

4.0 SIGN AND OUTDOOR ADVERTISEMENT REGULATIONS

(1) Purpose

The purpose of this Section is to regulate the number, size, type, form, appearance and location of signs in order to:

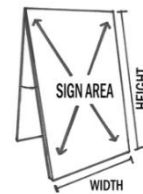
- (a) allow local businesses and organizations to advertise their presence to local citizens in a manner that can be equitably applied and enforced;
- (b) encourage and improve the quality of sign design to compliment the streetscape;
- (c) discourage the clutter of signs and minimize the adverse effect of signs on nearby private and public property; and
- (d) ensure signs do not disrupt the orderly and safe flow of vehicular and pedestrian traffic.

(2) Applications

- (a) Except as provided for in section 4.4, no person shall place, replace, erect or use any sign without first obtaining a development permit.
- (b) A development permit application for a sign shall include the following information:
 - (i) location of the sign by elevation drawing or site plan of the property showing distance to front and side property lines, approaches or driveway locations and distances from existing building;
 - (ii) overall dimensions of the sign;
 - (iii) amount of projection from the face of the building or above the building roof or parapet wall;
 - (iv) height of a freestanding sign;
 - (v) amount of projection over public property;
 - (vi) height of sign above ground level; and
 - (vii) manner of illuminating the sign in any form of animated or intermittent lights.

(3) Definitions

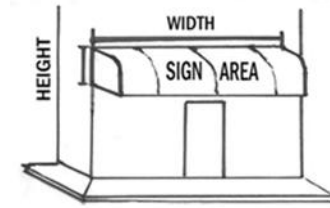
“a-board sign” means a self-supporting sign consisting of two flat faces/surfaces joined at one end, which is set upon the ground and has no external supporting structure. This includes signs commonly known as sandwich board or sidewalk sign;



Sign for illustrative purposes

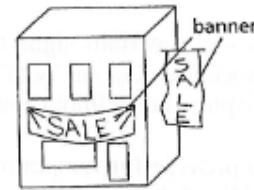
“awning” means a projection supported solely from the building, constructed with a fabric or plastic skin stretched over a frame used for shelter from the weather;

“awning sign” means a non-illuminated sign which is painted on or affixed flat to the surface of an awning;



Sign for illustrative purposes

“Banner Sign” means a temporary sign that is constructed of a flexible, non-ridged material that is intended to be hung or suspended which displays characters, letters or illustrations advertising a business, event or matter;



Sign for illustrative purposes

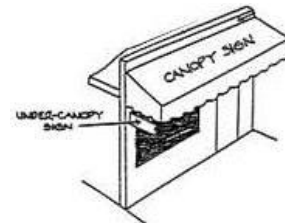
“billboard” means a structure, primarily self-supporting, which is used for the display of general advertising, the subject matter of which is not necessarily related to the use or ownership of the property on which the structure is located;



Sign for illustrative purposes

“canopy” means any permanently fixed structure other than an awning, which is roofed solid and projects from the face of the building for the purpose of affording protection or shelter from the weather and which is supported solely from the building;

“canopy sign” means any sign attached to and forming part of the face of a canopy or sign suspended and supported under a canopy;



Sign for illustrative purposes

“community bulletin board” means a structure erected by or for the Town for the purpose of posting temporary community notices;

“directional sign” means a sign which indicates the distance and/or direction to a place of business or other premises indicated on the sign;



Sign for illustrative purposes

“fascia sign” means a sign placed flat and parallel to the face of the building so that no part projects more than 0.3 m (1 ft.) from the building. It does not include a billboard or wall sign;



Sign for illustrative purposes

“freestanding sign” means a sign that is supported independently of a building wall or structure. It does not include a portable sign or wall sign;



Sign for illustrative purposes

“hold time” means the length of time a sign message is fixed in place before changing to a different sign message;

“identification sign” means a sign which contains no advertising, but is limited to the name, address and number on a building, institution or person;



Sign for illustrative purposes

“illumination” means the act of lighting up a sign by way of an artificial light source located within, or external to, the sign and does not include flashing or intermittent lighting;

“inflatable sign” means a temporary sign that is designed to be inflated with air or lighter-than-air gas and to be anchored or affixed to a building or to the ground;



Sign for illustrative purposes

“point-of-purchase sign” means advertising that is not visible from a public right-of-way and is intended to advertise goods available for sale on-site such as a drive-thru menu;



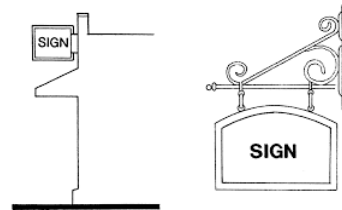
Sign for illustrative purposes

“portable sign” means any sign or advertising device that can be carried or transported from one site to another, which does not rely on a building or a fixed concrete foundation for its structural support and includes sign commonly known as mobile signs, but does not include A-board signs, temporary signs, or signage permanently attached and forming part of motor vehicles used in the day to day conduct of a business;



Sign for illustrative purposes

“projecting sign (blade sign)” means a sign which is attached to a building or structure so that part of the sign projects more than 0.3 m (1 ft.) from the face of the building or structure;



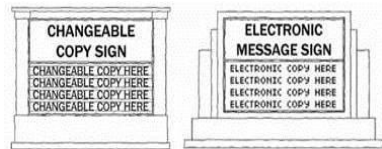
Sign for illustrative purposes

“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;



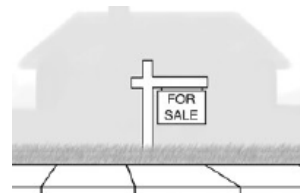
Sign for illustrative purposes

“reader board” means a sign which provides for a changeable message through the use of an electronically displayed message or other similar means and which forms an integral part of the sign;



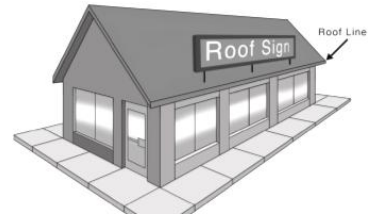
Sign for illustrative purposes

“real estate sign” means a temporary sign erected on a site by the owner or agent of the owner of the site, advertising the site for sale or lease, but does not include an inflatable sign;



Sign for illustrative purposes

“roof sign” means any sign placed on or over a roof or a parapet of a building;



Sign for illustrative purposes

“sign” means any structure, device or object used to identify, advertise or attract attention to any product, place, activity, person, institution, organization, firm, group, commodity, profession, enterprise, industry or business;

“sign area” means the combined surface area on a single side of a sign on which advertising could be or is intended to be placed;

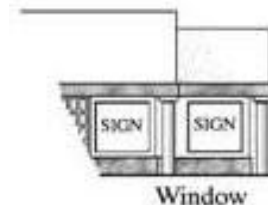
“temporary sign” means a sign, not permanently installed, intended to be featured for a short period of time, and for a special, unique, limited activity or sale, but does not include an a-board or portable sign;

“wall sign” means any panel, lettering or display painted directly on the exterior wall of the building;



Sign for illustrative purposes

“window sign” means a sign which is painted on, attached to, or applied to the inside surface of a window and intended to be viewed from the outside.



Sign for illustrative purposes

(4) Signs Not Requiring A Permit

The following signs shall not require a development permit provided each sign complies with the regulations of this bylaw.

- (a) signs authorized and/or erected by the Town of Innisfail on any streets, sidewalks, or other public property;
- (b) temporary signs promoting the sale or lease of real estate, providing that

- (i) there shall not be more than one sign on any lot in a residential area. Such signs shall not exceed 1.5 m² (16 ft²).
 - (ii) in commercial and industrial areas, there shall not be more than one sign for each frontage and the area of such sign shall not exceed 11.5 m² (123 ft²).
- (c) temporary signs advertising garage sales, special events and charitable fund raising campaigns, provided that:
- (i) except those signs placed on community bulletin boards provided by or for the Town, all signs are self-supporting and shall not be placed on or attached to any other structure including mailboxes, trees, light standards, utility poles, and traffic sign posts; and
 - (ii) all signs are removed no later than 24 hours following the sale or event.
- (d) temporary signs of building contractors relating to construction work in progress on the land on which the sign is erected, provided that
- (i) the sign is wholly situated upon the site of the structure or land use to which it refers,
 - (ii) the sign shall not project over public property,
 - (iii) only one sign shall be permitted upon each site and limited in size to a maximum of 3 m² (32 ft²), and
 - (iv) the sign shall be removed prior to occupancy of the building;
- (e) notices of identification in respect of the land or building on which they are displayed, or professional, business and tradename plates relating to the occupants of the land or buildings on which they are displayed, providing that
- (i) each name plate shall not exceed 0.2 m² (2 ft²), and
 - (ii) such sign may be illuminated to Electrical Certification Standards but not flashing;
- (f) posters relating specifically to a pending election. Such posters must be removed within two (2) days after the date of the election;
- (g) window signs located inside a building used for non-residential purposes;
- (h) advertising signs displayed on garbage or recycling bins located on streets under an agreement with the Town;
- (i) A-board signs provided that:
- (i) such signs do not display third-party advertising; and
 - (ii) these signs meet all other requirements in this Part;
- (j) directional signs situated on private property provided that:
- (i) the sign is a freestanding sign and is appropriately located adjacent to the entrance, exit or drive-thru;
 - (ii) the sign face area does not exceed 0.5 m² and that the sign height does

not exceed 1.5 m (4.9 ft); and

- (k) point-of-purchase signs not visible from a public right-of-way, such as drive-thru menus and car wash menus;
- (l) promotional advertising signs on private property in commercial or industrial Districts advertising a special promotion on the premises, to a maximum duration of fourteen (14) days; and
- (m) the first permanent sign placed on a building or site on private property, provided the sign meets the provisions of this Part.

(5) General Provisions

- (a) A sign shall not conflict with the general character of the surrounding streetscape or the architecture of nearby buildings.
- (b) No approval shall be granted for a sign which will overhang a street, sidewalk or other Town property until the applicant enters into an encroachment agreement with the Town.
- (c) Where a sign projects over public property, a minimum clearance of 2.5 m (8 ft.) above ground level shall be maintained.
- (d) A larger clearance of 4.6 m (15 ft.) shall be maintained where a sign is located or projects into or over a driveway or other area of vehicle movement.
- (e) A sign shall not obstruct the view of or be liable to be confused with any authorized traffic sign, signal or device or otherwise pose a potential hazard to traffic.
- (f) A sign shall not display lights which may be mistaken for the flashing lights customarily associated with danger or those used by police, fire, ambulance or other emergency vehicles.
- (g) The owner of a sign shall be responsible for maintaining their sign in a proper state of repair and shall
 - (i) Keep it properly painted at all times;
 - (ii) Insure that all structural members and guy wires are properly attached to the sign and building and meet proper safety standards; and
 - (iii) Clean all sign surfaces as it becomes necessary.
- (h) With the exception of billboard signs, freestanding signs related to a comprehensively planned commercial area, freestanding signs used solely by community organizations and reader boards, the subject matter of all signs shall relate to the use or ownership of the property on which the sign is located.

- (i) A sign shall not obstruct the use of a fire escape, fire exit, door, flue, air intake, exhaust, window, or interferes with any electrical or telephone wires or associated supports, but shall not include a window sign permitted by this Bylaw. Notwithstanding, signs shall not be located such that they interfere with any opening required for ventilation;
- (j) No person shall erect, construct or maintain a sign or sign structure so as to create a hazard for pedestrian or vehicular traffic.

(6) Sign Removal

- (a) Where any sign no longer fulfils its function under the terms of this Land Use Bylaw, the Development Officer may order the removal of the sign and the lawful owner of the sign or where applicable, the registered property owner, shall upon order:
 - (i) remove the sign and all related structural components within thirty (30) days, or a reasonable time frame established by the Development Officer, from the date of receipt of such notice;
 - (ii) restore the immediate area around the sign to the satisfaction of the Town; and
 - (iii) bear all the costs related to such removal and restoration.
- (b) The Development Officer may
 - (i) revoke any development permit where a sign for which such permit was issued violates the conditions of the permit or any of the provisions of this Land Use Bylaw;
 - (ii) order the owner to stop work on a sign if a permit has not been issued; or
 - (iii) require the removal or repair of any sign or its supporting structure which, in his or her opinion, is or has become, dilapidated or unsafe, or is in such a state of disrepair as to constitute a hazard or which has been erected or maintained contrary to the provisions of this By-law.
- (c) The Development Officer may remove and impound any sign that, they believe on reasonable grounds, is not authorized pursuant to this Bylaw:
 - (i) in the case of a sign for which a permit is issued, after seven (7) days' notice to the sign permit holder, delivered to the address shown on the permit; or
 - (ii) in the case of a sign for which no permit has been issued, without prior notice to any person.
- (d) Notwithstanding subsection (c), no sign which is located in or upon or which is affixed to a building shall be removed without either the consent of the owner of the building, the consent of the owner of the sign or a court order.

- (e) Following the impounding and removal of a sign, a notice shall be sent to the owner of the sign (if known) or to the owner of the premises from which the sign is removed, advising of the removal. The owner of the sign may secure its release from impound upon payment in full of all applicable impounding and storage charges at the rates specified in Schedule B of this Bylaw.
- (f) An impounded sign which has not been redeemed within thirty (30) days of the date of the service of notice as specified in subsection (10) may be disposed of by the municipality without further notice to any person and without any liability to compensate the owner of the sign.
- (g) A person who fails to comply with any of the provisions of Part 4.0 shall be guilty of an offence and subject to the penalties set out in Schedule B.

(7) Fascia Signs

- (a) No fascia sign shall be lower than 2.5 m (8 ft.) above grade, except in the case of a sign intended solely for the information of pedestrians in which case the height shall be determined by the Development Authority having regard, amongst other things to public safety.
- (b) No fascia sign on a single storey building shall be higher than the eaveline of the building.
- (c) No fascia sign on a building of two or more storeys shall be higher than the sill level of the second floor windows or the equivalent height in the case of a sign attached to a windowless wall, unless otherwise approved by the Development Authority.

(8) Projecting/Blade Signs

- (a) No part of a projecting sign shall be less than 2.5 m (8 ft.) above finished grade.
- (b) No projecting sign on a single storey building shall be higher than the eaveline of the building.
- (c) No projecting sign on a building or two or more storeys shall be higher than the sill level of the second floor windows or the equivalent height in the case of the sign attached to a windowless wall, unless otherwise approved by the Development Authority.
- (d) The maximum size for projecting signs shall be 0.9 m² (10 ft²).
- (e) Only one (1) projecting sign may be erected on each street frontage of a building, unless otherwise approved by the Development Authority.
- (f) Project a maximum of 1.0 m (3.3 ft) over a sidewalk.
- (g) Projecting signs in the CB District on 50 Street between 49 Avenue and 53 Street, shall:

- (i) be located at or below the level of the second floor windows;
- (ii) complement the architecture and coordinate with other streetscape improvements and development;
- (iii) not employ backlit construction or be encircled with flashing or neon lights; and
- (iv) have a maximum size of 0.6 m² (6.0 ft²).

(9) Freestanding Signs

- (a) With the exception of signs used solely by community organizations, a freestanding sign shall be situated wholly upon the site of the building or land use to which the sign refers.
- (b) A sign shall not project over the property line.
- (c) No freestanding sign is to exceed 9 m (30 ft) in height or 9 m² (97 ft²) in sign area, except that a sign identifying a neighbourhood commercial site in or adjacent a residential area shall have a maximum permitted height of 7.5 m (25 ft) and a maximum permitted sign area of 4.6 m² (50 ft²).
- (d) Only one freestanding sign shall be allowed on each site.
- (e) Notwithstanding subsections (c) and (d), if a freestanding sign is to be located in a shopping centre or intended to serve a commercial area planned as a unit, more than one freestanding sign may be permitted and the total sign area may be increased to a maximum of 27.3 m² (294 ft²) and the maximum height shall be 11 m (36 ft).
- (f) Where more than one freestanding sign is permitted, freestanding signs on the same parcel shall be separated by a minimum distance of 15 m (49.2 ft) from each other.

(10) Billboards

- (a) No billboard or any portion thereof shall be erected or placed in the Highway Commercial District (HWY-C), Industrial District (I), Privately Serviced Industrial District (I-PS), or Reserved for Future Development District (RD).
- (b) Subject to Section 3.8 (Non-conforming Uses and Buildings) of this Land Use Bylaw, all existing billboards are to be considered as non-conforming structures.
- (c) Billboard signs shall:
 - (i) have a maximum sign area of 11.9 m² (128 sq ft);

- (ii) have a maximum height above grade of 7.0 m (22.9 ft);
 - (iii) not project beyond the boundary of a parcel upon which the billboard is located;
 - (iv) be separated by a minimum distance of 30.0 m (98.4 ft) from other large self-supporting freestanding type signs.
- (d) Only one (1) billboard sign may be erected per site.

(11) Portable Signs

- (a) No portable sign shall be higher than 2.0 m (7 ft) above grade or larger than 3 m² (32 ft²) in sign area.
- (b) Portable signs shall be situated wholly upon the site of the business or land use to which the advertising of the sign refers.
- (c) No portable sign shall be placed on any Town owned property without the approval or consent of the Town CAO or designate.
- (d) Portable signs are intended for temporary on-site advertising relating to the commercial activities of the landowner or tenants. Third-party advertising is not permitted on portable signs with the exception only of promotions of community or not-for-profit organizations.
- (e) A portable sign shall be stabilized, but shall not use unsightly or potentially hazardous methods.
- (f) A portable sign shall not interfere with pedestrian and/or vehicular traffic.
- (g) No portable sign shall be located within 3.0 m (9.8 ft) of any access/egress to/from a property.
- (h) The number of portable signs permitted on a parcel shall be limited to one (1), except for:
 - (i) parcels with a total parcel frontage length of less than 30.5 m (100 ft) on which no portable sign may be placed within 15.2 m (50 ft) of another portable or freestanding sign on the subject or neighbouring parcels;
 - (ii) multi-tenant parcels with a total parcel frontage length that is greater than 61 m (200 ft) on which one (1) additional portable sign may be permitted for each additional 30.5 m (100 ft) of parcel frontage over the 61 m (200 ft); and
 - (iii) in no case shall portable signs be closer than 15.2 m (50 ft) to any other portable or freestanding sign.

(12) Awnings and Awning Signs

- (a) Awnings shall be constructed of durable, colour-fast material.
- (b) Awnings shall be tightly stretched over a ridged metal frame in order to minimize the accumulation of dirt through sagging, and also to improve their neat appearance.
- (c) Minimum clearance shall be 2.5 m (8 ft).

(13) Canopy Signs

- (a) Canopy signs shall be attached to the structure to which they refer.
- (b) Canopy signs may be attached to any or all faces of the canopy.
- (c) Under canopy signs shall not exceed a depth of 0.3 m (1 ft) and shall not project beyond the outer edge of the canopy.
- (d) Canopy signs attached to the face of the canopy or under the canopy shall have a minimum clearance to the finished grade of 2.5 m (8 ft).

(14) Roof Signs

- (a) The Town shall be satisfied that the purpose of the sign cannot be achieved by another type of sign.
- (b) Roof Top Signs will only be allowed if:
 - (i) located in a commercial or industrial district;
 - (ii) the message of the sign is limited to the buildings on or the land use of the parcel on which the sign is situated;
 - (iii) the maximum sign area shall be 9 m² (97 ft²). Sign area shall be exclusive of pylons, supports and structural members if such pylons, supports and structural members are free of any message and are constructed such that they do not form part of the message;
 - (iv) the sign shall not project more than 2.43 m (8 ft) vertically above the roof line, and no portion of the sign shall project horizontally beyond the roof line. These measurements of projection shall include pylons, supports, and structural members whether or not such pylons, supports and structural members have any message or are constructed such that they form part of the message;
 - (v) structural support elements shall be designed or concealed such that they are not visible; and
 - (vi) a qualified member of the Association of Professional Engineers, Geologists and Geophysicists of Alberta in good standing shall design or approve the design of the sign.

(15) Wall Signs

- (a) A wall sign shall not exceed 3.1m (10 ft) in height and 9.14 m (30 ft) in length.
- (b) Only one wall sign per wall shall be permitted.
- (c) No wall sign on a building of two or more storeys shall be higher than the sill level of the second floor windows or the equivalent height in the case of a sign on a windowless wall, unless otherwise approved by the Development Authority.

(16) Reader Board

- (a) A reader board may form part of a freestanding sign, billboard sign or fascia sign where all provisions relating to the respective type of sign are satisfied.
- (b) A reader board sign may display digital text and images but no text or image shall involve any visible effects including but not limited to scrolling, action, motion, dissolving, blinking, intermittent or flashing light, or the illusion of such effects.
- (c) The minimum hold time at which text and images shall be refreshed or change shall be no less than 6 seconds.

(17) A-Board Signs

- (a) Only one (1) A-board sign permitted per business on a site.
- (b) A-board signs shall:
 - (i) be constructed of a material such that a rigid frame is provided, be of a painted finish, be neat and clean, and be maintained in such condition;
 - (ii) be a maximum of 0.61 m (2.0 ft) wide and 0.91 m (3.0 ft) high;
 - (iii) be on display only during those hours that the business is open;
 - (iv) be placed directly in front of or as close as possible to the building in which the business is located;
 - (v) not display third-party advertising; and
 - (vi) not impede the view of pedestrians or street traffic.
- (c) For businesses with zero front setbacks, one (1) A-board sign may be placed on Town property adjacent the front property boundary provided that the sign shall be placed as close as practical to any tree, garbage bin, or other piece of street furniture where available in front of the business in order to maintain the maximum area possible for pedestrian passage.

(18) Other Signs

(a) The Development Authority may approve other signs subject to the general provisions of subsection (4).