

## PART 9 SIGNS

### 9.1 Definitions

For the purpose of this Part the following definitions shall apply, in addition to those contained in Section 2.2:

**“A-Board Sign”** means a self supporting A-shaped sign or sandwich board which is set upon the ground and has no external supporting structure.

**“Advertising Sign”** means a sign directing attention to or identifying, in any matter an object, event or person.

**“Alteration”** means a structural modification of a sign but does not include routine maintenance, painting or change in face, copy or lettering.

**“Animated Sign”** means a sign which uses movement or change of lighting to depict action or create special effects or a pictorial scene but does not include a clock.

**“Auxiliary Sign”** means a sign of any type which is attached to the face, copy, backing, lighting or supporting structure of any sign.

**“Awning”** means shelter projecting from and supported by the exterior wall of a building and designed to be collapsible, retractable and generally constructed of fabric or similar non rigid material.

**“Awning Sign”** means an awning which incorporates a sign.

**“Banner Sign”** means a temporary sign constructed from a non-rigid fabric in a banner style which is attached to a wall of a building. **031-13**

**“Bench Sign”** means a sign which is painted on or affixed flat to a bench.

**“Billboard Sign”** means a sign to which third party advertisement copy is pasted, glued, painted or otherwise fastened to permit its periodic replacement, and may take the form of a Dynamic Sign.

**“Canopy Sign”** means a canopy or freestanding canopy which utilizes or incorporates a sign.

**“Community Advertising Sign”** means a sign sponsored by a Community Business Group or Association for the purpose of identifying and promoting individual businesses, business groups or associations in a business directory format and may be incorporated into a community information sign.

**“Community Identification Sign”** means a sign which states the name of a residential community area and may contain a logo or symbol which is related to the community name.

**“Community Information Sign”** means a sign sponsored directly or indirectly by the Town which provides information about the Town of Chestermere and may include a computerized sign and space for information about special community events.

**“Construction Site Identification Sign”** means a temporary sign erected by an individual or a firm on the premises undergoing construction, for which the sign user is advertising or furnishing such items as labour, services, materials or financing.

**“Copy Area”** means the area of a sign covered by a single figure drawn around the extremities or the message contained on the sign, and (a) shall include but is not limited to decorations related to the specific nature of the message, and (b) in the case of a double or multi-face sign, the average of the total area of all sign faces will be counted in copy area calculations, and (c) does not include landscaping.

**“Directional Sign”** means (a) a sign which directs the public to or denotes the name of any thoroughfare, route, educational institution, public building, historical site or hospital; (b) a sign which directs and regulates traffic; (c) a sign which denotes any public or transportation facility; (d) a sign which gives direction to a private premises or its vehicular use area.

**“Double Faced”** means having two faces, with each face being of equal area and in identical proportion to the other, and with each face located on the structure so as to be parallel and opposite to and facing away from each other.

**Dynamic Sign** means a sign or portion of a sign with features that move or appear to move or change, whether the apparent movement or change is in the display, the sign structure itself, or any other component of the sign. A Dynamic Sign includes any display that incorporates a technology or other method allowing the image on the sign face to change, such as rotating panels, LED lights manipulated through digital input, or “digital ink”. A Dynamic Sign does not include a sign whose message or image is changed by physically removing and replacing the sign or its components.

**“Electronic Message Centre”** means a sign or component of a sign on which the copy can be changed by electrical or electronic means.

**“Fascia Sign”** means a flat sign, plain or illuminated, running parallel for its whole length to the face of the building to which it is attached and may include a dynamic sign.

**“Flashing Sign”** means a sign which contains an intermittent or flashing light source but does not include a dynamic sign.

**“Freestanding Sign”** means a sign supported independently of a building, wall, or structure and attached permanently to the ground and may include a dynamic sign. It is supported by one or more columns, uprights, or braces in or upon grade.

**“Height of Sign”** means the vertical distance measured from the highest point of the sign or sign structure to grade.

**“Identification Sign”** means a sign which contains no advertising, but is limited to the name, address and number of a building, institution or the occupation of the person.

**“Illumination”** means the lighting of any sign by artificial means.

**“Illumination, Direct”** means the lighting of any sign face from a light source located on or near the exterior of the sign.

**“Illumination, Indirect”** means the lighting of any sign face by reflected light.

**“Illumination, Internal”** means the lighting of any sign face from a light source located within the sign or behind the copy.

**“Inflatable Sign”** means an inflated three-dimensional device which incorporates a sign and is anchored or affixed to a building or site.

**“Landscaping”** means any decorative features, such as concrete bases, planter boxes, pole covers

or decorative framing on the sign support or base structures and shrubs or plants, but does not include any copy or logo.

**“Maintenance”** means the cleaning, painting, repair or replacement of any defective parts of a sign in a manner that does not alter the basic design or structure of a sign and does not include a change in copy.

**“Message”** includes any image, written copy, structure, graphics, pictures, logo, symbol or letter used or intended to be used for advertising or for calling attention to any person, matter, object or event.

**“Multi-Tenant Sign”** means a sign containing copy for three or more tenants or occupants located on a site.

**“Neighbourhood Identification Sign”** means a sign which states the name of a neighbourhood and may contain a logo or symbol which is related to the neighbourhood.

**“Painted Wall Sign”** means a sign which is painted directly upon any outside surface of a building or other integral part of a building.

**“Portable Sign”** means a sign, excluding an A-Board, which is not in a permanently installed or affixed position, advertising a product, merchandise or an activity on a limited time basis, but does not include a sign for which a limited term development permit has been approved or is required.

**“Portable Sign, Affixed”** means a portable sign, excluding an A-Board, which is permanently affixed in position by concrete blocks or anchored into a concrete pad, advertising a product, merchandise or an activity.

**031-13**

**“Projecting Sign”** means a sign other than a canopy or awning sign which projects from a structure or a building face or wall.

**“Public Service Announcement”** means an announcement, for which no charge is made, that promotes the programs, activities or services of a federal, provincial, or municipal governments, non-profit charitable organizations, or another groups serving community interests, including date, time, and temperature information.

**“Real Estate Sign”** means a temporary sign advertising real estate that is “for sale”, “for lease” or “for rent” or real estate that has been “sold”.

**“Roof Sign”** means a sign which projects above a roofline to which the sign is attached or is erected upon or above a roof or parapet of a building which the sign is attached to.

**“Roofline”** means the line made by the intersection of a wall of a building with the roof of the building.

**“Rotating Sign”** means a sign or portion of a sign which moves in a revolving manner, but does not include a clock.

**“Sign Area”** mean (a) the entire area of a sign on which copy is to be placed and in the case of a sign comprising of individual letters or symbols, means the size of a single geometric figure (e.g. square, rectangle, circle, triangle, trapezoid) which would enclose all of the letters or symbols; (b) in the case of a painted wall sign, the area of the building face; (c) in the case of a double-face or multi-face sign, the average of the total area of all sign faces will be counted in the sign area calculations;

**“Sponsor Recognition”** means the recognition of a corporation, person or other entity which has donated money, goods or services to the owner of the land on which the sign is located or which has

entered into an agreement to pay money to the owner of the land in exchange for public recognition of the contribution, which recognition may consist of one or more of the following: an expression of thanks, the sponsor's name, brand, logo, tagline, website information or phone numbers.

**"Temporary Sign"** means any sign, other than a portable sign, not permanently attached to a supporting structure or building that advertises a business, site, event or activity for a limited period of time. **012-14**

**"Under-Canopy Sign"** means a sign which is suspended beneath a canopy or beneath a portion of a building.

**"Wall Mounted Sign"** means a sign which is mounted or fixed to or supported by a wall, by any means.

**"Window Sign"** means a sign that is painted on, attached to or placed inside a window for the purpose of viewing from outside the premises.

## 9.2 Permits Required

Except as stated in Section 9.3, no sign shall be erected on land or affixed to any exterior surface of a building or structure unless a sign permit for this purpose has been issued by the Development Authority.

## 9.3 Signs Not Requiring Permits

The following signs do not require a Sign Permit, but shall otherwise comply with this Bylaw:

9.3.1 One temporary sign in any district which does not exceed 3.0 m<sup>2</sup> in area and is intended for:

- a) identifying a construction or demolition project for which a permit has been issued; or
- b) advertising a campaign event or drive which has been approved by Council. Such a sign may be posted for a maximum period of fourteen (14) days; or
- c) advertising the sale or lease of a building, or a bay, or land.

9.3.2 One temporary sign which does not exceed 1.0 m<sup>2</sup> in area or 1.0 m in height and is intended for: **012-14**

- a) identifying a political campaign. Such a sign may be displayed for 30 days prior to an election or referendum and must be removed within seven (7) days following the election or referendum;
- b) advertising a garage sale or open house. Such a sign may be posted for a maximum period of 48 hours;
- c) deletion; **031-13**
- d) signs in residential districts which contain no more than the name, address, and number of a building or occupant, provided the sign area does not exceed 0.3 m<sup>2</sup>; **012-14**
- e) municipal signs used to indicate street names, to control traffic, or to identify municipal buildings;
- f) an official notice, sign, placard or bulleting required to be displayed pursuant to the provisions of Federal, Provincial or Municipal legislation;
- g) existing signs when only the face of a previously approved sign is being changed to reflect a change in the business name;
- h) deletion; **031-13**
- i) maintenance of any lawful sign;

- j) window signs, in any non residential district, if intended as a substitute for other forms of exterior building or structure signage not requiring a sign permit; **031-13**
- k) deletion; **031-13**
- l) community information signs;
- m) A-board signs;
- n) signs intended to provide guidance, warning or restraint of persons, provided the sign area does not exceed 0.4 m.; and
- o) banner signs that are not permanently installed and which are displayed for a period of time not exceeding two (2) months per calendar year per commercial unit, and on the wall of one (1) commercial unit within a building. **031-13**

9.3.3 One temporary sign in any district which does not exceed 18 m<sup>2</sup> in area and is intended for:

- a) identifying and advertising a new development on the site to which the development is proposed for. **012-14**

## 9.4 Application for a Sign Permit

9.4.1 An application for a Sign Permit shall be made by submitting to the Development Authority the prescribed form, signed by the owner or an authorized agent, and accompanied by a colored replica of the proposed sign, drawn to scale showing:

- a) all dimensions of the sign structure, including the height and projection of the signs attached to buildings;
- b) image of buildings with proposed sign detail;
- c) the area of the sign and the copy face(s);
- d) the design of the copy face;
- e) the manner of all sign illumination and/or animation;
- f) the type of construction and finish to be utilized;
- g) the method of supporting or attaching the sign;
- h) in the case of a freestanding sign, a site plan showing the sign location in relationship to lot lines, parking and buildings and an elevation plan showing the height of the sign in relationship to the height of the principal building taking into account the gradient of the site; and
- i) any other information that may be required by the Development Authority.

9.4.2 The Development Authority may require additional copies of the application or of the sign replica.

9.4.3 If the sign is to be located other than on the applicant's property a statement of permission from the property owner is required to be provided.

## 9.5 General Regulations for Signs

9.5.1 In considering a development application for any sign, the Development Officer shall have due regard to the amenities of the district in which the sign is to be located and the design of the

proposed sign and ensure that the sign does not conflict with the general character of the surrounding streetscape or the architecture.

- 9.5.2 All signs shall comply with any design guidelines established or approved by the Town for the district in which the sign is located.
- 9.5.3 No sign shall be erected so as to obstruct free and clear vision of vehicular traffic, or be located, or display a light intensity or colour where it may interfere or be confused with any authorized traffic sign, signal or device and in doing so, create a traffic hazard.
- 9.5.4 Unless otherwise approved by the Development Authority, signs which overhang or encroach any abutting municipal, provincial or federal property are prohibited.
- 9.5.5 Freestanding signs in any district shall not project within 0.6 m of a lot line.
- 9.5.6 Portable signs are not permitted in residential districts. **022-11**
- 9.5.7 Illumination Provisions
- a) Signs may be illuminated but not flashing.
  - b) No illuminated window signs are permitted facing onto Highway 1A. **022-11**
  - c) No person shall place a Dynamic Sign, flashing signs, revolving beacons, scrolling messages, stationary lights at locations which may, in the opinion of the Development Authority, obscure or cause confusion with traffic lights and traffic signs or in any way endanger progress of traffic through the streets or lanes of the City.
  - d) No permit shall be issued for and no person shall erect, install or maintain an electric sign, unless it conforms with the Alberta Safety Codes Act and regulations thereto.
- 9.5.8 No person shall erect, construct or maintain a sign or display structure so as to create a hazard for pedestrian or vehicular traffic.
- 9.5.9 Electrical signs shall be erected, installed, and maintained so that they conform to all Provincial regulations.
- 9.5.10 The owner of a sign shall be responsible for maintaining the sign in a proper state of repair and shall:
- a) keep it properly painted at all times;
  - b) ensure that all structural members and guy wires are properly attached to the sign and the building; and
  - c) wash or otherwise clean all sign surfaces as it becomes necessary.
- 9.5.11 When a sign cannot be clearly categorized as any one of the sign types defined in this Bylaw, the Development Authority shall determine the sign type and applicable controls.

## **9.6 Regulation by Sign Type**

9.6.1 The sign regulations in this section do not apply to those signs not requiring a sign permit as listed in Section 9.3.

9.6.2 A-Board Signs **031-13**

- a) A-board signs shall only be allowed in the Public Service District (PS) and all the commercial and

industrial districts and directly adjacent to the main entrance to the business to which the sign pertains;  
and

- b) deletion. **012-14**
- c) deletion. **012-14**
- d) deletion. **031-13**
- e) A-Board signs shall not impede the movement of pedestrian traffic.
- f) A board signs shall only be on display during regular business hours and be removed at the end of the business day; and
- g) A-board signs shall be limited to one (1) sign per business.

**9.6.3 Awning and Canopy Signs **012-14****

- a) shall only be allowed in commercial and industrial districts; and
- b) shall only be used as identification signs.

**9.6.4 Bench Signs **031-13****

One (1) bench signs may be permitted per site within commercial, industrial and public services district at the discretion of the Chestermere Planning Commission, provided that;

- a) The bench sign is located in an approved location and it is to benefit to the general public as an amenity, not solely for the purpose of signage; and
- b) The exterior finish and appearance is in conformance with the surrounding land uses;
- c) There is a minimum setback of 3.0 m from a curb or 1.5 m from a property line, whichever is the greater distance or as otherwise approved by the Chestermere Planning Commission;
- d) The bench signs are easily accessible by pedestrians with ground cover and landscaping;
- e) The bench signs are located adjacent to a building, public sidewalk , pedestrian trail or area where pedestrian foot traffic is expected;
- f) There is a minimum of 100.0 m separation from any other bench sign; and
- g) A change of copy to the bench sign will not require a development permit.

**9.6.5 Billboards**

Billboards shall not be permitted.

**9.6.6 Community Advertising Signs:**

- a) Community advertising signs shall only be allowed in the Public Service District (PS) and all the commercial districts.
- b) Community advertising signs shall:
  - i) Have a low profile and blend in with the surrounding area;
  - ii) Be permanent and stationary;
  - iii) Not contain lighting depicting action or movement to create special effects or a pictorial scene; and
  - iv) Be constructed of maintenance free materials.

- c) The number, size and location of community advertising signs shall be determined by the Development Officer.

#### 9.6.7 Dynamic Signs

- a) No Dynamic Sign may be erected except as permitted in this Section;
- b) The provisions of 9.6.6 apply to all Dynamic Signs and notwithstanding Section 4.5 these provisions may not be varied by the Development Authority.
- c) The Development Authority shall only approve a Dynamic Sign as a portion of a permitted Community, Canopy, Free Standing or Fascia Sign.
- d) A Dynamic Sign may display public service announcements, but shall not include third party advertising or sponsor recognition except when it is located on a site in a Public Service (PS) district.
- e) Dynamic Signs shall only be permitted in Commercial, Industrial and Public Service Districts, and must meet the following requirements:
  - i) not be located within 30.0 m radius of a residential district, and when site or lot of a proposed dynamic sign location is adjacent to a residential district, notification will be sent within a 100.0 m radius of the proposed site,
  - ii) be limited to one sign per building or site, with the exception of Public Service sites over 17 ha will be limited to two (2) signs provided that one of the signs must be a fascia sign and the other must be a portion of a freestanding sign, and further provided that the two (2) signs must be at least 50.0 m apart,
  - iii) not be located on a lot within a 50.0 m radius of the boundary of a lot containing an existing dynamic sign,
  - iv) comprise of not more than 25% of the total freestanding or fascia sign area.
- f) Dynamic signs shall not be permitted adjacent to a Highway.
- g) A development permit for a dynamic sign shall be valid for a maximum of two (2) years, at which time a new permit must be applied for. The conversion of an existing sign to a dynamic sign shall require a development permit.
- h) A dynamic sign may not allow the display or message to change more frequently than once every eight (8) seconds, with a transition period of one (1) second or less.
- i) Brightness of digital signs shall be measured as follows:
  - i) at least thirty (30) minutes following sunset, a foot candle meter shall be used to obtain an ambient light reading for the location. This is done while the sign is off or displaying black copy. The reading shall be made with the meter aimed directly at the sign area at the pre-set location,
  - ii) the sign shall then be turned on to full white copy to take another reading with the meter at the same location,
  - iii) if the difference between the readings is 2.15 lumens/m<sup>2</sup> (0.2 foot candles) or less, the brightness is properly adjusted.
- j) Any digital sign located within 50 m of a residential district may be subject to restricted operating hours at the discretion of the Development Authority.
- k) The use, size and location of digital signs must comply with all other relevant municipal and provincial regulations.

#### 9.6.8 Fascia Signs:

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- a) shall only be allowed in the Public Service District (PS) and all the commercial and industrial districts.
- b) shall be located on an exterior frontage wall, and at the discretion of the Development Authority, may be located on an existing wall which is not a frontage.
- c) shall be allowed provided that the total copy area of a sign shall not exceed 20% of the face of the building or bay to which the sign is attached; and



- d) Shall only be used as identification signs

#### 9.6.9 Freestanding Signs:

- a) Freestanding signs shall only be allowed in the Public Service District (PS) and all the commercial and industrial districts.
- b) Primary freestanding signs in the Public Service District (PS) and all the commercial districts shall:
  - i) Not exceed 9.0 m in height or project above the height of the principal building;
  - ii) Not exceed 30.0 m<sup>2</sup> in sign area;
  - iii) Not project within 0.6 m of a lot line; and
  - iv) Not exceed one (1) sign per site.
- c) Primary Freestanding signs in industrial districts shall:
  - i) Not exceed 9.0 m in height or project above the height of the principal building;
  - ii) Not exceed 9.0 m<sup>2</sup> in sign area;
  - iii) Not project within 0.6 m of a lot line; and
  - iv) Not exceed one (1) sign per site.
- d) Additional auxiliary or tenant signs on the same commercial and industrial site may be allowed to the discretion of the Development Authority. The following regulation shall be taken into the consideration:
  - i) The sign does not exceed 6.0 m in height;
  - ii) Not exceed 9.0 m<sup>2</sup> in sign area;
  - iii) Multiple signs on single sites shall be architecturally compatible; and
  - iv) A distance of 30.0 m is maintained between freestanding signs.
- e) Notwithstanding subsections (b), (c) and (d), the requirements of 9.6.6 shall apply if a freestanding sign contains a dynamic sign.

#### 9.6.10 Neighbourhood Identification Signs

- a) Neighbourhood identification signs are allowed in all districts and shall:
  - i) Have a low profile and blend in with the architecture or development theme of the surrounding area;
  - ii) Contain only the name of the neighbourhood, or subdivision area and may contain symbols, or logos, or both of them related to the name;
  - iii) Be permanent and stationary;
  - iv) Not contain lighting depicting action or movement to create special effects or a pictorial scene;
  - v) Be constructed of maintenance free materials; and
  - vi) Not project within 0.6 m of a lot line.
- b) The number, size and location of neighbourhood identification signs shall be determined by the Development Authority.
- c) Any signs identifying the developer's name shall be separate from a neighbourhood identification sign, and shall be removed at the developer's expense once the subject development is built out.

#### 9.6.11 Portable Signs:

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- a) Portable and portable, affixed signs shall not be permitted within 15.0 m of a site which contains residential development;
- b) Portable and portable, affixed signs shall not project within 0.6 m of a lot line;
- c) Portable and portable, affixed signs must be wholly located on the property of the landowner who has been granted a permit;
- d) Portable and portable, affixed signs shall not be placed on private internal sidewalks, parking areas, and where there is an existing affixed portable sign;

- e) Portable and portable, affixed signs shall not exceed 6.75 m<sup>2</sup> in sign area and shall not exceed 1.5 m in height.
- f) No portable or portable, affixed sign shall be illuminated or employ any flashing or sequential lights or any mechanical or electronic device to produce or stimulate motion;
- g) A second portable sign may be permitted on a lot with a minimum of ten (10) commercial businesses, 40.0 m from another portable sign and is at the discretion of the Development Authority;
- h) Portable, affixed signs will only be allowed in commercial, industrial and institutional districts and not exceed one (1) sign per lot;
- i) A development permit for a portable sign is valid for a maximum of ninety (90) days, and only permitted twice per calendar year per lot;
- j) No portable sign shall be erected directly adjacent to a business location where an A-board sign is displayed; and
- k) Portable and portable, affixed signs do not require a development permit for a change of copy.

9.6.12 Projecting signs shall:

- a) Projecting signs shall only be allowed in all Commercial and Industrial Districts.
- b) Projecting signs shall:
  - i) Not project more than 2.0 m from a building face;
  - ii) Have a minimum clearance of 2.4 m from grade;
  - iii) Not have any support from the ground over which it is hung;
  - iv) Not exceed 5.0 m<sup>2</sup> in sign area; and
  - v) Not exceed 6.0 m in maximum height and the sign must not project over the height of the principal building.

9.6.13 Roof Signs:

Roof signs shall not be permitted.

9.6.14 Rotating Signs:

Rotating signs shall not be permitted.

9.6.15 Signage associated with a Major Home Business or Bed and Breakfast Accommodation within a Urban Transition District shall be regulated with the following requirements:

- a) one on-site, commercially produced identification type sign is permitted containing either the name of the resident or the name of the Home Occupation (no telephone numbers, logos or advertising permitted);
- b) maximum sign dimensions shall be as follows: 1.0 m in length, 0.6 m in height;
- c) sign construction and lettering shall be as follows:
  - i) sign constructed using 19.0 mm high density plywood or 38.0 mm solid wood;
  - ii) sign finish consisting of a high density reflective finish or equivalent, with die cut lettering or silk screen lettering;
  - iii) minimum letter size of 10.0 cm all upper case, uniform letter style;
- d) the sign shall be located in the front yard adjacent to the front lot line and either supported on independent posts or attached to existing fencing in an attractive fashion;
- e) no off-site advertisement signage associated with a home occupation is permitted.

#### 9.6.16 Offensive Signage

- a) No sign shall be erected which promotes intolerance, hatred or ridicule of any race, religion or other segment of society.
- b) No sign shall be allowed to feature nudity.