



File #: PH-17-022, **Version:** 1

TAMRMS#: B06

Bylaw 33/2017 - Land Use Bylaw Schedule C-Sign Regulations

Presented by: Chelsea Thompson, Development Officer

RECOMMENDATION(S)

1. That Bylaw 33/2017, being amendment 152 to Land Use Bylaw 9/2005 and amendment 95 to Master Rates Bylaw 1/82, be read a first time.
2. That the Public Hearing on Bylaw 33/2017 be closed.
3. That Bylaw 33/2017 be read a second time.
4. That unanimous consent be given for consideration of third reading of Bylaw 33/2017.
5. That Bylaw 33/2017 be read a third and final time.

PURPOSE OF REPORT

The purpose of the report is to outline proposed amendments to Schedule C and Part 3 (Section 3.12 and 3.14) of Land Use Bylaw 9/2005, and to provide proposed regulations for the introduction of residential lawn signs, as per Council direction.

COUNCIL DIRECTION

On October 17th, 2016 Council passed the following motion:

(CM-16-037)

"That suggested amendments to the Land Use Bylaw be brought forward to Council to review in order to permit residents to engage in political expression through lawn signs."

BACKGROUND AND DISCUSSION

The Schedule C (Sign Regulations) section of Land Use Bylaw 9/2005 was adopted in 2005, and since that time only minor amendments have been undertaken. Recently, the addition of Digital Displays to Schedule C was approved by Council, with an effective date of July 14th, 2017.

Administration is proposing amendments to Schedule C to better address recent trends in the sign

industry, support the advertising needs of local businesses, assist the marketing of new development areas, allow opportunity for individual expression, and remedy areas of uncertainty within the existing document.

The scope of the Schedule C review included:

- Reviewing the entire schedule for consistency in terminology and formatting;
- Updating *Section C.3 - Definitions* to increase clarity and introduce new sign types (e.g. Developer Marketing Fence Sign, Entry Feature Sign, Lawn Sign);
- Reviewing *Section C.6 - Regulations for Specific Types of Signs* to ensure regulations are reasonably in line with other municipalities and appropriate for the City of St. Albert;
- Assessing the diversity of sign types available and identifying improvements, duplications, or obsolete information;
- Drafting regulations for 'Lawn Signs' as per Council motion; and
- Consideration for matters of frequent enforcement and signage complaints.

It should be noted that many of the redlined changes within the proposed Schedule C document are format-related and aim to provide consistency in the document's written structure. The goal of these changes is to allow for a clearer interpretation of the sign regulations.

Highlights of the proposed amendments include: the introduction of three new sign types; the addition of a 'Comprehensive Sign Plan' process; a new subsection within Section 3.14 - *Variances* of the Land Use Bylaw; a minor verbiage change to Section 3.12(8) - *Development Permit Rules*; and several amendments to the regulations for specific types of signs.

As per the Council motion, Administration has drafted provisions for the potential introduction of Lawn Signs to the Schedule C document. The proposed regulations for Lawn Signs will permit residents the ability to express their personal opinions and beliefs within a regulated framework.

However, Administration cautions against the addition of Lawn Signs to Schedule C. Research of other communities in the Capital Region identified that Lawn Signs for personal expression are currently not a common practice. Other communities have avoided specifically defining and regulating such a sign type within their Land Use Bylaws and often remain silent, addressing such signage only as issues arise. Main concerns with permitting Lawn Signs include potential clutter in residential neighbourhoods, enforcement measures, and the overall impact on the community.

Additional information related to the above-mentioned highlights have been included as an attachment entitled "*Schedule C Highlights*".

A draft version of the proposed Schedule C amendments was presented on June 19th, 2017 at a Standing Committee of the Whole (SCOW) meeting. The intent of the presentation was to foster discussion and allow for comment on the draft Schedule C document. Verbal suggestions were received from the Committee and as a result, minor changes were incorporated into the proposed Schedule C document.

The specific changes include the addition of the full St. Albert Trail road alignment to Figure 24, and an increase to the allowable timeframe from 48 hours to 72 hours for not-for-profit/charity event Banner Signs.

A written comment was also received regarding Real Estate Signs, suggesting that a Development Permit and term length be required for Real Estate signage. Concern over the appearance of larger commercial & industrial Real Estate Signs was also identified. Real Estate Signs include properties for sale, lease, or rent. Upon review, Administration has not recommended amendments to address this suggestion.

The volume of real estate transactions that occur within the City of St. Albert would require additional resources for both Development Permit processing, monitoring, and enforcement. The length of time that a Real Estate Sign may be displayed is “market-driven” and therefore, not regulated by Land Use Bylaw Schedule C. Lastly, Administration suggests that matters related to the appearance of Real Estate signs can be adequately addressed through enforcement of existing bylaw regulations.

For additional clarity, the attachment entitled “*Sign Issues and Responsibility*” provides detail on what existing bylaws, policies, and documents are in place to address common sign complaint and enforcement situations.

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

Public engagement was conducted in accordance with City Council Policy C-P&E-01 - Public Consultation requirements for Planning and Development processes. The public engagement process is outlined in the attachment entitled “*3 Steps to Public Engagement*”.

Three separate engagement activities were undertaken as part of the Schedule C review.

1. An Open House was held on January 28, 2016 to obtain feedback from the public, local businesses, and the sign industry. The Open House display boards were also available on the City website until February 29, 2016.
2. A Workshop was held on November 30, 2016. The format of the workshop was a World Café style where the facilitator posed generalized questions to tabled groups of stakeholder representatives. The intent of this engagement was to obtain a cross-section of views from a diverse group of people. Attendees were high-level representatives of identified stakeholder associations and select members of the public.

A Workshop outline is provided in the attachment entitled “*Consultation History*”.

3. An online survey was available from December 5, 2016 to December 18, 2016. Invitations to complete the survey were sent via email to over 135 identified stakeholders. The survey was also advertised on various websites, in the newspaper, and via social media. A total of 223 surveys were completed.

A survey outline is provided in the attachment entitled “*Consultation History*” and the survey results are provided in the attachment entitled “*Schedule C - Survey Results*”.

Furthermore, a draft copy of the Schedule C document was circulated to several internal departments for feedback. Previous discussion(s) with the Economic Development Department identified that

consideration should be given to how marketing and signage of development areas on the “fringe” of St. Albert and how larger scale developments are addressed.

Economic Development also advised that developers and builders are looking for more appropriate ways to market their products. Larger sign areas, sign heights, increased number of signs per property, and allowing marketing fencing/hording was supported by that department. This feedback was reviewed and incorporated into the regulations.

An overall summary of the consultation history is provided in the attachment entitled “*Consultation History*”. Lastly, a general summary of the consultation comments is provided in the attachment entitled “*Consultation Comments*”.

IMPLICATIONS OF RECOMMENDATION(S)

Financial:

A new fee of \$950.00 is recommended for the ‘Comprehensive Sign Plan’ development permit process. This fee would require Council approval to be incorporated into the Master Rates Bylaw 1/82, Schedule E.

In determining the proposed new fee, consideration was given to the potential complexity and amount of time that a permit review for a ‘Comprehensive Sign Plan’ application may require.

Legal / Risk:

The proposed amendments to Schedule C aim to better position the City with respect to possible challenge(s), while permitting signage to occur without infringing on the rights of individuals, but to an extent that is necessary for the greater public interest, in accordance with the *Municipal Government Act*, Part 17, Section 617.

Program or Service:

None at this time.

Organizational:

The proposed amendments to Schedule C are intended to reduce the number of sign-related appeals that appear before the Subdivision and Development Appeal Board and lower the number of sign enforcements within the City.

ALTERNATIVES AND IMPLICATIONS CONSIDERED

If Council wishes not to proceed with all three readings of Bylaw 33/2017, then direct staff to amend the regulations (as required) and pass the following motion:

1. That Bylaw 33/2017, being amendment 152 to Land Use Bylaw 9/2005 and amendment 95

to Master Rates Bylaw 1/82, be read a first time.

2. That the Public Hearing on Bylaw 33/2017 be adjourned to September 5, 2017.

Should the Lawn Sign regulations be removed from Bylaw 33/2017, this is expected to have a positive impact on staff capacity from an enforcement perspective. From a stakeholder perspective (as commented to during the consultation processes), not permitting Lawn Signs in residential districts would minimize the potential for visual clutter and reduce the opportunity for neighbour disputes to occur.

STRATEGIC CONNECTIONS

City of St. Albert Strategic Plan (Policy C-CG-02) - Pillars of Sustainability
ECONOMIC

- Cultivate Economic Prosperity: A diversified, robust and resilient economic foundation to support growth and community service delivery.

Long Term Plans (e.g. MDP, Social Master Plan, Cultural Master Plan, etc.)

- Land Use Bylaw

Corporate Objectives (See Corporate Business Plan)

- Deliver programs and services that meet or exceed our standards
- Ensure our customers are very satisfied

Council Policies

N/A

Other Plans or Initiatives (Business Plans, Implementation Strategies, etc.)

N/A

Report Date: August 21, 2017

Author(s): Chelsea Thompson

Committee/Department: Infrastructure and Development Services

General Manager: Glenn Tompolski

City Manager: Kevin Scoble

CITY OF ST. ALBERT

BYLAW 33/2017

Being Amendment 152 to Land Use Bylaw 9/2005
Being Amendment 95 Master Rates Bylaw 1/82

NOW THEREFORE the Municipal Council of the City of St. Albert pursuant to the provisions of the Municipal Government Act hereby ENACTS AS FOLLOWS:

1. That Land Use Bylaw 9/2005 be amended as follows:

a) That Section 3.12(8) be deleted in its entirety and replaced with the following:

“(8) Where a development permit is issued for a site for which any other valid development permit has been issued, all previous development permits shall be invalid if the physical aspects of the development conflict, or both developments could not occur simultaneously upon the site, in conformity with the regulations of this Bylaw. In the event that the latter permit is appealed and the decision is reversed, the former permit is valid, unless otherwise provided in this Bylaw.”

b) That Section 3.14, Variance, be amended by adding a new sub-section (11) as follows:

“(11) Notwithstanding Section 3.14(3), in the case of a Sign development, the Development Officer shall assess the merits of the Comprehensive Sign Plan and may, at their discretion, vary the number of signs permitted per site if the Comprehensive Sign Plan complies with the following requirements:

- (a) that the proposed sign types are permissible within the land use district of the site;
- (b) that the proposed signs otherwise comply with the sign type regulations outlined in Section C.6 of Schedule C;
- (c) that the Comprehensive Sign Plan is consistent with the intended purpose of Schedule C; and
- (d) that the Comprehensive Sign Plan results in a greater degree of visual harmony and consistency between the proposed signs, the buildings, the site, and adjacent lands.”

c) That Schedule “C”, Sign Regulations, be deleted in its entirety and replaced with the attached Schedule “C”, Sign Regulations.

2. That Bylaw 1/82, Master Rates Bylaw be amended as follows:

a) That a new fee be added to Schedule "E", Development Fees, Section 7(h) Signs, as follows:

"Comprehensive Sign Plan Development Permit \$950.00"

3. The Chief Administrative Officer is authorized to consolidate Bylaw 9/2005 and Bylaw 1/82.

READ a first time this day of ,2017.

READ a second time this day of ,2017.

READ a third and final time this day of ,2017.

SIGNED AND PASSED THIS day of , 2017.

MAYOR

CHIEF LEGISLATIVE OFFICER

Schedule C

SIGN REGULATIONS

***Note:** This draft document includes the recently approved Digital Display amendments, effective July 14, 2017.

C.1 Purpose

The purpose of this schedule is to ensure that signs:

- (a) do not disrupt the orderly and safe flow of vehicular and pedestrian traffic;
- (b) do not unduly interfere with the amenities of the district in which they are located;
- (c) do not materially interfere with or affect the use, enjoyment or value of neighbouring properties; and
- (d) do not create visual or aesthetic blight.

C.2 Applicability

- (1) This schedule shall apply to all signs that are posted, placed or erected on both private property and public property.
- (2) Unless otherwise indicated herein, the Traffic Bylaw regulates signage that is posted, placed or erected on City highways.
- (3) Notwithstanding subsection (1), this schedule does not apply to municipal signs or signs that are posted, placed or erected in accordance with a contractual arrangement between the City and another party.

C.3 Definitions

In this schedule,

- (a) **"A-board sign"** means an A-shaped, temporary sign with no external supporting structure that is set upon, but not attached to, the ground;
- (b) **"attention getting device"** means any pennant, flag, valance, propeller, spinner, streamer, searchlight, mascot, message, ornamentation, audible component or sign not otherwise defined under this section that is displayed in any manner for the purpose of drawing attention to a development, business or fundraising activity. Lights or other ornamentations associated with the holiday season, if displayed between November 15th and January 15th of the following year, shall not be considered attention getting devices;
- (c) **"awning sign"** means a sign incorporated upon or within an awning;
- (d) **"balloon sign"** means a temporary air-inflated sign;
- (e) **"banner sign"** means a temporary sign constructed from a non-rigid fabric in a banner style which is attached to a pole or other structure;

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- (f) **"billboard"** means a sign displaying only third party advertising;
- (g) **"canopy sign"** means a sign incorporated upon or within a canopy;
- (h) **"copy"** means the text or graphics that comprise the message on a sign face;
- (i) **"changeable copy"** means that portion of a sign upon which copy (excluding time, date, temperature and fuel pricing displays) may be changed manually through the utilization of attachable copy, or changed automatically through the electronic switching of lamp banks or illuminated tubes;
- (j) **"community notice board"** means a structure erected by the City for the purpose of posting temporary community notices;
- (k) **"comprehensive sign plan"** means a master plan for signage on a site for the purpose of creating a consistent overall theme and design concept and may include several sign types;
- (l) **"construction site identification sign"** means a temporary sign erected on a development site for the purpose of advertising or providing information related to the referenced construction project and may include information on the contractor, building material supplier and financial institution involved;
- (m) **"developer marketing sign"** means a temporary sign promoting vacant lots, show homes, or new developments and may include the project name, developer information, logograms, conceptual plans or lifestyle images, but excludes construction, directional and real estate sign information;
- (n) **"developer marketing fence sign"** means a temporary sign designed to provide continuous visual screening of a parcel or site for the purpose of promoting current or future on-site development and may incorporate construction, developer marketing, development directional and real estate sign content;
- (o) **"development directional sign"** means a temporary sign for the purpose of guiding or directing pedestrian or vehicular traffic to new subdivisions, new development areas, or show homes and may include the development name, developer information, logograms and directional arrows;
- (p) **"digital display"** means a device intended to display copy using electronic screens, projection, television, computer video monitors, liquid crystal displays (LCD), light emitting diode (LED) displays, or any other similar electronic, computer generated, or digital technology;
- (q) **"directional sign"** means a sign directing pedestrian or vehicular traffic, including ingress, egress and parking signs and may include text-only copy, logograms and directional arrows;
- (r) **"election sign"** means a temporary federal, provincial, municipal or school election sign or any other temporary sign connected with the holding of an election conducted in accordance with federal, provincial or municipal law. For the purposes of this schedule, a sign connected with a scheduled vote of the electorate (a process referred to by the Local Authorities Election Act, RSA 2000, c. L-21) shall be considered an election sign;

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- (s) **"electronic message sign"** means a sign or part of a sign upon which programmable or electronic switching of changeable, text-only copy is displayed. An electronic message sign's area shall not exceed 0.5 sq. m.;
- (t) **"entry feature sign"** means a self-supported sign which incorporates design and building materials that accentuate the architectural theme of the on-site buildings. Entry feature signs are limited to development name and address identification only;
- (u) **"fascia sign"** means a sign attached, etched or painted on a building. A wall mural shall not be considered a fascia sign;
- (v) **"flag"** means a device constructed from a non-rigid fabric which is attached to a pole and is for the purpose of attracting attention to a development, activity or business. Flags that represent a country, province, territory of Canada or the municipality are excluded;
- (w) **"flashing sign"** means a sign that contains an intermittent or flashing light source. An electronic message sign shall not be considered a flashing sign;
- (x) **"footcandle"** means a unit of measure of the intensity of light falling on a surface;
- (y) **"freestanding sign"** means a sign anchored into the ground and not attached to a building;
- (z) **"highway"** means any thoroughfare, street, road, trail, avenue, parkway, driveway, viaduct, lane, alley, square, bridge, causeway, trestleway or other place or any part of any of them, whether publicly or privately owned, that the public is ordinarily entitled or permitted to use for the passage or parking of vehicles and includes:
- (i) a sidewalk, including a boulevard adjacent to the sidewalk;
 - (ii) if a ditch lies adjacent to and parallel with the roadway, the ditch; and
 - (iii) if a highway right of way is contained between fences or between a fence and one side of the roadway, all the land between the fences, or all the land between the fence and the edge of the roadway, as the case may be.
- but does not include a place declared by a provincial regulation not to be a highway;
- (aa) **"illumination"** means the lighting of any sign by artificial means;
- (bb) **"lawn sign"** means a temporary sign erected or placed for the purpose of identifying an opinion or position on a topic, cause, or political issue, but does not advertise a home occupation, home office, family day home or business, and excludes an election sign;
- (cc) **"low profile sign"** means a freestanding sign not exceeding 2 m in height that incorporates design and building materials that accentuate the architectural theme of the building or buildings adjacent to its location. A low profile sign's area shall not exceed 2.5 sq. m;

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- (dd) **"mascot"** means a person, figure or automaton dressed in costume or holding signage for the purpose of attracting attention to a business or fundraising activity;
- (ee) **"motor vehicle sign"** means a sign placed on, placed within, or attached to the exterior of a motor vehicle, which sign advertises or promotes:
- (i) the business for which the motor vehicle is being used; or
 - (ii) the sale of that motor vehicle, in the form of a "for-sale" sign, provided that the motor vehicle is parked entirely on a private residential property or entirely on the property of an approved automotive or recreation vehicle sales establishment.
- (ff) **"multiple tenant sign"** means a sign for advertising two or more on-site buildings or businesses;
- (gg) **"municipal sign"** means a sign erected or placed by or on behalf of the City;
- (hh) **"municipal violation tag"** means a City-issued notice or ticket that alleges a Bylaw offence and provides a person with the opportunity to pay an amount to the City in lieu of prosecution for the offence;
- (ii) **"neighbourhood identification sign"** means a sign that displays the name of a City neighbourhood;
- (jj) **"peace officer"** is as defined in the *Provincial Offences Procedures Act* RSA 2000, c.P-34;
- (kk) **"pedestrian-oriented"** means designed, scaled and located in such a way that the primary purpose of the sign is to provide information to pedestrians and bicyclists;
- (ll) **"portable sign"** means a temporary sign, with changeable copy, designed to be readily relocated;
- (mm) **"private property"** means property that is not defined hereunder as public property;
- (nn) **"projecting sign"** means a sign that is attached to, supported by, and extends at least 0.5 m outward from, a building. Neither a canopy sign nor an awning sign shall be considered a projecting sign;
- (oo) **"promotional advertising sign"** means a temporary sign displayed for the purpose of advertising temporary events or activities including, but not limited to, grand openings, sales and new or discounted products;
- (pp) **"provincial violation ticket"** means a "violation ticket" as defined in the *Provincial Offences Procedures Act* RSA 2000, c.P-34;
- (qq) **"public property"** means, except for highways, any property owned, held or controlled by the City or other public authority;
- (rr) **"real estate sign"** means a temporary sign for the purpose of advertising real estate property for sale, lease or rent;
- (ss) **"roadway"** means that portion of highway normally intended for motor vehicle passage;

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- (tt) **"roof sign"** means a sign attached to the roof of a building or parapet of a building;
- (uu) **"self-supported"** means supported by one or more columns, uprights, or braces in or upon the ground that are not attached to, and do not form part of, a building;
- (vv) **"sign"** means an accessory device or structure erected or placed for the purpose of providing direction or information on such things as a development, business, product, service, location, event, message or person;
- (ww) **"sign area"** means the areas of a sign that are available for copy (excluding the main support structure). The sign area of a multiple faced sign is the area of one face;
- (xx) **"sign height"** means the vertical distance measured at right angles from the highest point of the sign or sign structure to the lowest point of finished grade below;
- (yy) **"temporary sign"** means a sign, not permanently installed or in a fixed position, placed for a limited period of time;
- (zz) **"third party advertising"** means the advertising of a business, commodity, service or entertainment product that is conducted, sold or offered elsewhere than on the site upon which the sign is located;
- (aaa) **"traffic control device"** means any sign, signal, marking or device placed, marked or erected by the City for the purpose of regulating, warning or guiding traffic;
- (bbb) **"walkway decal"** means a sign adhered to a travel surface that is designated for pedestrian use;
- (ccc) **"wall-mounted"** means attached to the wall of a building; and
- (ddd) **"window sign"** means a sign placed on or inside a window that faces outward and is intended to be seen from the outside.

C.4 General Regulations

- (1) Notwithstanding any other provision of this schedule,
 - (a) signs shall not be constructed or located such that they may be confused with or detract from a traffic control device, municipal sign or other municipal device;
 - (b) signs shall not be constructed or located such that they interfere with the safe or orderly movement of pedestrians or motor vehicles or the sight lines required under this or any other bylaw;
 - (c) signs shall not project beyond the boundary of the site upon which it is located;
 - (d) a sign must not employ motion picture projections or animations;
 - (e) walkway decals, flashing signs and attention getting devices are not permissible within the City;

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- (f) a sign displaying a neighbourhood name must be consistent with any City neighbourhood naming policy or bylaw;
- (g) a sign height must not exceed the maximum building height allowed in the applicable district;
- (h) the illumination of a sign must not negatively affect, nor pose a safety hazard to, an adjacent site or area;
- (i) wiring and conduits for electrified signs must be concealed from view;
- (j) signs must be designed and constructed to ensure:
 - (i) the durability of the sign (taking into account whether it is a permanent or temporary sign);
 - (ii) the compatibility of the sign with adjacent development; and
 - (iii) the compatibility of the sign with the architecture of the on-site buildings.
- (k) if a sign fits within 2 or more sign categories then:
 - (i) it shall be a permitted use if it is a permitted use under each sign category;
 - (ii) it shall be a discretionary use if it is a discretionary use under at least 1 sign category; and
 - (iii) it shall comply with all regulations applicable to each category of sign.
- (l) notwithstanding subsection (k), a billboard may not be combined with any other sign category;
- (m) signs in a residential district must:
 - (i) not exceed 1.5 sq. m in sign area, unless otherwise authorized under this Bylaw;
 - (ii) not exceed 3 m in sign height, unless otherwise authorized under this Bylaw; and
 - (iii) be self-supported or wall-mounted signs, unless otherwise authorized under this Bylaw.
- (n) with the exception of motor vehicle signs, all signs displayed on or within trailers, motor vehicles, or other moving vehicles are prohibited in all districts;
- (o) separation or setback distance of a sign shall be measured from the point of the sign closest to another sign, property line, or building;
- (p) a self-supported sign shall maintain a minimum separation distance of 3 m from another sign, regardless of sign type;
- (q) no sign shall be placed on a site prior to the site being issued development permit approval for a building or use;

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- (r) notwithstanding subsection (q), a real estate sign, developer marketing sign, development directional sign or developer marketing fence sign may be placed on an undeveloped site not associated with a development permit;
 - (s) when a sign has been erected or displayed without the issuance of a required development permit, retroactive processing fees shall be charged as per the current Master Rates Bylaw;
 - (t) third party advertising is not permitted;
 - (u) at the determination of the Development Officer, in a commercial or industrial land use district, where abutting parcels have the appearance and function of a single site by virtue of having cross-access agreements, shared parking, common internal roadways or access points, a sign that relates to a use on any of the associated parcels may not be considered third party advertising when placed on another parcel, but excludes a billboard;
 - (v) signs are encouraged to incorporate the Community Branding Specifications, including corporate colour specifications of the City of St. Albert Visual Identity Guide;
 - (w) a comprehensive sign plan:
 - (i) may be applied for by an Applicant in any land use district;
 - (ii) shall apply to temporary and permanent sign types;
 - (iii) shall comply with the overall intent of this schedule and the regulations of the applicable sign type with respect to the type of allowable signs within a land use district, sign height, sign area, separation distance, location and setbacks;
 - (iv) may permit, at the discretion of the Development Officer, a variance to the total number of signs allowed per site;
 - (v) is binding when approved and no deviations to the comprehensive sign plan shall occur until a revised comprehensive sign plan is approved;
 - (vi) is subject to the issuance of a development permit;
 - (vii) is a permitted use in all districts;
 - (viii) notwithstanding subsection (vii), is a discretionary use when a variance is applied; and
 - (ix) shall require that separate development permits for the individual signs contained within an approved comprehensive sign plan are obtained.
- (2) Unless otherwise stated hereunder, all signs must have a development permit in compliance with Part 3 of this Bylaw.

Schedule C

C.5 Regulations for Signs with a Digital Display

(1) General Regulations

- (a) Signs containing a digital display shall meet the following requirements:
- (i) Unless otherwise stated in this schedule, a digital display may only be approved in the CC or CIS districts. Digital displays are prohibited in all other land use districts;
 - (ii) Digital displays are prohibited on a parcel adjacent to Ray Gibbon Drive when the copy of the sign is visible from Ray Gibbon Drive;
 - (iii) Subject to approval, a digital display is only permitted on a billboard, fascia sign, or freestanding sign. A digital display is not permitted on any other sign type;
 - (iv) A sign with a digital display located on, or attached to, a roof of a building is prohibited;
 - (v) Unless otherwise stated in this schedule, a digital display must be located a minimum of 30.5 m from a roadway intersection;
 - (vi) No third party advertising is permitted on a fascia sign with a digital display;
 - (vii) Landscaping required under an approved development permit must not be removed or altered to accommodate the placement or visibility of a sign with a digital display;
 - (viii) A digital display sign-face may be mounted on one or two sides of a sign only. If a digital display is two-sided, each side must be parallel with the other. Triple-sided, multi-sided, or curved digital displays are not permitted;
 - (ix) All digital displays must be enclosed to the satisfaction of the Development Officer;
 - (x) A sign with a digital display shall not face a residential or park land use district;
 - (xi) The Development Officer shall be satisfied that the sign:
 - (A) does not physically obstruct the sightlines or view of a traffic control device or traffic control signal for oncoming vehicular traffic;
 - (B) is not 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) 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) does not include illumination that may compete with or dull the contrast of a traffic control device or traffic control signal for oncoming vehicular traffic.

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- (xii) All signs containing a digital display must be equipped with an ambient light sensor, in accordance with the following:
 - (A) The ambient light sensor shall automatically adjust the brightness level of the copy area based on ambient light conditions; and
 - (B) Brightness levels of the digital display shall not exceed 0.3 foot-candles above ambient light conditions when measured from the digital display face at its maximum brightness.
- (xiii) Copy shall be static and remain in place for a minimum of six (6) seconds before switching to the next copy;
- (xiv) The transition time between each digital display copy shall be instantaneous;
- (xv) Transitions between each digital display 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;
- (xvi) 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;
- (xvii) Copy shown in a manner requiring the intended message to be viewed over multiple copy transitions is not permitted;
- (xviii) At any time, if a Development Officer determines that the brightness or light level of a digital display exceeds the limits set out in subsection (xii)(B), the Development Officer may direct the development permit holder to change the settings in order to bring the digital display into compliance with this Bylaw, and if that direction is not complied with, the Development Officer may issue an order directing that the digital display be immediately discontinued;
- (xix) 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;
- (xx) 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;
- (xxi) The electrical power supply to a digital display shall be provided underground unless otherwise allowed by the Development Officer;
- (xxii) Existing digital displays (previously known as electronic message signs) approved prior to the effective date of this bylaw amendment shall be bound by their original development permit approval; and
- (xxiii) An applicant with a valid existing development permit approval for a digital display which permits static text-only copy may apply for a new development permit to allow the addition of static images to

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the display. All regulations for digital displays, including the design guidelines must be achieved.

(2) Billboards with a Digital Display

- (a) As a discretionary use, subject to the issuance of a development permit, a billboard with a digital display may be located in the CC and CIS districts, adjacent to, but not on the roadways that are shown on Figure 24.
- (b) A billboard with a digital display must:
 - (i) be self-supported;
 - (ii) not exceed 8 m in sign height;
 - (iii) be located a minimum of 150 m from another billboard without a digital display facing the same oncoming traffic;
 - (iv) be located a minimum of 300 m from another billboard with a digital display facing the same oncoming traffic;
 - (v) be located a minimum of 25 m from a freestanding sign without a digital display;
 - (vi) be located a minimum of 150 m from a freestanding sign with a digital display, facing the same oncoming traffic;
 - (vii) be located a minimum of 100 m from a residential, P, PS or IF district; and
 - (viii) subject to subsection (1)(a)(v), be located a minimum of 3 m from all property lines.
- (c) The maximum area of a billboard with a digital display must not exceed 18.6 sq. m.
- (d) The space between the faces of a double-faced billboard with a digital display must be enclosed.
- (e) The maximum period for which a development permit may be issued for a billboard with a digital display is five (5) years. Upon application and re-assessment, the Development Officer may renew a development permit for the digital display for up to five (5) additional years.

(3) Fascia Sign with a Digital Display

- (a) As a discretionary use, subject to the issuance of a development permit, a fascia sign with a digital display may be located in the CC and CIS districts.
- (b) A fascia sign with a digital display must:
 - (i) not exceed 5 sq. m in area, or 20% of the building or unit face; whichever is less;
 - (ii) have a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign;

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- (iii) not extend more than 300 mm in height above a building or parapet; and
- (iv) not extend more than 400 mm outward from the supporting building's frontage.
- (c) The maximum period for which a development permit may be issued for a fascia sign with a digital display is five (5) years. Upon application and re-assessment, the Development Officer may renew a development permit for the digital display for up to five (5) additional years.

(4) Freestanding Sign with a Digital Display

- (a) As a discretionary use, subject to the issuance of a development permit, a freestanding sign with a digital display may be located in the CC and CIS districts.
- (b) A freestanding sign with a digital display must:
 - (i) not exceed 10 m in height;
 - (ii) be located a minimum of 25 m from a freestanding sign without a digital display;
 - (iii) be located a minimum of 150 m from a freestanding sign with a digital display facing the same oncoming traffic;
 - (iv) be located a minimum of 25 m from a billboard without a digital display;
 - (v) be located a minimum of 150 m from a billboard with a digital display, facing the same oncoming traffic;
 - (vi) be located a minimum of 100 m from a residential, P, PS, or IF district; and
 - (vii) subject to subsection (1)(a)(v), be located a minimum of 3 m from all property lines adjoining a highway.
- (c) Subsection (4)(b) does not apply to a digital display with copy that only displays a motor vehicle fuel price or a drive-through menu board.
- (d) Notwithstanding Section C.6(15)(b)(i), the maximum digital display area on a freestanding sign shall not exceed 10 sq. m.
- (e) No more than 1 freestanding sign with a digital display is allowed per site.
- (f) Notwithstanding subsection (e), a maximum of 2 freestanding signs with a digital display may be permitted on a site measuring at least 1 ha or consisting (at least partially) of a commercial building that measures at least 10,000 sq. m in floor area, provided that at least 1 of the signs is a multiple tenant sign.
- (g) The maximum period for which a development permit may be issued for a freestanding sign with a digital display is five (5) years. Upon application and re-assessment, the Development Officer may renew a development permit for the digital display for up to five (5) additional years.

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C.6 Regulations for Specific Types of Signs

(1) A-Board Sign

- (a) An A-Board sign is a permitted use in mixed use, commercial or industrial districts and no development permit is required, provided the sign:
 - (i) does not exceed 0.8 sq. m in sign area;
 - (ii) does not exceed 1 m in sign height;
 - (iii) is not located on a public utility lot;
 - (iv) maintains a separation distance of 3 m from another A-Board sign;
 - (v) is limited to one sign per business, per site frontage;
 - (vi) is displayed during business hours of operation; and
 - (vii) is placed in line with the public street furniture when located in the DT district.
- (b) Notwithstanding subsection (a)(i), an A-Board sign for a live/work unit shall not exceed 0.5 sq. m in sign area.

(2) Awning and Canopy Sign

- (a) As a permitted use, subject to the issuance of a development permit, awning and canopy signs:
 - (i) may be located in commercial, industrial, DT, ICC, PS or IF districts; and
 - (ii) may be located in a land use district zoned for multiple dwelling units, provided that such signs are limited to on-site name and address identification.
- (b) An awning or canopy sign must:
 - (i) not exceed a maximum vertical dimension of 1.5 m, unless otherwise stated;
 - (ii) on a 1-storey building, not extend more than 300 mm above the roof or parapet;
 - (iii) on a building with more than 1 storey, not extend more than 750 mm above the floor of the second storey (and in any event, must not extend over the bottom of any second storey window sill);
 - (iv) provide a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign; and
 - (v) not extend beyond the width of the building frontage except where the sign is wrapped around a corner, in which case it must extend for a distance that is equal to the width of the sign.



Awning Sign

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- (c) An awning or canopy sign for a live/work unit shall not exceed 0.5 sq. m in sign area.

(3) Balloon Sign

- (a) As a discretionary use, subject to the issuance of a development permit, a balloon sign may be located in the C2, CC, RC and CIS districts.
- (b) A development permit for a balloon sign is valid for a maximum of 60 consecutive days. Following the expiration of the development permit, the site shall remain free of balloon signs for a minimum of 30 consecutive days. Balloon signs may be displayed on a site for a maximum of 180 days in a calendar year.
- (c) If mounted on the ground surface of a site, a balloon sign:
 - (i) must not exceed 8 m in height;
 - (ii) must be located at least 1.5 m from all property lines (with the exception of a corner lot where the sign must be set back a minimum of 6 m from all property lines); and
 - (iii) must not interfere with the access to or from the site.
- (d) If mounted on a building, the vertical dimension of a balloon sign plus the building height must not exceed the maximum height allowances in the land use district.
- (e) A balloon sign may be illuminated.
- (f) No more than 1 roof mounted balloon sign is allowed per site, and a balloon sign must be located at least 150 m from another balloon sign.
- (g) A balloon sign shall not be located within 30 m of a residential district.

(4) Banner Sign

- (a) A banner sign is a permitted use in the P, PS, IF, industrial and commercial districts (other than the BW, ICC Area B, BP, BP2, BPT, DCMU, DCNUV, DT or MC districts).
- (b) No development permit is required provided the sign is:
 - (i) used solely to advertise a non-profit or charity event; and
 - (ii) placed on a site for a period not exceeding 72 total hours in a calendar month.
- (c) Notwithstanding subsection (b), upon the issuance of a development permit, a banner sign may be placed for more than 72 hours in the P district provided the sign is used to advertise a non-profit or charity event.
- (d) Upon the issuance of a development permit, a banner sign may be permitted in the C2, CC, RC and industrial districts.

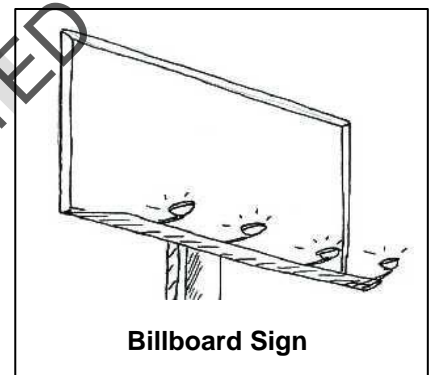


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- (e) A development permit for a banner sign is valid for a maximum of 30 consecutive days. Following the expiration of the development permit, the site shall remain free of banner signs for a minimum of 30 consecutive days. Banner signs can be displayed on a site for a maximum of 90 days in a calendar year.
- (f) A banner sign that is attached to a building must comply with the dimensional regulations for fascia signs.

(5) Billboard

- (a) As a discretionary use, subject to the issuance of a development permit, a billboard may be located in the CC and industrial districts, and adjacent to, but not on, the roadways that are shown on Figure 24.
- (b) A billboard must:
 - (i) be self-supported;
 - (ii) not exceed 30 sq. m in sign area;
 - (iii) not exceed 8 m in sign height;
 - (iv) be located a minimum of 30.5 m from a roadway intersection;
 - (v) be located a minimum of 100 m from a residential, mixed use, R, PS or IF district;
 - (vi) be located a minimum of 150 m from another billboard;
 - (vii) be located a minimum of 25 m from a freestanding sign; and
 - (viii) subject to subsection (iv), be located a minimum of 3 m from all property lines adjoining a highway.



(6) Construction Site Identification Sign

- (a) A construction site identification sign is a permitted use in all districts, and no development permit is required, provided that the sign:
 - (i) is a self-supported or wall-mounted sign;
 - (ii) does not exceed 6 sq. m in sign area; and
 - (iii) does not exceed 3 m in sign height.
- (b) A construction site identification sign may only be located on site for the duration of time in which the project is being constructed, as determined by the Development Officer.
- (c) No more than 2 construction site identification signs are allowed per site.

(7) Development Directional Sign

- (a) A development directional sign is a permitted use in R1, R2, R3, R3A, R4, C1, C2, CC, RC, CIS, BP, BP2 and BPT districts, and no development permit is required provided that the sign is located adjacent to, but not on,

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the roadways listed in Schedule B.

- (b) As a discretionary use, subject to the issuance of a development permit, development directional signs located adjacent to, but not on, the roadways listed in Schedule B may be allowed on a public utility lot, DCNUV, DCMU, or in a UR district for a period of time specified by the Development Officer.
- (c) A development directional sign must:
 - (i) be a self-supported sign;
 - (ii) not exceed 1.5 sq. m in sign area;
 - (iii) not exceed 3 m in sign height; and
 - (iv) be located a minimum of 30.5 m from a roadway intersection.

(8) Developer Marketing Sign

- (a) A developer marketing sign is a permitted use in a residential, mixed use, commercial and industrial district, and no permit is required.
- (b) Notwithstanding subsection (a), as a discretionary use subject to the issuance of a development permit, a developer marketing sign may be allowed in a PS and IF district for a period of time specified by the Development Officer.
- (c) A developer marketing sign must:
 - (i) be a self-supported sign;
 - (ii) not be illuminated; and
 - (iii) be located upon the site that the developer marketing sign advertises.
- (d) On a site with less than 30 m of frontage, a developer marketing sign must:
 - (i) not exceed 3 sq. m in sign area; and
 - (ii) not exceed 3 m in sign height.
- (e) On a site with 30 m to 100 m of frontage, a developer marketing sign must:
 - (i) not exceed 9 sq. m in sign area; and
 - (ii) not exceed 3.7 m in sign height.
- (f) On a site measuring at least 1 ha in area and with more than 100 m of frontage, a developer marketing sign must:
 - (i) not exceed 18 sq. m in sign area; and
 - (ii) not exceed 4.9 m in sign height.
- (g) The frontage along which a sign is located shall be deemed the applicable frontage length. Multiple frontages shall not be combined.

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- (h) No more than 2 developer marketing signs are allowed per site.

(9) Developer Marketing Fence Sign

- (a) Subject to the issuance of a development permit, a developer marketing fence sign is a discretionary use in all districts.
- (b) Notwithstanding subsection (a), a developer marketing fence sign is prohibited in the Urban Reserve (UR) district.
- (c) A developer marketing fence sign must:
 - (i) be located on a site with more than 30 m of frontage;
 - (ii) be no less than 20 m in length;
 - (iii) not exceed 2.5 m in height; and
 - (iv) be located along the perimeter of the site.
- (d) The total length of a developer marketing fence sign shall be at the discretion of the Development Officer.
- (e) A development permit for a developer marketing fence sign may be issued for a maximum initial period of two (2) years. Upon application, the Development Officer may renew a development permit for a specified time period thereafter.

(10) Directional Sign

- (a) Subject to the issuance of a development permit, directional signs are permitted in mixed use, commercial, industrial, R3, R3A, R4, P, PS and IF districts.
- (b) A directional sign must:
 - (i) be a self-supported or wall-mounted sign;
 - (ii) not exceed 3 sq. m in sign area;
 - (iii) not exceed 3 m in sign height; and
 - (iv) be located a minimum of 30.5 m from a roadway intersection.
- (c) In the ICC, DT, DCMU and DCNUV districts, pedestrian-oriented directional signage may be utilized to clearly delineate pedestrian walkways, to provide directions, or to provide control where vehicular and pedestrian conflicts are deemed likely to occur.

(11) Electronic Message Sign

- (a) An electronic message sign is a permitted use in C1, C2, CC, RC or CIS and no development permit is required, provided that the sign is located in a window.
- (b) As a discretionary use, subject to the issuance of a development permit, electronic message signs may be located:

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- (i) in IF, PS, MC, BP, BP2, BPT, DCMU, DCNUV, DT or BW districts provided that the sign is located in a window.

(12) Election Sign

- (a) An election sign is a permitted use in all districts and no development permit is required provided that the sign is posted:
 - (i) with respect to municipal and school elections, only between 12:00 noon on nomination day and 24 hours after the closing of polling stations; and
 - (ii) with respect to provincial and federal elections, only between 12:00 noon on the day when an election writ is handed down and 24 hours after the closing of polling stations.
- (b) In a residential district, an election sign must:
 - (i) not exceed 1.5 sq. m in sign area;
 - (ii) not exceed 3 m in sign height; and
 - (iii) be self-supported or wall-mounted signs.
- (c) The sign must be located a minimum of 30.5 m from a roadway intersection.
- (d) The sign may not be posted on or within any City-owned or occupied facility, or on or within any site upon which a City-owned facility is situated.
- (e) For any site that is adjacent to St. Albert Trail, an election sign shall have a minimum dimension of 1.22 m x 1.22 m.

(13) Entry Feature Sign

- (a) Subject to the issuance of a development permit, an entry feature sign is a permitted use in all districts.
- (b) Notwithstanding subsection (a), an entry feature sign is prohibited in the Urban Reserve (UR) district.
- (c) An entry feature sign must:
 - (i) be a low profile sign;
 - (ii) be located a minimum of 1.5 m from all property lines adjoining a highway;
 - (iii) be located at the vehicular access points to the site; and
 - (iv) be located a minimum of 30.5 m from a roadway intersection.
- (d) No more than 2 entry feature signs are allowed per vehicular access point.

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(14) Fascia Sign

- (a) A fascia sign is a permitted use in all districts.
- (b) No development permit is required provided that the sign:
 - (i) does not exceed 0.5 sq. m in sign area; and
 - (ii) does not advertise a home occupation, home office, family day home or business.
- (c) Subject to the issuance of a development permit, a fascia sign in excess of 0.5 sq. m in sign area may be located:
 - (i) in mixed use, commercial, industrial, P, PS, IF and UR districts;
 - (ii) in residential districts zoned for multiple dwelling units, provided that the sign is for on-site name and address identification only;
 - (iii) in Areas A and B of the ICC district; and
 - (iv) in Area B of the DCNUV district.
- (d) Notwithstanding subsection (a), a fascia sign is a discretionary use when located on a building or unit face adjacent to a residential district.
- (e) A fascia sign must:
 - (i) not exceed 50 sq. m in area, or 20% of a building or unit face, whichever is less;
 - (ii) be limited to individual letters or shapes when the fascia sign is greater than 25 sq. m in sign area;
 - (iii) not extend more than 300 mm in height above a building or parapet;
 - (iv) not extend more than 400 mm outward from the supporting building's frontage;
 - (v) for a live/work unit must:
 - (A) not exceed 0.5 sq. m in sign area;
 - (B) be indirectly illuminated and shielded; and
 - (C) be similar in proportion, construction materials and placement as other signs located on the building facade.
 - (vi) in the ICC, DCMU, DCNUV and DT districts:
 - (A) must not be above the roof line, except where the sign forms part of an architectural feature designed to the satisfaction of the Development Officer;
 - (B) must be similar in proportion, construction materials and placement to that of other fascia signs located on a building's facade;

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- (C) must not obscure architectural elements of the building; and
 - (D) if the sign incorporates copy, such copy must be limited to the name of the business and its logogram.
- (f) The specific provisions under this subsection (14) are applicable only where they do not conflict with any other part of this schedule.

(15) Freestanding Sign

- (a) Subject to the issuance of a development permit, a freestanding sign is a permitted use in mixed use, commercial, industrial, P, PS, IF and UR districts.
- (b) A freestanding sign must:
 - (i) not exceed 7.5 sq. m in sign area unless the site upon which the sign is located has a frontage wider than 30 m (in which case the sign may be up to 1.2 sq. m larger for each additional 10 m of frontage);
 - (ii) not exceed 10 m in sign height;
 - (iii) be located a minimum of 3 m from all property lines adjoining a highway; and
 - (iv) be located a minimum of 30.5m from a roadway intersection.
- (c) In a mixed use, commercial or industrial district, a freestanding sign must be separated by a minimum of 25 m from any other freestanding sign or a billboard.
- (d) In the ICC district:
 - (i) a freestanding sign must be separated by a minimum of 75 m from another freestanding sign or a billboard; and
 - (ii) up to 25% of the sign area of a freestanding sign (as determined by the Development Officer) must employ changeable copy.
- (e) In the BP, BP2, BPT, DCMU and DCNUV districts, all freestanding signs shall be low profile signs.
- (f) No more than 1 freestanding sign is allowed per site.
- (g) Notwithstanding subsection (f), a maximum of 2 freestanding signs may be permitted on a site that measures between 0.5 ha and 1 ha or consisting (at least partially) of a commercial building that measures at least 4,000 sq. m in floor area, provided that:
 - (i) the site is located in a C2, CC, RC or industrial district; and
 - (ii) at least 1 of the signs is a multiple tenant sign.
- (h) Notwithstanding subsection (f), a maximum of 3 freestanding signs may be permitted on a site measuring at least 1 ha or consisting (at least partially) of a commercial building that measures at least 10,000 sq. m in floor area, provided that:
 - (i) the site is located in a C2, CC, RC or industrial district; and

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- (ii) at least 1 of the signs is a multiple tenant sign.
- (i) The specific provisions under this subsection (15) are applicable only where they do not conflict with any other part of this schedule.

(16) Lawn Sign

- (a) A lawn sign is a permitted use in a R1, R2 or R3 district and no development permit is required.
- (b) A lawn sign must:
 - (i) be a self-supported sign;
 - (ii) not exceed 0.3 sq. m in sign area;
 - (iii) not exceed 1 m in sign height;
 - (iv) on an interior lot, be located in the front yard; and
 - (v) on a corner lot, be located in the front yard or the side yard adjacent to a public roadway.
- (c) No more than 1 lawn sign is allowed per dwelling unit.
- (d) Lawn signs may be displayed for a maximum of 30 consecutive days. Following the expiration of the display period, the dwelling unit shall not display another sign for a minimum of 30 consecutive days. Lawn signs may be displayed to a maximum of 180 days in a calendar year.

(17) Neighbourhood Identification Sign

- (a) Subject to the issuance of a development permit, a neighbourhood identification sign is a permitted use in all districts.
- (b) A neighbourhood identification sign must:
 - (i) be a self-supported sign;
 - (ii) not exceed 6 sq. m in sign area;
 - (iii) not exceed 3 m in sign height; and
 - (iv) in accordance with City policy, incorporate the neighbourhood name specified by the relevant plans or bylaw.
- (c) A neighbourhood identification sign may incorporate the logogram of the developer.

(18) Portable Sign

- (a) Subject to the issuance of a development permit, a portable sign is a permitted use in C1, C2, CC, RC, ICC, and CIS Districts.
- (b) As a discretionary use subject to the issuance of a Development Permit, a portable sign may be located in UR, P, PS and IF districts.

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- (c) Portable signs must:
 - (i) not exceed 5 sq. m in sign area;
 - (ii) not exceed 2.5 m in sign height;
 - (iii) be located no less than 1.5 m from any property line; and
 - (iv) maintain a separation distance of 30 m from another portable sign.
- (d) Portable signs are limited to a maximum of 1 sign for sites with frontages up to 30 m.
- (e) Portable signs are limited to a maximum of 2 signs per site for sites with frontages greater than 30 m, but in no case is more than 1 sign per business allowed.
- (f) In the ICC district, a portable sign must be separated by a minimum of 400 m from another portable sign.
- (g) A development permit for a portable sign is valid for a maximum of 90 days.

(19) Projecting Sign

- (a) Subject to the issuance of a development permit, a projecting sign is a permitted use in R4, CC, RC, C1, C2, MC, BW, PS, IF, DCMU, DCNUV, DT and industrial districts.
- (b) A projecting sign must:
 - (i) not exceed 0.5 sq. m in sign area;
 - (ii) be placed so that the distance between the nearest edge of the sign and the building to which it is attached does not exceed 0.35 m;
 - (iii) provide a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign;
 - (iv) have clearance from any electrical power lines or other utilities and provide for safe pedestrian movement or any other activities or use underneath the projecting sign;
 - (v) except for corner locations, be located at right angles to the building facade;
 - (vi) complement the architecture and coordinate with other streetscape improvements and development;
 - (vii) on a 1-storey building, not extend more than 300 mm above the roof or parapet;
 - (viii) on a building with more than 1 storey, not extend more than 750 mm above the floor of the second storey (and in any event, must not extend over the bottom of any 2nd storey window sill); and
 - (ix) be indirectly illuminated and shielded for a live/work unit.

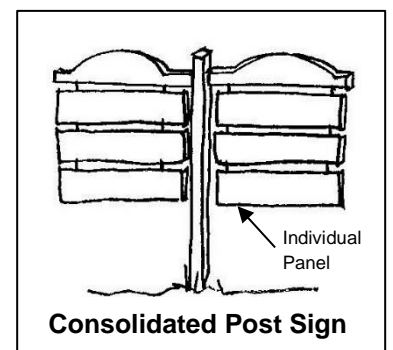
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(20) Promotional Advertising Sign

- (a) A promotional advertising sign is a permitted use in the C2, CC, RC and CIS districts and no development permit is required, provided that:
 - (i) the sign does not exceed 2.5 sq. m in sign area;
 - (ii) the sign is located a minimum of 1.5 m from all property lines adjoining a highway; and
 - (iii) the sign advertises an event, service or product available on the site.
- (b) Two promotional advertising signs are allowed for every 30 m of site frontage (up to a maximum of 4 signs per site).

(21) Real Estate Sign

- (a) A real estate sign is a permitted use in all districts, and no development permit is required, provided that:
 - (i) the sign is a self-supported or wall-mounted sign; and
 - (ii) the sign advertises only the site upon which the sign is located.
- (b) In R1 and R2 districts, a real estate sign must:
 - (i) not be illuminated;
 - (ii) not exceed 1.5 sq. m in sign area; and
 - (iii) not exceed 1.8 m in sign height.
- (c) In R3, R3A, DR, ICC Area A and R4 districts, a real estate sign must be either:
 - (i) a sign that shall:
 - (A) not exceed 3 sq. m in sign area; and
 - (B) not exceed 3 m in sign height; or
 - (ii) a consolidated post sign consisting of no more than ten individual panels that shall:
 - (A) not exceed 0.17 sq. m per individual panel sign area; and
 - (B) not exceed 1.8 m in sign height.
- (d) In all other land use districts, a real estate sign must:
 - (i) not exceed 3 sq. m in sign area; and
 - (ii) not exceed 3 m in sign height.



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- (e) No more than 2 real estate signs are allowed per site.

(22) Roof Sign

- (a) Subject to the issuance of a development permit, a roof sign is a permitted use in CC, RC and CIS districts.
- (b) A roof sign must not exceed 8 sq. m in sign area.
- (c) The maximum vertical dimension of a roof sign is 3 m, however the vertical dimension of the sign plus the building height must not exceed the maximum height allowances in the district.
- (d) No more than 1 roof sign is allowed per building.
- (e) A roof sign shall not overhang a building.
- (f) A roof sign may be illuminated.

(23) Other Signs

Subject to any other applicable provision of this schedule, a development permit is not required for:

- (a) signs posted or exhibited inside a building;
- (b) window signs in residential districts up to 0.3 sq. m in sign area, provided they are not for the purpose of advertising a home occupation, home office, family day home, or business and do not display lawn sign content;
- (c) window signs in commercial, industrial and mixed use districts up to 0.5 sq. m in sign area;
- (d) motor vehicle signs, provided the vehicle is not temporarily or permanently parked for the purpose of displaying the sign;
- (e) signs located on a community notice board;
- (f) signs erected pursuant to a development agreement;
- (g) emergency or warning signs placed on a public building, lot or utility right of way;
- (h) municipal address identification;
- (i) a self-supported sign in a residential district up to 0.8 sq. m in sign area for the purpose of advertising an on-site contractor undertaking renovation work on a property, that is displayed for a period of no more than 14 consecutive days; and
- (j) signs on private property indicating on-site traffic circulation or parking regulations, less than 2.0 sq. m in sign area and to maximum height of 2.0 m.

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C.7 Enforcement

(1) Removal and Impoundment of Signs

- (a) In addition to pursuing any other remedy referenced under this schedule, a peace officer may cause to be immediately removed and/or impounded any sign:
 - (i) placed in contravention of a provision of this schedule;
 - (ii) where, in his or her opinion, the sign is in a state of extensive disrepair; or
 - (iii) where safety concerns or emergency conditions may justify such removal.
- (b) A sign removed under subsection (a) shall be delivered to a storage facility where it will remain impounded until claimed by an individual, business or organization referenced on the sign.
- (c) If an impounded sign is not reclaimed within 30 days of the individual, business, or organization (as referenced under subsection [b]) being notified (either verbally or in writing) of the sign's removal, the City may dispose of the sign in any manner it deems appropriate.

(2) Offence

- (a) Any owner, lessee, tenant or occupant of land or a building (or portion thereof) who places (or allows or causes to be placed) a sign upon such land or building (or portion thereof) in contravention of this schedule has committed an offence.
- (b) With respect to a sign placed or erected in contravention of this schedule on public property that is not subject to a lease or license of occupation, the appearance of the name of an individual, business or organization on the sign, whether for the purpose of declaring ownership of the sign or advertising thereon, is prima facie proof that the individual, business or organization caused or permitted the sign to be placed on the property, and that individual, business or organization shall be deemed responsible for the referenced contravention.

(3) Continuing Offence

- (a) In the case of an offence that is of a continuing nature, a contravention of a provision of this schedule constitutes a separate offence with respect to each day, or part thereof, during which the contravention continues, and a person committing such an offence is liable to a fine in an amount not less than that established by this Bylaw for each such separate offence.

(4) Fines and Penalties

- (a) The commission of an offence is punishable by the imposition of a fine in an amount not exceeding \$10,000.00, and to an order of imprisonment for not more than one (1) year, or both.
- (b) The fine for an offence under this schedule is \$150.00.

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(5) Municipal Violation Tag

- (a) A peace officer may issue, with respect to an offence under this schedule, a municipal violation tag specifying the fine amount established by this schedule.
- (b) Where a municipal violation tag is issued with respect to the offence, the fine amount indicated thereon may be paid in lieu of prosecution.

(6) Provincial Violation Ticket

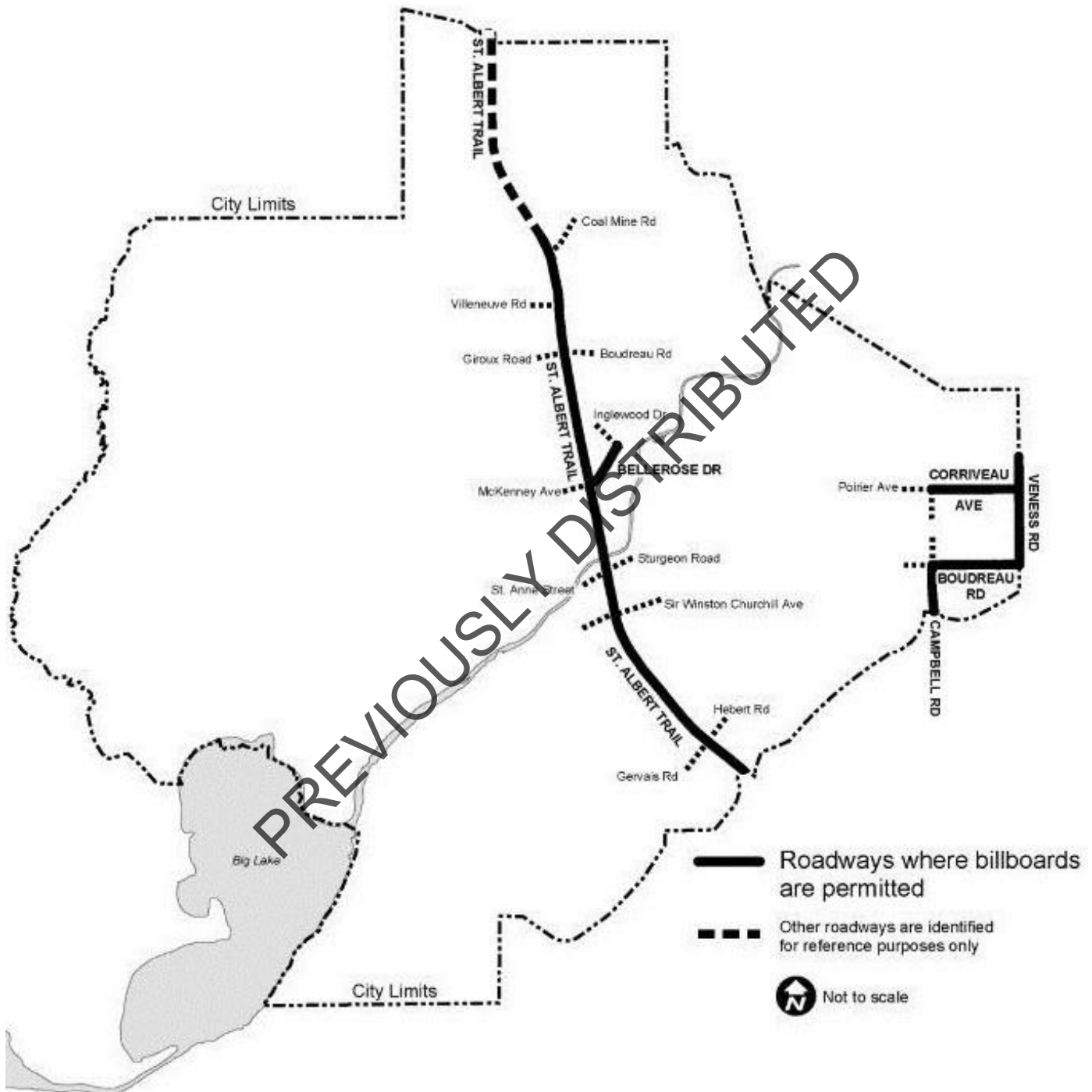
- (a) A peace officer may issue, with respect to an offence under this schedule, a provincial violation ticket:
 - (i) specifying the fine amount established by this schedule; or
 - (ii) requiring an appearance in court without the option of making a voluntary payment.
- (b) Where a provincial violation ticket specifies a fine amount in accordance with this schedule, a voluntary payment equal to the specified fine amount may be made.

DRAFT
PREVIOUSLY DISTRIBUTED

Schedule C

Figure 24

Billboard Sign Locations



Schedule C

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PREVIOUSLY DISTRIBUTED

Schedule C

SIGN REGULATIONS

*Note: This draft document includes the approved Digital Display amendments, effective July 14, 2017.

C.1 Purpose

The purpose of this schedule is to ensure that signs:

- (a) do not disrupt the orderly and safe flow of vehicular and pedestrian traffic;
- (b) do not unduly interfere with the amenities of the district in which they are located;
- (c) do not materially interfere with or affect the use, enjoyment or value of neighbouring properties; and
- (d) do not create visual or aesthetic blight.

C.2 Applicability

- (1) This schedule shall apply to all signs that are posted, placed or erected on both private property and public property.
- (2) Unless otherwise indicated herein, the Traffic Bylaw regulates signage that is posted, placed or erected on City highways.
- (3) Notwithstanding subsection (1), this schedule does not apply to municipal signs or signs that are posted, placed or erected in accordance with a contractual arrangement between the City and another party.

C.3 Definitions

In this schedule,

- (a) **"A-board sign"** means an A-shaped, temporary sign with no external supporting structure that is set upon, but not attached to, the ground;
- (b) **"attention getting device"** means any pennant, flag, valance, propeller, spinner, streamer, searchlight, mascot, message, ornamentation, **audible component** or sign not otherwise defined under this section that is displayed in any manner for the purpose of drawing attention to a development, business or fundraising activity. Lights or other ornamentations associated with the holiday season, if displayed between November 15th and January 15th of the following year, shall not be considered attention getting devices;
- ~~(c) **"awning"** means a light, detachable roof-like structure covered by fabric or other flexible material supported from a building by a fixed or retractable frame;~~
- ~~(ec) **"awning sign"** means a sign incorporated upon or within an awning;~~
- ~~(ed) **"balloon sign"** means a temporary air-inflated sign;~~
- ~~(fe) **"banner sign"** means a temporary sign constructed from a non-rigid fabric in a banner style which is attached to a pole or other structure;~~

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- (gf) **"billboard"** means a sign displaying only third party advertising;
- (h) ~~"canopy" means a fixed structure (comprised of a roof and supporting apparatus) that provides overhead shelter and is attached to and extends from a building;~~
- (ig) **"canopy sign"** means a sign incorporated upon or within a canopy;
- (h) **"copy"** means the text or graphics that comprise the message on a sign face;
- (ji) **"changeable copy"** means that portion of a sign upon which copy ~~(including-excluding time-and, date, temperature and fuel pricing displays)~~ may be changed manually through the utilization of attachable ~~characters copy~~, or changed automatically through the electronic switching of lamp banks or illuminated tubes;
- (kj) **"community notice board"** means a structure erected by the City for the purpose of posting temporary community notices;
- (k) **"comprehensive sign plan"** means a master plan for signage on a site for the purpose of creating a consistent overall theme and design concept and may include several sign types;
- (l) **"construction site identification sign"** means a temporary sign erected on a ~~construction-development~~ site for the purpose of advertising or providing information related to the referenced construction project ~~and may include information on the contractor, building material supplier and financial institution involved;~~
- (m) **"developer marketing sign"** means a temporary sign promoting vacant lots, ~~or show homes within a subdivision, or new developments and may include the project name, developer information, logograms, conceptual plans or lifestyle images, but excludes construction, directional and real estate sign information.~~
- (n) **"developer marketing fence sign"** means a temporary sign designed to provide continuous visual screening of a parcel or site for the purpose of promoting current and future on-site development and may incorporate construction, developer marketing, development directional and real estate sign content;
- (no) **"development directional sign"** means a temporary sign ~~placed or erected~~ for the purpose of guiding or directing pedestrian or vehicular traffic to new subdivisions, new ~~home-development~~ areas, or show homes and may include the development name, developer information, logograms and directional arrows;
- (p) **"digital display"** means a device intended to display copy using electronic screens, projection, television, computer video monitors, liquid crystal displays (LCD), light emitting diode (LED) displays, or any other similar electronic, computer generated, or digital technology;
- (eq) **"directional sign"** means a sign directing pedestrian or vehicular traffic, including ingress, ~~and~~ egress and parking signs ~~and may include text-only copy, logograms and directional arrows;~~
- (pr) **"election sign"** means a temporary federal, provincial, municipal or school election sign or any other temporary sign connected with the

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holding of an election conducted in accordance with federal, provincial or municipal law. For the purposes of this schedule, a sign connected with a scheduled vote of the electorate (a process referred to by the Local Authorities Election Act, RSA 2000, c. L-21) shall be considered an election sign;

- (es) **"electronic message sign"** means a sign or part of a sign upon which programmable or electronic switching of changeable, text-only copy is displayed. An electronic message sign's area shall not exceed 0.5 sq. m;
- (t) **"entry feature sign"** means a self-supported sign which incorporates design and building materials that accentuate the architectural theme of the on-site buildings. Entry feature signs are limited to development name and address identification only;
- (fu) **"fascia sign"** means a sign attached, etched or painted on a building. A wall mural shall not be considered a fascia sign;
- (v) **"flag"** means a device constructed from a non-rigid fabric which is attached to a pole and is for the purpose of attracting attention to a development, activity or business. Flags that represent a country, province, territory of Canada or the municipality are excluded;
- (sw) **"flashing sign"** means a sign that contains an intermittent or flashing light source. An electronic message sign shall not be considered a flashing sign;
- (x) **"footcandle"** means a unit of measure of the intensity of light falling on a surface;
- (ty) **"freestanding sign"** means a sign anchored into the ground and not attached to a building;
- (uz) **"highway"** means any thoroughfare, street, road, trail, avenue, parkway, driveway, viaduct, lane, alley, square, bridge, causeway, trestleway or other place or any part of any of them, whether publicly or privately owned, that the public is ordinarily entitled or permitted to use for the passage or parking of vehicles and includes:
- (i) a sidewalk, including a boulevard adjacent to the sidewalk;
 - (ii) if a ditch lies adjacent to and parallel with the roadway, the ditch; and
 - (iii) if a highway right of way is contained between fences or between a fence and one side of the roadway, all the land between the fences, or all the land between the fence and the edge of the roadway, as the case may be.

but does not include a place declared by a provincial regulation not to be a highway;

- (vaa) **"illumination"** means the lighting of any sign by artificial means;
- (bb) **"lawn sign"** means a temporary sign erected or placed for the purpose of identifying an opinion or position on a topic, cause or political issue, but does not advertise a home occupation, home office, family day home or business, and excludes an election sign;

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- (wcc) **"low profile sign"** means a freestanding sign not exceeding 2 m in height that incorporates a design and building materials that accentuate the architectural theme of the building or buildings adjacent to its location. A low profile sign's area shall not exceed 2.5 sq. m;
- (xdd) **"mascot"** means a person, figure or automaton dressed in costume or holding signage for the purpose of attracting attention to a business or fundraising activity;
- ~~(y) **"moped"** is as defined in the Use of Highway and Rules of the Road Regulation A.R. 304-2002;~~
- (zee) **"motor vehicle sign"** means a sign placed on, placed within, or attached to the exterior of a motor vehicle, which sign advertises or promotes:
- (i) the business for which the motor vehicle is being used; or
 - (ii) the sale of that motor vehicle, in the form of a "for-sale" sign, provided that the motor vehicle is parked entirely on a private residential property or entirely on the property of an approved automotive or recreation vehicle sales establishment.
- (aaff) **"multiple tenant sign"** means a sign for advertising two or more on-site developments buildings or businesses;
- (bbgg) **"municipal sign"** means a sign erected or placed by or on behalf of the City;
- (eehh) **"municipal violation tag"** means a City-issued notice or ticket that alleges a Bylaw offence and provides a person with the opportunity to pay an amount to the City in lieu of prosecution for the offence;
- (edii) **"neighbourhood identification sign"** means a sign that displays the name of a City neighbourhood or business park;
- (eejj) **"peace officer"** is as defined in the *Provincial Offences Procedures Act* RSA 2000, c.P-34;
- (ffkk) **"pedestrian-oriented"** means designed, scaled and located in such a way that the primary purpose of the sign is to provide information to pedestrians and bicyclists;
- (ggll) **"portable sign"** means a temporary sign, with changeable copy, designed to be readily relocated;
- (hhmm) **"private property"** means property that is not defined hereunder as public property;
- (iinn) **"projecting sign"** means a sign that is attached to, supported by, and extends at least 0.5 m outward from, a building. Neither a canopy sign nor an awning sign shall be considered a projecting sign;
- (jjoo) **"promotional advertising sign"** means a temporary sign displayed for the purpose of advertising temporary events or activities including, but not limited to, grand openings, sales and new or discounted products;
- (kkpp) **"provincial violation ticket"** means a "violation ticket" as defined in the *Provincial Offences Procedures Act* RSA 2000, c.P-34;

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- (#qq) **"public property"** means, except for highways, any property owned, held or controlled by the City or other public authority;
- (###rr) **"real estate sign"** means a temporary sign ~~erected or placed~~ for the purpose of advertising real estate property for sale, lease or rent;
- (#ss) **"roadway"** means that portion of highway normally intended for motor vehicle passage;
- (eett) **"roof sign"** means a sign attached to the roof of a building or parapet of a building;
- (ppuu) **"self-supported"** means supported by one or more columns, uprights, or braces in or upon the ground that are not attached to, and do not form part of, a building;
- (eevv) **"sign"** means ~~a~~ **an accessory** device or structure erected or placed for the purpose of providing direction or ~~providing~~ information on such things as a development, business, product, service, location, event, **message** or person;
- (#fww) **"sign area"** means the areas of a sign that are available for copy (excluding the main support structure). The sign area of a multiple faced sign is the area of one face;
- (ssxx) **"sign height"** means the vertical distance measured at right angles from the highest point of the sign or sign structure to the **lowest point** of finished grade ~~directly~~ below;
- (#yy) **"temporary sign"** means a sign, not permanently installed or in a fixed position, placed for a limited period of time;
- (uzz) **"third party advertising"** means the advertising of a business, commodity, service or entertainment product that is conducted, sold or offered elsewhere than on the site upon which the sign is located;
- (vaaa) **"traffic control device"** means any sign, signal, marking or device placed, marked or erected by the City for the purpose of regulating, warning or guiding traffic;
- (xobb) **"walkway decal"** means a sign adhered to a travel surface that is designated for pedestrian use;
- (yycc) **"wall-mounted"** means attached to the wall of a building; **and**
- (zzddd) **"window sign"** means a sign placed on or inside a window that faces outward and is intended to be seen from the outside.

C.4 General Regulations

- (1) Notwithstanding any other provision of this schedule,
- (a) signs shall not be constructed or located such that they may be confused with or detract from a traffic control device, municipal sign or other municipal device;
- (b) signs shall not be constructed or located such that they interfere with the safe or orderly movement of pedestrians or motor vehicles or the sight

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lines required under this or any other bylaw;

- (c) signs shall not project beyond the boundary of the site upon which it is located;
- (ed) a sign must not employ motion picture projections or animations;
- (de) walkway decals, flashing signs and attention getting devices are not permissible within the City;
- (ef) a sign displaying a neighbourhood name must be consistent with any City neighbourhood naming policy or bylaw;
- (fg) a sign height must not exceed the maximum building height allowed in the applicable district;
- (gh) the illumination of a sign must not negatively affect, nor pose a safety hazard to, an adjacent site or area;
- (hi) wiring and conduits for electrified signs must be concealed from view;
- (ij) signs must be designed and constructed to ensure:
 - (i) the durability of the sign (taking into account whether it is a permanent or temporary sign);
 - (ii) the compatibility of the sign with adjacent development; and
 - (iii) the compatibility of the sign with the architecture of the on-site buildings frontage.
- (jk) if a sign fits within 2 or more sign categories then:
 - (i) it shall be a permitted use if it is a permitted use under each sign category;
 - (ii) it shall be a discretionary use if it is a discretionary use under at least 1 sign category; and
 - (iii) it shall comply with all regulations applicable to each category of sign.
- (l) notwithstanding subsection (k), a billboard may not be combined with any other sign category;
- (km) signs on public property in a residential district must:
 - (i) not exceed 1.5 sq. m in sign area, unless otherwise authorized under this Bylaw;
 - (ii) not exceed 3 m in sign height, unless otherwise authorized under this Bylaw; and
 - (iii) be self-supported or wall-mounted signs, unless otherwise authorized under this Bylaw.
- (ln) with the exception of motor vehicle signs, all signs displayed on or within trailers, motor vehicles or other moving vehicles are prohibited in all districts;

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- (o) separation or setback distance of a sign shall be measured from the point of the sign closest to another sign, property line, or building;
- (p) a self-supported sign shall maintain a minimum separation distance of 3 m from another sign, regardless of sign type;
- (q) no sign shall be placed on a site prior to the site being issued development permit approval for a building or use;
- (r) notwithstanding subsection (q), a real estate sign, developer marketing sign, development directional sign or developer marketing fence sign may be placed on an undeveloped site not associated with a development permit;
- (~~ms~~) when a sign has been erected or displayed without the issuance of a required development permit, ~~retroactive processing fees for the required development permit will be doubled shall be charged as per the current Master Rates Bylaw;~~
- (t) third party advertising is not permitted;
- (u) at the determination of the Development Officer, in a commercial or industrial land use district, where abutting parcels have the appearance and function of a single site by virtue of having cross-access agreements, shared parking, common internal roadways or access points, a sign that relates to a use on any of the associated parcels may not be considered third party advertising when placed on another parcel, but excludes a billboard;
- (v) signs are encouraged to incorporate the Community Branding Specifications, including corporate colour specifications of the City of St. Albert Visual Identity Guide;
- (w) a comprehensive sign plan:
 - (i) may be applied for by an Applicant in any land use district;
 - (ii) shall apply to temporary and permanent sign types;
 - (iii) shall comply with the overall intent of this schedule and the regulations of the applicable sign type with respect to the type of allowable signs within a land use district, sign height, sign area, separation distance, location and setbacks;
 - (iv) may permit, at the discretion of the Development Officer, a variance to the total number of signs allowed per site;
 - (v) is binding when approved and no deviations to the comprehensive sign plan shall occur until a revised comprehensive sign plan is approved;
 - (vi) is subject to the issuance of a development permit;
 - (vii) is a permitted use in all districts;
 - (viii) notwithstanding subsection (vii), is a discretionary use when a variance is applied; and

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- (ix) shall require that separate development permits for the individual signs contained within an approved comprehensive sign plan are obtained.

- (2) Unless otherwise stated hereunder, all signs must have a development permit in compliance with Part 3 of this Bylaw.

C.5 Regulations for Signs with a Digital Display

(1) General Regulations

- (a) Signs containing a digital display shall meet the following requirements:
 - (i) Unless otherwise stated in this schedule, a digital display may only be approved in the CC or CIS districts. Digital displays are prohibited in all other land use districts;
 - (ii) Digital displays are prohibited on a parcel adjacent to Ray Gibbon Drive when the copy of the sign is visible from Ray Gibbon Drive;
 - (iii) Subject to approval, a digital display is only permitted on a billboard, fascia sign, or freestanding sign. A digital display is not permitted on any other sign type;
 - (iv) A sign with a digital display located on, or attached to, a roof of a building is prohibited;
 - (v) Unless otherwise stated in this schedule, a digital display must be located a minimum of 30.5 m from a roadway intersection;
 - (vi) No third party advertising is permitted on a fascia sign with a digital display;
 - (vii) Landscaping required under an approved development permit must not be removed or altered to accommodate the placement or visibility of a sign with a digital display;
 - (viii) A digital display sign-face may be mounted on one or two sides of a sign only. If a digital display is two-sided, each side must be parallel with the other. Triple-sided, multi-sided, or curved digital displays are not permitted;
 - (ix) All digital displays must be enclosed to the satisfaction of the Development Officer;
 - (x) A sign with a digital display shall not face a residential or park land use district;
 - (xi) The Development Officer shall be satisfied that the sign:
 - (A) does not physically obstruct the sightlines or view of a traffic control device or traffic control signal for oncoming vehicular traffic;
 - (B) is not located in the field of view near or past a traffic control device or traffic control signal in the sightlines of oncoming vehicular traffic;

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- (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) does not include illumination that may compete with or dull the contrast of a traffic control device or traffic control signal for oncoming vehicular traffic.
- (xii) All signs containing a digital display must be equipped with an ambient light sensor, in accordance with the following:
 - (A) The ambient light sensor shall automatically adjust the brightness level of the copy area based on ambient light conditions; and
 - (B) Brightness levels of the digital display shall not exceed 0.3 foot-candles above ambient light conditions when measured from the digital display face at its maximum brightness.
- (xiii) Copy shall be static and remain in place for a minimum of six (6) seconds before switching to the next copy;
- (xiv) The transition time between each digital display copy shall be instantaneous;
- (xv) Transitions between each digital display 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;
- (xvi) 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;
- (xvii) Copy shown in a manner requiring the intended message to be viewed over multiple copy transitions is not permitted;
- (xviii) At any time, if a Development Officer determines that the brightness or light level of a digital display exceeds the limits set out in subsection (xii)(B), the Development Officer may direct the development permit holder to change the settings in order to bring the digital display into compliance with this Bylaw, and if that direction is not complied with, the Development Officer may issue an order directing that the digital display be immediately discontinued;
- (xix) 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;
- (xx) 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;
- (xxi) The electrical power supply to a digital display shall be provided underground unless otherwise allowed by the Development Officer;

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- (xxii) Existing digital displays (previously known as electronic message signs) approved prior to the effective date of this bylaw amendment shall be bound by their original development permit approval; and
- (xxiii) An applicant with a valid existing development permit approval for a digital display which permits static text-only copy may apply for a new development permit to allow the addition of static images to the display. All regulations for digital displays, including the design guidelines must be achieved.

(2) Billboards with a Digital Display

- (a) As a discretionary use, subject to the issuance of a development permit, a billboard with a digital display may be located in the CC and CIS districts, adjacent to, but not on the roadways that are shown on Figure 24.
- (b) A billboard with a digital display must:
 - (i) be self-supported;
 - (ii) not exceed 8 m in sign height;
 - (iii) be located a minimum of 150 m from another billboard without a digital display facing the same oncoming traffic;
 - (iv) be located a minimum of 300 m from another billboard with a digital display facing the same oncoming traffic;
 - (v) be located a minimum of 25 m from a freestanding sign without a digital display;
 - (vi) be located a minimum of 150 m from a freestanding sign with a digital display, facing the same oncoming traffic;
 - (vii) be located a minimum of 100 m from a residential, P, PS or IF district; and
 - (viii) subject to subsection (1)(a)(v), be located a minimum of 3 m from all property lines.
- (c) The maximum area of a billboard with a digital display must not exceed 18.6 sq. m.
- (d) The space between the faces of a double-faced billboard with a digital display must be enclosed.
- (e) The maximum period for which a development permit may be issued for a billboard with a digital display is five (5) years. Upon application and re-assessment, the Development Officer may renew a development permit for the digital display for up to five (5) additional years.

(3) Fascia Sign with a Digital Display

- (a) As a discretionary use, subject to the issuance of a development permit, a fascia sign with a digital display may be located in the CC and CIS districts.

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- (b) A fascia sign with a digital display must:
 - (i) not exceed 5 sq. m in area, or 20% of the building or unit face; whichever is less;
 - (ii) have a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign;
 - (iii) not extend more than 300 mm in height above a building or parapet; and
 - (iv) not extend more than 400 mm outward from the supporting building's frontage.
- (c) The maximum period for which a development permit may be issued for a fascia sign with a digital display is five (5) years. Upon application and re-assessment, the Development Officer may renew a development permit for the digital display for up to five (5) additional years.

(4) Freestanding Sign with a Digital Display

- (a) As a discretionary use, subject to the issuance of a development permit, a freestanding sign with a digital display may be located in the CC and CIS districts.
- (b) A freestanding sign with a digital display must:
 - (i) not exceed 10 m in height;
 - (ii) be located a minimum of 25 m from a freestanding sign without a digital display;
 - (iii) be located a minimum of 150 m from a freestanding sign with a digital display facing the same oncoming traffic;
 - (iv) be located a minimum of 25 m from a billboard without a digital display;
 - (v) be located a minimum of 150 m from a billboard with a digital display, facing the same oncoming traffic;
 - (vi) be located a minimum of 100 m from a residential, P, PS, or IF district; and
 - (vii) subject to subsection (1)(a)(v), be located a minimum of 3 m from all property lines adjoining a highway.
- (c) Subsection (4)(b) does not apply to a digital display with copy that only displays a motor vehicle fuel price or a drive-through menu board.
- (d) Notwithstanding Section C.6(15)(b)(i), the maximum digital display area on a freestanding sign shall not exceed 10 sq. m.
- (e) No more than 1 freestanding sign with a digital display is allowed per site.

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- (f) Notwithstanding subsection (e), a maximum of 2 freestanding signs with a digital display may be permitted on a site measuring at least 1 ha or consisting (at least partially) of a commercial building that measures at least 10,000 sq. m in floor area, provided that at least 1 of the signs is a multiple tenant sign.
- (g) The maximum period for which a development permit may be issued for a freestanding sign with a digital display is five (5) years. Upon application and re-assessment, the Development Officer may renew a development permit for the digital display for up to five (5) additional years.

C.6 Regulations for Specific Types of Signs

(1) A-Board Sign

- (a) An A-Board sign is a permitted use in **mixed use**, commercial or industrial districts, and no development permit is required, provided the sign:
 - (i) does not exceed 0.8 sq. m in sign area;
 - (ii) does not exceed 1 m in sign height;
 - (iii) is not located on a public utility lot;
 - (iv) maintains a separation distance of **40-3** m from another A-Board sign;
 - (v) **is limited to one sign per business, per site frontage;**
 - (vi) **is displayed during business hours of operation; and**
 - (vii) **is placed in line with the public street furniture when located in the DT district.**
- (b) Notwithstanding ~~clause~~ subsection (a)(i), an A-Board sign for a live/work unit shall not exceed 0.5 sq. m in sign area. **(BL14/2008)**

(2) Awning and Canopy Signs

- (a) **As a permitted use,** ~~S~~subject to the issuance of a development permit, awning and canopy signs:
 - (i) may be located in commercial, industrial, **DT**, ICC, PS or IF districts; and
 - (ii) may be located in a **land use** district zoned for multiple dwelling units, provided that such signs are limited to on-site name and address identification.

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- (b) An awning or canopy sign must:
- (i) not exceed a maximum vertical dimension of 1.5 m, unless otherwise stated;
 - (ii) on a 1-storey building, not extend more than 300 mm above the roof or parapet;
 - (iii) on a building with more than 1 storey, not extend more than 750 mm above the floor of the second storey (and in any event, must not extend over the bottom of any second storey window sill);
 - (iv) provide a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign; and
 - (v) not extend beyond the width of the building frontage except where the sign is wrapped around a corner, in which case it must extend for a distance that is equal to the width of the sign.
- (c) An awning or canopy sign for a live/work unit shall not exceed 0.5 sq. m in sign area. **(BL14/2008)**



(3) Balloon Sign

- (a) As a discretionary use, subject to the issuance of a development permit, a balloon sign may be located in the C2, CC, RC and CIS districts. **(BL24/2009)**
- (b) A development permit for a balloon sign is valid for a maximum of ~~30~~ 60 consecutive days. Following the expiration of the development permit, the site shall remain free of balloon signs for a minimum of 30 consecutive days. Balloon signs may be displayed on a site for a maximum of ~~90~~ 180 days in a calendar year.
- (c) If mounted on the ground surface of a site, a balloon sign:
- (i) must not exceed 8 m in height;
 - (ii) must be located at least 1.5 m from all property lines (with the exception of a corner lot where the sign must be set back a minimum of 6 m from all property lines); and
 - (iii) must not interfere with the access to or from the site.
- (d) If mounted on a building, the vertical dimension of a balloon sign plus the building height must not exceed the maximum height allowances in the land use district.
- (e) A balloon sign may be illuminated.
- (f) No more than 1 roof mounted balloon sign is allowed per site, and a balloon sign must be located at least 150 m from another balloon sign.
- (g) A balloon sign shall not be located within 30 m of a residential district.

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(4) Banner Sign

- (a) A banner sign is a permitted use in the P, PS, IF, industrial and commercial districts (other than the BW, ICC Area B, BP, BP2, BPT, DCMU, DCNUV, DT or MC districts). ~~and no development permit is required provided the sign is: (BL32/2006; BL38/2011; BL19/2012)~~

- ~~(i) used solely to advertise a non-profit or charity event; and~~
~~(ii) placed on a site for a period not exceeding 48 total hours in a calendar month. (BL27/2005; BL42/2005)~~

- (b) No development permit is required provided the sign is:

- (i) used solely to advertise a non-profit or charity event; and
(ii) placed on a site for a period not exceeding 72 total hours in a calendar month.

- (bc) Notwithstanding subsection ~~(a)~~ (b), upon the issuance of a development permit, a banner sign may be placed for more than ~~48~~ 72 hours in the P district provided the sign is used to advertise a non-profit or charity event.



- (ed) Upon the issuance of a development permit, a banner sign may be permitted in the C2, CC, RC and industrial districts. (BL24/2009)

- (de) A development permit for a banner sign is valid for a maximum of 30 consecutive days. Following the expiration of the development permit, the site shall remain free of banner signs for a minimum of 30 consecutive days. Banner signs can be displayed on a site for a maximum of 90 days in a calendar year.

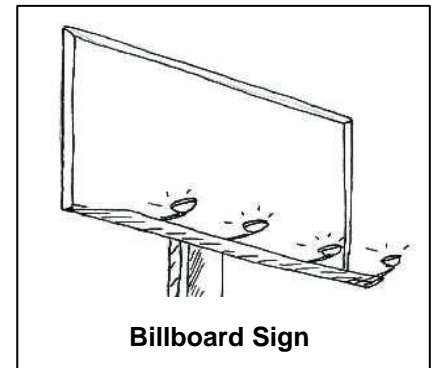
- (ef) A banner sign that is attached to a building must comply with the dimensional regulations for fascia signs.

(5) Billboard

- (a) As a discretionary use, subject to the issuance of a development permit, a billboard may be located in the CC and industrial districts, and adjacent to, but not on, the roadways that are shown on Figure 24.

- (b) A billboard must:

- (i) be ~~a~~ self-supported ~~or wall-mounted sign~~;
(ii) not exceed 30 sq. m in sign area;
(iii) not exceed 8 m in sign height;
(iv) be located a minimum of 30.5 m from a roadway intersection;
(v) be located a minimum of 100 m from a residential, mixed use, ~~R1~~, P, PS or IF district;



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- (vi) be located a minimum of 150 m from another billboard;
- (vii) be located a minimum of 25 m from a freestanding sign; **and**
- (viii) subject to subsection (iv), be located a minimum of 3 m from all property lines adjoining a highway; ~~and~~
- ~~(ix) not project beyond the boundary of a site upon which the billboard is located.~~

(6) Construction Site Identification Sign

- (a) A construction site identification sign is a permitted use in all districts, and no development permit is required, provided that the sign:
 - (i) is a self-supported or wall-mounted sign;
 - ~~(ii) does not exceed 3.5 m in sign height.~~
 - (ii) does not exceed **5.6** sq. m in sign area; **and**
 - ~~(iii) does not exceed 3 m in sign height.~~
 - ~~(iv) is not erected for a period longer than 12 months from the issuance of a building permit relating to the construction project.~~
- ~~(b) A construction site identification sign may only be located on site for the duration of time in which the project is being constructed, as determined by the Development Officer.~~
- ~~(bc)~~ No more than 2 construction site identification signs are allowed per site.

(7) Development Directional Sign

- (a) A development directional sign is a permitted use in R1, R2, R3, R3A, R4, C1, C2, CC, **RC**, CIS, BP, BP2 and BPT districts, and no development permit is required provided that the sign is located adjacent to, **but not on**, the roadways listed in Schedule B. ~~(BL27/2005; BL4/2008; BL38/2011)~~
- ~~(b) As a discretionary use, S~~subject to the issuance of a development permit, development directional signs **located adjacent to, but not on, the roadways listed in Schedule B** may be allowed on a public utility lot, **DCNUV, DCMU**, or in a UR district for a period of time specified by the Development Officer.
- (c) A development directional sign must:
 - (i) be a self-supported sign;
 - (ii) not exceed 1.5 sq. m in sign area;
 - (iii) not exceed 3 m in sign height; **and,**
 - (iv) be located a minimum of 30.5 m from a roadway intersection.

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(8) Developer Marketing Sign

- (a) A developer marketing sign is a permitted use in a residential, ~~mixed use, commercial and industrial~~ district, and no permit is required. ~~provided the sign:~~
- ~~(i) — is a self-supported sign;~~
 - ~~(ii) — is not illuminated;~~
 - ~~(iii) — is located in a subdivision or development that is subject to a subsisting development agreement;~~
 - ~~(iv) — does not exceed 3 sq. m in sign area; and~~
 - ~~(v) — does not exceed 3 m in sign height.~~
- (b) Notwithstanding subsection (a), as a discretionary use subject to the issuance of a development permit, a developer marketing sign may be allowed in a PS and IF district for a period of time specified by the Development Officer.
- (c) A developer marketing sign must:
- (i) be a self-supported sign;
 - (ii) not be illuminated; and
 - (iii) be located upon the site that the developer marketing sign advertises.
- (d) On a site with less than 30 m of frontage, a developer marketing sign must:
- (i) not exceed 3 sq. m in sign area; and
 - (ii) not exceed 3 m in sign height.
- (e) On a site with 30 m to 100 m of frontage, a developer marketing sign must:
- (i) not exceed 9 sq. m in sign area; and
 - (ii) not exceed 3.7 m in sign height.
- (f) On a site measuring at least 1 ha in area and with more than 100 m of frontage, a developer marketing sign must:
- (i) not exceed 18 sq. m in sign area; and
 - (ii) not exceed 4.9 m in sign height.
- (g) The frontage along which a sign is located shall be deemed the applicable frontage length. Multiple frontages shall not be combined.
- (bh) No more than 2 developer marketing signs are allowed per site.

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(9) Developer Marketing Fence Sign

- (a) Subject to the issuance of a development permit, a developer marketing fence sign is a discretionary use in all districts.
- (b) Notwithstanding subsection (a), a developer marketing fence sign is prohibited in the Urban Reserve (UR) district.
- (c) A developer marketing fence sign must:
 - (i) be located on a site with more than 30 m of frontage;
 - (ii) be no less than 20 m in length;
 - (iii) not exceed 2.5 m in height; and
 - (iv) be located along the perimeter of the site.
- (d) The total length of a developer marketing fence sign shall be at the discretion of the Development Officer.
- (e) A development permit for a developer marketing fence sign may be issued for a maximum initial period of two (2) years. Upon application, the Development Officer may renew a development permit for a specified time period thereafter.

(910) Directional Sign

- (a) Subject to the issuance of a development permit, directional signs ~~may be located~~ are permitted in mixed use, commercial, industrial, R3, R3A, R4, P, PS and IF districts. ~~(BL4/2008)~~
- (b) A directional sign must:
 - (i) be a self-supported or wall-mounted sign;
 - (ii) not exceed 3 sq. m in sign area;
 - (iii) not exceed ~~2.5~~ 3 m in sign height; and
 - (iv) be located a minimum of 30.5 m from a roadway intersection.
- (c) In the ICC, ~~DT~~, DCMU and DCNUV ~~Dd~~ districts, pedestrian-oriented directional signage may be utilized to clearly delineate pedestrian walkways, to provide directions, or to provide control where vehicular and pedestrian conflicts are deemed likely to occur. ~~(BL42/2005; BL32/2006)~~
- ~~(d) A directional sign shall not include advertising copy, with the exception of a logogram.~~

(1011) Electronic Message Sign

- (a) An electronic message sign is a permitted use in C1, C2, CC, RC or CIS and no development permit is required, provided that the sign is located in a window. ~~(BL24/2009)~~

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- (b) ~~As a discretionary use, S~~subject to the issuance of a development permit, electronic message signs may be located in IF, PS, MC, BP, BP2, BPT, DCMU, DCNUV, DT or BW districts provided that the sign is located in a window. ~~(BL27/2005; BL42/2005; BL32/2006; BL19/2012)~~

(1112) Election Sign

- (a) ~~An E~~election signs~~are is a~~ permitted uses in all districts and no development permits~~are is~~ required provided that: ~~the sign is posted:~~
- (i) with respect to municipal and school elections, only between 12:00 noon on nomination day and 24 hours after the closing of polling stations; and
 - (ii) with respect to provincial and federal elections, only between 12:00 noon on the day when an election writ is handed down and 24 hours after the closing of polling stations;
- (b) ~~i~~n a residential district, an election~~the~~ signs must:
- (i) not exceed 1.5 sq. m in sign area;
 - (ii) not exceed 3 m in sign height; and
 - (iii) be self-supported or wall-mounted signs.
- (c) ~~t~~he signs~~may not be placed or erected within~~ must be located a minimum of 30.5 m from a ~~of any~~ roadway intersection; ~~and~~.
- (d) ~~t~~he signs may not be posted on or within any City-owned or occupied facility, or on or within any site upon which a City-owned facility is situated.
- (e) For any site that is adjacent to St. Albert Trail, ~~an election the~~ signs shall have a minimum dimension of 1.22 m x 1.22 m. ~~(BL18/2013)~~

(13) Entry Feature Sign

- (a) Subject to the issuance of a development permit, an entry feature sign is a permitted use in all districts.
- (b) Notwithstanding subsection (a), an entry feature sign is prohibited in the Urban Reserve (UR) district.
- (c) An entry feature sign must:
- (i) be a low profile sign;
 - (ii) be located a minimum of 1.5 m from all property lines adjoining a highway;
 - (iii) be located at the vehicular access points to the site; and
 - (iv) be located a minimum of 30.5 m from a roadway intersection.
- (d) No more than 2 entry feature signs are allowed per vehicular access point.

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(1214) Fascia Sign

- (a) A fascia sign is a permitted use in all districts. ~~and no development permit is required provided that the sign:~~
- ~~(i) does not exceed 0.5 sq. m in sign area; and~~
 - ~~(ii) does not advertise a home occupation or home office or business.~~
- (b) No development permit is required provided that the sign:
- (i) does not exceed 0.5 sq. m in sign area; and
 - (ii) does not advertise a home occupation, home office, family day home or business.
- (bc) Subject to the issuance of a development permit, a fascia sign in excess of 0.5 sq. m in sign area may be located:
- (i) in ~~mixed use~~, commercial, industrial, P, PS, IF and UR districts;
 - (ii) in ~~P, PS, IF, and~~ residential districts zoned for multiple dwelling units, provided that the sign is for on-site name and address identification only;
 - (iii) in Areas A and B of the ICC district; and
 - (iv) in Area B of the DCNUV district. ~~(BL32/2006)~~
- (d) Notwithstanding subsection (a), a fascia sign is a discretionary use when located on a building or unit face adjacent to a residential district.
- (ee) A fascia sign ~~must~~:
- ~~(i) must have a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign;~~
 - (i) not exceed 50 sq. m in area, or 20% of a building or unit face, whichever is less;
 - (ii) be limited to individual letters or shapes when the fascia sign is greater than 25 sq. m in sign area;
 - ~~(iii) must not extend more than 300 mm in height above a building or parapet;~~
 - ~~(iiiv) must not extend more than 400 mm outward from the supporting building's frontage;~~
 - (ivv) for a live/work unit must:
 - (A) not exceed 0.5 sq. m in sign area;
 - (B) be indirectly illuminated and shielded; and
 - (C) be similar in proportion, construction materials and placement as other signs located on the building facade ~~and; (BL14/2008)~~

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(vvi) in the ICC, DCMU, ~~and~~ DCNUV and DT districts: ~~(BL42/2005; BL32/2006)~~

- (A) must not be above the roof line, except where the sign forms part of an architectural feature designed to the satisfaction of the Development Officer;
- (B) must be similar in proportion, construction materials and placement to that of other fascia signs located on a building's facade;
- (C) must not obscure architectural elements of the building; and
- (D) if the sign incorporates copy, such copy must be limited to the name of the business and its logogram.

(ef) The specific provisions under this subsection ~~(12)~~ (14) are applicable only where they do not conflict with any other part of this schedule.

(4315) Freestanding Sign

- (a) Subject to the issuance of a development permit, a freestanding sign is a permitted use in: ~~mixed use, commercial, industrial, P, PS, IF and UR districts.~~
 - ~~(i) commercial and industrial districts;~~
 - ~~(ii) P, PS, IF and UR districts; and~~
 - ~~(iii) residential districts zoned for multiple dwelling units provided that the sign is for name and address identification only.~~
- (b) A freestanding sign must:
 - (i) not exceed 7.5 sq. m in sign area unless the site upon which the sign is located has a frontage wider than 30 m (in which case the sign may be up to 1.2 sq. m larger for each additional 10 m of frontage);
 - (ii) not exceed 10 m in sign height;
 - (iii) be located a minimum of 3 m from all property lines adjoining a highway; and
 - ~~(iv) not project beyond the boundary of the site upon which it is located.~~
 - (iv) be located a minimum of 30.5m from a roadway intersection.
- (c) In a ~~mixed use~~, commercial ~~or industrial~~ district, a freestanding sign must be separated by a minimum of 25 m from any other freestanding sign or a billboard.
- (d) In the ICC district:
 - (i) a freestanding sign must be separated by a minimum of 75 m from another freestanding sign or a billboard; and

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- (ii) up to 25% of the sign area of a freestanding sign (as determined by the Development Officer) must employ changeable copy.
- (e) In the BP, BP2, BPT, DCMU and DCNUV ~~D~~districts, all freestanding signs shall be low profile signs. ~~(BL27/2005; BL42/2005; BL32/2006; BL38/2011)~~
- (f) No more than 1 freestanding sign is allowed per site.
- ~~(g) Notwithstanding subsection (f), a maximum of 3 freestanding signs may be permitted on a site measuring at least 1 ha or consisting (at least partially) of a commercial building that measures at least 10,000 sq. m in floor area, provided that:~~
 - ~~(i) the site is located in a C2, CC, RC or industrial district; (BL24/2009) and~~
 - ~~(ii) at least 1 of the signs is a multiple tenant sign.~~
- ~~(hg)~~ Notwithstanding subsection (f), a maximum of 2 freestanding signs may be permitted on a site that measures between 0.5 ha and 1 ha or consisting (at least partially) of a commercial building that measures at least 4,000 sq. m in floor area, provided that:
 - (i) the site is located in a C2, CC, RC or industrial district; ~~(BL24/2009) and~~
 - ~~(ii) the site contains a commercial building with more than 4000 sq. m in floor area; and~~
 - ~~(iii) at least 1 of the signs is a multiple tenant sign.~~
- ~~(gh)~~ Notwithstanding subsection (f), a maximum of 3 freestanding signs may be permitted on a site measuring at least 1 ha or consisting (at least partially) of a commercial building that measures at least 10,000 sq. m in floor area, provided that:
 - ~~(i) the site is located in a C2, CC, RC or industrial district; and~~
 - ~~(ii) at least 1 of the signs is a multiple tenant sign.~~
- ~~(i) In all districts where portable signs are permitted, a freestanding sign employing changeable copy may take the place of a portable sign allowed on a site. Each freestanding sign employing changeable copy may exceed the maximum allowable freestanding sign area by 20% in order to accommodate the changeable copy portion of the freestanding sign.~~
- (ji) The specific provisions under this subsection ~~(13)~~ (15) are applicable only where they do not conflict with any other part of this schedule.

(16) Lawn Sign

- (a) A lawn sign is a permitted use in a R1, R2 or R3 district and no development permit is required.
- (b) A lawn sign must:
 - (i) be a self-supported sign;

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- (ii) not exceed 0.3 sq. m in sign area;
 - (iii) not exceed 1 m in sign height;
 - (iv) on an interior lot, be located in the front yard; and
 - (v) on a corner lot, be located in the front yard or the side yard adjacent to a public roadway.
- (c) No more than 1 lawn sign is allowed per dwelling unit.
- (d) Lawn signs may be displayed for a maximum of 30 consecutive days. Following the expiration of the display period, the dwelling unit shall not display another sign for a minimum of 30 consecutive days. Lawn signs may be displayed to a maximum of 180 days in a calendar year.

(4417) Neighbourhood Identification Sign

- (a) Subject to the issuance of a development permit, a neighbourhood identification sign ~~s may be located~~ is a permitted use in all districts.
- (b) A neighbourhood identification sign must:
- (i) be a self-supported sign;
 - (ii) not exceed 6 sq. m in sign area;
 - (iii) not exceed 3 m in sign height; and
 - (iv) in accordance with City policy, incorporate the neighbourhood name specified by the relevant plans or bylaw.
- (c) A neighbourhood identification sign may incorporate the logogram of the developer.

(4518) Portable Sign

- (a) ~~Subject to the issuance of a development permit, Aa~~ portable sign is a permitted use in C1, C2, CC, RC, ICC, and CIS ~~D~~districts. ~~(BL24/2009)~~
- (b) ~~At the discretion of the Development Officer, As a discretionary use~~ subject to the issuance of a Development Permit, a portable sign ~~s~~ may be located in UR, P, PS and IF districts.
- (c) Portable signs must:
- (i) not exceed 5 sq. m in sign area;
 - (ii) not exceed 2.5 m in sign height;
 - (iii) be located no less than 1.5 m from any property line; and
 - (iv) maintain a separation distance of 30 m from another portable sign.
- (d) ~~In C2, RC, and CC districts, pP~~ Portable signs are limited to a maximum of 1 sign for sites with frontages up to 30 m. ~~(BL24/2009)~~

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- (e) ~~In C2, RC, and CC districts, p~~Portable signs are limited to a maximum of 2 signs per site for sites with frontages greater than 30 m, but in no case is more than 1 sign per business allowed. ~~(BL24/2009)~~
- (f) In the ICC district, a portable sign must be separated by a minimum of 400 m from another portable sign. ~~(BL13/2006)~~
- (g) A development permit for a portable sign is valid for a maximum of 90 days.

(1619) Projecting Sign

- (a) Subject to the issuance of a development permit, a projecting sign is a permitted use in R4, CC, RC, C1, C2, MC, BW, PS, IF, DCMU, DCNUV, DT and industrial districts. ~~(BL42/2005; BL32/2006; BL4/2008; BL24/2009; BL19/2012)~~
- (b) A projecting sign must:
 - (i) not exceed 0.5 sq. m in sign area;
 - (ii) be placed so that the distance between the nearest edge of the sign and the building to which it is attached does not exceed 0.35 m;
 - (iii) provide a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign;
 - (iv) have clearance from any electrical power lines or other utilities and provide for safe pedestrian movement or any other activities or use underneath the projecting sign;
 - (v) except for corner locations, be located at right angles to the building facade;
 - (vi) complement the architecture and coordinate with other streetscape improvements and development;
 - (vii) on a 1-storey building, not extend more than 300 mm above the roof or parapet;
 - (viii) on a building with more than 1 storey, not extend more than 750 mm above the floor of the second storey (and in any event, must not extend over the bottom of any 2nd storey window sill); and
 - (ix) be indirectly illuminated and shielded for a live/work unit.
~~(BL14/2008)~~

(1720) Promotional Advertising Sign

- (a) ~~A P~~promotional advertising signs ~~are~~ is a permitted uses in the C2, CC, RC and CIS districts and no development permit is required, provided that: ~~(BL24/2009)~~
 - (i) the sign does not exceed 2.5 sq. m in sign area;
 - (ii) the sign is located a minimum of 1.5 m from all property lines adjoining a highway; and

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- (iii) the sign advertises an event, service or product available on the site.
- (b) Two promotional advertising signs are allowed for every 30 m of site frontage (up to a maximum of ~~64~~ signs ~~allowed~~ per site).
- ~~(c) Promotional advertising signs are not allowed when any other temporary sign is displayed on a site.~~

(4821) Real Estate Sign

- (a) A real estate sign is a permitted use in all districts, and no development permit is required, provided ~~that~~:
 - (i) ~~that~~ the sign is a self-supported or wall-mounted sign; ~~and~~
 - ~~(ii) that the sign does not exceed 3 m in sign height; and~~
 - ~~(iii) that~~ the sign advertises only the site upon which the sign is located.

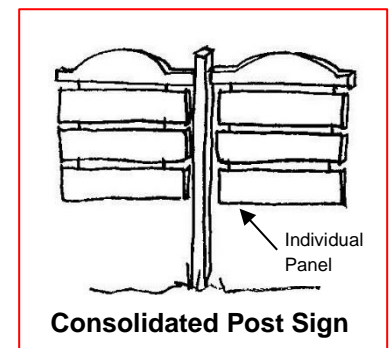


- ~~(b) No more than 2 real estate signs are allowed per site.~~
- (eb) In ~~a R1 and R2 residential~~ districts, ~~each a~~ real estate sign must:

- (i) not be illuminated; ~~and~~
- (ii) not exceed 1.5 sq. m in sign area; ~~and~~
- (iii) not exceed 1.8 m in sign height.

- (c) In R3, R3A, DR, ICC Area A and R4 districts, a real estate sign must be either:

- (i) a sign that shall:
 - (A) not exceed 3 sq. m in sign area; and
 - (B) not exceed 3 m in sign height; or
- (ii) a consolidated post sign consisting of no more than ten individual panels that shall:
 - (A) not exceed 0.17 sq. m per individual panel sign area; and
 - (B) not exceed 1.8 m in sign height.



- (d) In all other land use districts, a real estate sign must:
 - (i) not exceed 3 sq. m in sign area; and
 - (ii) not exceed 3 m in sign height.
- (be) No more than 2 real estate signs are allowed per site.

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(1922) Roof Sign

- (a) Subject to the issuance of a development permit, a roof sign is a permitted use in CC, RC and CIS districts. ~~(BL24/2009)~~
- (b) A roof sign must not exceed 8 sq. m in sign area.
- (c) The maximum vertical dimension of a roof sign is 3 m, however the vertical dimension of the sign plus the building height must not exceed the maximum height allowances in the district.
- (d) No more than 1 roof sign is allowed per building.
- (e) A roof sign shall not overhang a building.
- (f) A roof sign may be illuminated.

(2023) Other Signs

Subject to any other applicable provision of this schedule, a development permit is not required for:

- (a) signs posted or exhibited inside a building;
- (b) window signs in residential districts up to 0.3 sq. m in sign area, provided they are not for the purpose of advertising a home occupation, ~~or~~ home office, family day home, or business and do not display lawn sign content;
- (c) window signs in commercial, industrial and mixed use districts up to 0.5 sq. m in sign area.
- (ed) motor vehicle signs, provided the vehicle is not temporarily or permanently parked for the purpose of displaying the sign;
- (de) signs located on a community notice board;
- (ef) signs erected pursuant to a development agreement; ~~and~~
- (fg) emergency or warning signs placed on a public building, lot or utility right of way;
- (h) municipal address identification;
- (i) a self-supported sign in a residential district up to 0.8 sq. m in sign area for the purpose of advertising an on-site contractor undertaking renovation work on a property, that is displayed for a period of no more than 14 consecutive days; and
- (j) signs on private property indicating on-site traffic circulation or parking regulations, less than 2.0 sq. m in sign area and to maximum height of 2.0 m.

C.7 Enforcement

(1) Removal and Impoundment of Signs

- (a) In addition to pursuing any other remedy referenced under this schedule, a peace officer may cause to be immediately removed and/or impounded any sign:

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- (i) placed in contravention of a provision of this schedule;
 - (ii) where, in his or her opinion, the sign is in a state of extensive disrepair; or
 - (iii) where safety concerns or emergency conditions may justify such removal.
- (b) A sign removed under subsection (a) shall be delivered to a storage facility where it will remain impounded until claimed by an individual, business or organization referenced on the sign.
- (c) If an impounded sign is not reclaimed within 30 days of the individual, business, or organization (as referenced under subsection [b]) being notified (either verbally or in writing) of the sign's removal, the City may dispose of the sign in any manner it deems appropriate.

(2) Offence

- (a) Any owner, lessee, tenant or occupant of land or a building (or portion thereof) who places (or allows or causes to be placed) a sign upon such land or building (or portion thereof) in contravention of this schedule has committed an offence.
- (b) With respect to a sign placed or erected in contravention of this schedule on public property that is not subject to a lease or license of occupation, the appearance of the name of an individual, business or organization on the sign, whether for the purpose of declaring ownership of the sign or advertising thereon, is prima facie proof that the individual, business or organization caused or permitted the sign to be placed on the property, and that individual, business or organization shall be deemed responsible for the referenced contravention.

(3) Continuing Offence

- (a) In the case of an offence that is of a continuing nature, a contravention of a provision of this schedule constitutes a separate offence with respect to each day, or part thereof, during which the contravention continues, and a person committing such an offence is liable to a fine in an amount not less than that established by this Bylaw for each such separate offence.

(4) Fines and Penalties

- (a) The commission of an offence is punishable by the imposition of a fine in an amount not exceeding \$10,000.00, and to an order of imprisonment for not more than one (1) year, or both.
- (b) The fine for an offence under this schedule is \$1450.00.

(5) Municipal Violation Tag

- (a) A peace officer may issue, with respect to an offence under this schedule, a municipal violation tag specifying the fine amount established by this schedule.
- (b) Where a municipal violation tag is issued with respect to the offence, the fine amount indicated thereon may be paid in lieu of prosecution.

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(6) Provincial Violation Ticket

- (a) A peace officer may issue, with respect to an offence under this schedule, a provincial violation ticket:
 - (i) specifying the fine amount established by this schedule; or
 - (ii) requiring an appearance in court without the option of making a voluntary payment.
- (b) Where a provincial violation ticket specifies a fine amount in accordance with this schedule, a voluntary payment equal to the specified fine amount may be made.

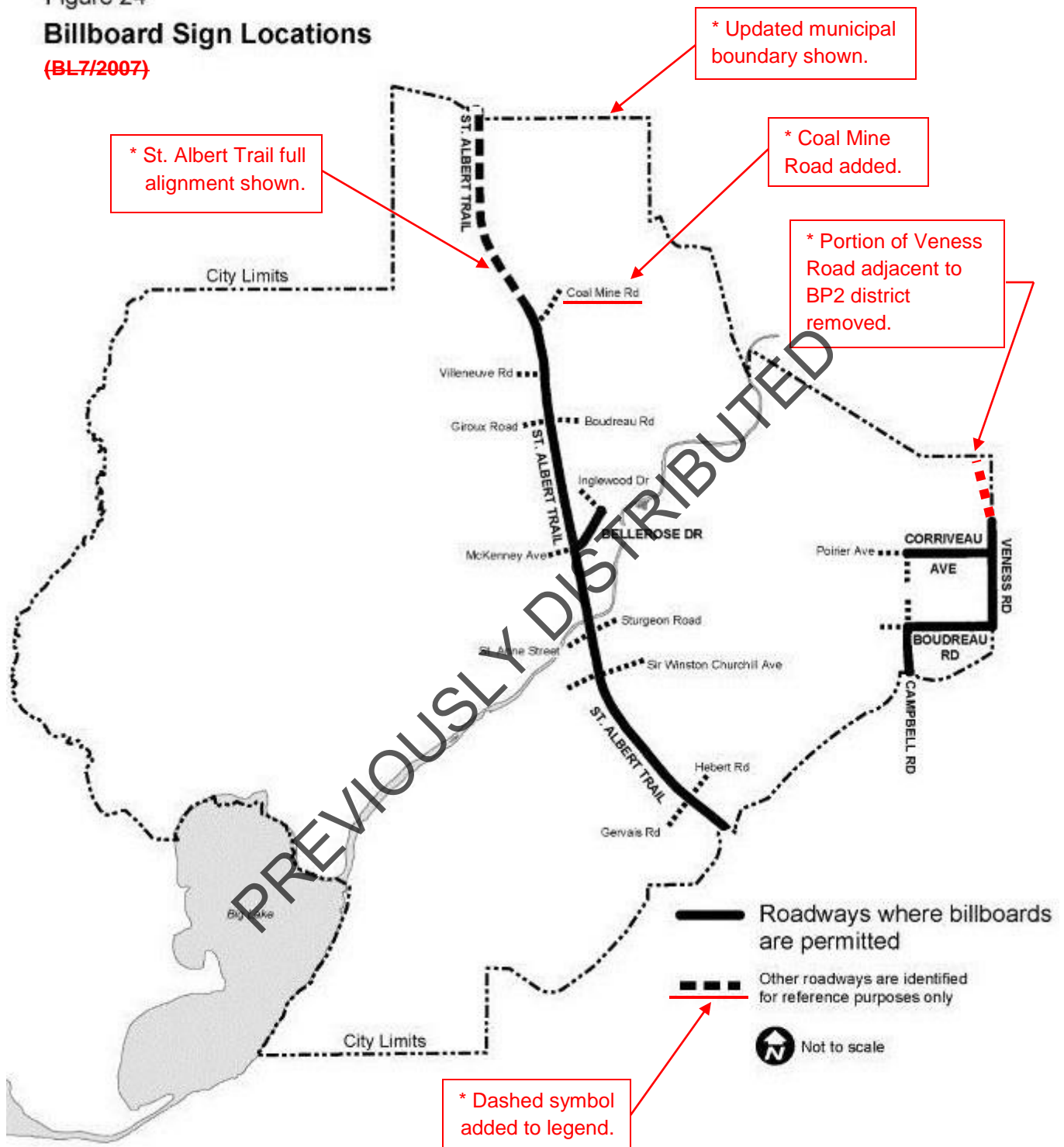
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Figure 24

Billboard Sign Locations

(BL7/2007)



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Control of Development

3.1. Control of Development

Subject to Section 3.2, no development shall be undertaken within the City unless an application has been approved and a development permit has been issued for it.

3.2. Development not Requiring a Development Permit

- (1) The following developments do not require a development permit:
- (a) a development that is subject to a valid development agreement for:
 - (i) constructing, widening, altering, redesigning or maintaining a public roadway;
 - (ii) traffic management projects and devices;
 - (iii) vehicular and pedestrian bridges and walkways;
 - (iv) water reservoirs, water lines, storm and sanitary sewer installations;
 - (v) street furniture, tennis courts, playgrounds, public park landscaping, municipal recreation equipment and civic buildings with a gross floor area under 75 sq. m;
 - (vi) constructing and maintaining public utilities; and
 - (vii) stripping, grading or filling of land, including temporary storage and sale of topsoil in an area governed by a development agreement, but excluding topsoil processing or screening;
 - (b) a project listed in clauses (a)(i) to (vii) above undertaken by the City;
 - (c) construction and maintenance of that part of a public utility located in, on, over or under a public roadway, a public utility right-of-way or public utility lot;
 - (d) the use of a building or a part of it in connection with a federal, provincial, municipal or school election, referendum or census;
 - (e) in an R1 and R2 district, the parking of a recreation vehicle
 - (i) in a fenced rear or side yard, unless a development on an adjoining site has a window of a habitable room on the ground floor facing the recreation vehicle and this window is located less than 2.5 m from the recreation vehicle;
 - (ii) in a front yard, if the recreation vehicle is parked on a paved motor vehicle access and is set back 300 mm from a sidewalk or where there is no sidewalk, set back 2 m from a curb; and
 - (iii) notwithstanding subsection 3.2(1)(e)(ii), the parking of a recreation vehicle shall not be allowed if it interferes with safe traffic sight lines as determined by the Development Officer;

Control of Development

- (f) storage of recreation equipment in a screened side or rear yard;
- (g) in a residential district, the storage of recreation equipment 8 m or less in total length in a driveway in a front yard and located within the property lines and at least 2 m from a curb;
- (h) on a lot in a residential district:
 - (i) the parking of 1 commercial vehicle having a gross vehicle weight of between 3000 kg and 5000 kg; and
 - (ii) the parking of 1 commercial vehicle having a gross vehicle weight of more than 5000 kg, but less than 7000 kg, if it is parked or stored in a garage or it is being loaded or unloaded;
- (i) in a commercial or industrial land use district, parking of a commercial motor vehicle accessory to a use for which a development permit has been issued under this Bylaw;
- (j) landscaping on a residential lot for a single-detached or semi-detached house;
- (k) a temporary building such as a shed, office or storage building, used solely as an accessory use to the construction or renovation of a building or development subject to a valid development permit for a period of up to 12 months or as otherwise determined by the Development Officer;
- (l) routine maintenance or repairs to a building not involving any structural changes;
- (m) in a residential district, construction of a garden shed or playhouse less than 10 sq. m in floor area if the development complies with this Bylaw;
- (n) in a residential district, construction of
 - (i) a deck, other than an enclosed deck, to a maximum of 0.6 m above finished grade;
 - (ii) a patio;
 - (iii) a firepit; or
 - (iv) a barbecue;
- (o) construction of a retaining wall less than 1 m in height if the slope of that portion of the site retained by the wall is less than 8%;
- (p) installation of a satellite dish antenna if the development complies with this Bylaw and it is
 - (i) not located in a front yard or a side yard adjoining a public roadway; or
 - (ii) not more than 4 m above finished grade at the site of installation;

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- (q) in a residential district, one radio antenna less than 12 m above finished grade at its highest point and otherwise complies with this Bylaw;
 - (r) installation of telecommunication towers that are not added to or mounted to a building.
 - (s) construction of a fence, wall or gate
 - (i) less than 2 m in height above finished grade; or
 - (ii) in the case of a corner lot less than 1 m above finished grade provided that the development otherwise complies with this Bylaw;
 - (t) in a residential district, hard surfacing of any yard for the purposes of providing vehicular access from a public roadway to a garage or carport, provided that such hard surfacing does not exceed 7.5 m in width;
 - (u) in a residential district, holding a garage sale up to 3 times per calendar year, each for a duration of not more than 3 consecutive days;
 - (v) a home office, provided that:
 - (i) no individual other than the permanent resident of the dwelling unit operates the home office;
 - (ii) no client or customer is received in the dwelling unit for business purposes;
 - (iii) the home office does not generate any pedestrian or vehicular traffic;
 - (iv) there are no on-site exterior displays or advertisements of the home office;
 - (v) no equipment, materials, goods or finished products for business purposes are stored on-site; and
 - (vi) the home office is operated as an accessory use only and must not change the residential character or external appearance of the dwelling unit;
 - (w) in a residential district, the habitation within a dwelling unit of a family, plus a maximum of two lodgers; and
 - (x) construction of a private pool or a decorative pond 600 mm or less in depth.
- (2) Developments listed in subsection (1) must otherwise comply with the requirements of this Bylaw.

3.3. **Application for a Development Permit**

- (1) An application for a development permit shall be made by the registered owner of the land on which the development is proposed, by a person having a registered interest in the land on which the development is proposed, or by some other person

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with the written consent of the owner to the Development Officer by submitting the following:

- (a) information required by subsection (3) and Sections 3.4, 3.5, 3.6 and 3.7;
 - (b) such fee as is prescribed by Council from time to time; and
 - (c) such other information as may be required by the Development Officer under subsection (4).
- (2) An application is incomplete until the information and fees required under subsection (1) are submitted to the Development Officer.
- (3) Plans and Information Required

Unless the Development Officer or this Bylaw specifies otherwise, the following information must be submitted to the Development Officer when an application for a development permit is made:

- (a) 6 copies of a site plan showing the following information:
 - (i) north arrow;
 - (ii) scale of plan (in metric, minimum 1:100);
 - (iii) legal description of property;
 - (iv) municipal address;
 - (v) labeled property line and setback requirements in accordance with the Bylaw;
 - (vi) outline of all building and/or structures on the site;
 - (vii) total gross floor area, and, where applicable, gross floor of each individual unit within a building;
 - (viii) easements;
 - (ix) location of all existing and proposed utility rights-of-way;
 - (x) distance from back of walk and lip of gutter (existing and proposed) to the property lines;
 - (xi) medians and/or breaks in medians on public streets adjacent to the site;
 - (xii) existing and proposed site grades, contours, the designated flood line (where applicable) and any special topographical features or site conditions; **(BL25/2011)**
 - (xiii) location of all existing and proposed utilities;
 - (xiv) location of all lighting and light standards, catch basins, utilities poles, hydrants and utility fixtures;
 - (xv) location and dimension of driveway accesses;

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- (xvi) adjoining streets, avenues and lanes, all shown and labeled;
- (xvii) layout of existing and proposed parking areas showing dimensioned depth and width of stalls, barrier-free stalls, aisle dimensions, angle of stalls and number of stalls;
- (xviii) parking area grades including any driveways and ramps;
- (xix) identification of surface treatment for all areas;
- (xx) location of all existing and proposed fencing;
- (xxi) location of garbage and recycling receptacles and loading areas; and
- (xxii) existing and proposed sign locations.
- (b) landscaping plans as required by the Development Officer showing
 - (i) the existing topography and clearly identifying the vegetation that is to be retained or removed;
 - (ii) the layout of the soft and hard landscaping, pedestrian circulation and open space systems, screening, berms, slopes, and retaining walls;
 - (iii) the types, sizes and numbers of plant material, caliper of trees and the types of hard landscaping; and
 - (iv) municipal address, north arrow and scale, and property lines;
- (c) a certified copy of title of the site indicating ownership, interest and encumbrances accompanied by a written authorization for the Development Officer or his representative to enter upon the site; and
- (d) an address for any subsequent notification.
- (4) Additional Plans and Information

The Development Officer may require the following additional plans and information:

 - (a) photographic prints showing the site in its existing state;
 - (b) data to show
 - (i) how the form, mass and character of the proposed development will relate to neighbouring developments; and
 - (ii) how the design, materials and finish of the principal facades of the proposed development will relate to existing or planned facades of neighbouring buildings including photographs of existing building facades;
 - (c) a parking or transportation study prepared by a professional engineer;

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- (d) a noise evaluation study or attenuation proposal prepared by a professional engineer;
- (e) for a retaining wall, the design prepared by a professional engineer;
- (f) a Real Property Report;
- (g) a detailed report prepared to show the effect of additional traffic resulting from the proposed development;
- (h) good quality drawings, overheads or electronic copies of drawings when required for presentations to Council;
- (i) site topography, trees, landscaping or other physical conditions;
- (j) copies of plans in such number as specified by the Development Officer showing the elevations, floor plan and a perspective of the proposed development, including a description of the exterior finishing materials;
- (k) a vicinity map of appropriate scale, indicating the location of the proposed development in relation to nearby access streets and other significant physical features which may have a bearing on the proposed project;
- (l) copies of any permit, license, approval, application for any permit, license or approval, any environmental assessment, environmental impact assessment, emergency response plan, baseline environmental study, environmental audit and any other report, study or analysis that the applicant or owner has, is, or will be required or requested to obtain or prepare pursuant to any federal, provincial or municipal enactment or any other law that the Development Officer deems necessary to properly assess the application;
- (m) such environmental assessment, environmental impact assessment, emergency response plan, baseline environmental study, environmental audit, report, study or analysis that the Development Officer deems necessary to properly assess the application;
- (n) information confirming that the applicant has discussed the proposed development with any person affected by the proposed development; and
- (o) other information required by the Development Officer to determine how a proposed development may affect land uses in the vicinity.

3.4. **Excavation, Stripping, Grading and Topsoil Applications**

In addition to the requirements of Section 3.3, an application for a development permit for the excavation, stripping or grading of land, whether with or without other development on the same site, must include the following information:

- (a) the specific location and area of the site proposed for excavation, stripping or grading;
- (b) the type of excavation, stripping or grading proposed;

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- (c) the quantity of soil to be removed, the depth of topsoil to be removed, the total depth of excavating and depth of topsoil to remain;
- (d) a detailed timing and phasing program covering the length of the proposed operation including any processing or sales operations; and
- (e) a plan showing the final site conditions following completion of the operation and any land reclamation proposals.

3.5. **Show Home and Residential Sales Centre Application**

In addition to the requirements of Section 3.3, an application for a development permit for a show home or residential sales centre shall include the following information:

- (a) the specific location and area intended as a show home site;
- (b) parking provisions;
- (c) lighting provisions; and
- (d) signage.

3.6. **Home Occupation Application**

In addition to the requirements of Section 3.3, an application for a home occupation shall include detailed information regarding the scope and nature of the proposed home occupation, using a City-supplied questionnaire.

3.7. **Applications for Demolitions**

In addition to the requirements of Section 3.3, an application for a development permit that includes demolition of a commercial building shall include the following information:

- (a) the historic or architectural background of the building;
- (b) the value of the building;
- (c) the alternatives to demolition if the building is of historic or architectural value;
- (d) the effect the demolition will have on the streetscape;
- (e) the purpose for the building demolition and the type of structure to replace the demolished building;
- (f) a work schedule of the demolition and site cleanup; and
- (g) the length of time before the site is to be redeveloped and treatment of the site after demolition but prior to development.

3.8. **Decision Process Permitted and Discretionary Uses**

- (1) The Development Officer shall receive all applications for development permits and shall determine whether or not the submitted applications are complete.

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- (2) The Development Officer shall review each application for a development permit to determine what type of use the development constitutes.
- (3) Where a proposed use does not conform to the wording of any land use definition or generally conforms to the wording of two or more land use definitions, the Development Officer may determine that the use is similar to the land use definition that the Development Officer considers to be the most appropriate in character, purpose, and potential impact. In such instances, the Development Officer may allow the proposed use as a discretionary use. **(BL 31/2013)**
- (4) Subject to Section 3.14 and any other variance provisions contained in this Bylaw, a Development Officer shall refuse an application which does not conform to this Bylaw.
- (5) The Development Officer shall issue a development permit for a permitted use with or without conditions if the application conforms to this Bylaw.
- (6) The Development Officer may issue a development permit for a discretionary use, with or without conditions, if the application conforms to this Bylaw.
- (7) The Development Officer may refuse a development permit application for a discretionary use on its merits even though it conforms to this Bylaw.
- (8) A decision on an application for a development permit for a permitted or discretionary use shall be in writing and a copy shall be sent to the applicant.
- (9) If the Development Officer refuses an application for a development permit, the decision shall contain the reasons for the refusal.
- (10) An application for a development permit shall, at the option of the applicant, be deemed to be refused when a decision is not made within 40 days of receipt of the complete application unless the applicant has entered into a written agreement with the Development Officer to extend the time period beyond the 40-day period.

3.9. **Direct Control**

Except for those uses that may be approved by the Development Officer under subsections 10.5(4), 10.6(4), 10.6(5), 10.7(4) and 10.7(5), Council may issue a development permit for any use in a Direct Control District and impose such conditions as it considers appropriate. **(BL42/2005, BL32/2006)**

3.10. **Notification**

- (1) Notification of an application to Council for a Direct Control Permit shall be
 - (a) published in 2 consecutive issues of a newspaper circulating in the City; and
 - (b) mailed by ordinary mail to each owner of land within 60 m from the boundary of the site of the proposed development, as shown on the assessment roll of the City at the date of application for the permit.
- (2) Notification of the issuance of a permit for a discretionary use, or for a development permit for a permitted use involving a variance, by a Development Officer shall be provided as follows:

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- (a) within 15 days of the issuance of the permit, notice shall be published in 1 issue of a newspaper circulating in the City; or
 - (b) within 5 days of the issuance of the permit, notice shall be mailed by ordinary mail to each owner of land within 30 m of the site as shown on the assessment roll of the City at the date of the application.
- (3) The Development Officer may notify property owners in an area greater than that required under subsection (1) or (2)(b).

3.11. Development Permit Conditions

- (1) The Development Officer may, with respect to any use:
- (a) require the applicant to make satisfactory arrangements for the supply of utilities including, but not limited to, natural gas, cable, water, electric power, sewer service, vehicular and pedestrian access, or any one or more of them, including payment of the cost of installation or construction of any such utility or facility by the applicant;
 - (b) require that an applicant enter into an agreement or interim agreement, which shall form part of such development permit, to do any or all of the following:
 - (i) construct, or pay for the construction of, a public roadway required to give access to the development;
 - (ii) construct, or pay for the construction of:
 - (A) a pedestrian walkway system to serve the development;
 - (B) pedestrian walkways that will connect the pedestrian walkway system serving the development with a pedestrian walkway system that serves or is proposed to serve an adjacent development,or both;
 - (iii) install, or pay for the installation of, utilities that are necessary to serve the development;
 - (iv) pay an off-site levy, redevelopment levy or both, imposed by the Off-Site Levy Bylaw unless otherwise stated in this Bylaw;
 - (v) specify the location and number of vehicular and pedestrian access points to the development from public roadways;
 - (vi) construct or pay for the construction of off-street or off-site parking facilities or loading or unloading facilities;
 - (vii) repair, reinstate or pay for the repair or reinstatement to original condition of any street furniture, curbing, sidewalk, boulevard landscaping and tree planting which may be damaged or destroyed or otherwise harmed by development or building operations upon the site;
 - (viii) install or construct or pay for the installation or construction of landscaping berming and fencing on the development, public roadways and public lands adjacent to the development; and
 - (ix) re-establish or restore all survey monuments including Alberta Survey Control monuments which may be damaged or destroyed

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or otherwise harmed by development or building operations upon or adjacent to the site;

- (c) require that the applicant provide security to ensure the applicant complies with this Bylaw, a development permit, an agreement under this clause or a statutory plan enacted by the City, which security may include, but is not limited to an irrevocable letter of credit or charge against the title to the site; and
 - (d) require the applicant to obtain or maintain insurance coverage naming the City as an additional insured under terms and with carriers as required by the Development Officer including but not limited to comprehensive general liability coverage and automotive accident coverage.
- (2) The Development Officer may require that an agreement entered into under subsection (1) be registered by caveat against title to the land at the Land Titles Office.
 - (3) The agreement under subsection (1) may include provisions contemplated by the Act in respect of oversized improvements.
 - (4) In addition to subsection (1), the Development Officer may, with respect to a permitted use, impose such conditions as are required to ensure compliance with this Bylaw or the Act.
 - (5) The applicant shall be responsible for compliance with all federal, provincial and municipal enactments and any other law applicable to the use and development of the land and buildings. It is hereby deemed a condition of every development permit, whether or not expressly stated therein that the applicant is responsible for ascertaining and shall comply with all applicable federal, provincial and municipal enactments and any other law with respect to the use and development of the land and buildings and shall as and when required thereunder obtain any and all permits, licenses and approvals.
 - (6) In addition to subsection (1), the Development Officer may, with respect to a discretionary use or development permit in a Direct Control District, impose such conditions as he deems appropriate, having regard to the regulations of this Bylaw and the provisions of any statutory plan including, but not limited to the following conditions:
 - (a) limiting hours of operation;
 - (b) limiting number of patrons;
 - (c) establishing landscaping requirements;
 - (d) requiring noise attenuation;
 - (e) requiring special provisions be made for parking;
 - (f) regarding the location, character and appearance of a building;
 - (g) regarding the grading of a site or such other procedures as are necessary to protect the site from other developments or to protect other developments from the site;

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- (h) establishing the period of time during which a development may continue;
 - (i) ensuring the development is compatible with surrounding development; and
 - (j) ensuring the development complies and is compatible with the general development regulations or the land use district regulations of this Bylaw.
- (7) In addition to subsection (1) and Section 6.10, where the development of buildings is proposed on land which, in the opinion of the Development Officer, may be subject to flooding or subsidence or that is low-lying, marshy or unstable, or is adjacent to or includes the designated floodline, or within 100 m of the bed and shore of any lake, river, stream or other body of water, the Development Officer may impose such conditions as he deems appropriate, having regard to the condition of the land, the provisions of this Bylaw, and the provision of any statutory plan, including, but not limited to the following conditions: (BL25/2011)
- (a) requiring soils and geotechnical reports to be completed prior to or concurrently with the construction of any development;
 - (b) requiring foundations, footings, drainage and any other aspects of the building to be designed and certified by a professional engineer;
 - (c) requiring the development to be constructed in accordance with the plans and recommendations of a professional engineer;
 - (d) requiring that a professional engineer inspect all or part of the proposed development;
 - (e) requiring compliance with specified design criteria; and
 - (f) requiring a certificate from a professional engineer that all inspections have been satisfactorily completed, that all design criteria have been complied with and that all conditions have been met.

3.12. Development Permit Rules

- (1) When an application for a Development Permit has been approved by the Development Officer, the Development Permit shall not be valid unless and until:
 - (a) any conditions of approval, save those of a continuing nature, have been fulfilled; and
 - (b) no notice of appeal from such approval has been served on the Subdivision and Development Appeal Board within the time period specified in this Bylaw.
- (2) When an application for a Development Permit has been approved by the Subdivision and Development Appeal Board, it shall not be valid unless and until:
 - (a) the Board has adopted the minutes of its meeting at which the application was approved; and
 - (b) any conditions of approval, save those of a continuing nature, have been fulfilled.

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- (3) Upon service on the City of St. Albert of an application for leave to appeal the decision of the Subdivision and Development Appeal Board, under the Municipal Government Act, the Development Officer shall suspend the Development Permit issued by the Subdivision and Development Appeal Board.
- (4) The Development Permit issued by the Subdivision and Development Appeal Board and suspended pursuant to the Municipal Government Act, remains suspended until:
- (a) the Alberta Court of Appeal denies leave to appeal and any appeal from that denial has been finally determined; or
 - (b) the Alberta Court of Appeal has granted leave to appeal, heard the appeal on the merits, made its decision, and any appeal to the Supreme Court of Canada from that determination by the Alberta Court of Appeal has been finally determined.
- (5) Unless otherwise provided by this Bylaw, a development permit remains in effect unless:
- (a) the development permit is suspended or cancelled; or
 - (b) the development for which the permit is issued has not commenced within 12 months of the date the permit is issued.
- (6) Notwithstanding clause (5)(b), if a building permit is issued for the development within the 12 month period, the development permit shall not lapse unless and until the building permit so issued is cancelled or lapses.
- (7) The validity of a development permit may be extended once for a period not exceeding 12 months by the authority that approved it.
- (8) Where a development permit is issued for a site for which any other valid development permit has been issued, all previous development permits shall be invalid if the physical aspects of the development conflict, or both developments could not occur simultaneously upon the site, in conformity with the regulations of this Bylaw. In the event that the latter permit is appealed and the decision is reversed, the former permit is valid, unless otherwise provided in this Bylaw.
- (9) Notwithstanding subsection (5), time shall not run during an appeal of the Development Permit to the Subdivision and Development Appeal Board and any consequent court proceedings until:
- (a) the Subdivision and Development Appeal Board has issued a written decision of its approval of the Development Permit and there is no appeal from this decision of the Subdivision and Development Appeal Board; or
 - (b) the Alberta Court of Appeal denies leave to appeal and any appeal from that denial has been fully determined; or
 - (c) the Alberta Court of Appeal has granted leave to appeal, heard the appeal on the merits, made its decision, and any appeal to the Supreme Court of Canada from that determination by the Alberta Court of Appeal has been finally determined.

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- (10) An application for a Development Permit for the same or similar use shall not be accepted by the Development Officer from the same or any other applicant for the same site:
- (a) within six months of the date of a refusal by the Development Officer; or
 - (b) within six months of the date of a written decision of the Subdivision and Development Appeal Board on a previous application, if the previous application was appealed to, and subsequently refused by, the Subdivision and Development Appeal Board; or
 - (c) within six months of the date of a written decision of the Alberta Court of Appeal on the previous application if the application has been appealed to the Alberta Court of Appeal; or
 - (d) during the time prior to the decision of the Subdivision and Development Appeal Board or the Alberta Court of Appeal, if the application has been appealed to the Subdivision and Development Appeal Board or the Alberta Court of Appeal.
- (11) Subsection (10) shall not apply in the case of an Application for a Development Permit for a Permitted Use if the Application complies with all the regulations of this Bylaw.
- (12) If upon review of any application for a Development Permit, the Development Officer determines that subsection (10) applies, then the application shall be returned to the applicant, along with any fees that have been submitted. The application shall not be considered as having been refused, but shall be deemed not to have been submitted.
- (13) Notwithstanding subsection (10) above, if two or more Development Permit Applications for the same or similar use on the same site have been refused by the Development Officer, the Subdivision and Development Appeal Board, the Alberta Court of Appeal, or any combination of the above, the third and any subsequent development permit application for that use on that site shall not be accepted by the Development Officer until one year from the date of the most recent refusal, unless that application is for a permitted use and complies in all respects with the requirements of this Bylaw.
- (14) If after the issue of a development permit, it becomes known to the Development Officer that:
- (a) the application for the development permit contains a misrepresentation;
 - (b) facts have not been disclosed which should have been disclosed at the time of consideration of the application for the development permit; or
 - (c) the development permit was issued in error,
- the development permit may be suspended or cancelled by notice in writing, issued by the Development Officer, to the applicant at the address given in the development permit application.
- (15) (a) If a use to which a building, or a portion of a building, is put ceases for 6 months or less, the re-establishment of the same or similar use in the

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premises does not require a development permit, unless structural changes are made in the space. If structural changes are made, a new development permit is required.

- (b) If a use to which a building, or a portion of a building, is put ceases operation for more than 6 months, the re-establishment of a use in the building requires a new development permit.
- (c) Clauses (a) and (b) do not apply to the use of dwelling units for residential purposes.

3.13. **Compliance Certificates**

- (1) The registered owner, or a person with a legal or equitable interest in a site, may apply upon payment of such fee as may be prescribed by Council from time to time to the Development Officer for a Compliance Certificate.
- (2) The applicant for a Compliance Certificate shall submit an original Real Property Report for the site that has been produced no more than 5 years prior to the date of submittal.
- (3) The Development Officer may issue a Compliance Certificate when, in his opinion, the buildings as shown on the Real Property Report provided by the applicant are located on the site in accordance with the separation distance and yard and building setback regulations of this Bylaw or the yard or building setbacks specified in any development permit which may have been issued.
- (4) The Compliance Certificate shall only cover those buildings, or parts thereof, shown on the Real Property Report as provided by the applicant.
- (5) The Development Officer may refuse to issue a Compliance Certificate when, in his opinion, he does not have sufficient information from the applicant to determine if buildings as shown are located in accordance with the yard and building setback regulations of this Bylaw or the yard or building setbacks specified in any development permit which may have been issued for the site.
- (6) A Compliance Certificate is not a development permit.

3.14. **Variance**

- (1) In exercising his discretion pursuant to this section, the Development Officer may grant a variance if, in his opinion,
 - (a) the development would not
 - (i) unduly interfere with the amenities of the neighbourhood; or
 - (ii) materially interfere with or affect the use, enjoyment or value of neighbouring properties; and
 - (b) the development conforms with the use prescribed for that land or building in this Bylaw

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- (2) In exercising his discretion under section 3.14(1), the Development Officer shall consider the general purpose and intent of the appropriate land use district and the following:
- (a) except as otherwise provided in this Bylaw, there shall be no variance from the regulations prescribing floor area, lot coverage or density;
 - (b) a variance from the provisions in this Bylaw shall not be granted when the variance will knowingly cause a structure or use to not comply with federal, provincial, or other municipal regulations, including Safety Codes Act, RSA 2000, c. S-1; and
 - (c) variance requests to height, setbacks, and other regulations that may affect the conformance of a structure with municipal, provincial or federal regulations shall be circulated to affected departments for review and comment prior to a decision on the application for the development permit.
- (3) In the case of all other regulations found in this Bylaw, the Development Officer is limited to a maximum of a twenty-five (25) percent relaxation.
- (4) In the Mixed Commercial land use district, the Development Officer may vary any requirement in subsections 9.15(9), 9.15(10), 9.15(14), 9.15(15) and 9.15(19) if, in his opinion, the variance is proposed in order to accommodate urban design or architectural criteria consistent with the purpose and regulations of this district.
- (5) In the Boardwalk land use district, the Development Officer may vary any requirement under subsections 9.16(5) to 9.16(8) if, in his opinion, the variance is proposed in order to accommodate urban design or architectural criteria consistent with the purpose and regulations of this district.
- (6) In the Integrated Community Care land use district, the Development Officer may vary any requirement in clauses 9.19(10)(c) through 9.19(10)(h) and clauses 9.19(10)(k) and 9.19(10)(l) if, in his opinion:
- (a) the variance is proposed in order to accommodate characteristics which are fundamental to the nature of the Urban Village concept and is in keeping with the purpose of the district; and
 - (b) the variance proposed for clauses 9.19(10)(c) and 9.19(10)(d) is in order to accommodate other design solutions which offer equivalent daylight, ventilation, quiet, visual privacy or views.
- (7) In the Direct Control Northwest Urban Village land use district, the Development Officer may vary any requirement in clauses 10.7(14)(a) and 10.7(14)(b) if, in his opinion, the variance proposes design solutions which offer equivalent weather protection for the pedestrian walkways. **(BL32/2006)**
- (8) The Development Officer may not vary building setback regulations for bare land condominium projects in the R1 District.
- (9) When considering a variance to parking requirements, the Development Officer may require a Parking Demand Study, which demonstrates to the satisfaction of the Development Officer that the parking needs of the development can be met on site.
- (10) The development bonuses in subsections 8.24(4), 8.24(11), 8.25(7), 8.25(13), 8.25(14), 9.15(9), and 9.16(5) are not considered variances. **(BL4/2008)**

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- (11) Notwithstanding Section 3.14(3), in the case of a sign development, the Development Officer shall assess the merits of the comprehensive sign plan and may, at their discretion, vary the number of signs permitted per site if the comprehensive sign plan complies with the following requirements:
- (a) that the proposed sign types are permissible within the land use district of the site;
 - (b) that the proposed signs otherwise comply with the sign type regulations outlined in Section C.6 of Schedule C;
 - (c) that the comprehensive sign plan is consistent with the intended purpose of Schedule C; and
 - (d) that the comprehensive sign plan results in a greater degree of visual harmony and consistency between the proposed signs, the buildings, the site and adjacent lands.

3.15. **Non-Conforming Development**

- (1) When
- (a) on or before the day on which this Bylaw or any Bylaw for the amendment thereof comes into force, a development permit has been issued; and
 - (b) the enactment of this Bylaw or any Bylaw for the amendment thereof would render the development in respect of which the permit was issued, a non-conforming use or non-conforming building, the development permit continues in effect, notwithstanding the enactment of this Bylaw or any amending Bylaw.
- (2) A non-conforming use of land or a non-conforming use of a building may be continued, but if that use is discontinued for a period of 6 consecutive months or more, any future use of the land or building shall conform with the provisions of this Bylaw.
- (3) A non-conforming use of part of a building may be extended throughout the building, but the building, whether or not it is a non-conforming building, shall not be enlarged or added to and no structural alterations shall be made to it or in it.
- (4) A non-conforming use of part of a lot shall not be extended or transferred in whole, or in part to any other part of the lot and no additional buildings shall be erected on the lot while the non-conforming use continues.
- (5) A non-conforming building may continue to be used, but the building shall not be enlarged, added to, rebuilt or structurally altered except:
- (a) as may be necessary to make it a conforming building; or
 - (b) as the Development Officer considers necessary for the routine maintenance of the building.
- (6) If a non-conforming building is damaged or destroyed to the extent of more than 75% of the value of the building above its foundation, the building shall not be repaired or rebuilt except in accordance with this Bylaw.

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- (7) The use of land or the use of a building is not affected by reason only of a change of ownership, tenancy or occupancy of the land or building.
- (8) Notwithstanding subsection 3.15(5), the Development Officer may approve as a discretionary use in any district, an enlargement, alteration or addition to a legal non-conforming building if the non-conforming building complies with the uses prescribed for that district in this Bylaw and the proposed development would not, in the opinion of the Development Officer: **(BL13/2006)**
 - (a) unduly interfere with the amenities of the neighbourhood; or
 - (b) materially interfere with or affect the use, enjoyment or value of neighbouring properties.

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3.1. Control of Development

Subject to Section 3.2, no development shall be undertaken within the City unless an application has been approved and a development permit has been issued for it.

3.2. Development not Requiring a Development Permit

- (1) The following developments do not require a development permit:
- (a) a development that is subject to a valid development agreement for:
 - (i) constructing, widening, altering, redesigning or maintaining a public roadway;
 - (ii) traffic management projects and devices;
 - (iii) vehicular and pedestrian bridges and walkways;
 - (iv) water reservoirs, water lines, storm and sanitary sewer installations;
 - (v) street furniture, tennis courts, playgrounds, public park landscaping, municipal recreation equipment and civic buildings with a gross floor area under 75 sq. m;
 - (vi) constructing and maintaining public utilities; and
 - (vii) stripping, grading or filling of land, including temporary storage and sale of topsoil in an area governed by a development agreement, but excluding topsoil processing or screening;
 - (b) a project listed in clauses (a)(i) to (vii) above undertaken by the City;
 - (c) construction and maintenance of that part of a public utility located in, on, over or under a public roadway, a public utility right-of-way or public utility lot;
 - (d) the use of a building or a part of it in connection with a federal, provincial, municipal or school election, referendum or census;
 - (e) in an R1 and R2 district, the parking of a recreation vehicle
 - (i) in a fenced rear or side yard, unless a development on an adjoining site has a window of a habitable room on the ground floor facing the recreation vehicle and this window is located less than 2.5 m from the recreation vehicle;
 - (ii) in a front yard, if the recreation vehicle is parked on a paved motor vehicle access and is set back 300 mm from a sidewalk or where there is no sidewalk, set back 2 m from a curb; and
 - (iii) notwithstanding subsection 3.2(1)(e)(ii), the parking of a recreation vehicle shall not be allowed if it interferes with safe traffic sight lines as determined by the Development Officer;

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- (f) storage of recreation equipment in a screened side or rear yard;
- (g) in a residential district, the storage of recreation equipment 8 m or less in total length in a driveway in a front yard and located within the property lines and at least 2 m from a curb;
- (h) on a lot in a residential district:
 - (i) the parking of 1 commercial vehicle having a gross vehicle weight of between 3000 kg and 5000 kg; and
 - (ii) the parking of 1 commercial vehicle having a gross vehicle weight of more than 5000 kg, but less than 7000 kg, if it is parked or stored in a garage or it is being loaded or unloaded;
- (i) in a commercial or industrial land use district, parking of a commercial motor vehicle accessory to a use for which a development permit has been issued under this Bylaw;
- (j) landscaping on a residential lot for a single-detached or semi-detached house;
- (k) a temporary building such as a shed, office or storage building, used solely as an accessory use to the construction or renovation of a building or development subject to a valid development permit for a period of up to 12 months or as otherwise determined by the Development Officer;
- (l) routine maintenance or repairs to a building not involving any structural changes;
- (m) in a residential district, construction of a garden shed or playhouse less than 10 sq. m in floor area if the development complies with this Bylaw;
- (n) in a residential district, construction of
 - (i) a deck, other than an enclosed deck, to a maximum of 0.6 m above finished grade;
 - (ii) a patio;
 - (iii) a firepit; or
 - (iv) a barbecue;
- (o) construction of a retaining wall less than 1 m in height if the slope of that portion of the site retained by the wall is less than 8%;
- (p) installation of a satellite dish antenna if the development complies with this Bylaw and it is
 - (i) not located in a front yard or a side yard adjoining a public roadway; or
 - (ii) not more than 4 m above finished grade at the site of installation;

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- (q) in a residential district, one radio antenna less than 12 m above finished grade at its highest point and otherwise complies with this Bylaw;
 - (r) installation of telecommunication towers that are not added to or mounted to a building.
 - (s) construction of a fence, wall or gate
 - (i) less than 2 m in height above finished grade; or
 - (ii) in the case of a corner lot less than 1 m above finished grade provided that the development otherwise complies with this Bylaw;
 - (t) in a residential district, hard surfacing of any yard for the purposes of providing vehicular access from a public roadway to a garage or carport, provided that such hard surfacing does not exceed 7.5 m in width;
 - (u) in a residential district, holding a garage sale up to 3 times per calendar year, each for a duration of not more than 3 consecutive days;
 - (v) a home office, provided that:
 - (i) no individual other than the permanent resident of the dwelling unit operates the home office;
 - (ii) no client or customer is received in the dwelling unit for business purposes;
 - (iii) the home office does not generate any pedestrian or vehicular traffic;
 - (iv) there are no on-site exterior displays or advertisements of the home office;
 - (v) no equipment, materials, goods or finished products for business purposes are stored on-site; and
 - (vi) the home office is operated as an accessory use only and must not change the residential character or external appearance of the dwelling unit;
 - (w) in a residential district, the habitation within a dwelling unit of a family, plus a maximum of two lodgers; and
 - (x) construction of a private pool or a decorative pond 600 mm or less in depth.
- (2) Developments listed in subsection (1) must otherwise comply with the requirements of this Bylaw.

3.3. **Application for a Development Permit**

- (1) An application for a development permit shall be made by the registered owner of the land on which the development is proposed, by a person having a registered interest in the land on which the development is proposed, or by some other person

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with the written consent of the owner to the Development Officer by submitting the following:

- (a) information required by subsection (3) and Sections 3.4, 3.5, 3.6 and 3.7;
 - (b) such fee as is prescribed by Council from time to time; and
 - (c) such other information as may be required by the Development Officer under subsection (4).
- (2) An application is incomplete until the information and fees required under subsection (1) are submitted to the Development Officer.
- (3) Plans and Information Required

Unless the Development Officer or this Bylaw specifies otherwise, the following information must be submitted to the Development Officer when an application for a development permit is made:

- (a) 6 copies of a site plan showing the following information:
 - (i) north arrow;
 - (ii) scale of plan (in metric, minimum 1:100);
 - (iii) legal description of property;
 - (iv) municipal address;
 - (v) labeled property line and setback requirements in accordance with the Bylaw;
 - (vi) outline of all building and/or structures on the site;
 - (vii) total gross floor area, and, where applicable, gross floor of each individual unit within a building;
 - (viii) easements;
 - (ix) location of all existing and proposed utility rights-of-way;
 - (x) distance from back of walk and lip of gutter (existing and proposed) to the property lines;
 - (xi) medians and/or breaks in medians on public streets adjacent to the site;
 - (xii) existing and proposed site grades, contours, the designated flood line (where applicable) and any special topographical features or site conditions; **(BL25/2011)**
 - (xiii) location of all existing and proposed utilities;
 - (xiv) location of all lighting and light standards, catch basins, utilities poles, hydrants and utility fixtures;
 - (xv) location and dimension of driveway accesses;

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- (xvi) adjoining streets, avenues and lanes, all shown and labeled;
 - (xvii) layout of existing and proposed parking areas showing dimensioned depth and width of stalls, barrier-free stalls, aisle dimensions, angle of stalls and number of stalls;
 - (xviii) parking area grades including any driveways and ramps;
 - (xix) identification of surface treatment for all areas;
 - (xx) location of all existing and proposed fencing;
 - (xxi) location of garbage and recycling receptacles and loading areas; and
 - (xxii) existing and proposed sign locations.
- (b) landscaping plans as required by the Development Officer showing
- (i) the existing topography and clearly identifying the vegetation that is to be retained or removed;
 - (ii) the layout of the soft and hard landscaping, pedestrian circulation and open space systems, screening, berms, slopes, and retaining walls;
 - (iii) the types, sizes and numbers of plant material, caliper of trees and the types of hard landscaping; and
 - (iv) municipal address, north arrow and scale, and property lines;
- (c) a certified copy of title of the site indicating ownership, interest and encumbrances accompanied by a written authorization for the Development Officer or his representative to enter upon the site; and
- (d) an address for any subsequent notification.
- (4) Additional Plans and Information
- The Development Officer may require the following additional plans and information:
- (a) photographic prints showing the site in its existing state;
 - (b) data to show
 - (i) how the form, mass and character of the proposed development will relate to neighbouring developments; and
 - (ii) how the design, materials and finish of the principal facades of the proposed development will relate to existing or planned facades of neighbouring buildings including photographs of existing building facades;
 - (c) a parking or transportation study prepared by a professional engineer;

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- (d) a noise evaluation study or attenuation proposal prepared by a professional engineer;
- (e) for a retaining wall, the design prepared by a professional engineer;
- (f) a Real Property Report;
- (g) a detailed report prepared to show the effect of additional traffic resulting from the proposed development;
- (h) good quality drawings, overheads or electronic copies of drawings when required for presentations to Council;
- (i) site topography, trees, landscaping or other physical conditions;
- (j) copies of plans in such number as specified by the Development Officer showing the elevations, floor plan and a perspective of the proposed development, including a description of the exterior finishing materials;
- (k) a vicinity map of appropriate scale, indicating the location of the proposed development in relation to nearby access streets and other significant physical features which may have a bearing on the proposed project;
- (l) copies of any permit, license, approval, application for any permit, license or approval, any environmental assessment, environmental impact assessment, emergency response plan, baseline environmental study, environmental audit and any other report, study or analysis that the applicant or owner has, is, or will be required or requested to obtain or prepare pursuant to any federal, provincial or municipal enactment or any other law that the Development Officer deems necessary to properly assess the application;
- (m) such environmental assessment, environmental impact assessment, emergency response plan, baseline environmental study, environmental audit, report, study or analysis that the Development Officer deems necessary to properly assess the application;
- (n) information confirming that the applicant has discussed the proposed development with any person affected by the proposed development; and
- (o) other information required by the Development Officer to determine how a proposed development may affect land uses in the vicinity.

3.4. **Excavation, Stripping, Grading and Topsoil Applications**

In addition to the requirements of Section 3.3, an application for a development permit for the excavation, stripping or grading of land, whether with or without other development on the same site, must include the following information:

- (a) the specific location and area of the site proposed for excavation, stripping or grading;
- (b) the type of excavation, stripping or grading proposed;

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- (c) the quantity of soil to be removed, the depth of topsoil to be removed, the total depth of excavating and depth of topsoil to remain;
- (d) a detailed timing and phasing program covering the length of the proposed operation including any processing or sales operations; and
- (e) a plan showing the final site conditions following completion of the operation and any land reclamation proposals.

3.5. **Show Home and Residential Sales Centre Application**

In addition to the requirements of Section 3.3, an application for a development permit for a show home or residential sales centre shall include the following information:

- (a) the specific location and area intended as a show home site;
- (b) parking provisions;
- (c) lighting provisions; and
- (d) signage.

3.6. **Home Occupation Application**

In addition to the requirements of Section 3.3, an application for a home occupation shall include detailed information regarding the scope and nature of the proposed home occupation, using a City-supplied questionnaire.

3.7. **Applications for Demolitions**

In addition to the requirements of Section 3.3, an application for a development permit that includes demolition of a commercial building shall include the following information:

- (a) the historic or architectural background of the building;
- (b) the value of the building;
- (c) the alternatives to demolition if the building is of historic or architectural value;
- (d) the effect the demolition will have on the streetscape;
- (e) the purpose for the building demolition and the type of structure to replace the demolished building;
- (f) a work schedule of the demolition and site cleanup; and
- (g) the length of time before the site is to be redeveloped and treatment of the site after demolition but prior to development.

3.8. **Decision Process Permitted and Discretionary Uses**

- (1) The Development Officer shall receive all applications for development permits and shall determine whether or not the submitted applications are complete.

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- (2) The Development Officer shall review each application for a development permit to determine what type of use the development constitutes.
- (3) Where a proposed use does not conform to the wording of any land use definition or generally conforms to the wording of two or more land use definitions, the Development Officer may determine that the use is similar to the land use definition that the Development Officer considers to be the most appropriate in character, purpose, and potential impact. In such instances, the Development Officer may allow the proposed use as a discretionary use. **(BL 31/2013)**
- (4) Subject to Section 3.14 and any other variance provisions contained in this Bylaw, a Development Officer shall refuse an application which does not conform to this Bylaw.
- (5) The Development Officer shall issue a development permit for a permitted use with or without conditions if the application conforms to this Bylaw.
- (6) The Development Officer may issue a development permit for a discretionary use, with or without conditions, if the application conforms to this Bylaw.
- (7) The Development Officer may refuse a development permit application for a discretionary use on its merits even though it conforms to this Bylaw.
- (8) A decision on an application for a development permit for a permitted or discretionary use shall be in writing and a copy shall be sent to the applicant.
- (9) If the Development Officer refuses an application for a development permit, the decision shall contain the reasons for the refusal.
- (10) An application for a development permit shall, at the option of the applicant, be deemed to be refused when a decision is not made within 40 days of receipt of the complete application unless the applicant has entered into a written agreement with the Development Officer to extend the time period beyond the 40-day period.

3.9. **Direct Control**

Except for those uses that may be approved by the Development Officer under subsections 10.5(4), 10.6(4), 10.6(5), 10.7(4) and 10.7(5), Council may issue a development permit for any use in a Direct Control District and impose such conditions as it considers appropriate. **(BL42/2005, BL32/2006)**

3.10. **Notification**

- (1) Notification of an application to Council for a Direct Control Permit shall be
 - (a) published in 2 consecutive issues of a newspaper circulating in the City; and
 - (b) mailed by ordinary mail to each owner of land within 60 m from the boundary of the site of the proposed development, as shown on the assessment roll of the City at the date of application for the permit.
- (2) Notification of the issuance of a permit for a discretionary use, or for a development permit for a permitted use involving a variance, by a Development Officer shall be provided as follows:

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- (a) within 15 days of the issuance of the permit, notice shall be published in 1 issue of a newspaper circulating in the City; or
 - (b) within 5 days of the issuance of the permit, notice shall be mailed by ordinary mail to each owner of land within 30 m of the site as shown on the assessment roll of the City at the date of the application.
- (3) The Development Officer may notify property owners in an area greater than that required under subsection (1) or (2)(b).

3.11. Development Permit Conditions

- (1) The Development Officer may, with respect to any use:
- (a) require the applicant to make satisfactory arrangements for the supply of utilities including, but not limited to, natural gas, cable, water, electric power, sewer service, vehicular and pedestrian access, or any one or more of them, including payment of the cost of installation or construction of any such utility or facility by the applicant;
 - (b) require that an applicant enter into an agreement or interim agreement, which shall form part of such development permit, to do any or all of the following:
 - (i) construct, or pay for the construction of, a public roadway required to give access to the development;
 - (ii) construct, or pay for the construction of:
 - (A) a pedestrian walkway system to serve the development;
 - (B) pedestrian walkways that will connect the pedestrian walkway system serving the development with a pedestrian walkway system that serves or is proposed to serve an adjacent development,or both;
 - (iii) install, or pay for the installation of, utilities that are necessary to serve the development;
 - (iv) pay an off-site levy, redevelopment levy or both, imposed by the Off-Site Levy Bylaw unless otherwise stated in this Bylaw;
 - (v) specify the location and number of vehicular and pedestrian access points to the development from public roadways;
 - (vi) construct or pay for the construction of off-street or off-site parking facilities or loading or unloading facilities;
 - (vii) repair, reinstate or pay for the repair or reinstatement to original condition of any street furniture, curbing, sidewalk, boulevard landscaping and tree planting which may be damaged or destroyed or otherwise harmed by development or building operations upon the site;
 - (viii) install or construct or pay for the installation or construction of landscaping berming and fencing on the development, public roadways and public lands adjacent to the development; and
 - (ix) re-establish or restore all survey monuments including Alberta Survey Control monuments which may be damaged or destroyed

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or otherwise harmed by development or building operations upon or adjacent to the site;

- (c) require that the applicant provide security to ensure the applicant complies with this Bylaw, a development permit, an agreement under this clause or a statutory plan enacted by the City, which security may include, but is not limited to an irrevocable letter of credit or charge against the title to the site; and
 - (d) require the applicant to obtain or maintain insurance coverage naming the City as an additional insured under terms and with carriers as required by the Development Officer including but not limited to comprehensive general liability coverage and automotive accident coverage.
- (2) The Development Officer may require that an agreement entered into under subsection (1) be registered by caveat against title to the land at the Land Titles Office.
 - (3) The agreement under subsection (1) may include provisions contemplated by the Act in respect of oversized improvements.
 - (4) In addition to subsection (1), the Development Officer may, with respect to a permitted use, impose such conditions as are required to ensure compliance with this Bylaw or the Act.
 - (5) The applicant shall be responsible for compliance with all federal, provincial and municipal enactments and any other law applicable to the use and development of the land and buildings. It is hereby deemed a condition of every development permit, whether or not expressly stated therein that the applicant is responsible for ascertaining and shall comply with all applicable federal, provincial and municipal enactments and any other law with respect to the use and development of the land and buildings and shall as and when required thereunder obtain any and all permits, licenses and approvals.
 - (6) In addition to subsection (1), the Development Officer may, with respect to a discretionary use or development permit in a Direct Control District, impose such conditions as he deems appropriate, having regard to the regulations of this Bylaw and the provisions of any statutory plan including, but not limited to the following conditions:
 - (a) limiting hours of operation;
 - (b) limiting number of patrons;
 - (c) establishing landscaping requirements;
 - (d) requiring noise attenuation;
 - (e) requiring special provisions be made for parking;
 - (f) regarding the location, character and appearance of a building;
 - (g) regarding the grading of a site or such other procedures as are necessary to protect the site from other developments or to protect other developments from the site;

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- (h) establishing the period of time during which a development may continue;
 - (i) ensuring the development is compatible with surrounding development; and
 - (j) ensuring the development complies and is compatible with the general development regulations or the land use district regulations of this Bylaw.
- (7) In addition to subsection (1) and Section 6.10, where the development of buildings is proposed on land which, in the opinion of the Development Officer, may be subject to flooding or subsidence or that is low-lying, marshy or unstable, or is adjacent to or includes the designated floodline, or within 100 m of the bed and shore of any lake, river, stream or other body of water, the Development Officer may impose such conditions as he deems appropriate, having regard to the condition of the land, the provisions of this Bylaw, and the provision of any statutory plan, including, but not limited to the following conditions: (BL25/2011)
- (a) requiring soils and geotechnical reports to be completed prior to or concurrently with the construction of any development;
 - (b) requiring foundations, footings, drainage and any other aspects of the building to be designed and certified by a professional engineer;
 - (c) requiring the development to be constructed in accordance with the plans and recommendations of a professional engineer;
 - (d) requiring that a professional engineer inspect all or part of the proposed development;
 - (e) requiring compliance with specified design criteria; and
 - (f) requiring a certificate from a professional engineer that all inspections have been satisfactorily completed, that all design criteria have been complied with and that all conditions have been met.

3.12. Development Permit Rules

- (1) When an application for a Development Permit has been approved by the Development Officer, the Development Permit shall not be valid unless and until:
 - (a) any conditions of approval, save those of a continuing nature, have been fulfilled; and
 - (b) no notice of appeal from such approval has been served on the Subdivision and Development Appeal Board within the time period specified in this Bylaw.
- (2) When an application for a Development Permit has been approved by the Subdivision and Development Appeal Board, it shall not be valid unless and until:
 - (a) the Board has adopted the minutes of its meeting at which the application was approved; and
 - (b) any conditions of approval, save those of a continuing nature, have been fulfilled.

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- (3) Upon service on the City of St. Albert of an application for leave to appeal the decision of the Subdivision and Development Appeal Board, under the Municipal Government Act, the Development Officer shall suspend the Development Permit issued by the Subdivision and Development Appeal Board.
- (4) The Development Permit issued by the Subdivision and Development Appeal Board and suspended pursuant to the Municipal Government Act, remains suspended until:
- (a) the Alberta Court of Appeal denies leave to appeal and any appeal from that denial has been finally determined; or
 - (b) the Alberta Court of Appeal has granted leave to appeal, heard the appeal on the merits, made its decision, and any appeal to the Supreme Court of Canada from that determination by the Alberta Court of Appeal has been finally determined.
- (5) Unless otherwise provided by this Bylaw, a development permit remains in effect unless:
- (a) the development permit is suspended or cancelled; or
 - (b) the development for which the permit is issued has not commenced within 12 months of the date the permit is issued.
- (6) Notwithstanding clause (5)(b), if a building permit is issued for the development within the 12 month period, the development permit shall not lapse unless and until the building permit so issued is cancelled or lapses.
- (7) The validity of a development permit may be extended once for a period not exceeding 12 months by the authority that approved it.
- (8) Where a development permit is issued for a site for which any other valid development permit has been issued, all previous development permits shall be invalid if the physical aspects of the development conflict, or both **developments** could not occur simultaneously upon the site, in conformity with the regulations of this Bylaw. In the event that the latter permit is appealed and **overturned the decision is reversed**, the former permit is valid, unless otherwise provided in this Bylaw.
- (9) Notwithstanding subsection (5), time shall not run during an appeal of the Development Permit to the Subdivision and Development Appeal Board and any consequent court proceedings until:
- (a) the Subdivision and Development Appeal Board has issued a written decision of its approval of the Development Permit and there is no appeal from this decision of the Subdivision and Development Appeal Board; or
 - (b) the Alberta Court of Appeal denies leave to appeal and any appeal from that denial has been fully determined; or
 - (c) the Alberta Court of Appeal has granted leave to appeal, heard the appeal on the merits, made its decision, and any appeal to the Supreme Court of Canada from that determination by the Alberta Court of Appeal has been finally determined.

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- (10) An application for a Development Permit for the same or similar use shall not be accepted by the Development Officer from the same or any other applicant for the same site:
- (a) within six months of the date of a refusal by the Development Officer; or
 - (b) within six months of the date of a written decision of the Subdivision and Development Appeal Board on a previous application, if the previous application was appealed to, and subsequently refused by, the Subdivision and Development Appeal Board; or
 - (c) within six months of the date of a written decision of the Alberta Court of Appeal on the previous application if the application has been appealed to the Alberta Court of Appeal; or
 - (d) during the time prior to the decision of the Subdivision and Development Appeal Board or the Alberta Court of Appeal, if the application has been appealed to the Subdivision and Development Appeal Board or the Alberta Court of Appeal.
- (11) Subsection (10) shall not apply in the case of an Application for a Development Permit for a Permitted Use if the Application complies with all the regulations of this Bylaw.
- (12) If upon review of any application for a Development Permit, the Development Officer determines that subsection (10) applies, then the application shall be returned to the applicant, along with any fees that have been submitted. The application shall not be considered as having been refused, but shall be deemed not to have been submitted.
- (13) Notwithstanding subsection (10) above, if two or more Development Permit Applications for the same or similar use on the same site have been refused by the Development Officer, the Subdivision and Development Appeal Board, the Alberta Court of Appeal, or any combination of the above, the third and any subsequent development permit application for that use on that site shall not be accepted by the Development Officer until one year from the date of the most recent refusal, unless that application is for a permitted use and complies in all respects with the requirements of this Bylaw.
- (14) If after the issue of a development permit, it becomes known to the Development Officer that:
- (a) the application for the development permit contains a misrepresentation;
 - (b) facts have not been disclosed which should have been disclosed at the time of consideration of the application for the development permit; or
 - (c) the development permit was issued in error,
- the development permit may be suspended or cancelled by notice in writing, issued by the Development Officer, to the applicant at the address given in the development permit application.
- (15) (a) If a use to which a building, or a portion of a building, is put ceases for 6 months or less, the re-establishment of the same or similar use in the

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premises does not require a development permit, unless structural changes are made in the space. If structural changes are made, a new development permit is required.

- (b) If a use to which a building, or a portion of a building, is put ceases operation for more than 6 months, the re-establishment of a use in the building requires a new development permit.
- (c) Clauses (a) and (b) do not apply to the use of dwelling units for residential purposes.

3.13. **Compliance Certificates**

- (1) The registered owner, or a person with a legal or equitable interest in a site, may apply upon payment of such fee as may be prescribed by Council from time to time to the Development Officer for a Compliance Certificate.
- (2) The applicant for a Compliance Certificate shall submit an original Real Property Report for the site that has been produced no more than 5 years prior to the date of submittal.
- (3) The Development Officer may issue a Compliance Certificate when, in his opinion, the buildings as shown on the Real Property Report provided by the applicant are located on the site in accordance with the separation distance and yard and building setback regulations of this Bylaw or the yard or building setbacks specified in any development permit which may have been issued.
- (4) The Compliance Certificate shall only cover those buildings, or parts thereof, shown on the Real Property Report as provided by the applicant.
- (5) The Development Officer may refuse to issue a Compliance Certificate when, in his opinion, he does not have sufficient information from the applicant to determine if buildings as shown are located in accordance with the yard and building setback regulations of this Bylaw or the yard or building setbacks specified in any development permit which may have been issued for the site.
- (6) A Compliance Certificate is not a development permit.

3.14. **Variance**

- (1) In exercising his discretion pursuant to this section, the Development Officer may grant a variance if, in his opinion,
 - (a) the development would not
 - (i) unduly interfere with the amenities of the neighbourhood; or
 - (ii) materially interfere with or affect the use, enjoyment or value of neighbouring properties; and
 - (b) the development conforms with the use prescribed for that land or building in this Bylaw

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- (2) In exercising his discretion under section 3.14(1), the Development Officer shall consider the general purpose and intent of the appropriate land use district and the following:
- (a) except as otherwise provided in this Bylaw, there shall be no variance from the regulations prescribing floor area, lot coverage or density;
 - (b) a variance from the provisions in this Bylaw shall not be granted when the variance will knowingly cause a structure or use to not comply with federal, provincial, or other municipal regulations, including Safety Codes Act, RSA 2000, c. S-1; and
 - (c) variance requests to height, setbacks, and other regulations that may affect the conformance of a structure with municipal, provincial or federal regulations shall be circulated to affected departments for review and comment prior to a decision on the application for the development permit.
- (3) In the case of all other regulations found in this Bylaw, the Development Officer is limited to a maximum of a twenty-five (25) percent relaxation.
- (4) In the Mixed Commercial land use district, the Development Officer may vary any requirement in subsections 9.15(9), 9.15(10), 9.15(14), 9.15(15) and 9.15(19) if, in his opinion, the variance is proposed in order to accommodate urban design or architectural criteria consistent with the purpose and regulations of this district.
- (5) In the Boardwalk land use district, the Development Officer may vary any requirement under subsections 9.16(5) to 9.16(8) if, in his opinion, the variance is proposed in order to accommodate urban design or architectural criteria consistent with the purpose and regulations of this district.
- (6) In the Integrated Community Care land use district, the Development Officer may vary any requirement in clauses 9.19(10)(c) through 9.19(10)(h) and clauses 9.19(10)(k) and 9.19(10)(l) if, in his opinion:
- (a) the variance is proposed in order to accommodate characteristics which are fundamental to the nature of the Urban Village concept and is in keeping with the purpose of the district; and
 - (b) the variance proposed for clauses 9.19(10)(c) and 9.19(10)(d) is in order to accommodate other design solutions which offer equivalent daylight, ventilation, quiet, visual privacy or views.
- (7) In the Direct Control Northwest Urban Village land use district, the Development Officer may vary any requirement in clauses 10.7(14)(a) and 10.7(14)(b) if, in his opinion, the variance proposes design solutions which offer equivalent weather protection for the pedestrian walkways. **(BL32/2006)**
- (8) The Development Officer may not vary building setback regulations for bare land condominium projects in the R1 District.
- (9) When considering a variance to parking requirements, the Development Officer may require a Parking Demand Study, which demonstrates to the satisfaction of the Development Officer that the parking needs of the development can be met on site.
- (10) The development bonuses in subsections 8.24(4), 8.24(11), 8.25(7), 8.25(13), 8.25(14), 9.15(9), and 9.16(5) are not considered variances. **(BL4/2008)**

Control of Development

- (11) Notwithstanding Section 3.14(3), in the case of a sign development, the Development Officer shall assess the merits of the comprehensive sign plan and may, at their discretion, vary the number of signs permitted per site if the comprehensive sign plan complies with the following requirements:
- (a) that the proposed sign types are permissible within the land use district of the site;
 - (b) that the proposed signs otherwise comply with the sign type regulations outlined in Section C.6 of Schedule C;
 - (c) that the comprehensive sign plan is consistent with the intended purpose of Schedule C; and
 - (d) that the comprehensive sign plan results in a greater degree of visual harmony and consistency between the proposed signs, the buildings, the site and adjacent lands.

3.15. **Non-Conforming Development**

- (1) When
 - (a) on or before the day on which this Bylaw or any Bylaw for the amendment thereof comes into force, a development permit has been issued; and
 - (b) the enactment of this Bylaw or any Bylaw for the amendment thereof would render the development in respect of which the permit was issued, a non-conforming use or non-conforming building, the development permit continues in effect, notwithstanding the enactment of this Bylaw or any amending Bylaw.
- (2) A non-conforming use of land or a non-conforming use of a building may be continued, but if that use is discontinued for a period of 6 consecutive months or more, any future use of the land or building shall conform with the provisions of this Bylaw.
- (3) A non-conforming use of part of a building may be extended throughout the building, but the building, whether or not it is a non-conforming building, shall not be enlarged or added to and no structural alterations shall be made to it or in it.
- (4) A non-conforming use of part of a lot shall not be extended or transferred in whole, or in part to any other part of the lot and no additional buildings shall be erected on the lot while the non-conforming use continues.
- (5) A non-conforming building may continue to be used, but the building shall not be enlarged, added to, rebuilt or structurally altered except:
 - (a) as may be necessary to make it a conforming building; or
 - (b) as the Development Officer considers necessary for the routine maintenance of the building.
- (6) If a non-conforming building is damaged or destroyed to the extent of more than 75% of the value of the building above its foundation, the building shall not be repaired or rebuilt except in accordance with this Bylaw.

Control of Development

- (7) The use of land or the use of a building is not affected by reason only of a change of ownership, tenancy or occupancy of the land or building.
- (8) Notwithstanding subsection 3.15(5), the Development Officer may approve as a discretionary use in any district, an enlargement, alteration or addition to a legal non-conforming building if the non-conforming building complies with the uses prescribed for that district in this Bylaw and the proposed development would not, in the opinion of the Development Officer: **(BL13/2006)**
 - (a) unduly interfere with the amenities of the neighbourhood; or
 - (b) materially interfere with or affect the use, enjoyment or value of neighbouring properties.

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SCHEDULE C - HIGHLIGHTS

Amendments to Land Use Bylaw – Schedule C, Sign Regulations



Highlights of the proposed Schedule C amendments include:

- the introduction of three new sign types;
- the addition of a 'Comprehensive Sign Plan' process;
- a new subsection within Section 3.14 - *Variances* of the Land Use Bylaw;
- a small verbiage change to Section 3.12(8) – *Development Permit Rules*; and
- several amendments to the regulations for specific types of signs.

1) New Sign Types

Three new sign types are proposed with the Schedule C amendments. The addition of new sign types was considered after public consultation, a Council motion for the introduction of Lawn Signs, and a full review of the existing schedule by administration.

The new sign types proposed are Developer Marketing Fence Sign, Entry Feature Sign and Lawn Sign. Each sign type has been added to Section C.3 – *Definitions* and provided specific provisions under Section C.6 - *Regulations for Specific Types of Signs*. Both the Developer Marketing Fence Signs and Entry Feature Signs were flagged as needed by the Development Community.

A Developer Marketing Fence Sign may provide screening of an undeveloped site, or may provide hoarding for a site under construction. This signage would serve a dual purpose, providing visual screening while permitting advertising.

An Entry Feature sign addresses all identification signage located at the vehicular access points of a site. This may be for municipal addressing or for development site identification. Such signs are commonly used in multi-family, commercial, and industrial settings.

As per the Council motion, administration has drafted provisions for the potential introduction of Lawn Signs to the Schedule C document. The proposed regulations for Lawn Signs will permit residents (within specific land use districts) the opportunity to express their personal opinions and beliefs within a regulated framework.

2) General Regulations

Several amendments have been made to Section C.4 - *General Regulations*. Statements under this section apply to all sign types, unless otherwise addressed by another provision of the schedule. The proposed changes to this section address areas where clarity and direction were deemed as lacking in the existing document, and introduces the 'Comprehensive Sign Plan' Development Permit process.

The 'Comprehensive Sign Plan' will allow development sites to submit application for an overall review of their proposed site signage plan. The rationale for the introduction of this new process is to permit greater flexibility for larger parcel developments. The proposed sign plan may address on-site signage that is either temporary or permanent in nature. At the discretion of the Development Officer, a development property may be able to place additional signage on the site, in line with other comparable, multiple-parcel developments.

This Development Permit process aims to support the business and development community, and would reduce the number of potential appeals to SDAB. Issuance of a 'Comprehensive Sign Plan' development permit is an approval of the sign plan concept only and individual signs will still require a separate development permit.

3) Amendment to Section 3.14 – Variance

As the 'Comprehensive Sign Plan' will allow the Development Officer a variance capacity to adjust the total number of signs allowed on a site, an amendment to Section 3.14 – *Variance* of the Land Use Bylaw, is necessary.

This addition to Section 3.14, sets the parameters for review and identifies the considerations that a Development Officer must undertake when a variance is being applied for a 'Comprehensive Sign Plan'. The existing variance allowances within Section 3.14 do not properly address the variance powers required.

4) Amendment to Section 3.12(8) – Development Permit Rules

A minor text amendment was made to this Land Use Bylaw subsection to increase clarity and mitigate any confusion in interpretation. The verbiage speaks to development permit validity, when multiple development permit applications occur on a site.

5) Amendments to Specific Sign Types

Section C.6 of Schedule C identifies specific regulations for each sign type. These regulations can identify the allowable land use district for a sign, if a development permit is required to be obtained, minimum setbacks from property lines, separation distances from other signs, maximum height, and sign area limitations.

Several of the existing sign type regulations lacked clarity and were occasionally points of differing interpretation. In addition, a couple of the sign types did not provide adequate regulation for maximum sign areas, sign height, or placement on site. New regulations have been drafted within Schedule C in response to the identification of such “gaps” in the document.

It was noted upon review, that the Downtown (DT) land use district was not properly identified within Section C.6 - *Regulations for Specific Types of Signs* and numerous sign types were not permissible within that land use district. This issue has been remedied in Section C.6, by way of the proposed amendments.

Furthermore, it was flagged that there was a need to review the Developer Marketing Sign regulations within the Schedule. The goal was to achieve more reasonable height and area provisions for such signs, to reflect the needs of Developers to adequately market their development sites. Consideration was given to the type of marketing signs currently existing within the City, how other communities deal with this type of signage, and comments received from the industry.

The addition of three new sign types necessitated that provisions for each sign type be drafted. The new signs, being Developer Marketing Fence Sign, Entry Feature Sign, and Lawn Sign, required clear, reasonable and understandable regulations that would align with the rest of the Schedule C document.

**Please note that this document only highlights several of the proposed amendments and does not speak to all the proposed changes.*

SIGN ISSUES AND RESPONSIBILITIES



The information provided below reflects comments, complaints and typical reasons for enforcement of signage within the City and the existing appropriate Bylaw, policy, document and/or Department responsible for follow-up. (*Note: Comments are specific to sign matters only.)

Comment/Enforcement Issue	Response
Sign tipped over, or broken	<p>Land Use Bylaw 9/2005 - Schedule C, Section C.4(1)(i) – General Regulations, identifies that a sign must be designed to ensure durability.</p> <p>Land Use Bylaw 9/2005 - Schedule C, Section C.7(1)(a)(ii) – Enforcement, may enforce, remove or impound a sign found to be in a state of extensive disrepair.</p> <p><u>Responsible Party:</u> Development Branch.</p>
Grass over-grown around sign base (on private property).	<p>Community Standards Bylaw 12/2010 – Part 2(5)(2)(f) identifies that no person shall cause or permit a nuisance on their land including excessive grass or weeds.</p> <p><u>Responsible Party:</u> Municipal Enforcement Services.</p>
Sign is unauthorized and located on City property (City Facility, Park, Walkway and/or Reserve).	<p>Land Use Bylaw 9/2005 identifies that development shall not be undertaken on a property without written authorization/consent from the owner. For City lands, this would be the City Engineer, as delegated by City Manager.</p>

	<p>Traffic Bylaw 18/2005 – Part 8(51)(1) states that no sign shall be located on Public Lands without written permission from the City.</p> <p><u>Responsible Party:</u> Development Branch or Municipal Enforcement Services.</p>
Sign encroaches onto Road right-of-way (Road, Boulevard, or Median).	<p>Traffic Bylaw 18/2005 – Part 8(51)(1) states that no sign shall be located on Public Lands without written permission from the City.</p> <p><u>Responsible Party:</u> Municipal Enforcement Services.</p>
Development Directional Signs located on roadway boulevards (public land).	<p>Traffic Bylaw 18/2005 – Part 8(53)(3)(a) identifies that written permission from the City is required.</p> <p>Engineering Services Branch has a Developer Marketing Sign application package that is required to be completed when directional signage is being requested by a Developer for placement on a City boulevard. A design template is in place for such directional signs, including City of St. Albert Branding requirements and construction details. An approval by Engineering Services will outline an expiration, removal and remediation date.</p> <p><u>Responsible Party:</u> Municipal Enforcement Services <i>and</i> Engineering Services Branch.</p>
Length of time that Real Estate Signs are located on a property.	<p>Schedule C – Section C.3 defines ‘Real Estate Sign’ as a sign advertising property for sale or rent. A Real Estate sign is therefore, not permitted to be placed if there are <u>no</u> vacancies or lands for sale at that property.</p> <p>The length of time that a Real Estate Sign may be displayed is dependant upon the</p>

	<p>sales market and vacancy status of the building. Existing Section C.6(18) does not set a maximum display term for a Real Estate Sign.</p> <p><u>Responsible Party:</u> Development Branch.</p>
<p>Type of sign base, brace, or support used (e.g. Piles, Rebar pegs, Wooden legs, sand bags, sidewalk blocks, etc...)</p>	<p>Land Use Bylaw 9/2005 - Schedule C, Section C.4(1)(i) – General Regulations, identifies that a sign must be designed to ensure durability and architectural compatibility with the site and buildings.</p> <p>If a sign uses a weight, support, or brace that is in the determination of the Development Officer to not be in compliance with Section C.4(1)(i), then enforcement may be pursued.</p> <p>Under existing Schedule C, each sign type has a regulation that will clarify the allowable built form of that sign. This may be 'self-supported' or 'wall-mounted' for example.</p> <p>A self-supported sign is a sign that is supported by braces in or upon the ground. This, therefore, allows the sign owner to choose the method of installation/anchoring for their sign.</p> <p>However, if a sign type is identified as 'temporary', then a temporary sign may <i>not</i> be permanently installed or in a fixed position, as defined. This limits the ability for permanent posts to be used.</p> <p><u>Party Responsible:</u> Development Branch.</p>

Number of signs located on a single site (private property).

Land Use Bylaw 9/2005, Schedule C defines, controls, and regulates signage within the City on private property. This includes location, size, allowable signs types, and minimum separation distances. Some sign types are limited as to the maximum number of signs allowed.

Therefore, it is these regulations that control the total number of signs allowed on a specific property (based on the land use district and site frontage).

Responsible Party: Development Branch.

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3 STEPS TO PUBLIC ENGAGEMENT TEMPLATES

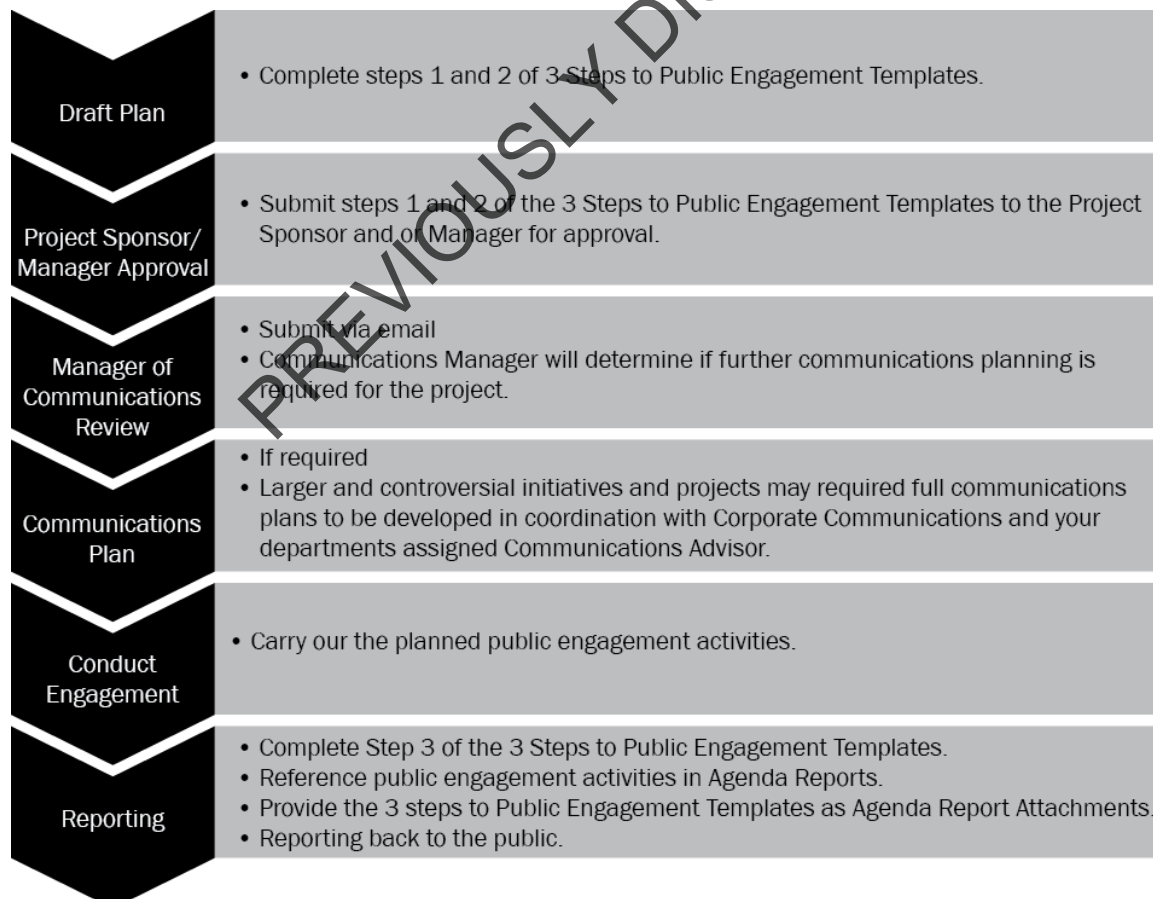
Directions:

1. The attached templates are to be used with the *3 Steps to Public Engagement Guidebook* and *Toolkit*.
2. Templates are to be completed at the time of Project Plans and Charters.
3. Templates and the *Public Engagement Spectrum* chart are to be included in all Agenda Reports and files.
4. Templates and Public Engagement must be referenced in all Agenda Reports under the *Stakeholder Communications or Engagement*.

***The intention of the 3 Steps to Public Engagement is to help staff plan, record, report and justify the Public Engagement initiatives they undertake.**

***Staff are expected to take responsibility for the Engagement and its outcomes.**

Public Engagement Flow Chart



STEP 1 – DECIDING TO ENGAGE

Exemptions:

If your project fits into one of the following categories, you do not have to use the Three Steps to Public Engagement if:

- The project is routine, in nature, or is maintenance and follows established department policies and procedures.
- Ongoing initiatives that are part of standard business procedures and conducted on a regular basis (e.g.: census, community satisfaction survey, annual programming surveys, application processing that is part of everyday business procedures)
- External led projects and initiatives (primarily statutory Planning & Development activities) covered under City Council Policy C-P&E-01 Public Consultation requirements for Planning and Development Processes. These processes are governed under the Municipal Government Act and are usually processed in response to a developer application or conducted privately by the proponent.

All projects should complete the first DECIDING template, whether or not Public Engagement is required.

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STEP 1 – DECIDING TO ENGAGE

1. DECIDING TO ENGAGE TEMPLATE

A. Project Description

Project Name: Schedule C – Sign Regulations

Responsible Department: Planning & Development

Project Sponsor: _____

Project Manager: Chelsea Thompson

B. Engagement Objectives

Obtain feedback from stakeholders.
Educate and collect public/stakeholder opinion to improve decisions.
Communication and public relations.

C. Need to Engage

If you select **yes** to any of the below, engagement is necessary

	Yes	No	Comments
The issue directly affects a specific group in the community, their rights and entitlements	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Ability of business to advertise in a new way.
The project will impact or cause inconvenience to the daily lives of residents including services and programs	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Not directly related to services and programs.
Public input is required for project development	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Wants and needs of stakeholders.
The issue directly and significantly affects the natural environment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Signage affects all districts.
A significant number of people or particular groups are likely to have strong views on the issue	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The public, business and sign industry.
The change or issue is likely to directly affect quality of life	<input checked="" type="checkbox"/>	<input type="checkbox"/>	For those changes proposed in residential areas.
A legal administrative trigger, such as public hearing, subdivision or a process governed by the Municipal Government Act	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Public hearing.
The decision has long-term, large-scale or otherwise significant social, environmental and/or economic impacts for one or more stakeholder groups	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The public, business and sign industry.
There is – or will be – public and/or media concern over the issue	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The public, business and sign industry.

Exceptions

☐ Covered in Policy P&E-01 ☐ Notification with radius of less than 100 m

Approval – No Engagement Required

Project Sponsor/Manager _____

Date _____

2. PLANNING TO ENGAGE

A. Who Will Be Engaged?

Group	What Issues Interest This Group?	Engagement Level	Proposed Engagement Tools
Public	Safety, aesthetics, locations	Consult	Open House, Online Survey
Local businesses	Economic, sign options	Consult	Open House, Online Survey
Sign industry	Economic, sign options	Consult	Open House, Online Survey
Transportation Branch	Safety, resources, expertise	Involve	Review of draft regulations
Municipal Enforcement	Safety, procedural, resources, expertise	Involve	Review of draft regulations
Development Branch	Safety, procedural, resources, expertise	Involve	Open House, review of draft regulations, Workshop
Communications	Disseminating advertising regarding Open House, Survey and online content	Inform	Citylights, Twitter, Facebook, display boards and banners.

B. Outcomes of Engagement

To have a better understanding of the wants and needs of stakeholders regarding the Schedule C document, including: regulations, sign types and areas of concern.

C. Key Messages to the Public

Have your say. Opportunity to provide feedback regarding the review of Schedule C - Land Use Bylaw 9/2005.

D. Tools

Date	Tools	Objective	Details
Jan. 11, 2016	Mail out	Inform regarding upcoming Open House.	Letter sent to sign companies, Chamber of Commerce and others having shown interest over time advising of upcoming Open House.
Jan.-Feb. 2016	Citylights, City website, twitter, facebook	Inform regarding upcoming Open House and survey availability.	Details regarding Open House, survey availability and display boards from Open House.
Jan. 28, 2016	Open House	Educate and obtain feedback from stakeholders.	Display boards with examples, questionnaires, survey, videos of examples, question and answer with administration.
Nov. 18, 2016	Mail Out	Inform regarding upcoming Workshop.	Letter sent to high-level stakeholder association representatives and select public representatives advising of invite-only Workshop.
Nov. 30, 2016	Workshop	Educate and obtain feedback from stakeholders.	General questions posed for roundtable discussion to obtain and share a cross-section of views from a diverse group of people. Notes, drawings, and ideas were encouraged.
Dec. 6, 2016	Email	Contact stakeholder list to advise regarding upcoming online survey availability.	Details regarding online survey availability.
Dec. 3-18, 2016	Citylights, City website, twitter, facebook	Inform regarding upcoming online survey availability.	Details regarding online survey availability.
Dec. 5-18, 2016	Online Survey	Obtain feedback from stakeholders	9-Question survey, with ample opportunity for general comments.

E. Coordination with Other Departments?

Communications - Disseminating advertising regarding Open House, surveys, and online content. Citylights, Twitter, Facebook, display boards and banners.
Municipal Enforcement, Public Works, Economic Development & Engineering - Review of draft regulations for feedback.

F. Budget

Estimated: _____ Actual: _____

St. Albert Expo: ☐ Q1 ☐ Q2 ☐ Q3 ☐ Q4

Review and Approval

Communications Advisor

Date

Project Sponsor/Manager
Comments:

Date

3. REPORTING ON ENGAGEMENT

A. Achieving Public Engagement Objectives

Objectives	How Was It Achieved?
Obtain feedback from stakeholders.	Open House, Workshop, online survey, telephone conversations, emails.
Educate and collect public/stakeholder opinion to improve decisions.	Open House, Workshop, online survey, telephone conversations, emails.
Communication and public relations.	Open House (Q&A with administration), Workshop, Citylights, City website, twitter, facebook.

B. Results and Responses

Issue Identified	Source	(City/Department) Response
Safety/distraction	Public/Business/Sign Industry	Separation distances, maximum areas and heights, locations from intersections.
Aesthetics/clutter	Public/Business/Sign Industry	Separation distances, maximum areas and heights, limits on sign types.
Rights to signage	Public/Business/Sign Industry	Introduction of new sign types, amendments to maximum sign areas & height, and allowable land use districts.

C. Conclusion

- Create regulations that will allow for a diversity of sign options, provide regulations that are reasonable & enforceable, and amend areas of uncertainty within the existing text.

D. Lessons Learned from Public Engagement

- Open House - Too many topics in a single room limits the free-flow of attendees. People congregate in front of displays because there is limited free space; some people, therefore did not get a chance to see everything or were not provided an opportunity for one-on-one discussion with staff. However, it still did provide for some beneficial discussion with interested stakeholders.
- Workshop - World Café Workshop format was very successful and well-received by participants. A lot of good discussion and sharing of ideas was generated from various points of view. Everyone was open to respectful sharing and listening.
- Survey – Resulted in a good response to the questions posed; however, as the survey was for preliminary information gathering (and not for specific comments on proposed regulations), some respondents felt that the content was lacking. Comments received from the survey were instrumental in the forming of the proposed amendments.

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STEP 1 – DECIDING TO ENGAGE

CONSULTATION HISTORY

Amendments to Land Use Bylaw –
Schedule C, Sign Regulations



CONSULTATION HISTORY

January - February 2016

Citylights, the City website, Twitter, and Facebook were used to inform the public regarding the January 28, 2016 Open House and survey availability.

January 11, 2016

A mail out was sent to identified stakeholders to inform them regarding the upcoming Open House. Identified stakeholders included the Chamber of Commerce, sign companies, businesses, and residents who had shown interest over time.

January 28, 2016

An Open House was held at the Red Willow Church to educate and obtain feedback from stakeholders. The Open House included various display boards with sign examples and comment cards for feedback. There was also the opportunity for questions and discussion with administration.

November 18, 2016

An invitation was sent (via mail and email) to high-level stakeholder association representatives and select public representatives advising of an invite-only Workshop.

November 30, 2016

A Workshop was held in the Douglas Cardinal Boardroom, City Hall. General questions were posed for roundtable discussion to obtain and share a cross-section of views from a diverse group of people. Notes, drawings, and ideas were encouraged. Topics covered included the existing Schedule C document, and the introduction of Digital Displays.

December 6, 2016

An email was sent to identified stakeholders to inform them of and encourage participation in online survey.

December 3-18, 2016

Citylights, the City website, Twitter, and Facebook were used to inform the public regarding the online survey availability.

December 5–18, 2016

Online survey open to the public.

WORKSHOP OUTLINE (November 2016)

Over time, administration has compiled a list of over 135 stakeholders. Sitting down with each one of the stakeholders on an individual basis would have been both impractical and impossible given timelines and the regular workload of administration.

It was determined that the most productive and manageable way to engage the various stakeholder groups was to invite head representatives (President/Chairman, CEO, etc.) of identified stakeholder associations and/or committees, as well as select members of the public who have shown interest in signage.

The head representatives of specific membership groups would be representing their respective membership groups. They were able to bring forward concerns, ideas, and questions of their members and following the workshop, would be able to provide feedback to their members regarding the workshop.

The list was comprised of 34 invitees, with the following breakdown:

- 6 Sign Industry (representing 473 member companies)
- 9 Real Estate/Developer
- 5 Business Sector
- 2 Safety/Traffic Related
- 5 Resident
- 7 Community Group

Invitations were sent via mail and email on November 18, 2016. A follow-up reminder email was sent November 28, 2016. All communications noted that additional opportunities for feedback would be available to the broader community, industry, and businesses at large after the workshop.

The Workshop was held on November 30, 2016. The format of the workshop was a World Café style where the facilitator posed generalized questions to tabled groups of stakeholder representatives, in order to obtain and share a cross-section of views from a diverse group of people. Notes, drawings, open discussion, and ideas were encouraged. The intent of the workshop was to engage in a high-level discussion on signage in St. Albert and did include discussion on Digital Displays.

Of the 34 invitees, 13 people attended the workshop, with the following breakdown:

- 3 Sign Industry
- 2 Real Estate/Developer
- 3 Business Sector
- 0 Safety/Traffic Related
- 4 Resident
- 1 Community Group

Administration clearly communicated that additional opportunities for feedback would be available after the workshop. This was noted on the Workshop invitations, at the Workshop itself, and to anyone who inquired on opportunities for feedback.

SURVEY OUTLINE (December 2016)

An email was sent to the identified stakeholder list on December 6, 2016 advising of the upcoming online survey availability. Stakeholders were encouraged to forward the email notice to anyone they thought may want to complete the survey.

The online survey was available from December 5-18, 2016.

The survey was comprised of 9 questions. Each question was provided a multiple-choice response and an individual comment section. Additional opportunity for general comments was also provided at the end of the survey.

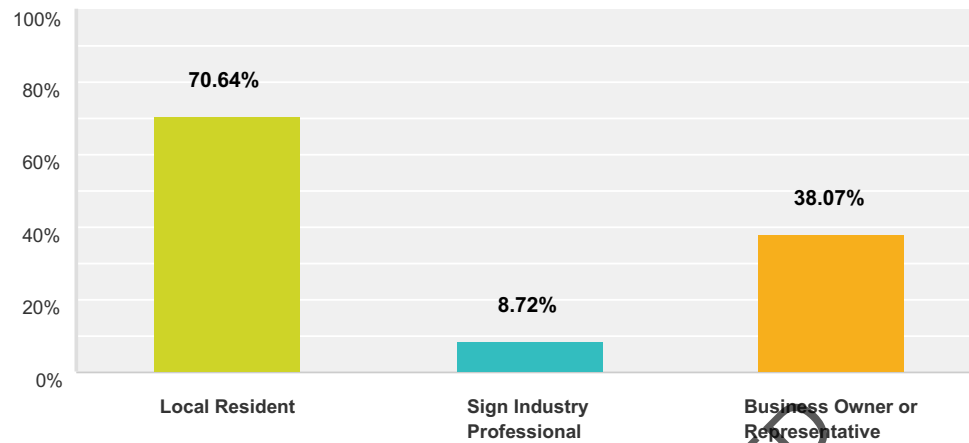
A total of 223 responses were received and reviewed.

Respondents were able to identify their representation with 154 stating they were residents, 19 identifying as Sign Industry Representatives, 83 identifying as Business Owners/Representatives and 5 people skipping this question. Respondents could choose more than one category to identify themselves.

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Q1 Please identify yourself. Are you a:

Answered: 218 Skipped: 5

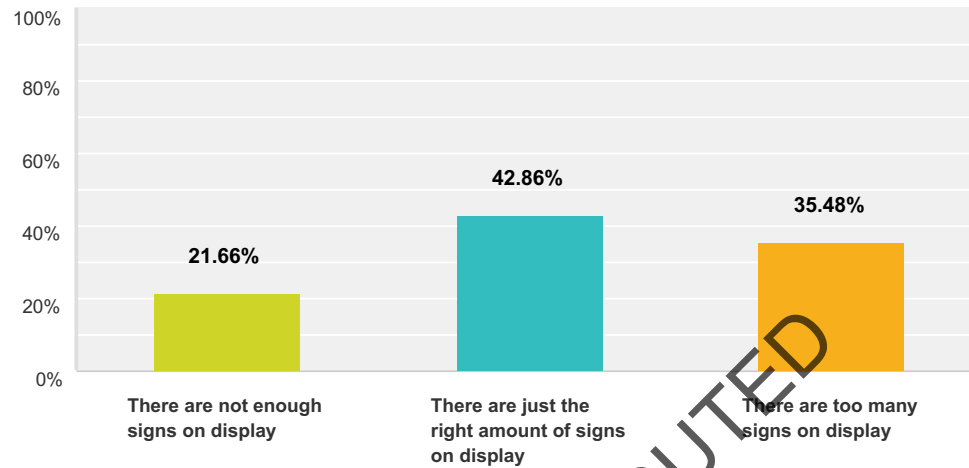


Answer Choices	Responses
Local Resident	70.64% 154
Sign Industry Professional	8.72% 19
Business Owner or Representative	38.07% 83
Total Respondents: 218	

#	Other (please specify)	Date
1	School Board Administrator	12/18/2016 6:52 PM
2	Manage a Local Business	12/15/2016 2:54 PM
3	Store Manager	12/15/2016 1:28 PM
4	Also Chamber of Commerce chair (although these responses are my personal views)	12/15/2016 12:52 PM
5	I work in St. Albert and used to look after marketing/signage.	12/15/2016 10:37 AM
6	LOADED LAWN SING SURVEY	12/13/2016 1:35 PM
7	Others	12/6/2016 9:29 PM
8	non resident property owner	12/6/2016 2:42 PM
9	We are a Specialized Commercial Real Estate Sign Company based in Edmonton, serving most of the major commercial real estate firms in Edmonton & Area. We Install and Remove many temporary commercial real estate signs in St. Albert.	12/6/2016 12:03 PM

Q2 Considering the number of signs that you are currently exposed to within the City of St. Albert, is it your opinion that:

Answered: 217 Skipped: 6



Answer Choices	Responses	
There are not enough signs on display	21.66%	47
There are just the right amount of signs on display	42.86%	93
There are too many signs on display	35.48%	77
Total		217

#	Comments:	Date
1	My business is in Riel Park. There are a lot of A-Board signs on public property and no apparent effort from the City to remove them.	12/18/2016 7:49 PM
2	I believe that signage takes away from the beauty of our city and can pose a safety risk by distracting motorists on our roads.	12/18/2016 7:36 PM
3	There are enough signs already. Increases in advertising on our road creates more distracted driving and is a hazard on our road for drivers, cyclists, and pedestrians. Also, billboards, digital signs, etc. are an eye sore and take away from the beauty and charm of our city. We already have many ways businesses and other causes can advertise to us such as social media, flyers, newspaper, radio, etc.; increased signage is not necessary.	12/18/2016 7:29 PM
4	Distracting	12/18/2016 12:24 PM
5	Signs should be consolidated together so all businesses have an equal opportunity to advertise but not overwhelm passerby	12/18/2016 11:54 AM
6	In certain locations along St Albert Trail it is difficult to see road warning and speed limits signs because of the current large volume of advertising signs.	12/18/2016 8:38 AM
7	We have done business with at least 20% of St. Albert businesses and they are very frustrated with the amount of regulation. They are also tired of all the fees to do business in this town.	12/17/2016 7:15 PM
8	There are to many regulations and it is becoming harder to run our business.	12/17/2016 1:18 PM
9	While in most areas there are enough, I feel some areas like school zones could use more	12/16/2016 4:35 PM
10	It would be beneficial for businesses to have the ability to place more signage on their properties to advertise and promo their products & services. However, it would also be beneficial to have a signage bylaw that is more standardized in terms of sizing that is more consistent with new industry standards (10'x20', 20'x20', and 14'x48').	12/16/2016 1:37 PM

2016 Schedule C - Sign Regulations Survey

11	There is sufficient signage for the existing businesses, but more strategic signage could reduce sign clutter	12/16/2016 12:00 PM
12	St Albert trail is littered with signs that are supposed to be temporary but are in place for a very long time. Signs are too close together and it isn't even possible to see some of them. All of these road signs / mobile signs look unprofessional. The trail doesn't represent that of a world class city.	12/15/2016 5:51 PM
13	Its not overwhelming	12/15/2016 4:59 PM
14	Unfair question. The number of signs being displayed has no bearing on whether I think signs should be displayed. If the need is there then more signs might need to be displayed. If the need subsides then less signs might need to be displayed.	12/15/2016 3:32 PM
15	Signage should be allowed in relation to the businesses that value their marketing value. Privately owned , local businesses should be preferred over 3rd party advertising signage if conflicting.	12/15/2016 3:01 PM
16	Closest to how I feel, considering I regard them more as distraction while I'm driving	12/15/2016 2:54 PM
17	All retail stores are trying to get business and this is one more lo cost opportunity for them to use	12/15/2016 2:50 PM
18	We all need to be able to display what we are selling and what sales we have going on. I find it helpful when a new sign pops up and tells me a services that are available within our communities. I think if you are driving along business routes you should expect signs.	12/15/2016 1:44 PM
19	A business with no sign is a sign of no business!	12/15/2016 1:29 PM
20	Loaded question. You know the results you will get with this question before you ask it.	12/15/2016 1:07 PM
21	It seems like there are too many sometimes but if I'm a business owner wanting signage, I want to advertise at my location. It's going to be the best form of advertising unless my location is way off the beaten track.	12/15/2016 12:52 PM
22	Don't like all of the push in the ground signs around. Both business and election sign's. Permanent ones are OK when they are built to the city standards.	12/15/2016 12:48 PM
23	I especially like the design of the City signs pointing out important places.	12/15/2016 12:37 PM
24	My business did not get permission to display any signs and we were unable to cope up with business.	12/15/2016 12:29 PM
25	Too many small signs along the trail.	12/15/2016 12:27 PM
26	They are needed to exposure business' and help keep not just big business, but small business survive. In a perfect world, we would subsidize messaging for locally owned business that city has. St. Albert does not promote "buy local" nearly enough	12/15/2016 12:25 PM
27	This is a terrible question. It is an example of "push polling". The word "exposed" is unnecessarily emotive. The question is also impossibly broad in order to respond intelligently to. It would be helpful to designate what kind of signage you are asking the question about and get people to give their responses to each of the categories. People will have different feelings about city signage, shopfront signage, temporary signage, electronic signage and printed billboards.. Because of the nature of this question I expect you will get almost no-one saying we need better or more signage and the majority saying there are too many... but this is a reflection of the question and not the truth of peoples responses and also not a reflection of the strength of their responses...	12/15/2016 12:21 PM
28	There is no accurate way to gauge how many signs are the right amount, there are as many signs as the market has determined are needed. I do not want so many signs that it becomes an eyesore, but I don't want to be overly restrictive as to prevent business or advocacy opportunities.	12/15/2016 12:17 PM
29	St Albert is one of the few cities that has limited digital signage. Increasing it would help eliminate multiple static images and signs.	12/15/2016 12:14 PM
30	Edmonton has way too many signs. There are so many areas in Edmonton that are just completely cluttered with a huge array of signs and it looks awful. St. Albert is more strict which makes it a bit harder for businesses than in Edmonton, but it also keeps the city looking much cleaner.	12/15/2016 10:37 AM
31	There is too much inconsistency in the number and nature of signs. Primarily, too many signs located directly at street level- mobile, portable, etc. The City should strive for a regulated digital strategy that allows for consistency (a number of approved sizes- 10' x 20', 20' x 20', and transit shelter) while further regulating all static (3rd party signs) at 10' x 20' or 14' x 48'. Portable signs should be limited, based upon location and must have time-sensitive permits. Other signs should that are not fascia/1st party or multi-party, digital must be regulated and/or prohibited.	12/15/2016 7:57 AM
32	Who are you to tell us what we can and can not do on our own private property?	12/13/2016 7:13 PM
33	it does vary from Riel to the trail to Campbell.	12/13/2016 3:52 PM
34	As a consumer i like the signs that are out there as its a draw for me to see what is on special and what the business has to offer before i go into the store.	12/13/2016 3:07 PM

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35	I think there is room for more sign advertising in the right application and format.	12/13/2016 2:24 PM
36	I live in Nevada Place and the amount of signs around this area is ridiculous. So many advertising "luxury rental units" etc. It severely cheapens the look of the neighbourhood and our city in my opinion.	12/13/2016 12:23 PM
37	Too many signs appear junky...cluttered and take away from finding where you need to turn and go and drive...	12/13/2016 10:38 AM
38	It's not a big deal, but I think there's so many that they are probably not getting the attention the advertisers want because there's an over abundance.	12/12/2016 7:58 PM
39	I don't feel it's fair to comment on this issue because I'm not a resident of St Albert.	12/12/2016 5:56 PM
40	Some of the portable signs block sight lines when one is leaving business parking lots.	12/12/2016 4:09 PM
41	I agree with the fact that there are too many on display (should be relative to the amount of property size), however it is pretty hard to promote your business when the City strategy is to have a majority of businesses on St. Albert Trail. Diversification of business should be, in my opinion, City Council's and the City of St. Albert's number one priority.	12/12/2016 2:50 PM
42	There should be no portable signs allowed along st albert Trail. Trashes up the appearance of our city	12/11/2016 7:43 PM
43	Never pay much attention.	12/11/2016 9:43 AM
44	There are no affordable and economically viable options for community groups or non-profit groups.	12/11/2016 8:11 AM
45	There are far to many temp and portable signs being used permanently	12/10/2016 3:03 PM
46	Signs are our best means of advertising	12/10/2016 1:04 PM
47	There is too much signage in St. Albert. It is over whelming , distracting, and makes the city look like a used car sales lot" at times.	12/8/2016 7:13 PM
48	I expect that if a business wants to put a tasteful and professional sign on their property to promote their business, they should be allowed to do so. I can't determine if there are too many signs or just the right amount of signs.	12/8/2016 8:30 AM
49	Businesses need a way to communicate with customers and there are few effective options in St Albert for advertising beyond the newspaper and Chamber digital billboards. Both 1st party signage and 3rd party billboards are very important to local businesses	12/7/2016 11:12 AM
50	Because of the sign size restriction they are very hard to read	12/7/2016 9:57 AM
51	There are the correct amount of signs within St. Albert with the exception of the portable roadside sign rentals (96x48"), especially along St. Albert Road. Road traffic would be safer if there were less signs or at least signs further from the intersections so view was increased as you enter / exit the roadway.	12/7/2016 9:55 AM
52	blight on the Trail	12/7/2016 4:17 AM
53	There shouldn't be signs on public property but signs on private property should be completely up to the owner of the land.	12/6/2016 10:55 PM
54	I would prefer to see an improvement in the quality of signs, ie. more digital signs and fewer free standing portable signs.	12/6/2016 7:02 PM
55	Disagree with the wording of the answers. They can be construed as leading. I do not believe there is any current issues with over-signage	12/6/2016 3:25 PM
56	I'm not sure that my response to this question can be answered correctly with the choices given. I feel that there are enough opportunities for businesses with on premise ID signs, realtors, the city, the province, and the local chamber of commerce, and portable 3rd party signs in the city. I have made inquires for my business to promote itself on billboard signs, but there is a lack of opportunities in major commercial areas and along major arteries and entrances. I don't want to see billboards or 3rd party ad signs stacked up, but I would like to see the regulations changed to allow more in area's other than the industrial zones, with appropriate distance and size requirements. Obviously not in residential neighbourhoods.	12/6/2016 2:42 PM
57	too much variety... appears as a free for all.	12/6/2016 1:46 PM
58	There are many different types of signs and I believe it is unfair to ask as a general statement. I would suggest that there there is adequate opportunity for existing retail/commercial signage, but that there are challenges for interim signage on sites that have not received development/building approvals.	12/6/2016 12:06 PM
59	St. Albert residences, businesses, and enforcement do a really good job of keeping City of St. Albert uncluttered with signage, especially around City property. Most signage seen around the City seem to be well maintained, relevant, and respect sign regulations.	12/6/2016 12:03 PM
60	There are too many signs in certain areas (St. Albert Trail), and not enough in others.	12/6/2016 10:03 AM

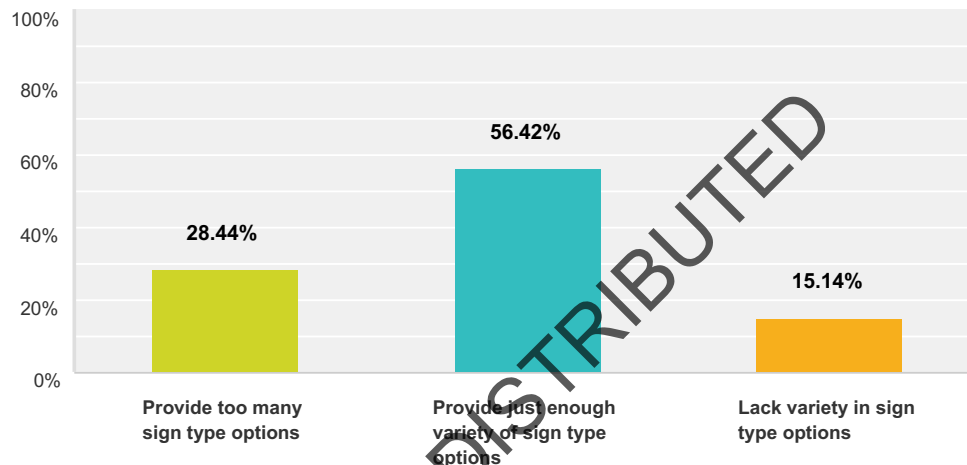
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61	this is a poorly worded question. It would be like would you and your family like to go to Disneyland, how do you think people will answer this.	12/6/2016 9:41 AM
62	St. Albert Trail is unsightly due to all the signs.	12/5/2016 7:50 PM
63	1. There are locations where the number and location of signs is problematic, e.g., St. Albert Trail from S Bdry to Drayden Insurance location, especially along west side of Trail, west side of Trail from Blind Pig to Tim Hortons. Riel Drive and the sandwich A-boards that often times are blocked by vehicles anyway. 2. Numerous signs appear to be located on city property 3. Too many signs that seem to announce the latest sale in merchandise versus signage announcing the location of a business.	12/5/2016 5:18 PM
64	I find the number of signs distracting and I feel they detract from the beauty of our community.	12/5/2016 4:00 PM
65	It isn't about the number of signs, it is about the type of signs. Lawn/election type signs used by businesses should have limited permissibility (eg maximum one week duration and only within a 1 km of business radius). Sandwich board signs are another, currently hockey/sporting teams but these up on medians and Blvds on game days. Do I want lawn type signs and sandwich boards to proliferate our landscape but we must work to allow our organizations to survive in this economy.	12/5/2016 1:51 PM

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Q3 The existing sign regulations identify a total of 20 different sign types available for advertising purposes (including Freestanding; Fascia; A-Board; Portable; Billboards, Real Estate; and Developer Marketing Signs). While not all sign types are permitted in every land use district, in your opinion, do the existing 20 sign types:

Answered: 218 Skipped: 5



Answer Choices	Responses
Provide too many sign type options	28.44% 62
Provide just enough variety of sign type options	56.42% 123
Lack variety in sign type options	15.14% 33
Total	218

#	Comments:	Date
1	are flags on this list of 20?	12/18/2016 1:13 PM
2	Personal and private signs popping up all over	12/18/2016 12:24 PM
3	No comment on this question	12/18/2016 8:38 AM
4	Your regulations are not in line with Edmonton. St. Albert's biggest competitor is Edmonton and they are open for business and St. Albert is not. We get calls all the time asking why something can be done in Edmonton but in this town.	12/17/2016 7:15 PM
5	you have only listed 7 of the so called 20 sign types. Why didn't you list them all. why do some signs require permits and others not? either all signs should require permits and all signs don't. We are tired of the unfair and discriminatory sign regulations.	12/17/2016 1:18 PM
6	I think signs are a small businesses best way to advertise	12/16/2016 4:35 PM
7	The current Schedule C of the Bylaw should permit digital signage.	12/16/2016 1:37 PM

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8	There needs to be the ability to market your business with highway signage but the individual little poke in the ground ones that people purchase then make the larger professional ones cluttered. One freestanding sign in a area of a certain size and more if size permits should be allowed. Ie I strip mall, or large mall may have more than a individual small complex.	12/16/2016 12:32 PM
9	Real Estate signs should be subject to same limitations and placement as any commercial sign.	12/15/2016 5:51 PM
10	Not an expert, but they all seem like different signs to me. I imagine they cover people's needs	12/15/2016 4:09 PM
11	Lack in new technology....different options for indoor electronic signage available on market today	12/15/2016 3:01 PM
12	The 'types' restrict flexibility.	12/15/2016 2:18 PM
13	There is new and exciting products coming out all the time, cities don't need to control types of signs, they should only be worried about safety of signs.	12/15/2016 1:44 PM
14	Again there is little way to gauge if there are an appropriate number of sign options, there are as many options as there are creative abilities to create them. There should be no restrictions on types of options as long as it is conducive to public safety and not spamming the streets.	12/15/2016 12:17 PM
15	Moving digital boards are needed.	12/15/2016 12:14 PM
16	Variety is good. Different businesses/situations require different types of signs.	12/15/2016 10:37 AM
17	Who cares how many sign types there are? Why does this even matter?	12/13/2016 7:13 PM
18	Sandwich boards should only be allowed within 20 feet of a business customer entrance, and never within 30 feet of a major roadway (2 lanes or more). Election style signs - same.	12/13/2016 3:52 PM
19	I think there are many options and would be concerned in making it too complex if many more were added	12/13/2016 2:24 PM
20	Some types need clearer, more appropriate definition.	12/13/2016 12:19 PM
21	I don't know all of them to comment fully, but aside from the odd one here or there (which is probably breaking the rules anyway), I haven't noticed anything that shouldn't be there.	12/12/2016 7:58 PM
22	What's the difference between a changeable copy sign (which can be changed electronically), and an "electronic message sign"? Is it necessary to differentiate between a freestanding sign and a "low profile sign"? Is a "video sign" for an electronic sign that runs video? Will you be adding "projected-image sign" for images that can be projected onto a wall or sidewalk?	12/12/2016 5:56 PM
23	Creative fencing designed with information and pictures on developing properties. Serves two functions, shares information on new development, hides unsightly construction.	12/11/2016 1:44 PM
24	Residents should be able to display signs as they choose on private property.	12/11/2016 1:21 PM
25	This is a good variety of sign types but again "is it just enough". Some signs are obviously more costly than others so having the variety is important for the different types of business.	12/8/2016 8:30 AM
26	believe this is a leading question since many of the signs are very similar in their nature - A board and real estate boards for open houses, etc are the same types of signs. A freestanding sign for a strip location is similar in nature and purpose as a developer marketing sign - "open for business" and "what type of business it is."	12/7/2016 11:12 AM
27	Charge for all permits PERIOD	12/7/2016 4:17 AM
28	Again, there are WAY more important issues for the city to be working on. Signs should not be anywhere near the priority list!	12/6/2016 10:55 PM
29	Again, disagree with the wording of the answers. Making it issue-oriented would be clearer.	12/6/2016 3:25 PM
30	see above comment.	12/6/2016 2:42 PM
31	Re the answer above: The lack of variety relates more to the size and location options available within these 20 sign types.	12/6/2016 12:06 PM
32	Different types of signs exist to fulfill different signage needs, limiting the types of signs available for use would not change the need for them. Flexible options are good for businesses to choose what type of signage would best fit their specific need at that time. As technology improves, new sign type options will emerge. As long as sign regulations are updated to keep the new sign types in check, sign type variety is a good thing for the City.	12/6/2016 12:03 PM
33	Need to keep up with technology and Edmonton and allow full digital signs.	12/6/2016 9:41 AM
34	Signs such as the small black boards with multi-coloured lettering look cheap. There are also too many of them.	12/5/2016 7:50 PM

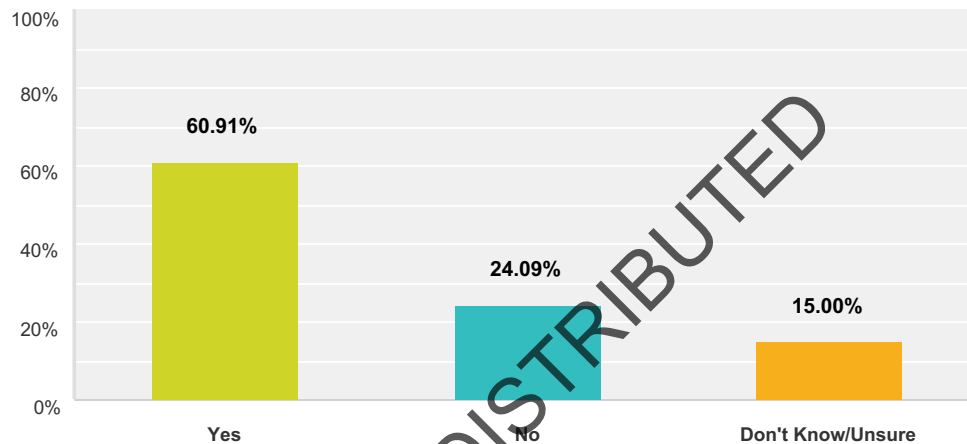
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35	1. Consider a bylaw that distinguishes signs by location e.g., on the building, on the private property a set distance away from road right-of-way versus signs located within a fixed distance from road right-fo-way. 2. Distinguish signs that identify a business location from signs denoting specific merchandise for sale 3. Distinguish signs erected for a fixed period of time versus permanent	12/5/2016 5:18 PM
36	The naming of real estate is too limiting they are a type of sign use not a type of sign. Same with developer marketing signs, they are a type of useage not a type of sign.	12/5/2016 1:51 PM
37	Sufficient options seem to be available, however, the regulations need to be nimble enough to support technological and creative developments as they are offered by industry.	12/5/2016 12:25 PM

PREVIOUSLY DISTRIBUTED

Q4 Currently, only some sign types have regulations that speak to a minimum separation distance between that sign and another sign of a specific type. As it relates to sign separation distances, would you support the introduction of a minimum sign separation distance between ALL self-supported signs, regardless of type?

Answered: 220 Skipped: 3



Answer Choices	Responses	
Yes	60.91%	134
No	24.09%	53
Don't Know/Unsure	15.00%	33
Total		220

#	Comments:	Date
1	Having the same advertisement again and again is both frustrating and unnecessary.	12/18/2016 7:36 PM
2	As a resident, I do not appreciate being bombarded with excessive and/or repetitive signage.	12/18/2016 7:29 PM
3	Need more info to make a proper comment.	12/18/2016 4:20 PM
4	ABSOLUTELY NOT	12/18/2016 1:13 PM
5	Signs should not impede driver visibility particularly when drivers are seeking regulatory signs' visibility.	12/18/2016 8:38 AM
6	You need less regulation NOT more! If this was done how would it be enforced? This is ridiculous and would be a clear case for legal action against the city.	12/17/2016 7:15 PM
7	No - this a clear attempt to restrict signage and if you do not have the resources or you were not first in line would screw late comes and those with limited budgets from getting signage.	12/17/2016 1:18 PM
8	Yes, provided that the regulations are not overly restrictive and allow for the incorporation of a reasonable amount of digital signage. The City should also abide by the same regulations.	12/16/2016 1:37 PM
9	as per my comment on prior question	12/16/2016 12:32 PM
10	Depends on size. Those big ones, most definitely, but those small lawn signs? Probably not necessary to legislate or enforce.	12/15/2016 4:09 PM

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11	Signage should be allowed in relation to the businesses that value their marketing value. Privately owned , local businesses should be preferred over 3rd party advertising signage if conflicting.	12/15/2016 3:01 PM
12	I would agree to a distance regulation as long as we are talking a few meters not tens of meters	12/15/2016 2:50 PM
13	The distance can not be helped in some areas that many builds share space and each business has the right to have signage.	12/15/2016 1:44 PM
14	I think this is too broad a question. There are too many variables to broad-brush it with "all", without identifying the types of signs, locations of signs and most importantly, the purpose of the sign. If we are trying to grow our business community, and thus business tax, we need to serve the businesses based on purpose and need.	12/15/2016 1:07 PM
15	Would that mean if one business has a sign up then the business next door couldn't doesn't seem fair.	12/15/2016 12:27 PM
16	Again Push Polling... Whoever put this together is angling for a specific outcome...	12/15/2016 12:21 PM
17	If someone chooses to put a sign too close that is their own business as long as it has not been constructed as to obstruct the free display of another sign.	12/15/2016 12:17 PM
18	I think it would be good to have a set distance for signs so no areas ever look cluttered. This also allows for one business to not put up a sign and block someone else's sign.	12/15/2016 10:37 AM
19	Reduction of clutter not only enhances the aesthetics of a community but actually makes commercial signs more effective provided that such separation is not overly prohibitive/arduous.	12/15/2016 7:57 AM
20	ABSOLUTLEY NOT!	12/13/2016 7:13 PM
21	Sometimes placement is not optional based on the directional location of the destination. For example there may be 2 or more open houses on the same street and the availability of sign placement is limited.	12/13/2016 2:24 PM
22	If we are talking about freestanding signs on the boulevards.....Yes	12/13/2016 1:38 PM
23	I can the value of minimum separation. It avoids clutter and proliferation however, since St Albert has a Land Use Bylaw as opposed to a Zoning Bylaw this has perhaps contributed to some areas currently having too many signs too close together. The resulting visual clutter also reduces the effectiveness of many on-premise signs. If St Albert introduced a revised Schedule C with minimum spacing-what would happen with currently installed displays if they have approved permit apps under current Schedule C yet would not qualify under a revised Schedule C? What would happen when a business makes an app. which is permitted now but not under a revised LUB, and that businessman complains that his business is now placed at a competitive disadvantage compared to his neighbours?	12/13/2016 12:19 PM
24	Some signage is way too close to the trail/road...too close to others and distracting	12/13/2016 10:38 AM
25	To reduce clutter, that makes sense to me. The difficulty would be in who gets first dibs, and for how long, when it comes to primarily business districts.	12/12/2016 7:58 PM
26	Directional: I don't think it's necessary for a directional sign to be setback 30.5m from an intersection. Freestanding: I also would like to see the setback of an on-premise freestanding sign eliminated for a sign along the front property line. 3m setback is okay for side/rear lot lines. Given that there's a 3m setback for from side lot lines, I would like to see the 25m separation between on-premise freestanding signs eliminated. Also would like to see the 75m separation eliminated for on-premise signs in the ICC district.	12/12/2016 5:56 PM
27	Should also apply to election candidates when running in a respective election.	12/12/2016 2:50 PM
28	Depends on the speed limit. Too many signs on major routes are distracting.	12/10/2016 12:33 PM
29	The separation distance should be reasonable though. This could help with the clutter of signs	12/9/2016 11:15 AM
30	Only to the point that there would be no value in the signage if there was another right in front of it.	12/8/2016 8:30 AM
31	What do you consider a self supported sign? It seems to me that all signs need to be self-supported or they would fall flat on the ground.	12/7/2016 11:12 AM
32	This is not an important issue.	12/6/2016 10:55 PM
33	Let the market determine the distance. From a business perspective it would make more sense to have signs stand apart with adequate distance between them to make sure the sign stands out.	12/6/2016 7:02 PM
34	Again, not a well-worded question. It is leading towards additional regulation.	12/6/2016 3:25 PM
35	Distance separation is not always the best answer. With certain types of signs yes, but businesses still need to be able to identify themselves regardless of the size of their property or the number of other businesses there. There are other ways to regulate the number, size and type of signs allowed.	12/6/2016 2:42 PM
36	This would be extremely unfair to business owners who wish to have a sign but cannot because their neighbor has put one up. Every city who has instituted this type of regulation has removed it later. Unfair.	12/6/2016 2:20 PM

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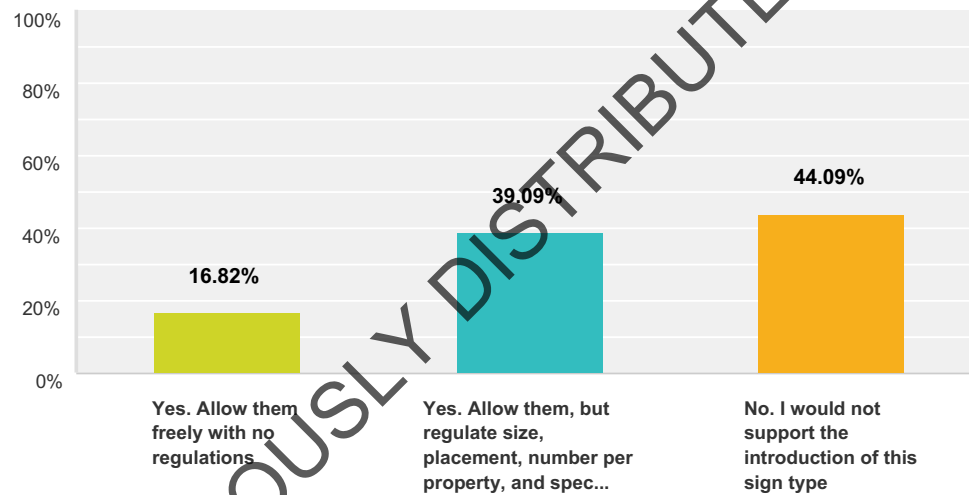
37	Regulations per variety of sign, I believe depending on the nature of the sign the minimum distances may vary.	12/6/2016 1:46 PM
38	Commercial real estate signs differ from other types of business signs in the way that, it is wanted when needed, and unwanted when not needed. For example, when a space is vacant/available, the landlord will want a sign to help fill it as soon as possible. When the space is no longer vacant/available, the new tenant will want the sign to be removed as soon as possible. In other words, these signs are almost self regulating, not every business will have a commercial real estate sign on their property (unless they are all vacant). In contrast, every business could want a portable, sandwich, lawn, billboard, etc. sign advertising their business indefinitely on their property. Placing minimum separation distance restrictions to temporary commercial real estate signs would make it extremely difficult to place a sign where it is needed. Since it is going on a commercial property, the commercial property most likely already has various types of existing self-supported signs or other real estate signs if it is a large commercial complex.	12/6/2016 12:03 PM
39	In the Real Estate industry, the competitors are mindful and respectful of signs placed in the general vicinity.	12/6/2016 11:01 AM
40	I would need more information to answer this question.	12/6/2016 9:02 AM
41	I'd support this only for signs that are up for an extended period of time. For example, real estate open house signs are only up temporarily so distance is not an issue.	12/5/2016 5:47 PM
42	The primary emphasis of the sign Bylaw should be focused on acceptable community standards for size, community look and societal acceptability. When the signs have the potential to distract drivers because of size, construction and/or content there should be a greater emphasis place on road user safety and diminishing the potential for distracting drivers and/or competing with traffic signage	12/5/2016 5:18 PM
43	How do you tell a new business "sorry you can't have a sign to advertise your business because another business beat you to it" limit a business to the number of signs they can have and the size of the sign. Stop being business unfriendly.	12/5/2016 1:51 PM
44	I consider the aesthetic problems with similar signs placed too close together to be important. For example, if you have entered or left Kelowna from the west, you will have noted the plethora of billboards blocking views.	12/5/2016 12:25 PM

PREVIOUSLY DISTRIBUTED

Q5 The existing sign regulations do not currently identify 'Residential Lawn Sign' as a sign type. A 'Residential Lawn Sign' could allow a resident the ability on their private property to: identify support for a cause or an organization; share a personal opinion or belief; and allow for political expression (exclusive of an election sign). This sign type would not include advertising of home occupations or ads of a commercial nature.

Do you support the introduction of 'Residential Lawn Signs' in St. Albert?

Answered: 220 Skipped: 3



Answer Choices	Responses	
Yes. Allow them freely with no regulations	16.82%	37
Yes. Allow them, but regulate size, placement, number per property, and specify time limitations	39.09%	86
No. I would not support the introduction of this sign type	44.09%	97
Total		220

#	Comments:	Date
1	As long as they are on private property and not on public or City property.	12/18/2016 7:49 PM
2	Residential lawn signs take away from the charm of our communities. They can also provide a vessel for harassment to groups or individuals.	12/18/2016 7:36 PM
3	I think allowing "Residential Lawn Signs" would take away from our communities. Residential lawn signs would look unkempt and would provide a possible opening for disrespectful beliefs and opinions to be broadcast in our communities.	12/18/2016 7:29 PM

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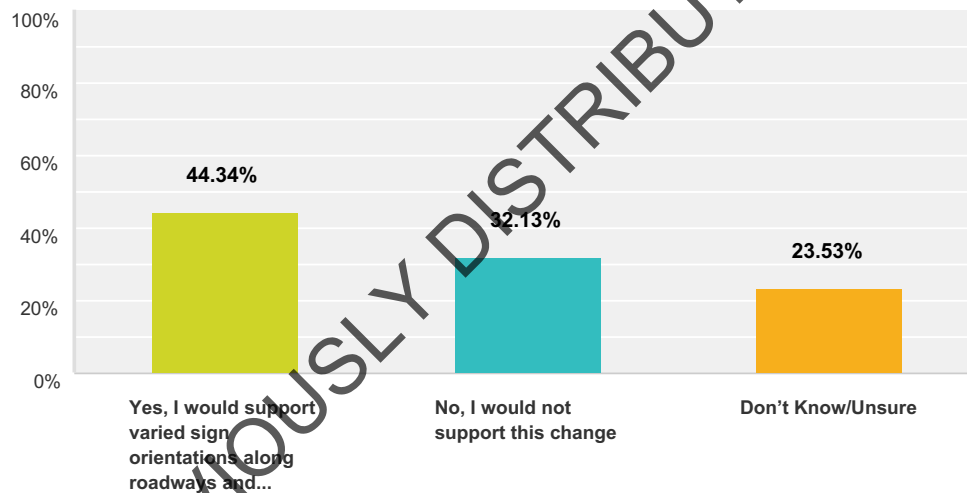
4	While I say Yes, with restrictions, this is a very tricky subject depending on the message on the sign, which cannot be regulated. There must be an appeal mechanism attached. For instance, if someone has received XX (number to be determined) complaints regarding a sign, it must be taken down. Also, depending on the number of complaints, perhaps there has to be a waiting period introduced before another sign can be erected. This would appear to create a monitoring headache and not sure the City is interested in investing additional personnel for this specific purpose - cost/benefit?? Depending on the answers to my queries, may change my response to the survey question to NO.	12/18/2016 6:52 PM
5	Property ownership is simply that; local governments can not and should not attempt to regulate ownership behavior. Bylaw already exists to regulate unkempt properties and local governments should restrict itself to that role.	12/18/2016 8:38 AM
6	You regulate pretty much everything else in the town. Why should the be excluded. Make sure they need a permit and make the permit fees very high so no one will do it.	12/17/2016 7:15 PM
7	this clearly is a free speech issue and you have to stop infringing on our charter rights	12/17/2016 1:18 PM
8	Yes, only to block such signs from being used.	12/17/2016 7:11 AM
9	I think this is such a small issue, and that we don't need to take the time and money to come up with rules for signs in personal yards	12/15/2016 4:09 PM
10	Its my property	12/15/2016 2:50 PM
11	It is enough that our neighborhoods have to endure political signs every so often. They shouldn't permanently become defaced with what I suspect would be mostly anti-this and anti-that signs. We expect signs in the commercial corridors, keep them out of residential neighborhoods.	12/15/2016 12:52 PM
12	I have no problem with garage sale signs etc. I am opposed to business or commercial signs on residential streets and property.	12/15/2016 12:29 PM
13	Hmm.. so this is why this review is happening.... Again the nature of the question and choices pushes people to the second option....	12/15/2016 12:21 PM
14	People should be free to display whatever signs they wish on their private property within the limits of free expression outlined in the Charter of Rights and Freedoms	12/15/2016 12:17 PM
15	I think if you regulated these types of signs, it would keep things under control but also let people have their freedom to express themselves. There are some signs you definitely don't want to see but others that are good so I don't think they shouldn't be allowed altogether. If there were rules and regulations for these, I think it would be okay.	12/15/2016 10:37 AM
16	There are Charter Rights that allow for freedom of speech without going to the length of legislation the nature of such opportunity/right. This should be dealt with on a case-by-case basis and/or complaint based.	12/15/2016 7:57 AM
17	Again, who are you to say what I can and can not do on my OWN PRIVATE property. Where in the Charter does it say you can regulate what I can do on my own land.	12/13/2016 7:13 PM
18	I think only during events like an election etc... should residential lawn signs be allowed.	12/13/2016 2:24 PM
19	THIS IS THE TOTAL SURVEY LOADED QUESTION	12/13/2016 1:35 PM
20	Keep it in control or we get the fanatics..and the eye sores abd the messes	12/13/2016 10:38 AM
21	Regulate size only (a permit should be required)	12/12/2016 8:41 PM
22	A caveat to that is how can you regulate what is acceptable content versus spreading hate or being racist/discriminatory? Is that covered elsewhere?	12/12/2016 7:58 PM
23	If people want to 'pick a position' they should put it in their front window. I'm not interested in signs cluttering yards or blowing around in bad weather. There are so many platforms to voice opinions today we don't need to have a sign in our yard.	12/12/2016 7:26 PM
24	As a non-resident, I won't comment on this.	12/12/2016 5:56 PM
25	Neighbourhoods do not need to be filled with individual signs promoting various causes, etc. I shouldn't have to look down my street and see 20 signs on 20 lawns.	12/11/2016 1:44 PM
26	Residents should be free to display signs as they choose on private property. The City should not interfere with residents displaying support for particular causes.	12/11/2016 1:21 PM
27	Within laws of libel.	12/10/2016 12:33 PM

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28	No way! I would not want my neighbour to have a sign on their lawn that might be of a contentious or radical nature. In today's computer age, they can go to Facebook, twitter, chat rooms etc to share their opinions, NOT use their front yard. While they own their property, the look of the neighbourhood could be compromised if numerous people want to share their "opinions". This could be dangerous from a safety perspective as there are some people very passionate about topics and this could lead to vandalism, if people disagree with the sign/position. I cannot see that the MAJORITY of residents want this nor would use this sign type...only the few. So why change the rules to accommodate only a minority of people?!	12/9/2016 11:15 AM
29	I wouldn't want to see cluttered yards from signage, but for the right reasons and limited size and time is ok.	12/8/2016 11:39 AM
30	Driving around St. Albert does not indicate that there are a lot of residential signs in yards and not sure why this is even a issue.	12/8/2016 8:30 AM
31	What if 'you' are selling your house and you have spent a lot of money to purchase it, renovate it, and prepare the yard for sale. Your neighbour on one side posts a sign on their lawn saying they are a member of ISIS (Islamic Militant Terrorist) Your neighbour on the other side posts a sign on their lawn saying they support Hells Angels Motorcycle Club Businesses are required managed by law because they are a 'legal entity.' Advertising outdoor companies follow Advertising Standards to ensure public messages are in good taste and audience appropriate.	12/7/2016 11:12 AM
32	Absolutely not! People in St. Albert should feel free. Peer pressure will keep our community beautiful. Mayor Nolan Crouse lost any future vote from me from his embarrassing, small minded, un-Canadian attempt to muzzle one of our residents regarding her sign about postal service. While I didn't necessarily agree with the residents position, our rights to freedom are more important.	12/6/2016 10:55 PM
33	Allow personal freedom.	12/6/2016 7:02 PM
34	I don not live in the city and therefore do not have a strong opinion on this question.	12/6/2016 2:42 PM
35	It may also be important to regulate offensive messages (profanity, hate messages, etc)	12/6/2016 12:06 PM
36	Can we just ensure that there is no hate speech allowed? I don't want to see any confederate flags or anything that could be construed as hateful.	12/6/2016 10:03 AM
37	My neighbour across the street has an abortion sign planted facing my house, everyday I look out my window and I'm reminded about a graphic issue that doesn't pertain to me. We live on a low volume street and I can't help feel the message is somehow directed towards me. The sign has been there for years and I feel offended as a resident. I am strongly against Residential Lawn Signs. In most cases, the message of any lawn sign is directed towards your neighbours not community.	12/6/2016 9:02 AM
38	No need to advertise political or religious affiliation on your lawn. Unsightly and unnecessary.	12/5/2016 7:50 PM
39	this opens the door for advertising hate. You can manage the signs but how do you police the messages? There are already enough ways people post their belief on social media and how is that working out?	12/5/2016 5:23 PM
40	Conceptually the notion of a person erecting a sign to express their affiliation and/or opinion appears benign however it would be beneficial to set out a requirement to obtain a permit if only to put the City in a position where it might act should the larger community take exception to what is being put on the sign.	12/5/2016 5:18 PM
41	Again you are defining usage not type. If you are already defining "lawn sign" type simply add this useage to its definition.	12/5/2016 1:51 PM
42	Leave people alone.	12/5/2016 1:45 PM
43	Residential areas should be free of signs of ALL types. This excludes election signs on lawns. I feel that election signs on public lands (strips of land along roadways, etc) should be banned completely. They are an eyesore and do nothing to influence the voters.	12/5/2016 1:00 PM
44	Residents should have the opportunity to express themselves. There are often political and social issues occurring that we should be free to comment on, within reason and with respect for our neighbours.	12/5/2016 12:25 PM

Q6 The Schedule C – Sign Regulations identify the type of signs, regulate sign locations, and place size restrictions on signage. However, the existing provisions do not speak to the orientation of a sign relative to the adjacent road or lot frontage. In an attempt to reduce the visual impact that signs can pose to motorists and pedestrians, would you support the introduction of a sign orientation mix (being either parallel or perpendicular to the adjacent roadway) in commercial and industrial areas?

Answered: 221 Skipped: 2



Answer Choices	Responses	
Yes, I would support varied sign orientations along roadways and frontages	44.34%	98
No, I would not support this change	32.13%	71
Don't Know/Unsure	23.53%	52
Total		221

#	Comments:	Date
1	You do not make it clear who would be permitted a parallel or who would be permitted a perpendicular sign, or who would not.	12/18/2016 7:49 PM
2	This is without merit	12/18/2016 1:13 PM
3	This is the stupidest thing I have ever heard of. I hope you apply this same concept to traffic signs and see what the result would be.	12/17/2016 7:15 PM
4	are you people clueless to the realities of business. What use would a sign be if it was parallel to the road?	12/17/2016 1:18 PM
5	Only for safety reasons	12/16/2016 4:35 PM

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6	It should be at the property owners' discretion that signage be oriented to maximize visibility to pedestrians and motor vehicles.	12/16/2016 1:37 PM
7	would have to hear more, as I am not sure who is making this rule and if it again will take away from a small business owner from having their signage. The sign companies too would be effected if one gets from one company and then has to go to another that your rules comply with. Which then could create a monopoly with sign companies and higher costs for advertising to individual compaines	12/16/2016 12:32 PM
8	Only under special circumstances should there be provision for orientation	12/16/2016 12:00 PM
9	Never seen one positioned away from traffic. If the roadway is too large to have perpendicular signs benefit from their "back" side, then angling them just makes sense to me.	12/15/2016 4:09 PM
10	Why tell someone they can have a sign but they can't place it where people will see it. You can have a set back fro the curb or property line but leave placement to the owners.	12/15/2016 12:52 PM
11	Signs are another distraction from driving so the fewer the better.	12/15/2016 12:37 PM
12	More push polling... If you are going to do these please pay the extra money to get someone who knows how to formulate questions to get helpful data...	12/15/2016 12:21 PM
13	The direction of signs should be left up to the businesses or individuals who display those signs as long as it is on their property	12/15/2016 12:17 PM
14	These areas with commuters need signage and advertising as well.	12/15/2016 12:14 PM
15	This should be done through variance applications only as there may be appropriate need for signage but geographical spot-location issues (site line obstructions, etc). Typically, signs are placed in an advantageous position to maximize viewing. This can be monitored/measured and controlled at the application process level.	12/15/2016 7:57 AM
16	This is ridiculous.	12/13/2016 7:13 PM
17	Such a regulation would depend on the size of the sign in relation to their impact on sight lines.	12/13/2016 4:06 PM
18	perpendicular	12/13/2016 3:52 PM
19	if you are talking about digital signs i do not agree. they are distracting to the drivers and unnecessary use of power. To stimulating for the traffic	12/13/2016 3:07 PM
20	I think visual impact is too subjective and could lead to many more refusals being sent to SDAB.	12/13/2016 12:19 PM
21	I think there should still be some flexibility...certain applications one or the other make sense.	12/12/2016 7:58 PM
22	safety first,	12/12/2016 7:26 PM
23	I believe that the individual business owners should be able to choose the orientation of the sign that best meets their goal for visibility, and their budget. A perpendicular sign needs two faces. Some businesses can afford that; some can't. A sign that is parallel to the business sometimes doesn't provide optimum visibility.	12/12/2016 5:56 PM
24	Signs blocking the views on the trail are an extreme hazard!	12/12/2016 11:24 AM
25	The wording of this question is biased. By stating purpose as part of the question, it is evident which way the survey writer intends the question to be answered. Furthermore, varied is proven to be MORE distracting!	12/11/2016 2:08 PM
26	Could help with the clutter on the Trail or at shopping centres.	12/9/2016 11:15 AM
27	This question is difficult for me to parse. Signs should be oriented such that they never cause a distraction to the operator of any vehicle.	12/7/2016 3:52 PM
28	Do not understand the nature of your question. Most signs are perpendicular to the roadway. One of the most notable signs that is angled to capture 2 lanes of traffic (St Albert Trail NB and Hebert Rd EB) is the City of St Albert / St Albert Chamber digital billboard Businesses do NOT want to reduce their visual impact along the Commercial corridor - that is the entire purpose for being there.	12/7/2016 11:12 AM
29	What does the science say? If signs increase accident rates then yes. But please don't go do a study about it. Just google it or go with research someone else has already done.	12/6/2016 10:55 PM
30	Allow businesses freedom to decide.	12/6/2016 7:02 PM
31	Signage regulation related to roadways should be especially aware of driver distraction. Attempting to regulate "visual impact" could be well-intentioned (from an aesthetic perspective). However, the main consideration should be the amount of visual processing required of drivers. Additional processing means additional distraction. The City would be better to regulate towards lowering the amount of visual processing required, rather than focusing on perceptions (positive or negative) about the aesthetics of certain sign orientations.	12/6/2016 3:25 PM

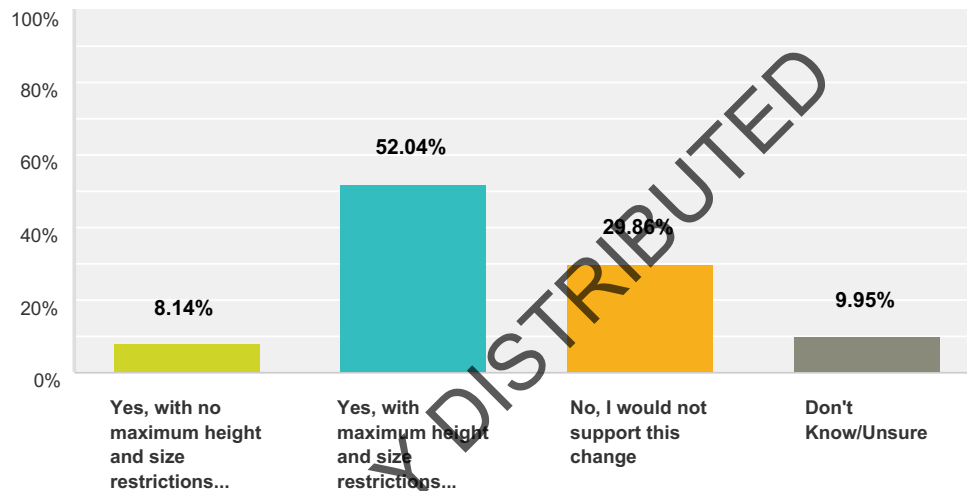
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32	Restricting orientation may reduce the effectiveness. It makes more sense to regulate the construction of the sign and the height.	12/6/2016 2:42 PM
33	Different types of sign orientations are very useful for proper sign exposure depending on many factors around the area. ie. size/width of road, one-way or two-way traffic, distance between sign to traffic, objects that may block the sign ie bushes, trees, buildings, etc. Should be case-by-case for each sign location, flexibility of sign orientation can sometimes help keep signs within property lines, help avoid obstructing traffic sight lines, help avoid having to put up multiple signs to target multiple directions of traffic, help avoid clients wanting a larger sign for better visibility if the viewing angle is not optimal.	12/6/2016 12:03 PM
34	Really, there isn't enough information provided here. I'd like to have more options for sign orientation, but not more restrictions. What is the purpose of this?	12/6/2016 10:03 AM
35	I would need more information to answer this question.	12/6/2016 9:02 AM
36	The density of signage has an affect on value of limiting orientation.	12/5/2016 5:18 PM
37	Sign orientation is unenforceable as you cannot change the direction fascia signs point. The business is intelligent enough already to understand sign orientation. Why create more bylaws that will not be actively enforced? Will you start fining residents for election signs that have the wrong orientation. Will neighbours who don't like your candidate, complain about your sign orientation?	12/5/2016 1:51 PM
38	Signs that are parallel to the roadway would require a driver to take his eyes completely off the road. This is no different a distraction than texting, doing make up, etc.	12/5/2016 1:00 PM

PREVIOUSLY DISTRIBUTED

Q7 Under the current regulations, Developer Marketing Signs have a maximum height of 3.0m and a maximum sign area of 3.0 sq. metres, regardless of the site's location or the size of the project. Should the maximum height and size of a Developer Marketing Sign be determined in proportion to the size of the overall development site on which it is located?

Answered: 221 Skipped: 2



Answer Choices	Responses	
Yes, with no maximum height and size restrictions identified	8.14%	18
Yes, with maximum height and size restrictions identified	52.04%	115
No, I would not support this change	29.86%	66
Don't Know/Unsure	9.95%	22
Total		221

#	Comments:	Date
1	Do the new signs at the old Grandin Mall location comply with current regulations? I find them too large.	12/18/2016 7:49 PM
2	If a sign is big enough to effectively advertise for a small location or project why wouldn't it be big enough to advertise for a large location or project?	12/18/2016 7:36 PM
3	they need to follow similar rules with permits and restrictions on number of signs	12/18/2016 1:13 PM
4	Exceptions can be approved under a review process.	12/18/2016 11:54 AM
5	These signs are currently unregulated. If you are going to regulate one type of sign then you better regulate them all and this also applies to permit fees. The current LUB is at the least unfair and actually discriminates against sign types.	12/17/2016 7:15 PM

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6	why should this type of sign be virtually unregulated when you regulate everything else. 1 - this signage should be no larger than a real estate sign 2 - should require permits. 3 - company must have a business license at the site where the sign is being placed. why is it that a business owner, that pays local taxes, employs local people has 10x the regulations of that of a developer or real estate?	12/17/2016 1:18 PM
7	Everyone should have equal opportunity to promote their development, regardless of property size, albeit there should be consistency with respect to sign dimensions.	12/16/2016 1:37 PM
8	Should be proportionate with a max size	12/15/2016 5:51 PM
9	I'm not sure people are aware of how big a 3mx3m sign is	12/15/2016 4:09 PM
10	I'm not sure what the restrictions should be but the location of the property as well as the proximity of other business and residential properties to the property in question should factor in.	12/15/2016 12:52 PM
11	You should enforce this on one the Grandin Mall site	12/15/2016 12:29 PM
12	Question pushes people to second option...	12/15/2016 12:21 PM
13	There should be a limit, but it should be increased. Keep them from obscuring the roadways and lines of vision for driving and pedestrians.	12/15/2016 12:14 PM
14	I do think if a developer has a massive piece of land that they should be allowed to have a bigger sign than a piece of land that is much smaller. I do still think there should be size restrictions as I am sure some could get out of hand.	12/15/2016 10:37 AM
15	Location, traffic visibility implications, design should also be considered	12/14/2016 2:53 PM
16	1 - are these signs on private property? if not they need to be 2 - do these companies hold business licenses in St Albert? if not they better 3 - this is off site advertising and from what I know the only place you can 3rd party advertise is on the chamber, eye sore, digitals 4 - do they require permits, if not they should as almost all other types of signs do so why not these? 5 - there should not only be a size restriction but a maximum number (1) per development.	12/13/2016 7:13 PM
17	A better measure may be the distance from the main thoroughfare. A larger sign farther from the road; a smaller sign adjacent to it.	12/13/2016 4:06 PM
18	same size, bit an additional one on the property if the property is larger	12/13/2016 3:52 PM
19	Signage should be appropriate to the location and size of the development.	12/13/2016 12:19 PM
20	I think in new developments where there's not a lot around, this makes sense, but in smaller developments within an existing neighbourhood, this might be a bit of an eyesore.	12/12/2016 7:58 PM
21	bigger isn't better. Take the signs at Grandin Mall. They're huge and a complete misrepresentation of downtown offering no valuable info about the development.	12/12/2016 7:26 PM
22	Large parcels of land shouldn't have to deal with signage bylaws meant for small properties. Not a one size fits all problem. Small signs on a large property get lost, and can be a distraction of driving by and trying to read information on sign.	12/11/2016 1:44 PM
23	Makes sense for some big shopping centres and apartment buildings.	12/9/2016 11:15 AM
24	It is difficult to impose a restriction where you might have a sign in front of a strip mall compared to a sign in front of a high rise building - one would get lost and be of no value.	12/8/2016 8:30 AM
25	Melcor Developments Jensen Lake has Developer Marketing Signs along St Albert Trail that are dramatically larger than 3 Sq Meters the dimensions put forward in this question; estimate them to be closer to 18 Sq Meters. It appears to me that by the City of St Albert's actions to allow the current Developer Marketing Signs around the city that it has already determined the answer to this question.	12/7/2016 11:12 AM
26	The small signs are very difficult to read and are not proportionate to their locations	12/7/2016 9:57 AM
27	Agree for a single large sign but with a time limit set for when it must be removed. Based on a percentage of lots sold to a maximum of xx months from installation. This would allow greater advertising but would ensure that the billboards are not left for years on end as they try to sell the last few lots in an area. Rough idea of 75% & 36 months with no further large signs being installed after that time.	12/7/2016 9:55 AM
28	My opinion would change based on the number of alternatives available. If this was their only option, then increase size. If they have other options, they may need strong restrictions to counter act a previous point of too many varieties.	12/6/2016 1:46 PM
29	Note: Maximums are important, but the current size are restrictive and should be increase for certain applications/locations.	12/6/2016 12:06 PM

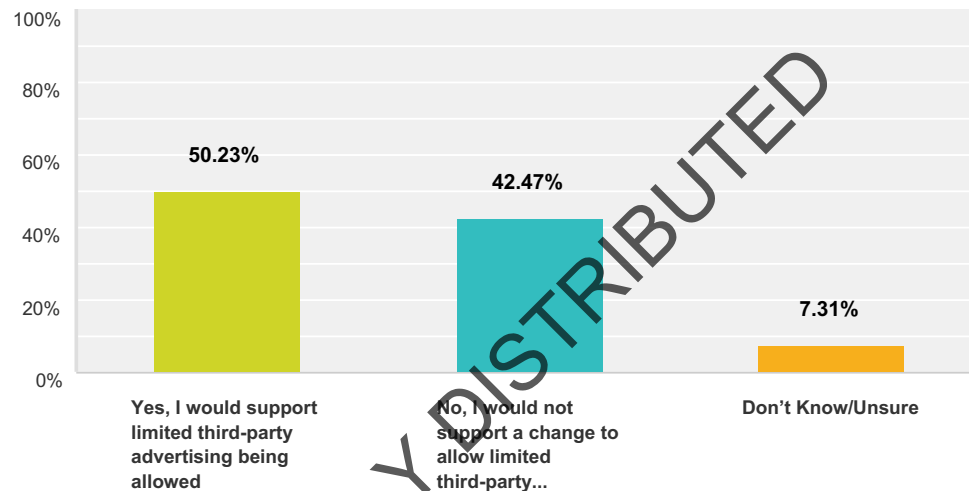
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30	Yes, if the site is huge and the roads around it are wide with higher speed traffic, and it is in a commercial or industrial area, it wouldn't make sense to restrict the allowable size of sign so small that it can't be seen or read by traffic. With such tight restrictions, developers will take their chance and ignore sign regulations anyways, this will lead to other developers following the trend or trying to compete with even larger signs, with more practical and fair restrictions, there is a better chance developers will comply. On the other hand if there is a small commercial lot being re-developed on a narrow and busy street with lots of pedestrian traffic and close to residential homes, it wouldn't make sense to allow an excessively huge developer sign to sit on the tiny site until the project is completed.	12/6/2016 12:03 PM
31	The proportion seems logical, I would have thought someone with authority and experience could have just handled this one.	12/6/2016 9:02 AM
32	In most instances the existing regulations are adequate, however there appears to be no enforcement of the existing bylaw as a number of sites have signs well in excess of the standard. Also, too often the signs, rather than being temporary, appear to become a permanent fixture long after a substantial part of the development has proceeded. In the latter instance, at a certain stage of development, the signage associated with specific development components supercede need for the earlier signs. There should be a time limitation imposed and discretion on the part of the municipality whether the sign can be retained for an additional fixed period to time.	12/5/2016 5:18 PM
33	Please have bylaw visit the Amazon Grandin Mall site and review their signage. That is horrid!	12/5/2016 1:51 PM
34	The sign size should not be increased, however developers could be offered an increased number of signs based on the size of site.	12/5/2016 12:25 PM

PREVIOUSLY DISTRIBUTED

Q8 Currently, third-party advertising (whereby a sign advertises a good or service not available or located on the site of the sign) is only permitted on a Billboard Sign. Would you support allowing third-party advertising on all sign types in the City of St. Albert, if only permitted for the promotion of community events and not-for-profit groups?

Answered: 219 Skipped: 4



Answer Choices	Responses	
Yes, I would support limited third-party advertising being allowed	50.23%	110
No, I would not support a change to allow limited third-party advertising	42.47%	93
Don't Know/Unsure	7.31%	16
Total		219

#	Comments:	Date
1	I would support all 3 party advertising. Why pick and choose? Is it a safety issue? Who is going to monitor it?	12/18/2016 4:20 PM
2	There are already far too many signs displayed along road networks within the City of St Albert. Current sign regulations are already either too permissible or current regulations are not being enforced other than claiming the fees for erecting signs. What appears to be fly by night signs are appearing regularly for example along St Albert Trail and Bellerose Drive. If you were to visit Bellerose Dr, along Oakmont you would see developer signs but 1 meter from the road surface; I doubt that this is authorized.	12/18/2016 8:38 AM
3	If you allow 3rd party signs on billboards you have to allow it on all other sign types. Who are you to decide what happens on private property. You can only regulate safety NOT aesthetics!	12/17/2016 7:15 PM
4	3rd party should be allowed and not limited to non-profits. if the land owner allows it then it should be allowed.	12/17/2016 1:18 PM
5	We would support a digital sign bylaw that includes mixed-use digital signage (i.e. first, third, community, and non-for profit advertising) on freestanding signs.	12/16/2016 1:37 PM
6	Slippery slope of third party advertising. Community and non-profits should have space allocated on public property.	12/15/2016 4:09 PM

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7	You are missing an option. "Yes I would support third party advertising being allowed" I think there is a clear anti-profit bias in the question. I am confused why the city is trying so hard to prevent advertising, which obviously works, or businesses wouldn't do it. If it helps businesses be successful, this will produce revenue, and hopefully successful results. This in turn will contribute to business tax being paid and allowing St. Albert to build a sustainable business tax base, which reduces the burden on the residential tax rates. Everyone wins.	12/15/2016 1:07 PM
8	Why limit them? Let the market determine some things. There will not be enough demand to have much 3rd party advertising with a few billboards up. At the same time, if you allow store owners some freedom for 3rd party advertising you may reduce the demand for billboards and ultimately have less signs?	12/15/2016 12:52 PM
9	I would support unlimited third party advertising as long as it does not spam the community.	12/15/2016 12:17 PM
10	All businesses need to reach people that do not necessarily drive by their location everyday. 3rd party ads are needed.	12/15/2016 12:14 PM
11	Absolutely I feel that non-profits and community groups/events should have signage in these situations. It really supports the community.	12/15/2016 10:37 AM
12	No, the City should allow mixed-use signage at big box retail locations to allow for both tenant/1st party promotion plus the inclusion of 3rd party advertising messages. As example, a retailer such as Best Buy should be allowed to advertise on a digital sign located at a Big Box retail location. Additionally, Samsung, as example, should also be able to advertise at this location as it supports local economics (by benefiting the activities of Best Buy although not being a retailer of the site). Further, digital sign by nature will allow for the inclusion of community messaging and/or not-for-profit groups.	12/15/2016 7:57 AM
13	1 - do you ensure that all organizations that currently advertise on a billboard have a business license? 2 - so why do you think it is ok for a charity to advertise 3rd party but not a business. This is clearly discriminatory. If you allow one you have to allow all. You folks need to familiarize yourself with the Canadian Charter.	12/13/2016 7:13 PM
14	I believe that the on-premise, off-premise distinction should be shelved. St Albert should not be seeking to become the copy police. What is this premise based on? Safety concerns? If so, which studies were used? Is the type of copy on a sign really the issue?	12/13/2016 12:19 PM
15	On Public Land it should be not for profits and community events On Private Land third party advertising should be allowed for both not for profits/community events AND commercial entities. If a landowner chooses to rent, exchange or give space to another business of what concern to the City is it as long as it meets all the set back regulations	12/12/2016 8:41 PM
16	With the elimination of the pedestrian bridge formnot for profit group advertising, -and the exorbitant cost of the Chamber'S digital sign, I think this should be an option.	12/12/2016 7:58 PM
17	Signs are so yesterday! There's so many more effective ways to get your message out than a static sign.	12/12/2016 7:26 PM
18	There are some cities that allow the electronic portion of a sign to advertise other businesses and non-profit events, as long as they are within the city.	12/12/2016 5:56 PM
19	Signs should no advertise anything not on the site the sign is assigned to. I shouldn't have to be inundated with advertising for something not related to the property the sign is on.	12/11/2016 1:44 PM
20	Only for community stuff, not more ads for businesses.	12/9/2016 11:15 AM
21	Who will police this? Already there are portable sign companies that have been caught posting 3rd party company ads for businesses that reside in Edmonton. It is opening a Pandora's Box	12/7/2016 11:12 AM
22	I would support any third party advertising on all sign types. This option is not given.	12/6/2016 7:02 PM
23	The owner of land that has opportunity to install a Billboard sign(s) should be allowed to advertise anything they wish on their billboard. They should be able to advertise third party good/service, their own good/service, promotion of community events, and not for profit groups.	12/6/2016 12:06 PM
24	If only for promotion of community events, and non-profit groups, or messages from City of St. Albert, then yes. If for private businesses, then no, otherwise this will lead to proliferation of signs, especially by businesses who can afford to place their third party signs on properties where landlords would welcome the extra income.	12/6/2016 12:03 PM
25	And I would also support more third party advertising for businesses and products on all sign types in industrial and commercial zones.	12/6/2016 10:03 AM
26	I would need more information to answer this question	12/6/2016 9:02 AM
27	My preference is for the municipality and/or appropriate entity to take on erection, operation and maintenance of community bill board signage at the entry points into the city as well as in association with municipal infrastructure.	12/5/2016 5:18 PM
28	Where is the option to allow signage for businesses, not just not-for-profits & community events? Could a business host a community event so they had permission to advertise?	12/5/2016 1:58 PM

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29	Currently this regulation is not being upheld at any rate. Advertising for community and NFPs is all over town ranging from digital displays on businesses to banners so why not make it allowable?	12/5/2016 12:25 PM
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PREVIOUSLY DISTRIBUTED

Q9 If you feel there are any aspects related to the Land Use Bylaw Schedule C – Sign Regulations that you would like to provide additional feedback on, you are encouraged to provide comments below.

Answered: 43 Skipped: 180

#	Responses	Date
1	the rules need to be the same for every sign type why are real estate signs exempt from requiring permits - UNFAIR	12/18/2016 1:13 PM
2	less regulation unless it becomes a huge problem	12/18/2016 10:15 AM
3	I lived for many years in the City of Orleans, ON which is now part of Ottawa. Advertising signs had become such a nuisance and a serious drivers' distraction that following consultation of its citizens, such signs were banned altogether. The beautification of Orleans increased significantly and positive comments were received from numerous sources. Even after the Ottawa amalgamation, the policy remained in place. St Albert should have included such option as part of its survey which is, as currently designed, skewed towards advertising signs is here to stay.	12/18/2016 8:38 AM
4	St. Albert is the most unfriendly place to do business in Alberta. This can be seen in the lack of industry in St. Albert and with continued pressures from the online world you folks need to work to make St. Albert a better and more inviting place to do business.	12/17/2016 7:15 PM
5	It appears that the city is totally disconnected from the needs of its business community, yet again. We operate on the trail and we have not been invited to any meetings or discussions. We pay the highest taxes in st albert and we think you have an agenda to limit or reduce signage. You should understand where your overpaid government wages come from... BUSINESSES!	12/17/2016 1:18 PM
6	The fewer signs the better	12/17/2016 11:02 AM
7	We would support the introduction of digital signage that allows for mixed-use advertising on freestanding signs.	12/16/2016 1:37 PM
8	no	12/16/2016 12:15 PM
9	I personally feel the signs up and down the trail look tacky, too busy and distract drivers. I support the two electronic signs at each end of the city as its not too bright, not too big and not distracting.	12/15/2016 10:55 PM
10	Just got back from Vegas...Signs signal prosperity. Light er-up St. Albert. Prosperity attracts more prosperity.	12/15/2016 6:41 PM
11	Digital boards should be allowed to have images. If there is a concern about images then restrict how frequently they can change. The Chamber sign should be subject to the same restriction as any commercial sign.	12/15/2016 5:51 PM
12	Review of current impact of electronic signage in relation to 'distracted driving'will show no impact on traffic accident s in those questionable locaTIONS.	12/15/2016 3:01 PM
13	Flexibility is SO crucial. Signage is the single most important way to advertise. If St. Albert wants to be business friendly, this is a great place to start.	12/15/2016 2:18 PM
14	Do not limit the businesses from having signage that can have changing information, we need to attract business or we will not be in business.	12/15/2016 1:44 PM
15	A business with no sign is a sign of no business!	12/15/2016 1:29 PM
16	The use of portable and freestanding signs has become a "blight" on our landscape, sign Pollution does nothing to properly promote a Business or Event. All signage for an area should be "eye level" and easily readable. This would be a new concept for St. Albert, but a reduction of the "Sign pollution" would greatly enhance both existing and new development.	12/15/2016 1:13 PM
17	As much as the "resident" in me things there are enough signs, the "business owner" in me says they need all the help they can get and sign advertising is very effective.	12/15/2016 12:52 PM
18	Variance applications are a reasonable process to allow the City to make decisions on best-use practices and based upon specific locations. The City should not strive laboriously to legislate every aspect of an evolving technology (such as digital signage).	12/15/2016 7:57 AM

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19	Just returned from Europe and was very impressed with the lack of UGLY signs and billboards! Please cleanup the visual pollution on the trail! Zero signs on city property.	12/14/2016 10:56 AM
20	Why is that you are only looking to regulate what happens on private property on the outside of the business and not on the inside? Both are visible the public yet you only regulate what is on the outside, why is this? The next thing you government employees need to be reminded of is that businesses make the world go round and if we do not have a strong and vibrant business community we have nothing. Signage is key to successful businesses! and a stronger St. Albert.	12/13/2016 7:13 PM
21	THIS SURVEY PAID FOR BY THE TAX PAYER IS LOADED ON THE QUESTION OF LAWN SIGNS .REPATREATED CONSTITUTION LAW ALLOWEDS ANY MEDIA.	12/13/2016 1:35 PM
22	Road signs should have professional standards such as those produced by sign guru. Get ride of those that use individual lettering system. Also the notion of limiting the length of time a sign can be out is a horrible idea and will be a logistical nightmare for businesses.	12/13/2016 12:33 PM
23	Just keep the easements and by sidewalks and roads clear and clean and not cluttered with overkill of constant offers...	12/13/2016 10:38 AM
24	Permitting of signs should be equal. All signs should meet (fair) regulations and require permits regardless of sign type or product/services offered	12/12/2016 8:41 PM
25	Less is more. We have so many signs they don't mean anything anymore.	12/12/2016 7:26 PM
26	I like the layout of the current sign bylaw. It's easy to find what I'm looking for. More pictures are helpful. The Sign Assn of Canada is working on drawings that they can make available to you. Thanks, Cy Atkinson, Five Star Permits. Cy@FiveStarPermits.com	12/12/2016 5:56 PM
27	The signs seem to be allowed too close to the roadways restricting views of traffic in some cases.	12/12/2016 5:46 PM
28	Please refer to previous comments.	12/12/2016 2:50 PM
29	A study was commission by the city several years ago - results/recommendations were not followed at that time	12/11/2016 7:43 PM
30	Signage should be information, relevant, and sized appropriate to either the size or scale on property or project. Advertising unrelated information should be restricted. It would be nice to see St. Albert crack down on hundreds of small signs and allow for more focused larger signs.	12/11/2016 1:44 PM
31	I think the city is making it very difficult for small business to make a living when they start making mountains out of mole hills. Spend your efforts on something elsi	12/10/2016 1:04 PM
32	Signs on major traffic routes should be of a print size that a motorist could read the sign in one second.	12/10/2016 12:33 PM
33	Some places have so MANY signs! All different types, sizes and they all say the same thing. If that's the case, then they should be limited to a certain number per business. They also shouldn't be placed to close to the intersections or curbs. Can be dangerous.	12/9/2016 11:15 AM
34	The timing for signage - 90 days and then they have to come down and be reapplied for is a waste of valuable time and it seems to also be a waste of taxpayer money administering this at the City level. The business using the sign is now spending more time and money where it appears that this change in the Bylaw has not captured what it meant for.	12/8/2016 8:30 AM
35	Again, there are WAY more important issues for the city to be working on. Signs should not be anywhere near the priority list!	12/6/2016 10:55 PM
36	Keep the City clean. There are many other ways to provide information. SMART City needs to put on its thinking hat.	12/6/2016 9:04 PM
37	There are too many signs along the main roadways which are distracting.	12/6/2016 7:21 PM
38	We provide commercial real estate signs and services to most of the commercial real estate sign firms in Edmonton & Area, many of the commercial real estate listings in St. Albert are represented by our clients based in Edmonton. We have a great working relationship with City of Edmonton planning & development, we do our best to comply with sign regulations specific to commercial real estate signs when working in Edmonton or other different areas. It would be beneficial to Edmonton, St. Albert, and other surrounding municipalities to have unified/similar regulations specific to commercial real estate signs, this would make it much easier for sign companies like us to standardize our signs and install methods so they automatically follow sign regulations within all areas. This would also help make sure commercial real estate signs are not contributing to sign problems, keeping them as an essential and effective marketing tool to help fill vacant properties and only used when needed. Please feel free to contact us if you have any questions regarding commercial real estate signs, we would love to help or provide input. I'm Varick at Granger Advertising, 780.462.9532 varick@grangeradvertising.com. Thank you!	12/6/2016 12:03 PM
39	Billboards should be allowed in all industrial areas.	12/6/2016 10:03 AM

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40	I'm glad to see the City of St. Albert addressing the issue of residential signs and the divide and separation they create in our community.	12/6/2016 9:02 AM
41	Enforcement is a major issue. It makes no sense to develop yet more onerous bylaws when the capacity to sustain compliance is weak and ineffectual. The city should consider establishing a "delegated authority" that will undertake to license, monitor and enforce compliance according to bylaws set by the city. Thereby the onus is placed on the community of sign developers/users to police these standards. This will require some innovation in bylaw compliance procedures, but the city tax payer should not shoulder the burden to enforce compliance..	12/5/2016 5:18 PM
42	We need to stop micromanaging businesses and residents. If I don't like the way a business operates and advertises, I don't use them. If a business wants to put up a sign a promote our local non profits, let them and then let me support them. Consumer choice, not council choice.	12/5/2016 1:51 PM
43	We do not need another distraction while driving. Signs should be kept to a minimum and only help locate a business.	12/5/2016 1:08 PM

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CONSULTATION COMMENTS

Amendments to Land Use Bylaw – Schedule C, Sign Regulations



The comments noted below reflect summarized feedback from public consultations undertaken throughout 2016. Consultation activities included an open house, a high-level workshop, and an online survey. (*Note: These comments are specific to Schedule C overall and do not speak to the introduction of digital displays.)

Open House Comments (Jan. 28, 2016)

Comment	Response
Signs should be on private property and not within road right-of-ways.	Traffic Bylaw speaks to signage on boulevards and within road right-of-ways.
Consider allowing portable signs for special events on City lands.	City Engineer addresses signs on public property.
Signs should not distract from driver's sightlines.	Noted. Is a requirement of any development within the City.
Consider longer approvals for portables, not only for 90-days.	Other communities do allow longer approval periods; however, the existing 90-day period allows for better monitoring.
Implementation of a 60-day on, 30-day off rotation for portable signs is unfair and not in the best interest of businesses.	Noted. Response(s) from businesses, the sign industry and administration did not support making this change.
Signs should remain in a good state of repair and not be unsightly.	Is an existing requirement under the enforcement section of Schedule C.
Signs should be enforced when not in compliance with rules.	Noted. No change is required to Schedule C to accommodate additional enforcement.
Developer marketing signs should not be allowed indefinitely.	Marketing Signs are permitted for the length of a development project.
Portable signs on St. Albert Trail look poor and unprofessional. Limit usage.	Noted. Usage is limited by permits, approval time frames and required separation distances.
Developer marketing sign types and real estate signs are ok, but limit signage for individual businesses.	Noted. The goal of the regulations is to allow a fair opportunity for all advertising.

Reduce portable signs, introduce digital signs and no third-party signage. Only advertising of businesses on site.	Digital Signage was approved by Council in April 2017. Currently only billboards (digital and traditional) and digital freestanding signs permit for third party advertising.
A-boards should only be advertised when the business is open.	The proposed regulations reflect this.

Workshop Comments (Nov. 30, 2016)

Comment	Response
Most small businesses utilize portable signs due to their affordability.	Noted.
Need more enforcement of signs.	No change is required to Schedule C to accommodate additional enforcement.
Signage allows all businesses and groups to get their word out and advertise.	Schedule C aims to allow for a diversity of signage options.
Not-for-profit & community groups need options.	Currently community groups may put a submission in to the City Engineer for permission to use City lands for signs.
Signage needs some controls.	Schedule C defines and regulates.
Lawn signs should be for a limited time, if allowed at all. Pandora's Box scenario	The proposed regulations reflect this.
Existing regulations are dated.	Noted.
Parts of St. Albert Trail feel more "cluttered" with signage than others.	This may be due to the location of multi-tenant buildings, versus single usage buildings.
Signage is a privilege, not a right.	Noted.
Reduce clutter and distractions through regulations. Use separation distances.	The proposed regulations reflect this and identify adjusted separation distance(s).
Size of signs should depend on the location and size of the project. Marketing Sign rules are too restrictive.	This was considered when drafting the new provisions for Developer Marketing Signs.
Consider where the high collision intersections are and limit signage there.	Most signage requires a minimum setback from an intersection.
St Albert Trail is our commercial corridor and signage should be expected. High volume and high visibility.	Noted.
Lawn signs should be for not-for-profits and community groups only.	Noted.
Developer Marketing Signs help with investment and letting people know what is coming soon.	Noted.

The City should consider a couple signs of their own to promote community events and groups.	Noted. This would require more research and internal discussion.
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Online Survey Comments (Dec. 5-18, 2016)

Comment	Response
No apparent enforcement of signage. Is frustrating for businesses who follow the rules.	Noted. No change is required to Schedule C to accommodate additional enforcement.
Points along St. Albert Trail are cluttered and signs are distracting to drivers.	Noted.
There is TOO much regulation of signage. Reduce the rules.	Schedule C provides General Regulations and sign specific regulations.
Sign fees and rules make it difficult to run our business.	Sign fees are applied as per the Master Rates Bylaw.
Sizes should be more standardized and consistent with industry standards.	The proposed regulations reflect this. Industry Standards were considered.
"Temporary" signs are actually permanent	Noted.
On-site businesses should have precedence over third-party.	Currently, only billboards and digital freestanding signs permit third-party advertising.
Prefer more permanent signage over those plexi/election sign ones.	Noted.
There are many ways to advertise your business besides just signs. Website, flyers, and newspaper.	Noted.
St. Albert is not Edmonton, and signage should fit our community.	This was a consideration when reviewing the Schedule C document.
As a consumer, signs tell me about sales and new businesses.	Noted.
Some areas have more signage than others.	This may be due to the location of multi-tenant buildings, versus single usage buildings.
Many signs distract from the beauty of our City.	Noted.
Issue is the types of signs allowed, not the number of signs. Reduce the temporary plexi-style signs and A-boards.	A diversity of sign types is provided by Schedule C currently.
Requiring some signs to obtain permits and not others, is unfair. Charge for all.	Noted.
Safety and not types of signs should be the consideration.	Noted. Safety, obstruction and visibility is spoken to in the existing Schedule C document.

Variety is good. Allowing different signs allows businesses choices.	Noted.
Some signs need better definitions.	The proposed regulations reflect this and several definitions were revised.
Creative fencing that includes images and words should be allowed for new developments.	A new sign type, Developer Marketing Fence Sign is proposed with the amendments.
Residents should be able to display signs as they please on private property.	Noted.
Rules should allow for new technologies to be introduced and not be to "tight".	Noted.
Duplication in signs & messages should not be allowed. One sign per business.	Noted. Within the Schedule, some sign types identify no more than one sign per business.
Separation distance rules don't work, because a business won't put up a sign if it can't be seen.	Noted.
Separation rules should apply to all sign types including election signs.	Noted.
Road speed should determine the type of signs allowed and the distance between.	Noted.
Lawn signs should not be allowed on City property or boulevards. Advertising should not be part of the residential areas.	The City Engineer addresses requests for signage on public property, while the Traffic Bylaw addresses signs within road right-of-ways.
Allowing these signs may result in harassment, vandalism or slander.	Noted.
Regulating signs is a charter rights issue. Allow personal freedoms.	Noted.
The City should not be able to regulate what I do on my private property as an owner.	Noted.
Election signs are bad enough, but no signs in neighbourhoods for commercial or other reasons.	Noted.
Attempting to control sign content is difficult. Don't allow a sign if you cannot enforce it.	Noted.
Require a permit and regulate the size of signs in residential areas.	Noted.
Allow "political" signs in windows but not on lawns.	Noted.
Why make regulations for something that is not a common issue? I do not see a lot of lawn signs in my neighbourhood.	Noted. Pursuing the introduction of Lawn Signs in residential areas was following a Council motion to do so.

How do we control hate speech or offensive messages?	The intent of Schedule C is not to control the message but the sign's location, area and height etc. There are criminal laws that would address hate speech.
Location and position of signage should be for safety reasons.	Safety is a primary concern of Schedule C.
Position of a sign (parallel or perpendicular) should be at the owner's discretion.	Noted.
Sign locations require flexibility.	Noted.
The site & the development's size should be considered when approving Marketing Signs.	The proposed regulations reflect this.
One size should work for all developments.	Noted.
Developer signs and real estate signs should be treated equally.	Noted.
The existing limit should be increased, but not obstruct views or safety.	Noted.
Bigger signs when there's no other development around it.	This was considered, but found to be difficult to draft.
Small signs can be hard to read.	Noted.
Limit when Developer and Real Estate signs should be removed.	Most Marketing signs are limited to the time frame of the development project.
Do not increase the size of the signs, but allow more signs on bigger development sites.	Noted. However, increasing sign numbers was considered potentially counter productive in trying to reduce sign "clutter".
Do not worry about third-party messages. Control the sign type, but not the message. Safety is not impacted by the message.	Noted.
Third-party ads for community groups only.	Noted.
Promote local businesses over outside or third-party companies.	Noted.
Signs should only advertise that property and the businesses located there.	Noted.
Allow third party advertising in St. Albert.	Currently only billboards (digital and traditional) and digital freestanding signs permit for third party advertising.
Signs should all be treated equally.	The Schedule C document attempts to create a fair hierarchy of signage, based on the impact that a sign type may have.

Try for a balance between sign “pollution” and reasonable business advertising.	Noted.
If signs are not permitted, then businesses will find another method to advertise.	Noted.
The existing layout of the Sign Bylaw is easy to read and to find information.	Noted. The existing format of Schedule C was built upon for the proposed amendments.
Billboards should be allowed within all industrial areas and not so limited.	Noted.
Do not over manage or regulate signs. Let the businesses and customers determine what works.	Noted.

Internal Comments

Comment	Response
Economic Development – Developers in the “fringe areas” have different needs than those in developed areas. Increased sizes should be permitted in these areas.	Noted. The proposed regulations considered all Developer Marketing Sign locations and not just those sites on the outskirts of the City.
Economic Development – Larger signage should be allowed for major developments like shopping centres, hotels and apartments.	The proposed regulations reflect this. Developer Marketing Signs now have three potential sizes, based on the site area and frontage.
Economic Development – New signage such as fencing and cladding of sites should be permitted.	A new sign type, Developer Marketing Fence Sign has been proposed.
Economic Development - Ray Gibbon Drive should be better utilized for signs.	As Ray Gibbon Drive will be handed over to the Provincial Government at some time in the future, <u>all</u> sign types are being limited along this corridor.