

## 7.6 Signs

### 7.6.1 Purpose

1. The purpose of this Section is to ensure that signs:
  - a. do not obstruct the orderly and safe flow of vehicular and pedestrian traffic;
  - b. do not create visual or aesthetic blight;
  - c. do not unduly interfere with the amenities of the district in which they are located; and
  - d. do not materially interfere with or affect the use, enjoyment or value of neighboring properties.

### 7.6.2 Sign Definitions

1. A-BOARD SIGN means an A-shaped sign with no external supporting structure that is set upon, but not attached to, the ground;
2. AWNING SIGN means a sign incorporated upon or within an awning;
3. BALLOON SIGN means an air-inflated sign;
4. BANNER SIGN means a sign constructed from a non-rigid fabric in a banner style, which is attached to a pole or other structure;
5. BILLBOARD SIGN means an engineered freestanding sign exceeding 7.5sq.m in sign area for sites with a frontage of up to 30m. and exceeding 8.5sq.m in sign area for sites with a frontage in excess of 30m. designed for a changeable message used generally for off-site and corporate advertising;
6. CANOPY SIGN means a sign incorporated upon or within a building canopy;
7. CONSTRUCTION SITE IDENTIFICATION SIGN means a temporary sign erected on a site under construction for advertising or providing information related to the construction project;
8. DEVELOPER MARKETING SIGN means a temporary sign for promoting vacant lots or show homes in a new subdivision;

9. DEVELOPMENT DIRECTIONAL SIGN means a temporary sign for guiding or directing pedestrian or vehicular traffic to new subdivisions, new home areas, or show homes;
10. DIRECTIONAL SIGN means a sign for directing pedestrian or vehicular traffic including ingress and egress signs and parking signs, but does not include advertising, with the exception of a logogram;
11. ELECTION SIGN means a sign advertising a local candidate and/or party in a federal, provincial, school board or municipal election;
12. ELECTRONIC MESSAGE SIGN means a sign or part of a sign on which the advertising is programmable or changeable by electrical or electronic means;
13. EVENT DIRECTIONAL SIGN means a temporary sign providing direction to a non-reoccurring event of less than three (3) days in length; such as a property auction sale;
14. FASCIA SIGN means a sign placed flat and parallel to the face of the building so that no part projects more than 0.4 m from the building;
15. FENCE SIGN means a sign painted on or attached to a fence;
16. FIXED SIGN means a sign securely attached to the ground or a building.
17. FLASHING SIGN means a sign that contains an intermittent or flashing light source;
18. FREESTANDING SIGN means a sign anchored into the ground and not attached to a building which does not exceed 7.5sq.m in sign area for sites with a frontage of up to 30m. and which does not exceed 8.5sq.m in sign area for sites with a frontage in excess of 30 m;
19. GARAGE SALE SIGN means a sign advertising the location and product of a garage sale;
20. HOME ADDRESS SIGN means a sign that is no larger than 0.7sq.m, which states only the municipal address and occupant names.
21. HOME BUSINESS SIGN means a sign advertising an approved home business;
22. ILLUMINATION means the lighting of any sign by artificial means;

23. INDIRECT ILLUMINATION means the lighting of a sign by reflected light;
24. LOW SIGN means a freestanding sign with advertising at an elevation at or less than 3.0m above grade
25. MULTIPLE TENANT SIGN means a sign for advertising two (2) or more on-site developments or businesses.
26. MUNICIPAL SIGN means a sign erected by the City;
27. NEIGHBOURHOOD IDENTIFICATION SIGN means a sign for displaying the name of a City neighbourhood or business park, and may include the logogram of the developer;
28. NON-FIXED SIGN means any sign that is not a fixed sign;
29. OFF-SITE ADVERTISING means the advertising of a business, commodity, service or entertainment that is conducted, sold or offered elsewhere other than the site on which the sign is located;
30. OPEN HOUSE SIGN means a sign for guiding vehicular traffic and pedestrians to real estate open house locations;
31. PEDDLER SIGN means a sign advertising for a business operating from a temporary location;
32. PICKET SIGN means a sign driven or pushed into the ground;
33. POLE SIGN means a sign attached to an onsite light standard or freestanding sign support structure;
34. PORTABLE SIGN means a sign, with changeable message, designed to be readily relocated;
35. PROJECTING SIGN means a sign that is attached to and supported by a building and extends at least 0.4m perpendicular to the building, but excludes a canopy sign;
36. REAL ESTATE SIGN means a sign for advertising property for sale, lease or rent;
37. REVERSE-T SIGN (not exceeding ninety (90) days) means a sign placed on the ground surface with a horizontal member used to balance the sign;

38. ROOF SIGN means a sign located upon, against, or above the roof of a building, or a sign attached to the roof or parapet of a building;
39. SIGN means a device or structure for providing direction or information to the public on such things as a development, business, product, service, location, event or person;
40. SIGN AREA means the area of one (1) sign face available for advertising of a single or multiple faced sign, excluding the main support structure;
41. SIGN HEIGHT means the vertical distance measured at right angles from the highest point of the sign or sign structure, to the finished grade directly below;
42. SITE means the legal property identified on the Land Title;
43. UNDEVELOPED SITE means a site with assessable improvements of less than \$20,000 in value
44. WALL SIGN means a sign painted on a wall at a level where the bottom of the sign is less than 2.4m above grade;
45. WINDOW SIGN means a sign placed on or inside a window that faces the outside and is intended to be seen from the outside; and
46. ZONING means the property zoning classification as shown on the Land Use District Map being Part 11, Section 11.1 of the Land Use Bylaw.

#### **7.6.4 Regulations Which Apply To All Signs**

1. Where the regulations require an opinion, it is the opinion of the Development Authority that is to be considered.
2. Unless otherwise stated in this bylaw, all signs require development permits.
3. Signs shall not be constructed nor located such that they could, in any case be confused with or detract from a traffic control device or any other municipal sign or municipal device.
4. Signs shall not be constructed nor located such that they interfere with the safe or orderly movement of pedestrians or vehicular traffic, or the sight lines required under this or any other bylaw.
5. Unless otherwise stated in this bylaw, a sign height must not exceed the maximum building height allowed in the district.

6. The combined sign area of all signs on a building face shall not be greater than 25% of the overall wall area.
7. The illumination of a sign must not negatively affect, nor pose a safety hazard to an adjacent site.
8. Wiring must be fully concealed or in a conduit for electrified signs and comply with electrical codes.
9. Signs must be designed and constructed to ensure public safety.
10. Signs must be of professional quality and kept in good repair.
11. If a sign fits within two (2) or more sign categories, then the strictest and all regulations apply.
12. Except for a municipal sign, a sign otherwise permitted in this bylaw, or sign permitted in a contractual agreement with the City, no sign or poster may be placed on public property, on any median or on any traffic control device, publicly owned power poles or light standards.
13. No sign shall be placed in a prohibited sign location listed in Section 7.6.5.
14. The business advertising on any sign that projects over a City sidewalk or road right-of-way is responsible to keep the sign free and clear of ice and snow that could fall and injure pedestrians below. The business is also responsible to ensure that the sign is securely fastened and kept in good order.
15. Landscaping and paved areas around and under a sign must be maintained to match the landscaping and paved area nearby the sign.
16. Non-fixed signs and low signs shall be designed and installed to withstand 80km winds without being blown over or away.
17. If a business identified on a sign ceases, all signage referencing that business must be removed within 30 days.
18. Where the message on a sign relates to a specific dated event, the message shall be changed within 48 hours after the end of the event.

#### **7.6.5 Prohibited Sign Placement Locations**

1. No low sign shall be placed on public lands or right of ways.

2. Other than traffic or municipal signs, no fixed sign shall be placed where any portion of the sign encroaches onto or over public property or public road rights-of-way.
3. No sign shall be placed on or over a public sidewalk, unless otherwise specified in these regulations.
4. The following locations are prohibited sign location areas:
  - a. Where a driveway exits onto a road no portion of a low sign shall be placed in "the driveway sight lines" as shown in figure 7.6.5.4.a.

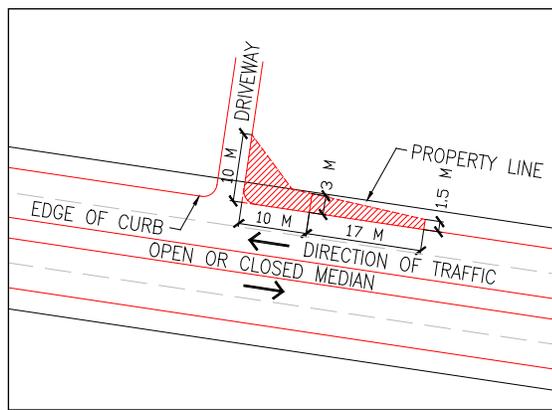


Figure 7.6.5.4.a Driveway Sight Lines

- b. Where a driveway exits onto a road with both right and left turn access no portion of a low sign shall be placed in the "two way sight lines" as shown in figure 7.6.5.4.b.

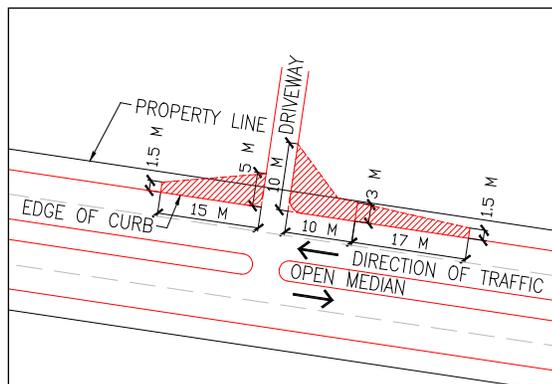


Figure 7.6.5.4.b Two Way Sight Lines

- c. At intersections, no portion of a low sign shall be placed in the "intersection sight lines" as shown in figure 7.6.5.4.c.

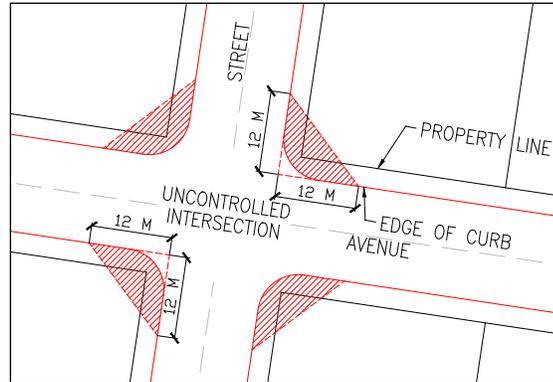


Figure 7.6.5.4.c Intersection Sight Lines

- d. No low sign, except for A-board signs in C1 districts, shall be placed within 1.5m from the face of curb within a public roadway.

## 7.6.6 Signs Considered in Zoning Classifications

1. In determining where particular sign types are permitted or discretionary uses refer to Chart 7.6.6.1.
2. To determine the regulations for each particular sign type refer to Section 7.6.7.

Chart 7.6.6.1

Sign Classification																						
Zoning Classifications Considered for Particular Sign Types																						
"P" - means the sign type is a permitted use in the particular district																						
"D" - means the sign type is a discretionary use in the particular district																						
Sign Type	Residential Zoning Classifications												Commercial \ Industrial Zoning Classifications						Other Classifications			
	R1	R2	R3	R4	R5	RMX	RMH	RE	R1N	R1A	R1R	C1	C2	C3	C4	C5	M1	M2	M3	US	UR	
A-board sign				D	D							P	P	P		D	P	P				
Awning Sign			D	D								P	P	P	P	P	P	P				
Balloon Sign												D	D	D		D	D	D				
Banner Sign												P	P	P	P	P	P	P				
Billboard Sign														D			D*	D				
Canopy Sign			D	D								P	P	P	P	P	P	P				
Construction Site Identification Sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Developer Marketing Sign	P	P	P	P	P	P	P	P	P	P	P											
Development Directional Sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Directional Sign			P	P	P							P	P	P	P	P	P	P				
Election Sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Electronic Message Sign (Fascia or window)												P	P	P	P	P	P	P				
Electronic Message Sign (Freestanding)												D	D	D	D	D	D	D		D	D	
Event Directional Sign												D	D	D	D	D	D	D		D	D	
Fascia Sign			D	D	D							P	P	P	P	P	P	P				
Fence Sign													D				P	P	P			
Flashing Sign																						
Freestanding Sign			D	D	D							P	P	P	D	P	P	P				
Garage Sale Sign	P	P	P	P	P	P	P	P	P	P	P											
Home Business Sign	P	P	P	P	P	P	P	P	P	P	P											
Multiple Tenant Sign												P	P	P	P	P	P					
Municipal Sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Neighbourhood Identification Sign	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D	
Open House Sign	P	P	P	P	P	P	P	P	P	P	P											
Peddler Sign														D			D					
Picket Sign													P	P		P	P	P				
Pole Sign												P	P	P	P	P	P	P				
Portable Sign												P	P	P		P	P	P	P	P	D	
Projecting Sign												P	P	P	P	P	P	P	P	D		
Real Estate Sign	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	
Reverse-T Sign (not exceeding 90 days use)												P	P	P		P	P	P				
Roof Sign												D	P	P	D	P	P	P	D			
Wall Sign												P	P	P	P	P	P	P				
Window Sign												P	P	P	P	P	P	P				

\*Billboard Signs are a discretionary Use in the M1 Zone only for properties adjacent to 40 Avenue between the railway tracks and 45 Street and are not permitted in any other areas within the M1 Zone.

## **7.6.7 Specific Regulations for Particular Sign Types**

### **7.6.7.1 A-Board Sign**

1. Except in a C1 district, an A-board sign shall:
  - a. not exceed 1.0m in sign height;
  - b. not exceed 0.8sq.m in sign area;
  - c. must be located on private property;
  - d. not be located in prohibited sign locations;
  - e. only be placed during business hours;
  - f. only be placed in front of the business it advertises; and
  - g. not located within 6.0m of any permanent sign.
2. In a C1 district, an A-board sign shall:
  - a. not exceed 1.0m in sign height;
  - b. not exceed 0.6m in sign width;
  - c. not be located within 0.3m of a curb line of a public road way;
  - d. not be placed so that that walking path width is not reduced to less than 1.2m unless approved in writing by the development authority;
  - e. only be placed in front of the business it advertises;
  - f. be located adjacent to a permanent fixture where possible;
  - g. not be located within 5.0m of another A-board sign advertising a business on the same property; and
  - h. only be placed during business hours.

### **7.6.7.2 Awning or Canopy Sign**

1. An awning sign or canopy sign shall:
  - a. not exceed a maximum vertical dimension of 1.5m;

- b. have at least 2.4m clearance above finished grade;
- c. not be suspended from the support structure in any way that poses a hazard to pedestrians or vehicles;
- d. not extend above the parapet wall or roof line of the building; and
- e. if on a residential, such as apartments or higher density property the sign shall:
  - i. not be greater than 3.0sq.m in sign area;
  - ii. provide the building name and address only; and
  - iii. not be illuminated.

#### **7.6.7.3 Balloon Sign**

- 1. Balloon signs shall:
  - a. if mounted on the ground surface of a site:
    - i. not exceed 8m in height;
    - ii. be located at least 1.5m from all property lines with the exception of a corner lot where the sign must be set back a minimum of 6m from all property lines; and
    - iii. not interfere with the access to or from the site.
  - b. if mounted on a building, shall:
    - i. not have a combined building and sign height that exceeds the maximum building height allowed in the district; and
    - ii. be securely fastened to the building as per manufacturer recommendations.
  - c. A balloon sign may be illuminated.
  - d. No more than one (1) balloon sign is allowed per site.
  - e. Balloon sign permits must be obtained every 90 days.

#### **7.6.7.4 Banner Sign**

1. A commercial banner sign can be placed for up to ninety (90) days on one (1) permit.
2. A banner sign that is attached to the face of a building must comply with the dimensional regulations for fascia signs.

#### **7.6.7.5 Billboard Sign**

1. Billboard Sign(s) shall be subject to the following regulations:
  - a. Billboard Sign may be allowed only on sites, which are an integral part of a commercial or industrial strip;
  - b. Billboard Sign permits may be approved for a period of one (1) year;
  - c. the maximum height of a Billboard Sign shall be 8.0m;
  - d. no part of any Billboard Sign shall be located within any required yard or setback;
  - e. Billboard sign locations shall be separated from any other billboard sign on the same side of the street by a minimum of 100.0m. For billboard signs with an area of 20sq.m to 40sq.m, this separation shall be increased to 200.0m. For billboard signs over 40sq.m, this separation shall be increased to 300.0m. The separation shall be applied from the larger billboard sign location regardless of the size of any proposed billboard sign;
  - f. Billboard signs may be illuminated;
  - g. Billboard signs may include electronic copy or animation, subject to review of the Development Officer in consultation with qualified City engineering staff. The applicant shall provide evidence that the proposed copy or animation does not cause undue distraction to pedestrian or vehicular traffic;
  - h. All proposed billboard sign locations shall be reviewed in the context to the surrounding development, such as (but not limited to) the architectural theme of the area, any historic designations, the requirements of any statutory plan, any streetscape improvements and proximity to residential development. The development officer may require revisions to the application to mitigate the impact of a proposed billboard sign or may refuse a permit that, in the opinion of the development officer, adversely impacts the existing built environment.

- i. All billboards and the foundation for billboards must be designed by a professional engineer, licensed to practice in the province of Alberta. The installation of the foundation must be monitored by a professional engineer with written verification of installation compliance with design being provided by the engineer to the development officer prior to the installation of the sign on the foundation.

#### **7.6.7.6 Construction Site Identification Sign**

1. No development permit is required, provided that the sign:
  - a. is a freestanding or fascia sign;
  - b. does not exceed 3.0m in sign height;
  - c. does not exceed 3.0sq.m in sign area; and
  - d. is not erected for a period longer than twelve (12) months from the issuance of a building permit.
2. No more than one (1) construction site identification sign is allowed per site.
3. Each construction supplier is allowed to place one (1) supplier sign during construction and for sixty (60) days after occupancy of the building. No permit is required for the sign; provided
  - a. the sign is less than 3.0sq.m in sign area; and
  - b. the sign is a window sign or freestanding sign.

#### **7.6.7.7 Development Directional Sign**

1. A development directional sign must be located on private property adjacent to an arterial road right-of-way.
2. Development directional signs are discretionary in UR districts, for a period of time specified by the Development Officer and permits will be issued for a ninety (90) day period.
3. A development directional sign must:
  - a. be freestanding;
  - b. not exceed 1.5sq.m in sign area;

- c. not exceed 3.0m in sign height; and
- d. be located a minimum of 30m from any arterial road intersection.

#### **7.6.7.8 Developer Marketing Sign**

1. No permit is required, provided that the sign:
  - a. is freestanding;
  - b. is not illuminated;
  - c. is located in a subdivision or development that is subject to a subsisting development agreement;
  - d. does not exceed 3.0m in sign area; and
  - e. does not exceed 3.0m in sign height.
2. No more than one (1) developer marketing sign is allowed per parcel of land.

#### **7.6.7.9 Directional Sign**

1. A directional sign must be a freestanding, fascia or wall sign; and
  - a. if freestanding must not exceed 0.6m in sign area; or 1.2m in sign height; and
  - b. if a fascia sign, must not exceed 3.0m.

#### **7.6.7.10 Electronic Message Sign**

1. An electronic message board sign shall not be erected adjacent to a property within a residential district.
2. An electronic message sign with a sign area greater than 7.5sq.m for sites with a frontage of up to 30m and exceeding 8.5sq.m in sign area for sites with a frontage in excess of 30m must comply with the regulations of Section 7.6.7.5 – Billboard Sign.
3. An electronic message sign with a sign area up to 7.5sq.m for sites with a frontage of up to 30m and with a sign area up to 8.5sq.m for sites with a frontage in excess of 30m must also comply with the regulations of Section 7.6.7.16 – Freestanding Sign.

#### **7.6.7.11 Event Directional Sign**

1. Permits will be issued for up to three (3) Event Directional Signs per event, provided the signs:
  - a. are in place for no more than seven (7) days;
  - b. are not greater than 1.5sq.m in sign area;
  - c. are not illuminated;
  - d. are placed on private property, with written permission from the property owner;
  - e. are not placed on vacant lands:
  - f. are placed on public property, with written permission from the City; and are placed not less than 3.0m from the curb.

#### **7.6.7.12 Fascia Sign**

1. A fascia sign shall:
  - a. not exceed a maximum vertical dimension of 1.5m;
  - b. have at least 2.7m clearance above finish grade;
  - c. not be suspended from the support structure in any way that poses a hazard to pedestrians;
  - d. not extend above the parapet wall or roof line of the building;
  - e. not extend more than 0.4m perpendicularly from a supporting building frontage; and
  - f. if on a higher density residential property shall:
    - i. not be greater than 3.0m in sign area;
    - ii. provide the building name and address only; and
    - iii. not be illuminated.

#### **7.6.7.13 Federal, Provincial, Municipal or School Election Sign**

1. That Election Signs shall be regulated through the City of Wetaskiwin Election Signage Bylaw.

#### **7.6.7.14 Fence Sign**

1. Fence signs are not allowed in residential districts unless they are a property address sign, an election sign or a real estate sign; where no permit is required.
2. In commercial and industrial districts, fence signs shall not exceed 3.0sq.m in sign area and shall not extend above the height of the fence.

#### **7.6.7.15 Flashing Sign**

1. Flashing signs are prohibited with the exception of an electronic message sign.

#### **7.6.7.16 Freestanding Sign**

1. In districts where a freestanding sign is a permitted use:

- a. the sign height shall not exceed the maximum building height permitted;
  - b. the sign area shall not exceed 7.5sq.m unless the site upon which it is located has a frontage that is wider than 30m in which case it may be up to 8.5sq.m; and
  - c. a freestanding sign must be separated by a minimum of 60m separation from another freestanding sign on the same property.
  - d. A freestanding sign must be separated by a minimum of 60m separation from a billboard sign on the same side of the street.
2. In districts where a freestanding sign is a discretionary use:
    - a. the sign height shall not exceed 4.5m; and
    - b. the sign area shall not exceed 4.0sq.m
  3. Angle bracing of signposts is not permitted.
  4. The backside of a freestanding sign and the supporting posts must be painted and kept clean.
  5. Freestanding signs must be placed at least 5m from other properties.
  6. Freestanding signs must be placed at least 1m inside the private property.
  7. No more than one (1) freestanding sign is allowed per site, except for sites that are:
    - a. greater than 1.0 ha, or that contain commercial buildings with more than 10,000sq.m of gross floor area, where a maximum of three (3) freestanding signs may be allowed, provided the site is located in a C2, C3, C5, M1, or M2 district; and at least 1 of the 3 signs is a multiple tenant sign;
    - b. greater than 0.5 ha where a maximum of two (2) freestanding signs may be allowed, provided the site is located in a C2, C3, C5, M1, or M2 district; and the site contains a commercial building with more than 4000sq.m of gross floor area, and at least one (1) of the signs is a multiple tenant sign; and

- c. double fronting lots, in which case one (1) freestanding sign is permitted per fronting side.

#### **7.6.7.17 Garage Sale Sign**

1. Garage Sale signs or notices are only permitted on Community Notice Boards and at the address of the garage sale, with no permit required.

#### **7.6.7.18 Home Business Sign**

1. Home business signs will be issued a permit provided the sign:
  - a. is not greater than 0.14sq.m in sign area;
  - b. is not illuminated; and
  - c. is a window sign, a sign attached directly to the face of the building, or a freestanding sign less than 0.6m in height and placed within 2.0m of the residential building.

#### **7.6.7.19 Neighbourhood Identification Sign**

1. A neighborhood identification sign must:
  - a. be freestanding;
  - b. not exceed 3.0sq.m in sign area;
  - c. not exceed 2.4m in sign height; and
  - d. incorporate the neighborhood name specified by the relevant plans or bylaw in accordance with City policy.

#### **7.6.7.20 Open House Sign**

1. An Open House sign is allowed with no permit required, provided:
  - a. the sign is either an A-Board sign or mounted on a stake firmly secured;
  - b. the sign is not greater than 0.6m in width or 1.0m in height;
  - c. the sign is setback at least 1.0m back from the curb edge;
  - d. the sign is placed on private property;

- e. the sign indicates only the company logo, directional arrows, the salespersons' name and the words "Open House" or "Show Home";
- f. the sign is only placed between 8:00 AM and 9:00 PM, provided the open house or show home is in operation; and
- g. no more than one (1) sign per company is placed at any intersection.

#### **7.6.7.21 Peddler Sign**

1. A permit will be issued for a peddler sign provided the sign is:
  - a. on the same site as the business;
  - b. on an A-board sign as per the regulations in 7.6.7.1; and
  - c. for businesses licensed to operate within the City.

#### **7.6.7.22 Picket Sign**

1. Picket signs are allowed with no permits required in C2, C3, C5, M1, and M2 districts, provided the sign advertises for a business located on the site.
2. Picket signs shall not be greater than 0.7m in height.
3. No more than two (2) picket signs shall be placed in front of any site.
4. Picket signs shall be completely located on private property.

#### **7.6.7.23 Pole Sign**

1. Pole signs must:
  - a. be entirely located on private property, including projections; and
  - b. not be located within 5.0m of the boundary of another site.

#### **7.6.7.24 Portable Sign**

1. Portable signs are intended for temporary on-site advertising relating to the commercial activities of the landowners or tenants. Portable signs may only be located on a site not related to the location of an activity or event only in the case of a non-profit organization.
2. Permit applications for portable signs must include:
  - a. a completed sign permit application form;

- b. a site plan showing the proposed location of the site; and
  - c. the applicable fee.
3. Portable signs are permitted uses in C1, C2, C3, C5, M1, M2, M3 and US districts and in association with churches and public schools in any land use district provided that the sign:
- a. does not exceed 5.6sq.m in sign area;
  - b. does not exceed a height of 2.7m from grade;
  - c. is located a minimum of 1.0m from the frontage property line inside the site;
  - d. is not located within 5.0m of the boundary of another site;
  - e. is two (2) sided only, with advertising on both sides of the sign and that the advertising refers to a business, event, or land use located on the site;
  - f. is placed so the sign is within 75mm if being horizontally level;
  - g. is securely but not permanently fastened to the ground;
  - h. site frontage will be used to calculate the number of portable signs allowed per site;
  - i. portable signs must be 90m away from other portable signs on the same site, while also considering prohibited locations;
  - j. if sign's message is interfered with, the permit holder must ensure the message is corrected within forty-eight (48) hours of being notified by the development authority;
  - k. the sign cannot be attached to a roof, or erected or placed on, or above a roof;
  - l. the portable sign must have a uniform background color;
  - m. where the message on a portable sign relates to a specific dated event, the date shall be removed within forty-eight (48) hours after the end of the event or shall be subject to a violation notice and applicable fee;

- n. an off-site portable sign permit may be issued for up to thirty (30) days provided:
  - i. the sign meets the placement criteria as outlined in this bylaw;
  - ii. the sign is used by a non-profit organization; and
  - iii. a letter from the property owner authorizing the use of the property is attached to the application.

#### **7.6.7.25 Projecting Sign**

- 1. A projecting sign is a permitted use in C1, C2, C3, C4, C5, M1, M2, and M3 districts.
- 2. A projecting sign is a discretionary use in US, DC1, and DC4 districts.
- 3. A projecting sign must:
  - a. not exceed 1.5sq.m in sign area;
  - b. be placed so that the distance between the nearest edge of the sign and the building to which it is attached, does not exceed 0.35m;
  - c. provide a minimum vertical clearance of 2.7m from finished grade to the bottom of the sign;
  - d. not project over public property, other than in a C1 district, in which case the sign is set back 0.7m from a curb line and the owner accepts full liability for the sign;
  - e. have proper 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; and
  - f. except for corner locations, be located at right angles to the building facade.

#### **7.6.7.26 Real Estate Sign**

- 1. No development permit is required, provided:
  - a. the sign is a freestanding or fascia sign;
  - b. that in other than R1 and R2 districts, the sign does not exceed 3.0m in sign height or 3.0sq.m in sign area;

- c. that in R1 and R2 districts, the sign does not exceed 1.7m in sign height or 0.6sq.m in sign area; and
  - d. that the sign advertises only the site upon which the sign is located.
2. No more than one (1) real estate sign is allowed per site frontage.
3. In residential districts, the real estate signs must be located on property at least 1m from public sidewalks.

#### **7.6.7.27 Reverse-T Sign**

1. Reverse-T signs may be used as a temporary sign during the winter season (November 1<sup>st</sup> to April 30<sup>th</sup>) in place of a freestanding sign provided a permit is obtained.
2. Professionally manufactured small Reverse-T signs, that meet the size regulations of A-board signs, can follow the regulations of A-board signs.
3. A Reverse-T sign shall:
  - a. not exceed 3.0sq.m in sign area;
  - b. be placed at least 1m into the private property;
  - c. be securely but not permanently fastened to the ground;
  - d. be maintained to its original approved design; and
4. A ninety (90) day permit will be issued for Reverse-T signs and are subject to a \$50.00 permit fee.

#### **7.6.7.28 Roof Sign**

1. A roof sign must not exceed 6sq.m in sign area.
2. The maximum vertical dimension of a roof sign, measured from the roof or parapet where the sign is located, is 3.0m, however, the height of the sign, added to the building height, must not exceed the maximum height requirements of the district.
3. No more than one (1) roof sign is allowed per building.
4. A roof sign shall not overhang a building.
5. A roof sign may be illuminated.

### **7.6.7.29 Signage Related to Cannabis Retail uses**

1. All signage related to Cannabis Retail must meet the requirements of provincial legislation

### **7.6.7.30 Wall Sign**

1. The area of a wall sign that is part of a wall mural will be calculated based on the rectangular area of the advertising, and must not exceed 20% of the wall.

### **7.6.7.31 Window Sign**

1. No permits are required for window signs

### **7.6.8 Exempt Sign**

1. Provided they otherwise comply with this bylaw, a development permit is not required for:
  - a. signs posted or exhibited inside a building;
  - b. window signs, provided they are not for the purpose of advertising a minor or major home based business or home office;
  - c. signs posted or exhibited in or on an operating motor vehicle, provided the vehicle is not temporarily or permanently parked for the purpose of displaying the sign;
  - d. municipal or provincial signs;
  - e. signs displayed on benches approved by the City;
  - f. signs located on a community notice board;
  - g. signs erected pursuant to a development agreement;
  - h. emergency or warning signs placed on a public building, lot or utility lot; or
  - i. home address signs.

### **7.6.9 Development Officer Discretion**

1. Although this bylaw is intended to regulate all signs, there may be signs without clear regulation. In such a case, the Development Officer may use discretion when making decisions regarding such signs. These decisions require notification of the decision to property owners within 76m of the subject property.

#### **7.6.10 Existing Signs**

1. All fixed signs that have been issued a development permit previous to the adoption of these regulations are allowed to stay without conforming to these regulations. (Considered “legal non-conforming”).
2. All fixed signs that have not been issued a development permit and were in place prior to this regulation, advertising an onsite business, that do conform with this regulation will be issued a development permit at no cost.