

**PART 9 SIGN PROVISIONS**

**SECTION 9-1 ESTABLISHMENT OF SIGN PROVISIONS**

Sign provisions shall be set forth in Part 9 and may be amended in the same manner as any other Part or Section of this Bylaw.

**SECTION 9-2 DEFINITIONS**

In addition to the definitions contained in Section 1-8 of this Bylaw, the following definitions apply:

“A-BOARD SIGN” means a self supporting sign comprised of two panels not more than 1.0m high or 0.6m wide joined at the top used to promote products or services on or adjacent to the property where the sign is displayed.

“ANIMATED SIGN” means a sign with action or motion, flashing, colour changes from electrical energy, or electronic or manufactured sources, but not including wind actuated elements such as flags, banners, or specialty items. This definition does not include public service signs such as time and temperature units, or mechanically rotated signs.

“AREA OF SIGN” means the total superficial area within the outer periphery of the said sign, and, in the case of a sign comprised of individual letters or symbols, shall be calculated as the area of a rectangle enclosing the letters or symbols. Frames and structural members not bearing advertising matter shall not be included in computation of surface area.

“BILLBOARD SIGN” means a sign supported by one or more uprights, braces or pylons, which stands independently of a building and may or may not contain advertising copy related to the development within the parcel upon which the billboard sign is located.

“CANOPY SIGN” means a canopy or awning, which may be illuminated, and which projects from a structure or building and displays the building or proprietor's identification.

“FASCIA SIGN” means a sign, plain or illuminated, running parallel for its whole length to the face of the building to which it is attached, but in no case does its vertical dimension exceed 2.0m.

“FREESTANDING SIGN” means a sign supported by one or more uprights, braces or pylons and which stands independently of a building and contains only advertising copy related to the development within the parcel upon which the freestanding sign is located.

“OFF-PARCEL SIGN” means a sign that advertises goods, products, services or facilities, or directs persons to a different location from where the sign is located. Such a sign is not located on the parcel of the goods, products, services or facilities advertised.

“PORTABLE SIGN” means a sign with a total area on one face of no greater than 4.65m<sup>2</sup> mounted on a frame or on a trailer, stand or similar support which together with the support can be relocated to another location, and may include copy that can be changed manually through the use of detachable characters. A permit for a Portable Sign shall be valid for 90 days.

“PROJECTING SIGN” means a sign other than a canopy or awning sign which projects at right angles from a structure or a building face or wall. This does not include a sign attached to the ground.

“ROOF SIGN” means any sign erected upon, against or directly above a roof or on top of or above the parapet wall of a building.

"SIGN" means an object or device intended for the purpose of advertising or calling attention to any person, matter, or event.

"TEMPORARY SIGN" means a sign which is intended to advertise community or civic projects, construction projects, real estate for sale or lease, or other special events on a temporary basis.

"TEMPORARY EVENT SIGN" means a sign which may or may not be portable in nature,

and which is located on a parcel for a limited or specified period of time.

"UNDER-CANOPY SIGN" means a sign which is attached to the bottom face of a canopy.

"WALL SIGN" means a sign that is attached to or placed flat against the exterior wall or surface of any building, no portion of which projects more than 10.2 cm from the wall and which does not project above the roof or parapet.

### **SECTION 9-3            GENERAL SIGN REGULATIONS**

1. Except as provided in this Section, no person shall post or exhibit a sign unless a sign permit has been granted for the sign.
2. A permit is not required for the following signs:
  - a) signs posted or exhibited in a building;
  - b) signs posted or exhibited in or on an operating motor vehicle if the vehicle is not temporarily or permanently parked solely for the purpose of displaying the sign;
  - c) a statutory or official notice of a function of Whitecourt;
  - d) traffic and directional signs authorized by Whitecourt and/or provincial authorities;
  - e) the erection of campaign signs for federal, provincial, municipal, or school board elections on private properties for no more than thirty (30) days, or such other time as regulated under provincial or federal legislation provided that:
    - i) such signs are removed within ten (10) days of the election date;
    - ii) the consent of the property owner or occupant is obtained;
    - iii) such signs do not obstruct or impair vision or traffic;
    - iv) such signs are not attached to utility poles, and
    - v) such signs indicate the name and address of the sponsor and the person responsible for removal;
  - f) a sign that is posted or exhibited solely for the identification of the land or building on which it is displayed including signs for professional, corporate or trade nameplates identifying the occupants, if the sign does not exceed 1.0m<sup>2</sup> in area, and is posted only at each entrance from which access from a public roadway to the building is provided;
  - g) a sign that is posted or exhibited for sale, lease or rental of land or a building if the sign:
    - i) is not capable of being illuminated;
    - ii) is 4.0m<sup>2</sup> or less in area;
    - iii) is posted only on each side of the building or land facing a different public roadway;
  - h) signs in commercial developments provided they are inside the window or inside the building, and
  - i) temporary signs and A-Board signs.
3. All signs requiring a sign permit shall follow the development permit process as specified under Section 3-5 of this Bylaw.

4. The Development Authority may require the removal of any sign, which in its opinion is, or has become unsightly, or is in such a state of disrepair as to constitute a hazard.
5. Quality, aesthetic character and finishing of sign construction shall be to the satisfaction of the Development Authority.
6. Except as otherwise specified in this Bylaw, the maximum area of any sign shall be 35.0m<sup>2</sup>.
7. Where, in the opinion of the Development Authority, a proposed sign in a Commercial or Industrial District might be objectionable to a resident in any abutting residential District, the Development Authority may impose such other regulations as he feels would protect the interests of residents.
8. Flashing, animated or interior illuminated signs shall not be permitted in any District where in the opinion of the Development Authority they might:
  - a) affect residents in abutting housing, or residential Districts, or
  - b) interfere with or obstruct a motor vehicle driver's vision or interpretation of oncoming traffic signs or traffic signal lights.
9. Notwithstanding Subsection 7, no person shall exhibit or place an illuminated sign that permits or provides for:
  - a) a current interrupting or flashing device, unless there is a continuous source of concealed illumination on the translucent portions of the sign;
  - b) a flashing beacon of a type that is the same or similar to those used by emergency vehicles;
  - c) a flashing device, animated or revolving beacon within 50.0m of the intersection of two or more public roadways, or
  - d) a device described in Subsection 7 that would be directly visible from any residential building within a distance of 50.0m of the sign.
10. No person shall erect or place a sign, so that it would be considered, in the opinion of the Development Authority to be a traffic hazard, or obstruct the vision of vehicular traffic.
11. The area around sign structures shall be kept clean and free of overgrown vegetation, and free from refuse material.
12. The Development Authority may require an engineer-approved plan prior to the issuance of a sign permit in order to ensure the safety of a sign, awning or canopy design and placement.
13. Notwithstanding Section 3-5 of this Bylaw the Development Authority may, with respect to an application for a sign permit:
  - a) grant a sign permit to an applicant subject to such conditions considered necessary to ensure this Bylaw is complied with, or
  - b) refuse the application.
14. A sign permit may be issued if:
  - a) except as otherwise provided in the Bylaw the sign only advertises or draws attention to goods or services sold or provided on the lot or the site on which the sign is located;
  - b) the sign is an announcement for a particular public community event and will be removed after the occurrence of that event;

- c) the sign is for the identification of a neighbourhood and is to be placed at the major entry points of the neighbourhood;
- d) the sign is for the identification of a land use District contained within the geographic area shown on the sign;
- e) the sign is otherwise specifically permitted by this Part, and
- f) the sign proposed to be erected upon any property classified as Commercial C-1 pursuant to the Land Use District Map will be a minimum height of 2.4m above finished landscape or sidewalk level, and will not protrude more than 0.3m from the face of the structure and shall be supported safely by the structure from which goods are sold or services offered, excepting that when the sign is an integral part of a canopy or awning the maximum 0.3m protruding factor will not apply, and the sign complies with this Part in all respects.

15. All applications for signs abutting a highway right-of-way shall be referred to Alberta Transportation to ensure that provincial requirements and regulations are respected in the approval process.

## **SECTION 9-4            FREESTANDING SIGNS**

1. Within Residential Land Use Districts, Freestanding signs shall be permitted subject to the following provisions:
  - a) Within a Residential District, one identification freestanding sign may be allowed to identify the name of an apartment, multi-family complex, Manufactured Home park or a subdivision, and which does not:
    - i) exceed 2.0m<sup>2</sup> in area;
    - ii) project within 0.6m from the property line, or
    - iii) exceed 2.0m in height.
  - b) Freestanding signs identifying the name of the community, neighbourhood, or subdivision shall blend in with the architecture or development theme of the surrounding area.
  - c) A neighbourhood identification sign shall not contain an advertisement in any form but may contain the name or logo of the company or companies, which developed the neighbourhood.
  
2. Within all Non-Residential Land Use Districts, freestanding signs may be allowed as follows:
  - a) Where a site has 90.0m or less of frontage, total area of all faces of freestanding signs shall not exceed 30.0m<sup>2</sup>, with a sign to be no less than 20.0m from another sign on the site.
  - b) Where a site has in excess of 90.0m of frontage, freestanding signs in addition to those in a) above, with a total face area of not more than 15.0m<sup>2</sup> may be erected for each additional 90.0m or portion thereof of street frontage abutting the developed portion of the site, provided that any sign is not closer than 20.0m to any other sign on the site.
  - c) The maximum height of any freestanding sign shall not exceed 9.1m from grade. No part of any sign that is highway oriented and within 200.0m of the edge of the pavement shall be more than 9.1m above the grade of the highway or 15.0m above the grade of the site of the sign, whichever is lowest.
  - d) A maximum of 8.0m<sup>2</sup> of freestanding sign area per site may be used for off-parcel signs.
  - e) The freestanding sign shall not project within 0.6m from a property line, or within 2.0m of overhead utility lines.
  - f) Freestanding signs may rotate at no more than six revolutions per minute.
  - g) Inflatable signs shall be securely grounded and a minimum of 10.0m away from utility lines and road rights-of-way, and shall be located no higher than 10.0m above grade level.

**SECTION 9-5 BILLBOARD SIGNS**

1. A sign permit for a billboard shall not be issued unless:
  - a) the billboard is to be located on a lot abutting a highway, and
  - b) the design, character, location and construction of a billboard sign shall be to the satisfaction of the Development Authority, who shall take into consideration the following aspects:
    - i) compatibility with the general architectural lines and forms of nearby buildings and the character of the streetscape or area within which it is to be located;
    - ii) the restriction of natural light to the surrounding buildings, and
    - iii) its position so that it does not severely obstruct the horizon line when it is viewed from vehicular traffic traveling past it from any direction.
2. A billboard may only contain poster panels or bulletins of the following size 3.0m by 6.0m.
3. A billboard facing, including border and trim but excluding the base, apron, supports or other structural members shall not exceed 18.5m<sup>2</sup> in area. The maximum size of a billboard referred to in Subsection 1 applies to each facing of a billboard structure and facings may be placed back-to-back or in a V-shaped configuration.
4. A billboard sign shall not be located within a 100.0m of any other billboard sign on the same side of the road. Where a billboard sign is located on a corner or double fronting parcel, each frontage may have a billboard sign provided that the signs are not closer than 100.0m apart. Billboards may be located opposite each other on properties abutting either side of a public roadway, having due regard to traffic safety, the amenities of the neighbourhood, and the use, enjoyment or value of neighbouring properties.
5. A billboard sign shall not project within 5.0m of any property line. The Whitecourt may authorize community-oriented billboards within public road rights-of-way.
6. No part of any sign that is highway oriented and within 200.0m of the edge of the pavement shall be more than 5.5m above the grade of the highway or 10.0m above the grade of the site of the sign, whichever is lowest. A billboard shall not be located closer than 30.0m to the intersection of any roadway with another public roadway. Where a billboard is attached to a building it shall not project above the building to which it is attached.
7. Billboard facings may be illuminated by a constant source of light only, and shall not be lit by a flashing, animated or intermittent light source.

**SECTION 9-6 AWNING AND CANOPY SIGNS**

1. Awning or canopy signs shall be permitted in all Commercial and Industrial Land Use Districts.
2. The awning or canopy sign shall have a clearance of not less than 2.4m between the bottom of the canopy or awning and the sidewalk, walkway or ground level.
3. In Commercial Districts where the front portion of the building extends out to the front property line, the canopy or awning sign shall not project more than 2.0m over the sidewalk.

4. Notwithstanding Subsections 2 and 3, no canopy sign shall be permitted, where in the opinion of the Development Authority, the canopy or awning obstructs the free movement or access to pedestrians, vehicles or repairs to overhead utility lines.

#### **SECTION 9-7 CLOTH SIGNS**

The Development Authority shall not issue a sign permit for a cloth sign that is proposed to cross a public roadway unless the sign will be located at least 6.5m above the public roadway.

#### **SECTION 9-8 ROOF SIGNS**

1. Roof signs shall be permitted in C-1 Commercial, C-2 Commercial, C-3 Commercial and all Industrial Districts.
2. No portion of a sign shall overhang the roof on which it is located.
3. No supporting structures shall be visible to the public unless finished in an aesthetically pleasing manner to the discretion of the Development Authority.

#### **SECTION 9-9 WALL AND FASCIA SIGNS**

1. Wall and fascia signs shall be permitted in all Land Use Districts.
2. In Commercial and Industrial Districts, one fascia sign only will be permitted to indicate the name and nature of the occupancy for each occupancy within the development. The sign shall not exceed a height of 2.0m and a horizontal dimension greater than the length of the bay that the proprietor's sign identifies. In no case, however, shall the fascia sign exceed 30% of the building face or bay that the sign identifies.
3. In Residential Districts a wall or fascia sign may be permitted for an approved home occupation provided the sign does not exceed 0.3m<sup>2</sup> in area.
4. Notwithstanding Subsections 2 and 3, developments, which are considered by the Development Authority to be double fronting, may apply for a fascia sign permit for the second fronting building face.
5. Notwithstanding Subsections 2 and 3, in developments containing more than two storeys, fascia signs shall only be permitted on the building face below the third storey offices and bays.
6. A wall sign in Commercial and Industrial buildings shall not exceed an area of more than 45% of the wall to which it is attached.
7. A wall sign shall not extend beyond the limits of the wall to which it is attached.

8. Notwithstanding Subsection 6, a wall sign mural, which is painted onto the wall, may encompass 100% of the wall to which it is painted, provided that the wall sign mural complies with Section 6-6 of this Bylaw.
9. Any identification wall signs with non-illuminated letters up to but not exceeding 0.7m in height, nor 0.4m<sup>2</sup> in area, are not restricted and may be permitted in addition to regulated signs.

#### **SECTION 9-10 PROJECTING SIGNS**

1. A projecting sign shall be attached to the structure to which it refers.
2. No framework or other supporting devices shall be visible (i.e. guy wires, cables, etc.).
3. Support shall not be provided by "A" frames.
4. A projecting sign does not include a canopy or marquee sign.
5. The minimum vertical clearance must be 2.4m from finished grade.
6. Shall not project more than 2.0m over the sidewalk.

#### **SECTION 9-11 TEMPORARY SIGNS**

1. No temporary sign shall exceed 9.3m<sup>2</sup> in area. Temporary "A" Board signs of rigid material shall not exceed 1.5m<sup>2</sup> in area, or 1.8m in height, nor shall any such sign be fastened to the ground or employ any flashing lights or mechanical device to provide motion to the sign.
2. Temporary signs or banners shall not be located in such a manner as to restrict a traveler on any street from obtaining a clear view of approaching vehicles for a distance of 75m along the street. Banners may extend across a public street only by permission of Whitecourt and only if they maintain a minimum clearance of 6.5m above a public street.
3. Notwithstanding Subsection 1 no portable sign shall exceed 4.6m<sup>2</sup> in size.
4. One portable sign shall be permitted on each parcel of land except that parcels exceeding 3716.0m<sup>2</sup> may be permitted to have two such signs.
5. No portable sign shall be placed on any municipal property, except with the consent or agreement of the Whitecourt.
6. No portable sign may employ any flashing lights or mechanical or electrical device providing motion to the sign. Red, green or amber lights shall not be employed on any portable sign.
7. No portable sign shall be fastened to the ground.
8. The name of the owner of the sign and its permit as issued by Whitecourt shall be permanently attached to the sign in a conspicuous location.

9. All portable signs placed on parcels or sites shall be placed in such a manner that the sign does not obstruct sight lines for pedestrians, motorists, and cyclists at intersections.
10. Whitecourt may remove without notice any portable sign which has been placed in contravention of this Section. The costs associated with such removal and any storage charges shall be paid by the owner prior to the release of the sign to the owner as well as any permit fees which may be outstanding.

#### **SECTION 9-12      TEMPORARY SIGNS**

1. No temporary sign shall exceed 9.3m<sup>2</sup> in area. Temporary "A" Board signs of rigid material shall not exceed 1.2m<sup>2</sup> in area, or 1.0m in height, nor shall any such sign be fastened to the ground or employ any flashing lights or mechanical device to provide motion to the sign.
2. Temporary signs or banners shall not be located in such a manner as to restrict a traveler on any street from obtaining a clear view of approaching vehicles for a distance of 75m along the street. Banners may extend across a public street only by permission of Whitecourt and only if they maintain a minimum clearance of 6.5m above a public street.
3. Whitecourt may remove without notice any temporary sign which has been placed in contravention of this Section. The costs associated with such removal and any storage charges shall be paid by the owner prior to the release of the sign to the owner.

#### **SECTION 9-13      PORTABLE SIGNS**

1. A portable sign may be an off parcel sign.
2. No portable sign shall exceed 4.6m<sup>2</sup> in size or 9.3m<sup>2</sup> display area of all faces.
3. One portable sign shall be permitted on each parcel of land except that parcels exceeding 3500m<sup>2</sup> may be permitted to have two such signs.
4. No portable sign shall be placed within 20m of any other portable, freestanding, billboard, or temporary sign, on a required parking area, or within 2.0m of any property line.
5. No portable sign shall be placed on any municipal property, except with the consent or agreement of Whitecourt.
6. No portable sign may employ any flashing lights or mechanical or electrical device providing motion to the sign. Red, green or amber lights shall not be employed on any portable sign.
7. No portable sign shall be permanently fastened to the ground.
8. The name of the owner of the sign and its permit as issued by Whitecourt shall be permanently attached to the sign in a conspicuous location.

9. Portable signs shall be placed in such a manner that they sign do not obstruct sight lines for pedestrians, motorists, and cyclists at intersections.
10. Whitecourt may remove without notice any portable sign which has been placed in contravention of this Section. The costs associated with such removal and any storage charges shall be paid by the owner prior to the release of the sign to the owner as well as any permit fees which may be outstanding.
11. In the event of conflicts or unforeseen problems Whitecourt reserves the right to request the removal of offending signs and/or issue a municipal tag.

**SECTION 9-14      A-BOARD SIGNS**

1. A-Board signs shall be a maximum of 0.6m wide and 1.0m high.
2. Signs shall be placed on the outside of the sidewalk in line with meters and light poles, and must allow at least a 1.8m minimum width for pedestrian traffic.
3. Signs shall not impede the view of pedestrians or street traffic.
4. Signs shall only be allowed on sidewalks during hours when the business is open to the public.
5. A limit of one sign per business may be placed directly in front of the business.
6. Signs cannot be placed on centre medians.
7. Signs must be constructed of weatherproof materials.
8. In the event of conflicts or unforeseen problems Whitecourt reserves the right to request the removal of offending signs and/or issue a municipal tag.