

# 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 15<sup>th</sup> and January 15<sup>th</sup> 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.

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### 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.



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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.

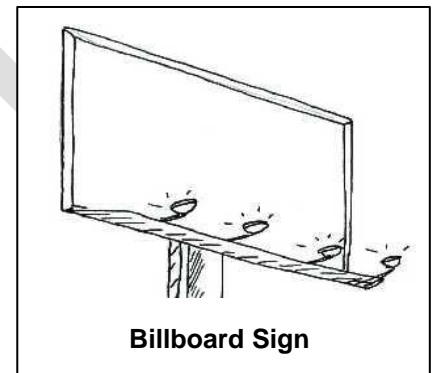


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- (e) A development permit for a banner sign is valid for a maximum of 30 consecutive days. Following the expiration of the development permit, the site shall remain free of banner signs for a minimum of 30 consecutive days. Banner signs can be displayed 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, P, 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:



## Schedule C

- (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 48 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 48 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

## Schedule C

- (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.

### (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.
- (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

## Schedule C

- (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 2<sup>nd</sup> storey window sill); and
  - (ix) be indirectly illuminated and shielded for a live/work unit.

### (20) Promotional Advertising Sign

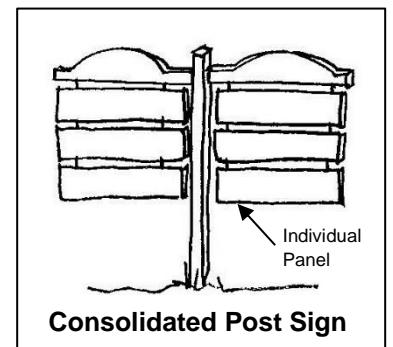
- (a) A promotional advertising sign is a permitted use in the C2, CC, RC and CIS districts and no development permit is required, provided that:
  - (i) the sign does not exceed 2.5 sq. m in sign area;

## Schedule C

- (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.
- (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.

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- (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.

### 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

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- (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.

### (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



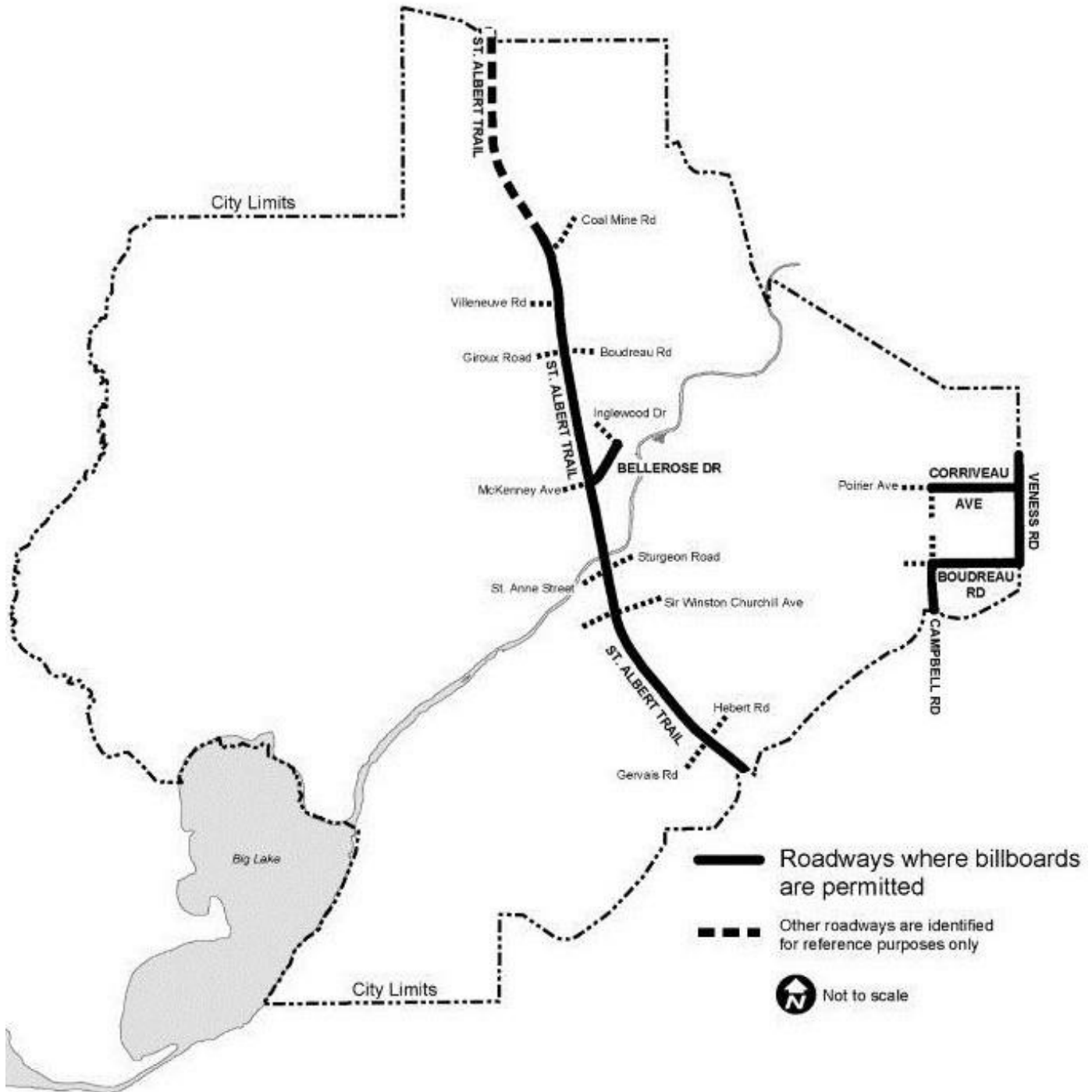
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- (ii) requiring an appearance in court without the option of making a voluntary payment.
- (b) Where a provincial violation ticket specifies a fine amount in accordance with this schedule, a voluntary payment equal to the specified fine amount may be made.

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# Schedule C

Figure 24  
**Billboard Sign Locations**



## Schedule C

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