiple units where each unit has its principal entrance on a primary building wall, and each unit requires a fascia sign. In these cases, no fascia sign shall exceed 15% of the area of the exterior frontage wall of the individual unit;

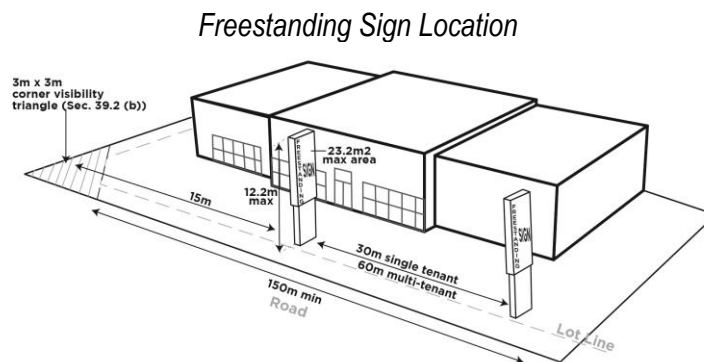
- i) The background area of a fascia sign on a secondary building wall, or in the case of a multi-tenant building the combined area of all fascia signs on a secondary building wall, shall not exceed 20% of the signable area of a secondary building wall;
- m) Fascia signs consisting of individual letters that are affixed directly on a building wall shall not exceed 40% of the signable area of the building wall;
- n) A fascia sign may be located below the signable area provided the sign only consists of individual letters, symbols or logos that are directly attached to the building.
- o) Notwithstanding subsection (i), Fascia signs located in the following land use districts that contain electronic message displays must adhere to the following location criteria:
  - 1. Central Commercial (CC) District
    - a) A fascia sign containing electronic message display shall not be located on a primary building wall, with the exception of a corner lot or site having two (2) primary building walls in which case a fascia sign containing an electronic message display may be allowed at the discretion of the Development Officer subject to Section 5.2 b), having regard for visual appearance and traffic safety; and
    - b) A maximum of one (1) fascia sign containing an electronic message display may be allowed on a secondary building wall, subject to Section 5.2 b).
  - 2. Arterial Commercial (CA) District and General Industrial (IG) District
    - a) Notwithstanding Section 5.2 b), a fascia sign containing electronic message display may be located on a primary building wall, provided it is spaced 200 m from any billboard, freestanding sign, or fascia sign containing electronic message displays;
    - b) A fascia sign containing electronic message display located on a primary building wall must be accompanied by a fascia sign not containing electronic messaging display. Both signs must be directly affixed onto the same primary building wall;
    - c) Copy area of a fascia sign containing electronic message display located on a primary building wall shall not exceed the copy area of the accompanying fascia sign not containing electronic message display. Both signs must be associated with the same business, must be located on the same primary building wall, and must be adjacent to one another; and
    - d) A maximum of one (1) fascia sign containing an electronic message display may be allowed on a secondary building wall, subject to Section 5.2 g).

**(Bylaw C-1260-100 - January 14, 2019)**

#### **4.8 Freestanding Signs**

- a) No part of a freestanding sign shall project over any lot line, or be located on, or project over, any utility right-of-way or easement;
- b) The maximum allowable height of a freestanding sign is:
  - i) 7.6 m, except;
  - ii) 9.2 m for signs larger than 11.6 m<sup>2</sup> and less than 13.9 m<sup>2</sup>;
  - iii) 10.7 m for signs larger than 13.9 m<sup>2</sup> and less than 16.3 m<sup>2</sup>;;
  - iv) 12.2 m for signs larger than 16.3 m<sup>2</sup> and less than 23.2 m<sup>2</sup>; and
  - v) The maximum allowable height calculation shall be based on the largest individual face of the sign.

- c) No freestanding sign shall exceed 23.2 m<sup>2</sup> in area, and the maximum copy area of a freestanding sign shall not exceed 0.3 m<sup>2</sup> for each 1 m of frontage;
- d) Notwithstanding subsection (b), a freestanding sign located on a site in the CL District or within 30.5 m of a site or lot located in a residential district shall have a maximum height of 7.6 m and a maximum sign area of 4.6 m<sup>2</sup>;
- e) Freestanding signs which identify local commercial sites in or within 30.5 m of a site or lot located in a residential district may be illuminated but shall not contain any flashing elements;
- f) A maximum of one (1) freestanding sign may be approved along the frontage of a lot or site;
- g) Notwithstanding subsection (f), more than one (1) freestanding sign may be approved along the frontage of a lot or site, provided the frontage length exceeds 150 m and that the requirements of subsection (h) are met;
- h) A freestanding sign that advertises a single tenant shall not be located within 30 m of any other freestanding sign or billboard on the same or a different site that is located on the same side of a public road. For freestanding signs that advertise multiple tenants, this separation distance shall be 60 m;



- i) A freestanding sign shall not be located within the corner visibility triangle of any intersection;  
**(Bylaw C-1260-100 - January 14, 2019)**
- j) In addition to subsection (i) a freestanding sign shall not be within a corner triangle that is 15 m away from the intersection measured along both abutting property lines and forming a triangle by tracing a line between the two (2) points, for the following types of intersections:
  - i) Signalized intersection; or
  - ii) Unsignalized intersections on an arterial or major collector road as identified by the City's Engineering Services Department.  
**(Bylaw C-1260-84 - December 4, 2017 and Bylaw C-1260-100 - January 14, 2019)**
- k) Freestanding signs may be illuminated, including accent lighting, and may contain a changeable copy or electronic message display component subject to the requirements of Section 5.2 ("Electronic Message Display"). Freestanding signs may also contain a revolving component;
- l) Freestanding signs shall not contain more than one (1) electronic message display per side;

- m) Where a freestanding sign contains an electronic message display the space occupied by the electronic message display shall not exceed 50% of the total sign area;

**(Bylaw C-1260-100 - January 14, 2019)**

- n) Freestanding signs located in the RM and RH Districts are required to conform to the requirements of Section 4.12 (“Property Management Signs”) of this Schedule. Freestanding signs located in the RM and RH Districts shall not contain an electronic message display.

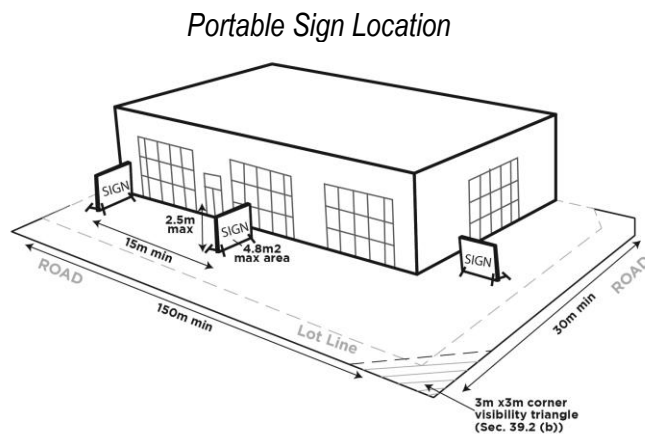
#### **4.9 Inflatable Signs**

- a) The maximum height of an inflatable sign shall not exceed the maximum height allowed for that district, whether installed at grade or on a roof;
- b) An inflatable sign shall not be installed or displayed within 150 m of any other inflatable sign;
- c) When located at grade, inflatable signs shall be set back from any lot line by an amount equal to the height of the sign when inflated;
- d) When located at grade, inflatable signs shall not be located within 3.0 m of any access/egress to or from the lot or site or within 10 m of the property line of an intersection;
- e) Inflatable signs shall not be displayed for more than sixty (60) consecutive days and that the premises shall remain free of an inflatable sign for a minimum of thirty (30) consecutive days thereafter;
- f) An inflatable sign shall be tethered or anchored and shall be touching the surface to which it is tethered or anchored;
- g) An inflatable sign may be illuminated provided the sign is not within 30.5 m of a lot or site located in a residential district;
- h) An inflatable sign may only be animated by the movement of air through it;
- i) An inflatable sign mounted on the roof of a building shall not project over any edges of the roof;
- j) The maximum allowable height of an inflatable sign mounted on a roof is 4.9 m above the height of the roof on which it is located, except in no case shall:
  - i) The vertical dimension of the sign exceed the height of the building; and
  - ii) The height of a roof sign exceed the maximum allowable height in that district.

#### **4.10 Portable Signs**

- a) The maximum sign area of a portable sign shall be 4.8 m<sup>2</sup>;
- b) The maximum height of a portable sign shall be 2.5 m;

- c) A maximum of one (1) portable sign is permitted on a lot or site with a frontage length up to 30 m. A maximum of two (2) portable signs may be permitted on a lot or site with a frontage length between 30 m and 150 m. A maximum of three (3) portable signs may be permitted on a lot or site with a frontage length greater than 150 m;
- d) A portable sign shall not be located within 15 m of any other portable sign, or billboard;
- e) A portable sign shall not be located within a corner visibility triangle;
- f) Portable signs shall be situated wholly upon the site of the business or activity to which the advertising on the sign refers, and shall not contain third-party advertising;
- g) Notwithstanding subsection (i), portable signs may contain a name plate or the contact information of the company that owns the sign, provided that the name plate does not exceed 5% of the sign area;
- h) Notwithstanding subsection (i) and Section 5.1(b) (“Changeable Copy”) of this Schedule, portable signs may contain content respecting community and non-profit events and notices. In these cases a Letter of Authorization from the owner shall be provided to the Development Authority for the use of the land for the sign;

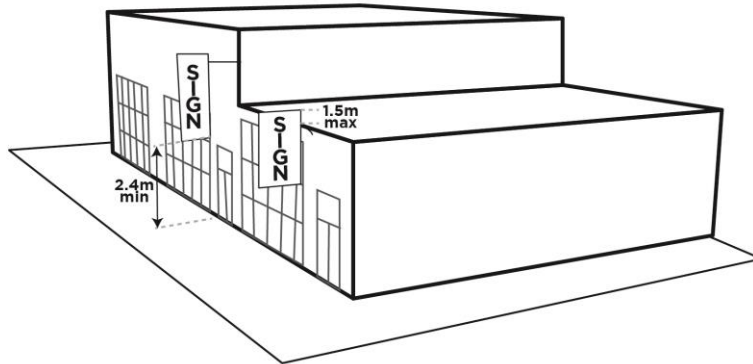


- i) Portable signs shall not be fastened or affixed permanently to the ground. Portable signs shall not be placed on roofs or elevated by any means;
- j) A portable sign may be illuminated and contain a changeable copy component.

#### **4.11 Projecting Signs**

- a) Projecting signs shall not be supported by an A-Frame;
- b) The minimum clearance beneath any projecting sign shall be 2.4 m from grade;
- c) A projecting sign shall project a maximum vertical distance of 1.5 m above the eave line;

### Projecting Sign Dimensions



- d) With the exception of those located in the CC District, projecting signs shall not project beyond the vertical extension of a lot line. The maximum allowable projection of the sign from the wall to which it is attached is 0.1 m for each 1.0 m of building width to a maximum of 1.5 m, except no part of a projecting sign may be closer than 0.8 m to the face of curb or project further from the building than the line on which street lights and street poles are located;
- e) A projecting sign may be illuminated, revolving, may include flashing lights and may contain a changeable copy component that is in accordance with Section 5.1(e) (“Changeable Copy”) of this Schedule;
- f) A projecting sign shall be attached to the structure to which it refers.

#### 4.12 Property Management Signs

- a) The maximum sign area shall not exceed 1.0 m<sup>2</sup> on sites with up to 30 m of frontage length and 3 m<sup>2</sup> for sites exceeding 30 m of frontage length;
- b) The maximum sign height shall not exceed 2 m on sites with up to 30 m of frontage length and 3 m for sites exceeding 30 m of frontage length;
- c) A maximum of one property management sign shall be allowed per site.

#### 4.13 Subdivision Marketing Signs

- a) Subdivision marketing signs shall be situated wholly on the site within the original subdivision;
- b) The sign shall be removed from the site once 90% of the lots within the subject subdivision have been sold;
- c) A maximum of two (2) subdivision marketing signs may be allowed per subdivision;
- d) The size, design, construction and location of a subdivision marketing sign shall be subject to the discretion of the Development Authority;

#### 4.14 Super-size Billboard

- a) The Development Officer is the Development Authority for Super-size Billboards;
- b) The height of a Super-size Billboard shall not exceed 8.54 m from grade;
- c) Super-size Billboards shall comply with Section 4.4 c) through f) of this Schedule;
- d) Super-size Billboards may be illuminated; and
- e) A Super-size Billboard is a permitted use on Lot 3, Block 1, Plan 072 9073 at the location as shown below, and shall not be located more than 15 m from the north property line.



(Bylaw C-1260-85 - February 12, 2018)



## **Section 5 CHANGEABLE COPY AND ELECTRONIC MESSAGE DISPLAYS**

### **5.1 Changeable Copy**

- a) Changeable copy shall only be allowed on portable, fascia, freestanding and projecting signs;
- b) Changeable copy shall not contain third-party advertising;
- c) The changeable copy component of a freestanding sign shall comply with the design of the sign as if it is a panel of the sign;
- d) The changeable copy component of a fascia sign shall not exceed 30% of the area of the fascia sign;
- e) The changeable copy component on a projecting sign shall be included in the sign area allowed for projecting signs.

### **5.2 Electronic Message Display**

- a) An electronic message display shall only be allowed on a freestanding sign, fascia sign, or a billboard;
- b) Notwithstanding any other provision of this Schedule, a sign with an electronic display message shall be spaced a minimum of 50 m from another sign with an electronic message display;
- c) Notwithstanding subsection (b) an electronic message display that is 15 m<sup>2</sup> or greater in size shall meet the separation distance requirements contained in Section 4.4(g) (“Billboard Signs”);
- d) No part of an electronic message display shall be less than 2.4 m above grade;
- e) The location of any electronic message display shall be subject to review by the City’s Engineering Services Department and, where applicable, Alberta Transportation;
- f) A sign containing an electronic message display must not increase the light levels adjacent to the electronic message display by more than three (3) LUX above the ambient light level;
- g) The owner of the sign must ensure that while the sign is in operation, the light output for the electronic message display shall not exceed 10,000 Nits from sunrise to sunset and 750 Nits from sunset to sunrise;
- h) Any sign containing an electronic message display shall be designed and placed such that it does not directly face a residential district;
- i) Notwithstanding subsection (h), a sign containing an electronic message display that is located within 30.5 m of a lot line in a residential district shall not operate or only have a black screen between the hours of 11:00 pm and 6:00 am;

**(Bylaw C-1260-84 - December 4, 2017)**

- j) Copy shown on an electronic message must be static and remain in place for a minimum of six (6) seconds to twenty (20) seconds before switching to the next copy. The duration time depends on factors including but not limited to the height of the sign, the speed limit on the road, distance to intersection, traffic collision data and sightlines. The duration will be determined in consultation with the City's Engineering Services Department to the satisfaction of the Development Authority;  
**(Bylaw C-1260-100 - January 14, 2019)**
- k) The transition time between each digital copy must be instantaneous;
- l) Copy must not be shown on the electronic message display using full motion video or otherwise give the appearance of animation or movement, and the transition between each digital copy must not be displayed using any visible effects, including but not limited to action, motion, fading in and out, dissolving, blinking, intermittent, or flashing light or the illusion of such effects;
- m) Copy must 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 electronic message, or sequenced on multiple electronic message;
- n) The owner of the sign must provide the Development Authority with a name and telephone contact information of a person(s) having access to the technology controls for the sign, who can be contacted twenty-four (24) hours a day in the event that the sign malfunctions;
- o) A Development Permit containing electronic message display shall be approved for a period of three (3) years and shall automatically renew unless the City identifies that the sign is a hazard or a public nuisance. In those instances, the City reserves the right to review the conditions on the permit prior to renewal.

**(Bylaw C-1260-100 - January 14, 2019)**

**TABLE 1: SIGNS BY LAND USE DISTRICT**

Land Use District	Sign Type												
	A Board	Awning Canopy	Banner	Billboard	Electronic Message	Entrance Feature	Fascia	Freestanding	Inflatable	Portable	Projecting	Property Mgmt	Subdivision Marketing
AGRSA	-	-	-	D	D	-	-	D	-	-	-	-	-
AP	P	P	-	D	D	P	P	D	D	D	P	-	-
CA	P	P	P	P	D	P	P	P	P	P	P	P	P
CC	P	P	D	-	D	P	P	P	P	P	P	P	P
CG	P	P	P	-	D	P	P	P	P	P	P	P	P
CL	P	P	P	-	D	P	P	P	P	P	P	P	P
CRRSA	-	-	-	-	-	D	-	-	-	-	-	-	D
CT	P	P	P	-	D	P	P	P	P	P	P	P	P
IB	P	P	P	D	D	P	P	P	P	P	P	P	P
IG	P	P	P	D	D	P	P	P	P	P	P	P	P
IH	P	P	P	D	D	P	P	P	P	P	P	P	P
IHRSA	P	P	P	P	D	P	P	P	P	P	P	P	P
IR	P	P	P	D	D	P	P	P	P	P	P	P	P
MHC	-	-	-	-	-	P	-	-	-	-	-	P	P
MHS	-	-	-	-	-	P	-	-	-	-	-	P	P
MP	D	P	P	-	-	-	P	P	P	P	P	-	-
PS	P	P	P	D	D	-	P	P	P	P	P	-	-
RCRSA	-	-	-	-	-	P	-	-	-	-	-	-	P
RC	-	-	-	-	-	P	-	-	-	-	-	P	P
RG	-	-	-	-	-	P	-	-	-	-	-	-	P
RH	-	D	-	-	-	P	-	D	-	-	-	P	P
RL	-	-	-	-	-	P	-	-	-	-	-	-	P
RM	-	D	-	-	-	P	-	D	-	-	-	P	P
RS	-	-	-	-	-	P	-	-	-	-	-	-	P
RSR	-	-	-	-	-	P	-	-	-	-	-	-	P
RR	-	-	-	-	-	P	-	-	-	-	-	-	P
RT	-	-	-	-	-	P	-	-	-	-	-	D	P
UR	-	-	-	D	D	-	-	D	-	-	-	-	-

P = Sign is a Permitted Use      D = Sign is a Discretionary Use  
(Development Officer)

**(Bylaw C-1260-100 - January 14, 2019 and Bylaw C-1260-151 - April 4, 2022)**