

PART 5: SIGNS

5.1 GENERAL PURPOSE

- 5.1.1. For clarity, a sign is defined as:
 - a) a device, notice, or medium, including its support system and other components, that is used or is intended or capable of being used, to attract attention for advertising, identification or, for information purposes.
- 5.1.2. The general purpose of this Part is to regulate the number, size, type, form, appearance and location of signs in order to:
 - a) balance the need for signs with safety and aesthetics;
 - b) provide adequate and flexible means of identification for commercial and industrial enterprises; and
 - c) minimize potential adverse effect of signs on private and public property.

5.2 SIGN DEFINITIONS

- 5.2.1. For Direct Control Districts included within Schedule "A" that were approved under the provisions of previous Land Use Bylaws, terms shall be interpreted within the context of that Bylaw that was in force and effect at time of passage of the creation of the Direct Control District.
- 5.2.2. For the purposes of interpretation of Part 5, the following words, terms, and phrases, relating to the signage regulations, have the meaning assigned to them as follows:

ABANDONMENT as it pertains to signs means a sign located on a property which becomes vacant and unoccupied or, any sign which pertains to a time, event or purpose for which it no longer applies.

ADVERTISEMENT means any device or representation visible to the general public that is for the purpose of directly or indirectly promoting sales or drawing attention to an event.

A-FRAME SIGN means a sign with two angled sides, to which copy can be applied, that meet at the top to form the shape of a triangle, or an inverted "V", when resting directly on the ground.

AGRICULTURAL IDENTIFICATION SIGN means a sign indicating the name and address of a farm site and/or the occupant of a farm site, but does not include any advertising.

AGRICULTURAL SIGN means a sign installed, erected or displayed to identify a business located on a parcel or a site within an agricultural Zoning District and contains only the name of the business on-site.

AUDIBLE SIGN means any sign that emits a sound which can be heard or, emits a signal that can be converted to sound that can be heard.

AWNING means a light detachable system of fabric, sheet metal, plexiglas or other

similar material, which is entirely supported from a building by a fixed or retractable frame.

AWNING SIGN means a sign that is painted on or affixed flat to the exterior surface of an awning.

BANNER SIGN means a sign made of lightweight, flexible fabric or material that is affixed to the exterior façade of a building to which copy is painted, stamped, stenciled, perforated, stitched or otherwise applied directly onto its surface.

BEACON means any light with one or more beams directed into the atmosphere or directed at one or more points that may differ in location from the light source and, any light with one or more beams that rotate or move.

BILLBOARD means a sign that is a large flat panel surface designed to provide for outdoor advertising and, that is typically located adjacent to high traffic areas or streets.

BUILDING FACE means that portion of any exterior elevation of a building exposed to public view, extending from the grade to the eaves or the top of the parapet wall and the entire length of the building elevation, including all areas divided by firewalls.

CANOPY means an architectural feature or structural protective element affixed to the exterior wall of a building over a door, entrance, outdoor service area or similar type of entrance way.

CANOPY SIGN means a sign that is painted on or affixed to the exterior surface of a canopy.

CHANGEABLE COPY SIGN means a freestanding sign consisting of a base placed in or on the ground, with a flat copy area of one or two sides to which copy can be applied and is designed to allow for the message or advertising to be changed frequently and easily.

CHANGEABLE DISPLAY FEATURE means an area on a sign that can be changed manually or automatically by electronic or digital means.

CHANNEL LETTER SIGN means a fascia sign that is a single solid structure resembling a letter, number or other symbols that when affixed horizontally parallel to the exterior façade of a building displays a message.

CHARITABLE ORGANIZATION means a voluntary organization that is registered with the Canada Revenue Agency and, primarily carries on its own charitable activities. It can be incorporated, or it can be established by a constitution or a trust document. A charitable organization does not use its income to benefit its members. It receives its funding from a variety of arm's length sources and provides a tangible benefit to the public.

CLEARANCE means the unobstructed vertical distance between the ground or finished floor and the underside of a sign or structure.

COMMUNITY EVENT INFORMATION SIGN means a permanent sign of a standard design with a changeable display feature that is used for advertising community events or notices. These signs are required to be of a design that is acceptable to the County's Recreation, Parks and Culture department.

COMMUNITY IDENTIFICATION SIGN means a sign indicating the name of a subdivision or community.

COMPREHENSIVE DEVELOPMENT means a development that may include more than the one lot but gives the appearance of a single site development.

CONSTRUCTION SIGN means a sign used to identify a construction project, the owner, general contractor, sub-trades, architect, engineers and others associated with the design, planning and development of a project under construction.

CONTRACTOR as it pertains to signs, means a company or business that is contracted to complete a project related to the construction, renovation or alteration of a structure, building or any other development.

COPY means letters, characters, numbers, graphics or symbols that make up the message on a sign.

COPY AREA means:

as a percentage of the maximum sign area, as noted within this Bylaw; or
a specified numerical figure, as noted within this Bylaw.

CORNER VISIBILITY TRIANGLE means a triangular area at a street corner formed by measuring from the actual and projected point of the intersection of the property boundaries abutting the street, a specific distance along each such property boundary to two points and adjoining those two points. The sightline will be measured from the intersection of the property lines adjoining the streets as shown on the illustrations below.

CUMULATIVE SIGN COVERAGE means the total of the combined copy area of all signs applied to a single building face, or to a site.

DEVELOPED PARCEL, as it pertains to signs, means a residential parcel containing a principal building, or a non-residential (including agriculture) parcel accommodating a principal building or non-residential use.

DIRECTIONAL SIGN means a sign that is located entirely on-site and provides information and directions necessary for persons entering, traveling through or, exiting a site.

ELECTION means an event that indicates support for a candidate or, the position on a referendum or plebiscite pursuant to municipal, provincial or federal legislation.

ELECTRONIC MESSAGE FEATURE means that portion of a sign that is comprised of a device which displays text, scrolling text, characters or images. Images must be static and remain in place for a minimum of 6.0 seconds before switching to the next copy. Messages shall not include moving effects, message transition effects or videos.
(Bylaw 37-2021, August 12, 2021)

ENTRANCE SIGN means a freestanding sign that is located at the entrance to a site or parcel that identifies a planned residential or commercial development.

FAÇADE means the exterior wall of a building exposed to public view, or that wall viewed by persons not within the building.

FASCIA SIGN means a sign that runs parallel to the face of a building on which it is displayed or attached, but does not include a painted wall sign or a window sign.

FLAG SIGN means a sign that is made of lightweight flexible fabric or material with one or two sides to which copy can be applied and, which is attached to a freestanding pole, or to a structure placed in or on the ground.

FREESTANDING MONUMENT SIGN means a freestanding sign that is a single solid structure placed in or on the ground which is wholly independent of any other object for support, and includes a copy area with one or two sides to which copy can be applied. This may include a changeable display feature or an electronic message feature.

FREESTANDING PYLON SIGN means a freestanding sign that has independent supports consisting of a base of one or more upright posts, rods, poles, stakes or similar support, placed in or on the ground, with a flat copy area, with one or two sides to which copy can be applied. This may include a changeable display feature or an electronic message feature.

FREESTANDING SIGN means a sign that has independent supports placed in the ground and that is not part of a building or structure.

FUTURE DEVELOPMENT SIGN means a temporary sign used to identify a future development area and the developer(s) or builder(s) associated with the project. It may include information on the amenities, design, staging, and timing of the proposed development.

HOME BUILDER means a company or business that constructs or renovates residential dwellings.

HOME BUSINESS SIGN means a sign installed, erected or displayed to identify a business located on a lot within a residential Zoning District and contains only the name of the business on-site.

HEIGHT, as it pertains to sign, means the maximum vertical distance between the average grade at the base of the sign and the highest point on the sign. Any earth berms and elevated foundations supporting the sign, signpost or other sign supports shall be included in the height of the sign.

IDENTIFICATION SIGN means a sign that identifies a business or use that is located on a parcel.

ILLUMINATED SIGN means a sign that is characterized by the use of artificial light: reflecting off the surface of a sign (externally illuminated); projecting through the surface of a sign (internally illuminated); or projecting from behind the surface of a sign (backlit).

INCIDENTAL SIGN means a sign, emblem, or decal designed to inform the public of facilities or services available on the premises and is generally internal to the site or not visible from public streets. Incidental signs may include but not be limited to sign designating restrooms, hours of operation; acceptable credit cards; property ownership or management; recycling containers.

INFLATABLE SIGN means a three dimensional sign, inflated with air or other gases or fluids, to which copy can be applied, and which is anchored or affixed to the ground or, to the roof of a building.

INTEGRATED ROOF SIGN means a sign erected or constructed as an integral or essentially integral part of a normal roof structure of any design, and such that no part of the sign extends above the highest portion of the roof and such that no part of the sign is separated from the rest of the roof by a space of more than 6 inches.

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 the sign and does not change the sign area.

MANSARD ROOF means a sloped roof or roof-like façade architecturally comparable to a building wall. For the purposes of these regulations the area of the mansard shall be determined by multiplying the width and the total vertical height, ignoring any slope.

MENU BOARD SIGN means a sign associated with a drive-through food services establishment and that is used to display food, beverages and their associated prices.

MURAL means an artistic rendering or drawing that is painted or otherwise applied to the exterior wall or other integral parts of a building and that is intended for public display but that does not include any advertising. A mural is not considered a sign.

OPEN HOUSE SIGN means an a-frame sign advertising a public viewing of a dwelling or dwelling unit that is for sale or for rent.

PAINTED WALL SIGN means a sign that is painted, inscribed or marked directly on any exterior wall or other integral part of a building but does not include a fascia sign or a mural.

PERMANENT SIGN means a sign that cannot be readily relocated because of its attachment to the site. It does not include a banner sign, inflatable sign or a flag sign, but includes signs painted on or, attached to a motor vehicle if the vehicle is parked on a regular basis so as to act as a sign.

PORTABLE SIGN means a sign that has independent supports and is easily moveable, with a flat copy area of one or two sides to which copy can be applied and, that is designed to allow for the message or advertising to be changed frequently and easily.

POST SIGN means a sign consisting of a base of one or more upright posts, rods, poles, stakes or similar support, placed in or on the ground and that has a flat copy area, with one or two sides to which copy can be applied.

POST SIGN, CONSOLIDATED means a sign consisting of a base placed in or on the ground, with a flat copy area with one or two sides to which copy can be applied, and is designed to be divided into multiple "panels".

PRIMARY BUILDING FACE means one side of a building that fronts onto a public road, internal road or an internal parking lot and, that is the main focus of external advertising. This side of the building generally includes the main public access into the building or business as well as the address of the building.

PRIVATE SALE SIGN means an a-frame sign or a post sign advertising a private sale of personal property such as a garage sale, or rummage sale, but excludes advertising the sale of land.

PROJECTING SIGN means a single solid structure affixed upright and perpendicular against the exterior façade of a building that supports a copy area with one or two sides to which copy can be applied.

PUBLIC NOTICE means a message of interest or warning to the public in general and that is required by, or erected pursuant to, the provisions of federal, provincial or local government legislation, regulation, bylaw or policy.

REAL ESTATE SIGN means a post sign or a consolidated post sign that advertises property for sale, lease or, rent.

RESIDENTIAL or FARM BUSINESS SIGN means a non-illuminated sign installed, erected or displayed for a home business; a bed & breakfast business; or a farm business; and, that identifies the business on-site but contains no other message or advertising.

ROTATING SIGN means a freestanding sign consisting of a base placed in or on the ground with a copy area or portion thereof that rotates around an upright axis in either a clockwise or counter clockwise motion. This shall not include a changeable display feature or an electronic message feature.

SEASONAL DECORATION means temporary ornaments and displays erected in conjunction with seasonal or holiday activities such as Christmas or Canada Day, where such ornaments and displays contain no local or general advertising of specific commercial services, merchandise, or entertainment.

SECONDARY BUILDING FACE means any side of a building that is not intended to be the main focus of external advertising. This side of a building generally does not include public access.

SHOW HOME SIGN means a sign that advertises or directs attention to a show home or a residential sales centre. (*Bylaw 40-2021-Sept. 29, 2021*)

SIGN means a device, notice, or medium, including its support system and other components, that is used or is intended or capable of being used, to attract attention for advertising, identification or, for information purposes.

SIGN AREA means the areas of a sign that are available for copy (excluding the main support structure).

SPECIAL EVENT means an event, the duration of which is temporary in nature and, which is limited to a farmers market, an exhibition, a fair, a carnival, a festival, a recreational competition, or other similar event or activity.

SPECIAL EVENT SIGN means a temporary sign erected for a specified period of time, announcing or advertising a special event such as a sporting event, community event, charitable fund raising campaign and non-profit arts and culture events.

TEMPORARY SIGN means a sign that is not a permanent sign and that is designed and intended to be displayed for a short period of time and for a special, unique, limited activity or sale.

THIRD PARTY ADVERTISING means advertising which directs attention to a business, merchandise, service, activity or entertainment which is conducted, sold or offered elsewhere other than on the parcel or road right-of-way on which the sign is located.

VIDEO DISPLAY means a device such as a television, computer monitor, flat panel display, plasma screen or similar medium used as a sign.

WINDOW SIGN means a sign, picture, symbol or combination thereof that is painted, pasted, inscribed or otherwise placed on a window for viewing from the outside of the building or premises and does not include merchandise located in a window for display purposes.

5.3 APPLICABILITY

- 5.3.1. The provisions contained in this section shall apply to all signs on lands within the County except for:
- a) any sign located within a building or structure not intended to be displayed to the outside public; and
 - b) any sign required to be displayed under the provisions of federal, provincial or municipal legislation.
- 5.3.2. It shall be the responsibility of the owner and the occupier of the lands that are subject to this Bylaw to ensure that signs conform to this Bylaw.

5.4 ADMINISTRATION & AUTHORIZATION

- 5.4.1. Unless specifically exempted from the requirements to obtain a development permit, all signs, structures for signs, and any enlargement, relocation, erection, construction or alteration of a sign shall require a development permit.
- 5.4.2. A development permit application for a sign shall:
- a) be made in writing on the appropriate application form and submitted together with the appropriate fees as approved in the Fees and Charges Bylaw and, shall include:
 - i) the signature of the registered owner(s) of the land (or their representatives or agent);
 - ii) the civic address of the building, structure or lot on which the sign is to be erected, altered or replaced;
 - iii) drawings to scale, giving dimensions, materials, finishes, colour schemes, letter fonts and sizes, graphics, logos and type of illumination;
 - iv) drawings illustrating the position of the sign and the method of attachment;
 - v) a site plan showing the location of any existing or proposed signs, whether on a building or on a parcel of land;
 - vi) a drawing signed and sealed by a professional engineer illustrating the details of attachment and assembly, at the discretion of the Development Authority; and
 - vii) proposed purpose or message on the sign.
- 5.4.3. A development permit shall not be required for the routine maintenance and repair, changing the copy, or reducing the copy area of a legally existing sign.
- 5.4.4. The Development Authority may waive the requirement for a separate development permit for signage where they are satisfied that all required information and details for signage has been provided with an application for a building or portion of a building.
- 5.4.5. Section 5.4.4 shall also apply to instances where a change tenancy within a building is proposed and details of the prospective tenant's signage have been provided to the Development Authority.

5.5 GENERAL REGULATIONS GOVERNING ALL SIGNS

- 5.5.1. Despite any other provision in this Bylaw, a sign shall be considered accessory to an approved use with a Zoning District.
- 5.5.2. Where a development permit has been issued for a residential, commercial, or industrial development that encompasses more than one parcel, signs may be erected or installed on the land as if the development was located on a single parcel.

- 5.5.3. Where a rule in this Part provides a maximum height for a sign, the height must be measured from the ground to any point adjacent to:
- a) a building to the highest portion of the sign when the sign locates on or projects from a building; or
 - b) the sign support structure to the highest portion of the sign when the sign is freestanding.
- 5.5.4. Unless provided for elsewhere within this Part, signs and their structures shall be located a minimum of:
- a) 1.0 m back from an existing or future curb line;
 - b) 0.3 m from the inside edge of any sidewalk;
 - c) 3.0 m from any road access; and
 - d) 1.0 m from a property line, when located on private property.
- 5.5.5. Signs shall not be located within an intersection corner visibility triangle.
- 5.5.6. Signs shall not be placed in or on a required parking space or loading space and shall not be placed so as to reduce the number of required parking stalls or loading spaces, pursuant to this Bylaw or an approved development permit.
- 5.5.7. Trees and shrubs shall not be removed or damaged to erect a sign, to make a sign more visible, to maintain a sign, or to change copy on a sign.
- 5.5.8. A permanent sign shall not be constructed within or encroach upon a registered right of way within a parcel of land.

Maintenance

- 5.5.9. The landowner shall ensure that signs are maintained in accordance with the provisions of this Bylaw
- 5.5.10. All signs shall be maintained in good repair and working order at all times to ensure that pedestrian and vehicular traffic are not compromised.
- 5.5.11. All sign copy shall be fastened securely to the sign structure. Where a portion of a copy has been removed, it shall be replaced within a reasonable timeframe, either with new copy or filled in with material consistent with the sign, as determined by the Development Authority.

Illumination

- 5.5.12. Electrical power supply to a sign shall be located underground except when a sign is powered by solar energy. The solar power device may be located above ground, provided it is attached to the sign and no wires, cords, or other components of the power supply device are located on the ground further than 0.3 m from the sign structure. All wiring and conduits shall be concealed from view.
- 5.5.13. A sign with illumination or a sign with an electronic message feature shall not be allowed in residential Zoning Districts.
- 5.5.14. Any sign located within 30.0 m of a residence or a residential Zoning District shall not be illuminated between 10:00 p.m. and 6:00 a.m. The Development Authority may also impose additional conditions to mitigate any other effects that the sign may cause on a residential development.
- 5.5.15. All signs that are illuminated shall have the capacity to be dimmed to the satisfaction of the Development Authority. Signs that are illuminated shall not:
- a) shine or reflect light directly onto neighbouring properties or, in the direction of oncoming traffic;
 - b) create hazards for pedestrians or motorists; or
 - c) be of an intensity or brightness that would interfere with the space, comfort, convenience, and general welfare of residents or occupants of Adjacent properties or, with vehicular traffic.

- 5.5.16. Externally illuminated signs shall:
- a) use full cut-off or shielded and screened external light sources; and
 - b) be positioned in a manner that directs the light directly onto the sign and minimizes glare.
- 5.5.17. Where permitted, internally illuminated signs shall have the light source completely shielded from direct view.

Changeable Display Feature

- 5.5.18. Where a sign is permitted with a changeable display feature, the messages on the changeable display feature shall relate to:
- a) a special event; or
 - b) a use, business, or occupant of the site where the sign is located.
- 5.5.19. Signs with an electronic message feature shall have automatic timers.

Calculation of Sign and Copy Area

- 5.5.20. The Development Officer shall determine the sign area of a sign without an identifiable frame or border by measuring the smallest rectangle which frames the entire sign display.
- 5.5.21. A portion of a sign used to identify a multiple tenant commercial or industrial development shall be excluded from the calculation of sign area.
- 5.5.22. For a double-faced sign, the Development Officer shall only use one face for the purposes of determining sign area and copy area.
- 5.5.23. Where this Bylaw has a provision for maximum allowable sign area that is a percentage of the area of building face within a multiple tenant development, the Development Officer shall determine the maximum sign area allowed by considering the height of the building, and the width of the tenant's leased premises.
- 5.5.24. The Development Officer shall determine the maximum copy area of a sign:
- a) as a percentage of the maximum sign area, as noted within this Bylaw; or
 - b) a specified numerical figure, as noted within this Bylaw.

Signs Exempt from a Development Permit

- 5.5.25. The following signs shall not require a development permit provided they comply with the regulations of this Bylaw:
- a) a flag banner sign;
 - b) an open house sign;
 - c) a private sale sign;
 - d) a real estate sign;
 - e) a construction sign;
 - f) a future development sign
 - g) an agricultural identification sign;
 - h) An advertisement that is an integral part of a transit terminal, or bus shelter or bench;
 - i) A changeable copy sign in a PS or PR Zoning District which complies with the requirement of the Community Event Information Sign standard design.
 - j) A fascia sign with a sign area not greater than 0.2 m² in a residential Zoning District or 0.5 m² in a non-residential Zoning District;

- k) A show home sign and a flag sign on a site with an approved residential sales centre; and
- l) A directional sign as part of a commercial or industrial development that is noted within an approved development permit.
- m) A sign related to the functions or work of the County or other public authority;

5.6 SIGN PROHIBITIONS

- 5.6.1. Signs that are not expressly permitted in this Bylaw are prohibited.
- 5.6.2. Unless otherwise approved within this Bylaw, third party advertising is prohibited.

Specific Prohibitions on Public and Private Property

- 5.6.3. A beacon shall not be used within the County for the purpose of advertising an event or business.
- 5.6.4. The Development Authority shall not permit a sign or portion thereof that:
 - a) includes video display, motion picture, or an audible component;
 - b) is attached to, or makes up any portion of a fence, retaining wall, or other similar structure unless the sign is permitted in this Bylaw to identify a community or neighbourhood or is integrated into a structure or fence to identify a commercial site;
 - c) is attached to or constructed on or over a roof of a building extending above the parapet portion of the building, except for:
 - i) an integrated roof sign;
 - ii) a sign on a mansard roof; or
 - iii) an inflatable sign located on a roof;
 - d) is attached, affixed or displayed on any parked vehicle or trailer not normally used in the daily activity of the sign subject;
 - e) moves or assumes any motion constituting a non-stationary or non-fixed condition, unless expressly permitted within this Bylaw;
 - f) has the following objects attached to it:
 - i) balloons;
 - ii) flags
 - iii) pennants or streamers;
 - iv) ribbons;
 - v) spinners; or
 - vi) other similar devices.
 - g) obstructs the view of, or may be confused with an official traffic control device;
 - h) displays lights resembling flashing, intermittent, or scintillating motion usually associated with danger or those used by police, fire, ambulance and other emergency vehicles; or
 - i) uses chasing borders or movement of any kind, unless expressly permitted within this Bylaw;
 - j) is unsafe for persons or property in the opinion of the Development Officer;
 - k) identifies a premises incorrectly or is unreadable;
 - l) is in an overall state of dilapidation, disrepair, or abandonment;
 - m) promotes or influences hatred or ridicule of any race, religion or other segment of society;

- n) features nudity;
- o) violates the Canadian Code of Advertising Standards or the laws of the Government of Canada or the Province of Alberta; and
- p) identifies a business, development or service not authorized through the provisions of this Bylaw to operate within the County.

5.7 SIGNS ON PUBLIC PROPERTY

- 5.7.1. Unless specifically permitted by this Bylaw or by agreement with the County, a sign shall not be placed:
- a) on or over any curb, sidewalk, post, traffic control device, public utility pole, hydrant, boulevard, median, bridge, fence, tree or other surface;
 - b) across any road or public thoroughfare;
 - c) within any municipal-owned or occupied facility, or on or within any site upon which a municipal-owned facility is located; or
 - d) project across a property boundary into a road or public property.
- 5.7.2. The Development Authority shall require as a condition of approval, but not be limited to the following from the sign owner:
- a) execution of an agreement provided by the County to indemnify against, and to save harmless from any and all liability resulting from injury to a person or damage to a property, which may result from the presence, collapse or failure, of the sign; and
 - b) a certified copy of a liability insurance policy (and subsequent renewals thereof), naming the County as co-insured, covering bodily injury and property damage for claims arising out of the Ownership of such sign in an amount specified the County. An endorsement in a form satisfactory to the County shall form part of the insurance policy.
- 5.7.3. Failure to maintain the required insurance policies specified within Section 5.7.2 shall cause the approval to be revoked, and the sign owner shall be required to remove the sign immediately.
- 5.7.4. Temporary signs placed within a municipal road right-of-way shall:
- a) not be placed on a sidewalk, a centre median of a road, any lane or, within a roundabout/traffic circle area;
 - b) not be located so as to obstruct or interfere with road maintenance, impede the use of utilities or bus stops or, otherwise create a hazard;
 - c) maintain the following minimum setbacks:
 - i) 1.0 m back from an existing or future curb line;
 - ii) 0.3 m from the inside edge of any sidewalk, path or private property; and
 - iii) 3.0 m from any road access.
 - d) not be located within a corner visibility triangle; and
 - e) not be illuminated.

5.8 A-FRAME SIGN REGULATIONS

- 5.8.1. An a-frame sign shall:
- a) be limited to one sign per business;
 - b) have a maximum height of 0.9 m;
 - c) have a maximum sign area of 0.55 m²;
 - d) not block sidewalks or interfere with pedestrian or vehicular traffic;
 - e) be displayed only during business operating hours;

- f) be separated a minimum of 5.0 m from other signs located on or off-site;
 - g) be located on private property in front of the building or premises to which the sign pertains; and
 - h) be constructed of materials that will collapse, cave-in or give-way upon impact (such as paper, cardboard or other light-weight material).
- 5.8.2. An a-frame sign used as an open house sign shall:
- a) only include a directional arrow, the phrase "open house", and the name and/or the logo of the real estate company hosting the open house;
 - b) not be located in a median of a road, on a sidewalk, or within a traffic circle area;
 - c) have a maximum height of 0.9 m;
 - d) have a maximum sign area of 0.55 m²;
 - e) be separated a minimum of 5.0 m from other signs located on-site or off-site; and
 - f) be erected or placed no more than three hours prior to an open house and no later than three hours after an open house, except on a weekends. Signs erected on a weekend may not be placed before 6:00 p.m. on a Friday or after 6:00 a.m. on a Monday, except when a Friday or Monday is a statutory holiday, the display dates shall adjust to be displayed during the statutory holiday.
- 5.8.3. An a-frame sign used as a private sale sign shall:
- a) have a maximum height of 0.9 m;
 - b) have a maximum sign area of 0.55 m²;
 - c) be separated a minimum of 5.0 m from other signs located on- or off-site;
 - d) be erected no more than 48 hours prior to a private sale and, no more than a total of 72 consecutive hours; and
 - e) be removed within 24 hours after the conclusion of the private sale.
- 5.8.4. In addition to Sections 5.8.2 and 5.8.3, an a-frame sign may be located within a road right of way.

5.9 BANNER SIGN REGULATIONS

- 5.9.1. A banner sign shall:
- a) have a maximum of one sign per building or individual commercial unit within a building or parcel;
 - b) only be located on a parcel within a commercial, PG, or PR Zoning District;
 - c) have a maximum of 25% of the area of the wall of the premises to which it is attached; and
 - d) be displayed for a period of up to thirty (30) consecutive days to a maximum of ninety (90) days in a calendar year.

5.10 CANOPY SIGN OR AWNING SIGN REGULATIONS

- 5.10.1. A canopy sign or awning sign includes signage integrated into the design and construction of a canopy or awning structure not extending:
- a) more than 1.0 m from the building if it is attached to an awning structure; or
 - b) more than 2.4 m from the building if it is attached to a canopy structure.
- 5.10.2. A canopy sign or awning sign shall:

- a) be considered part of the building face, and any copy attached to it shall contribute to the maximum cumulative copy area of the building face for Identification Signs;
 - b) be a maximum of 1.5 m in height measured from the lowest point of the canopy or awning to the highest point of the canopy or awning;
 - c) have a maximum total copy area of 50% of the front face of the canopy or awning structure including under and above canopy or awning signs;
 - d) have a minimum separation distance of 2.0 m from another canopy sign or awning sign; and
 - e) be compatible with the building on which it is located in terms of materials, colours, size and location on the building.
- 5.10.3. An above canopy sign or awning sign is attached to the top side of a canopy or awning structure and shall:
- a) not project outward/perpendicular beyond the canopy or awning structure;
 - b) not extend more than 0.5 m above the canopy or awning structure; and
 - c) count towards the maximum total copy area for the canopy or awning on which it is attached.
- 5.10.4. An under canopy sign or awning sign is attached to the top side of a canopy or awning structure is fastened to the bottom of a canopy or awning structure and shall:
- a) not extend horizontally beyond the canopy or awning structure on which it is located;
 - b) have a maximum height of 0.3 m, measured from the lowest point of the canopy sign to the highest point of the canopy sign;
 - c) have a maximum sign area of 1.5 m²;
 - d) be limited to one sign per business or building;
 - e) be spaced a minimum of 4.5 m from another under canopy sign;
 - f) count towards the maximum allowable copy area for the canopy or awning on which it is attached; and
 - g) have a minimum clearance of 2.4 m.

5.11 FASCIA SIGN REGULATIONS

- 5.11.1. A fascia sign shall:
- a) be used to identify the name of the use, business or occupant of a building or commercial unit on which the sign is located;
 - b) not exceed a maximum copy area of 25% of the total area of the primary building face; and 10% of a secondary face of a building, and at the rear entrance of a business be a maximum of 0.3 m²;
 - c) have a minimum clearance of 2.4 m when measured from grade to the bottom of the sign structure;
 - d) not extend more than 0.3 m horizontally beyond the building face to which it is attached;
 - e) not extend above the roof-line of a flat-roofed building, or, if there is a parapet or mansard roof, 0.5 m above the eave line but not higher than the upper edge of the parapet or mansard roof and the eave line in all other cases;
 - f) not contain any advertisement except to identify the name of a business or occupant of a tenant space, where such sign is located above the first floor of a building to which it is attached;
 - g) not be illuminated when directly abutting a residential parcel or, where it could have an adverse impact on a residential parcel; and

- h) relate to the business or occupant of the building on which the Fascia Sign is located.
- 5.11.2. A fascia sign may contain a changeable display feature provided that:
 - a) a maximum of 30% of the sign is used for changeable display feature;
 - b) the messages on the changeable display feature relate to:
 - i) a use, business or occupant of the site where the fascia sign is located;
 - ii) the services of a use, business or occupant of the site where the fascia sign is located;
 - iii) information that may otherwise be included on a real estate sign; or
 - iv) a special event for a non-profit organization.
- 5.11.3. A fascia sign may consist of individual letters, symbols or logos that are attached directly to the building.
- 5.11.4. A tenant occupying a premises within a building may place a fascia sign on a secondary building face, regardless of its physical location within the building itself.

Painted Wall Sign

- 5.11.5. A painted wall sign is a sign that is painted, inscribed or marked directly on an exterior wall or other integral part of a building or structure.
- 5.11.6. Any text, picture, illustration or similar graphic that advertises the name of a business or, is a logo or symbol of a business that occupies the building or structure on which the painted wall sign is located may:
 - a) cover up to 30% of the primary building face; and
 - b) cover up to 100% of a secondary building face.
- 5.11.7. A painted wall sign shall:
 - a) not include more than 10%, for any text that advertises the name of the business or, a logo associated with the business;
 - b) have a maximum of one painted wall sign per building;
 - c) relate to the business or occupant of the building on which the painted wall sign is located; and
 - d) be removed and the wall refinished, to be consistent with the rest of the building, if the business to which the sign relates ceases to be located in the building upon which the sign is located.

5.12 FLAG SIGN REGULATIONS

- 5.12.1. A flag sign on private property shall:
 - a) have a maximum height of 10.5 m, where it is located on a freestanding support or, 3.0 m from the top of a roof including a supporting system when mounted on the roof;
 - b) have a maximum sign area of 2.5 m²;
 - c) have minimum clearance of 3.5 m from the bottom edge of the flag to grade;
 - d) have a minimum setback from any lot line of 1.0 m; and
 - e) have a separation distance of 5.0 m from any other sign on-site, other than another flag sign.
 - f) A flag sign on private property may be decorative; or promote the buying or selling of a product, or the supply of services that are available on the property on which the flag sign is located.
- 5.12.2. The maximum number of flag signs placed on a site within a non-residential Zoning District shall be:

- a) three (3) signs on a lot with a frontage of 30.0 m or less; and
 - b) six (6) signs on a lot with a frontage greater than 30.0 m.
- 5.12.3. A flag sign used with a residential sales centre shall be decorative in its design, be freestanding and not attached to any other sign or structure.
- 5.12.4. A flag sign used with a residential sales centre shall:
- a) be limited to a maximum of:
 - i) one (1) flag on a lot less than 0.25 ha and with a frontage of 30.0 m or less;
 - ii) three (3) flags on a lot less than 0.25 ha and with a frontage greater than 30.0 m;
 - iii) four (4) flags on a lot greater than 0.25 ha and less than 1.0 ha; or
 - iv) six (6) flags on a lot or site greater than 1.0 ha.
 - b) have a maximum height of 5.0 m;
 - c) have a maximum sign area of 2.8 m²;
- 5.12.5. A flag sign used with a residential sales centre shall not be included in the total sign area for all residential sales centre signs on a site.
- 5.12.6. A flag sign used with a residential sales centre shall be removed upon the earlier of:
- a) upon conclusion of the subdivision for which it is advertising; or
 - b) upon removal of a residential sales centre for which it is advertising; or
 - c) upon residential occupancy of a show home for which it is advertising; or
 - d) whichever comes first. (*Bylaw 40-2021-Sept. 29, 2021*)

Flag Banner Signs

- 5.12.7. A flag banner sign shall:
- a) be limited to one sign per business;
 - b) be limited to a maximum of three (3) signs per parcel;
 - c) be limited to parcels within a commercial or industrial Zoning District;
 - d) not exceed a maximum sign area of 1.85 m²;
 - e) not exceed a maximum height of 3.66 m;
 - f) not block sidewalks or interfere with pedestrian or vehicular traffic;
 - g) be located within the property boundaries;
 - h) be separated a minimum of 5.0 m from another flag banner sign and any other signs located on- or off-site;
 - i) be located in front of the building or premises to which the sign pertains.

5.13 FREESTANDING SIGN REGULATIONS

- 5.13.1. A freestanding sign may include the following types of signage, as defined within Section 5.2 within this Part (*Bylaw 47-2015 – Sept 15, 2015*):
- a) freestanding pylon sign;
 - b) freestanding monument sign;
 - c) changeable copy sign;
 - d) entrance sign; or
 - e) rotating sign.

Freestanding Pylon Signs and Freestanding Monument Signs

- 5.13.2. Unless otherwise specified within this Bylaw, a freestanding pylon sign or freestanding monument sign shall:
- a) not have a copy area greater than 85% of the sign area;

- b) be landscaped a minimum of 2.0 m extending around the centre base of the sign to the satisfaction of the Development Officer who shall take into account access for maintenance;
 - c) maintain a minimum clearance of 2.44 m when measured from ground to the bottom of the sign structure, except where it is a freestanding monument sign;
 - d) not interfere with traffic circulation or vehicle parking;
 - e) have electrical power supply supplied underground;
 - f) not be constructed within a parking area or, such that it results in a reduction of the number of required parking spaces;
 - g) be separated a minimum of:
 - i) 30.0 m from any other freestanding sign;
 - ii) 15.0 m from a property line shared with another site; and
 - iii) 1.0 m from a property line adjacent to a road; and
- 5.13.3. In addition to Section 5.13.2, a freestanding pylon sign or freestanding monument sign may:
- a) be internally or externally illuminated; or
 - b) contain a changeable display feature provided the changeable display feature does not exceed more than 25% of the sign area.
- 5.13.4. Unless otherwise provided for within this Bylaw, a freestanding pylon sign or freestanding monument sign located on a parcel in a non-residential Zoning District shall:
- a) have a maximum height of 9.0 m;
 - b) have a maximum sign area of 22.0 m²;
- 5.13.5. Unless otherwise provided for within this Bylaw, the maximum number of freestanding pylon sign or freestanding monument sign located on a parcel in a non-residential Zoning District shall be:
- i) one sign per parcel on a site of 90.0 m frontage or less;
 - ii) two signs per parcel on a site of more than 90.0 m in frontage but no greater than 180 m; and
 - iii) three signs per parcel on a site greater than 180 m in frontage.
- 5.13.6. In addition to Section 5.13.5, where a parcel has frontage on more than one road, one (1) additional sign may be permitted, provided the distance between each freestanding pylon sign or freestanding monument sign is 50.0 m.
- 5.13.7. Unless otherwise provided for within this Bylaw, a freestanding pylon sign or freestanding monument sign may contain a changeable display feature.
- 5.13.8. Despite Section 5.13.4, a freestanding pylon sign or freestanding monument sign located on a parcel within the C1, C7, or AG-HI Zoning Districts shall:
- a) not exceed a maximum sign area of 12.0 m²;
 - b) not exceed a maximum height of 7.3 m;
 - c) not have a rotating element;
 - d) not have a changeable display feature, or an electronic message feature; and
 - e) be limited to one (1) sign per parcel.
- 5.13.9. Despite Section 5.13.4, a freestanding pylon sign or freestanding monument sign located within the Urban Service Area, on a commercial or industrial parcel adjacent to Highway 16:
- a) shall not incorporate a rotating element; and
 - b) shall be limited to one freestanding pylon sign per parcel where the sign area is over 22.0 m².

- c) may have a maximum height of 15.0 m;
 - d) may have a maximum sign area of 55.0 m²; and
 - e) may incorporate an changeable display feature up to a maximum of 10% of the sign area; and
- 5.13.10. Within a R3 or R4 Zoning District, a freestanding pylon sign or freestanding monument sign shall be used only to identify the site and shall:
- a) have a maximum height of 3.0 m;
 - b) have a maximum sign area of 5.0 m²;
 - c) not have a rotating element or an electronic message feature; and
 - d) be limited to:
 - i) 1 sign per site with a frontage of 30.0 m or less;
 - ii) 2 signs per site with frontage of 60.0 m or less; and
 - iii) 3 signs per site with frontage greater than 60.0 m.
- 5.13.11. The area surrounding a freestanding pylon sign or freestanding monument sign shall be landscaped in accordance with an approved development permit, but shall allow access for maintenance. This section shall not exempt any landscaping requirements within this Bylaw.
- 5.13.11A Within an R6 zoning district or a R7 zoning district, a freestanding pylon sign or freestanding monument sign shall be used only to identify the site and shall:
- a) have a maximum sign area of 12.0m²; and
 - b) have a maximum height of 10.0 m. (*Bylaw 40-2021-Sept. 29, 2021*)

Changeable Copy Sign

- 5.13.12. A changeable copy sign shall:
- a) have a maximum height of 3.0 m;
 - b) have a maximum sign area of 9.0 m²;
 - c) have a maximum width of 3.0 m;
 - d) be located a minimum of:
 - i) 30.0 m from any other freestanding sign;
 - ii) 6.0 m from any access; and
 - iii) 15.0 m from any property line shared with another parcel or site;
 - e) not be permitted in a Direct Control Zoning District, unless specifically included in the Zoning District; and
- 5.13.13. A changeable copy sign shall be limited to:
- i) one (1) changeable copy sign per site where the total frontage is 90.0 m or less; or
 - ii) two (2) changeable copy signs per site where the total frontage is greater than 90.0 m.
- 5.13.14. An changeable copy sign shall not be located on a vacant or undeveloped lot or site.

Entrance Sign

- 5.13.15. An entrance sign shall be located at the entrance to a lot or site and shall:
- a) have a maximum height of 3.0 m;
 - b) have a maximum sign area of 5.0 m²;
 - c) have a maximum width of 3.0 m;
 - d) have a maximum copy area of 50%;

- e) incorporate landscaping where required by the Development Authority; and
- 5.13.16. An entrance sign shall not exceed a maximum of:
 - a) two (2) signs per lot or site with a frontage of 90.0 m or less;
 - b) three (3) signs per lot or site with a frontage of over 90.0 m; and
 - c) shall not include an electronic message feature or changeable display feature.
- 5.13.17. An entrance sign shall not be located on a vacant or undeveloped lot or site.

Rotating Sign

- 5.13.18. A rotating sign shall be only considered within the C2, C4 or C5 Zoning Districts, and shall:
 - a) be limited to one (1) sign per site;
 - b) have a maximum height of 3.0 m;
 - c) not consist of more than four (4) sign faces, each with a maximum sign area of 3.5 m²;
 - d) be located a minimum of 1.0 m from any property line not abutting another parcel and not overhanging into a public road right-of-way or an adjacent property;
 - e) be located a minimum of 15.0 m from any property line shared with another site; and
 - f) be located a minimum of 30.0 m from any other freestanding sign.

5.14 PORTABLE SIGN REGULATIONS

- 5.14.1. A portable sign shall:
 - a) have a maximum height of 3.0 m;
 - b) have a maximum sign area of 5.0 m²;
 - c) have a maximum width of 3.0 m;
 - d) not be illuminated or include audio;
 - e) not interfere with or obstruct access to or from a parcel, or any traffic control device; and
- 5.14.2. The minimum setbacks for a portable sign shall be:
 - a) 10.0 m from the lot line that abuts another lot other than a residential lot;
 - b) 15.0 m from the lot line that abuts a residential lot;
 - c) 3.0 m from any access to or from a lot or site;
 - d) 10.0 m from an intersection;
 - e) 30.0 m from another portable sign; and
 - f) 23.0 m from a freestanding sign.
- 5.14.3. A portable sign shall not be permitted to locate on:
 - a) a vacant or undeveloped parcel;
 - b) a parcel within a Direct Control Zoning District, unless specifically included as a listed use; or
 - c) a parcel that has an approved changeable copy sign.
- 5.14.4. Despite Section 5.14.3 a), one (1) portable sign per parcel shall be permitted within a C3, C5 or ILT Zoning District. *(Bylaw 14-2018 – Mar 27, 2018)*
- 5.14.5. A portable sign may be placed on a site for 365 days from the date of approval of the application. Upon expiry, the Development Authority shall require a new

application for the portable sign. There shall be no obligation for the Development Authority to approve a permit on the basis that a previous permit had been issued.

- 5.14.6. A portable sign located within a road right of way or on any other public property shall be used only for public notice as required by municipal, provincial or federal legislation and shall:
- a) comply with the requirements of Section 5.14.1;
 - b) be placed no more than seven (7) days prior to an activity or event;
 - c) be allowed to remain in the right-of-way throughout the duration of the event; and
 - d) be removed within twenty-four hours following the conclusion of the event or activity.

5.15 PROJECTING SIGN REGULATIONS

- 5.15.1. A projecting sign shall:
- a) only be located on the primary building face;
 - b) not have a separation of more than 0.6 m between the sign and the primary building face to which it is attached;
 - c) not project more than 2.0 m from the building face to which it is attached or, 0.3 m from the road edge of the sidewalk, whichever is less;
 - d) have a maximum copy area of 2.23 m² per side or 25% of the area of the primary building face, whichever is less;
 - e) have a minimum clearance of 2.5 m when measured from grade to the bottom of the sign's structure;
 - f) not project over public property unless written approval is provided by the County; and
 - g) not project more than 0.3 m above the roof line or, the maximum allowable height of the building, whichever is less.

5.16 OTHER SIGN TYPES

Agricultural Identification Sign

- 5.16.1. An agricultural identification sign shall:
- a) be limited to either a fascia sign or freestanding sign;
 - b) be limited to one (1) sign per site;
 - c) have a maximum height of 3.0 m for a freestanding sign;
 - d) have a maximum sign area of 5.9 m²; and
 - e) shall not incorporate a changeable display feature or rotating element for a freestanding sign.
- 5.16.2. An agricultural identification sign may be internally or externally illuminated.

Agricultural Sign or Home Business Sign

- 5.16.3. An agricultural sign or a home business sign shall:
- a) identify a business with an approved development permit, located on a lot or site within a residential or agricultural Zoning District;
 - b) be limited to one (1) sign per parcel; and
 - c) not be illuminated.
- 5.16.4. A home business sign located within the Urban Service Area shall be limited to a fascia sign with a maximum sign area of 0.37 m².

- 5.16.5. A home business sign located within the Rural Area, on a site less than 0.8 ha, shall be limited to a fascia sign with a maximum sign area of 0.37 m².
- 5.16.6. A home business sign located within the Rural Area, on a site greater than 0.8 ha, may be either:
 - a) a fascia sign with a maximum copy area of 1.5 m²; or
 - b) a freestanding sign with a maximum height of 2.44 m and a maximum sign area of 1.5 m²;
- 5.16.7. The Development Authority may include signage as part of an approval for a home business development permit.
- 5.16.8. An agricultural sign may be either:
 - a) a fascia sign with a maximum sign area of 1.5 m²; or
 - b) a freestanding sign with a maximum height of 2.44 m and a maximum sign area of 1.5 m².

Directional Sign

- 5.16.9. A directional sign may contain a logo or name of business and may be illuminated.
- 5.16.10. A directional sign within the R3, R4, or R5 Zoning Districts shall:
 - a) have a maximum height of 0.9 m; and
 - b) have a maximum sign area of 0.4 m²; and
 - c) be limited to two (2) directional signs per site or parcel.
- 5.16.11. A directional sign in a commercial, industrial, institutional, park or utility (or similar Direct Control) Zoning District shall
 - a) have a maximum height of 1.5 m;
 - b) have a maximum sign area of 0.55 m²; and
 - c) be limited to four (4) directional signs per site or parcel.
- 5.16.12. Despite the above regulations, the Development Authority may approve a greater number of directional sign where the need for the requested additional signage has been demonstrated by the applicant.
- 5.16.13. A directional sign attached to a building or structure shall not project outward from the face of the building.
- 5.16.14. A directional sign within an agricultural Zoning District shall:
 - a) have a maximum height of 1.5 m; and
 - b) have a maximum sign area of 0.55 m²;
 - c) be limited to a maximum of two (2) directional signs per site or parcel.

Menu Board Sign

- 5.16.15. A menu board sign shall only be located on a parcel within a commercial (or similar Direct Control) Zoning District. A menu board sign shall:
 - a) have a maximum height of 3.0 m;
 - b) have a maximum sign area of 3.0 m²;
 - c) be limited to a maximum of two (2) menu board signs per business on a site; and
 - d) incorporate landscaping where required by the Development Authority;
 - e) not create any off-site nuisance with regard to noise or illumination, to the satisfaction of the Development Authority.

Post Sign

- 5.16.16. A post sign located on private property shall:
- a) have a maximum height of 1.2 m;
 - b) have a maximum sign area of 1.1 m²;
 - c) be separated a minimum of 5.0 m from all other signs; and
 - d) not block any sidewalks or interfere with pedestrian or vehicular traffic;
 - e) be constructed of materials that will collapse, cave-in or give-way upon impact (such as paper, cardboard or other light-weight materials.)
- 5.16.17. Despite Section 5.16.16, a post sign located on a lot within the Rural Area shall:
- a) have a maximum height of 3.0 m.
 - b) have a maximum sign area of 5.0 m², and
- 5.16.18. A post sign located within a road right of way or on any other public property shall:
- a) have a maximum height of 0.9 m;
 - b) have a maximum sign area of 0.55 m²;
 - c) be separated a minimum of 5.0 m from other signs located on-site or off-site;
 - d) not block sidewalks or interfere with pedestrian or vehicular traffic;
 - e) be constructed of materials that will collapse, cave-in or give-way upon impact (such as paper, cardboard or other light-weight material.)
- 5.16.19. A post sign used as a private sale sign shall:
- a) have a maximum height of 0.9 m;
 - b) have a maximum area of 0.55 m²;
 - c) be separated a minimum of 5.0 m from other signs located on-site or off-site; and
 - d) be limited to a maximum of six (6) signs per property or event;
 - e) be erected no more than 48 hours prior to a private sale and, no more than a total of 72 consecutive hours; and
 - f) be removed within 24 hours after the conclusion of the private sale.
- 5.16.20. A post sign used as a real estate sign shall have a maximum height of 1.8 m and maximum sign area of 1.5 m² within all residential Zoning Districts, except the R3, R4 or R5 Zoning Districts.
- 5.16.21. A post sign used as a real estate sign, within the R3, R4, or R5 Zoning Districts shall:
- a) be limited to a maximum of two (2), five panel consolidated post signs; or one (1), ten panel consolidated post sign per site;
 - b) have a maximum individual panel area of 0.17 m²; and
 - c) accommodate a maximum of five (5) panels per side of a single pole, to a maximum of ten (10) panels per sign in total.
 - d) have a maximum height of 4.0 m and a maximum sign area of 6.0 m² within a commercial, industrial, institutional or agricultural Zoning District.

Window Sign

- 5.16.22. For the purpose of this Section, "window area" includes all contiguous panels of glass, including panes of glass that would be contiguous if not separated by mullions.

- 5.16.23. Within a residential Zoning District, a window sign shall only be allowed in conjunction with an approved home business and have a maximum sign area of 0.28 m².
- 5.16.24. Within an agricultural Zoning District, a window sign shall only be allowed in conjunction with an agricultural or home-based Business; and have a maximum copy area of 0.5 m²:
- 5.16.25. Within a commercial Zoning District, a window sign shall be limited to the first and second storey of a building, and not exceed 50% of the window area of a primary building face and 25% of a secondary building face.
- 5.16.26. A window sign located on the second storey of a building shall consist only of a logo, the name of building, the street address, or a particular tenant.

5.17 TEMPORARY SIGN REGULATIONS

Construction Sign

- 5.17.1. A construction sign may be placed on-site no sooner than ten (10) days prior to construction commencement.
- 5.17.2. A construction sign shall:
 - a) be limited to one (1) sign per parcel; and
 - b) be removed within seven (7) days following construction completion.
- 5.17.3. A construction sign for new construction, for a site with frontage 30.0 m or less, shall:
 - a) have maximum height of 3.0 m;
 - b) have a maximum sign area of 2.8 m².
- 5.17.4. A construction sign for new construction, for a site with frontage greater than 30.0 m, shall (*Bylaw 47-2015 - Sept 15, 2015*):
 - a) have a maximum height of 4.0 m;
 - b) have a maximum sign area of 6.0 m².
- 5.17.5. A construction sign relating to a developed site or work for which a development permit is not required shall,
 - a) within a residential Zoning District:
 - i) have a maximum height of 2.0 m;
 - ii) have a maximum sign area of 1.0 m²; and
 - b) within a commercial, industrial, utilities or parks Zoning District:
 - i) have a maximum height of 3.0 m;
 - ii) have a maximum sign area of 4.6 m²; and
 - c) within an agricultural Zoning District:
 - i) have a maximum height of 4.0 m;
 - ii) have a maximum sign area of 6.0 m.

Future Development Sign

- 5.17.6. A future development sign may be placed on a site where a permit has been approved for development or where a development agreement has been signed by the County.
- 5.17.7. A future development sign shall not require a development permit providing it meets the regulations of this section, and shall be limited to one sign per site.
- 5.17.8. A future development sign shall be removed within seven (7) days of construction completion.
- 5.17.9. A future development sign relating to new construction shall:

- a) for a site with frontage 30.0 m or less:
 - i) have a maximum height of 3.0 m;
 - ii) have a maximum sign area of 2.8 m².
 - b) for a site greater than 30.0 m:
 - i) have a maximum height of 4.0 m; and
 - ii) have a maximum sign area of 6.0 m².
- 5.17.10. A future development sign relating to a developed site or work for which a development permit is not required shall:
- a) within a residential Zoning District:
 - i) have a maximum height of 2.0 m; and
 - ii) have a maximum sign area of 1.0 m².
 - b) within a commercial, industrial, utilities or parks Zoning District:
 - i) have a maximum height of 3.0 m; and
 - ii) have a maximum sign area of 4.6 m².
 - c) within an agricultural Zoning District:
 - i) have a maximum height of 4.0 m; and
 - ii) have a maximum sign area of 6.0 m².

Inflatable Sign

- 5.17.11. An inflatable sign shall only be located on a parcel that is within a C3, C5 or ILT Zoning District, and shall:
- a) have a minimum setback of 100 m measured from the base of the inflatable sign to the boundary of any parcel within residential Zoning District;
 - b) have a minimum separation of 5.0 m from any other sign on-site;
 - c) not be located within any required yard or setback;
 - d) be securely attached or anchored and must touch the surface to which it is anchored;
 - e) not interfere or obstruct access to or from a site;
 - f) not exceed the height of the Zoning District in which it is located, to a maximum of 14.0 m; and
 - g) be limited to a maximum of one (1) inflatable sign per site.
- 5.17.12. An inflatable sign may be placed on a site for a total of 365 days from the date of approval of the application. Upon expiry, the Development Authority shall require a new application. There shall be no obligation for the Development Authority to approve a permit on the basis that a previous permit had been issued.

Show Home Sign

- 5.17.13. A show home sign shall only be placed on a site with a show home or residential sales centre with a valid development permit. *(Bylaw 40-2021-Sept. 29, 2021)*
- 5.17.14. The maximum combined sign area for all show home signs shall be:
- a) 3.0 m² for a site less than 0.25 ha; or
 - b) 12.0 m² for a site greater than 0.25 ha but less than 1.0 ha; or
 - c) 24.0 m² for a site greater than 1.0 ha, however the maximum sign area for one sign cannot exceed 6.0 m²;
- 5.17.15. The minimum setback from a lot line for a show home sign shall be:
- a) 3.0 m for a site less than 0.25 ha; and

- b) 6.0 m for a site greater than 0.25 ha.
- 5.17.15A. Despite 5.17.15., where located on a lot within a R6 zoning district or a R7 zoning district the minimum setback from a lot line for a show home sign shall be:
- a) 1.0 m for a site less than 0.25 ha; and
 - b) 2.0 m for a site greater than 0.25 ha. *(Bylaw 40-2021-Sept. 29, 2021)*
- 5.17.16. The maximum height for a show home sign shall be:
- a) 3.0 m for a site less than 0.25 ha; and
 - b) 6.0 m for a site greater than 0.25 ha.
- 5.17.17. A show home sign shall be removed upon the earlier of:
- a) the completion of the subdivision for which it is advertising;
 - b) the removal of a residential sales centre for which it is advertising; or
 - c) the residential occupancy of the show home for which it is advertising. *(Bylaw 40-2021-Sept. 29, 2021)*
- 5.17.18. There shall be a maximum of:
- a) two (2) show home signs on a parcel less than 0.25 ha; or
 - b) four (4) show home signs on a parcel greater than 0.25 ha.
- 5.17.18A. Despite section 5.17.18., where located on a lot within a R6 zoning district or a R7 zoning district, there shall be a maximum of one (1) show home sign per show home. *(Bylaw 40-2021-Sept. 29, 2021)*
- 5.17.19. Flag signs used for show home purposes shall not be included in the maximum number of show home signs permitted for a site, but are subject to the regulations of Section 5.12.
- 5.17.20. Show home signs on public property or road right-of-ways are prohibited except in accordance with the County's Show Home Signage Program.

5.18 ELECTION SIGNS

- 5.18.1. Election signage refers to all signs used for an election, by-election, referendum or plebiscite.
- 5.18.2. Only one payable fee is required for each candidate within an election or by-election or for signs for the same position on a referendum or plebiscite
- 5.18.3. Signs may not be erected more than thirty (30) days in advance of a municipal or provincial election or to the voting of a referendum or plebiscite and no more than thirty-six (36) days prior to a federal election.
- 5.18.4. Signs shall be removed following the closing of voting stations:
- a) within 48 hours where located within the Urban Service Area; and
 - b) within 72 hours where located within the Rural Area.
- 5.18.5. An election post sign, located on a residential property within the Urban Service Area shall:
- a) not exceed a maximum sign area of 1.1 m²;
 - b) not exceed a maximum height of 1.2 m;
 - c) not block any sidewalks or interfere with pedestrian or vehicular traffic;
 - d) be separated a minimum of 5.0 m from all other signs; and
 - e) be constructed of materials that will collapse, cave-in or give-way upon impact (such as paper, cardboard or other light-weight materials.)

- 5.18.6. Election signs placed on private property shall conform to the following maximum area and height measurements:
- a) 1.5 m² area and 2.0 m in height within commercial or industrial Zoning Districts within the Urban Service Area and designated hamlets within the Rural Area; and
 - b) 5.0 m² in area and 3.0m in height within industrial, commercial or agricultural Zoning Districts within the Rural Area.
- 5.18.7. Where an election sign is intended to be located within a road right of way, the sign shall be limited to an a-frame sign or post sign and shall be self-supporting, able to collapse upon impact and be constructed of paper, cardboard, or other similar light material.
- 5.18.8. Within the Urban Service Area, election signs shall only be allowed to locate within the road rights-of-way of the following thoroughfares:
- a) Baseline Road;
 - b) Sherwood Drive;
 - c) Clover Bar Road;
 - d) Broadmoor Boulevard;
 - e) Wye Road;
 - f) Lakeland Drive;
 - g) Granada Boulevard; and
 - h) Brentwood Boulevard.
- 5.18.9. An election post sign located within a road right of way shall:
- a) not exceed a maximum sign area of 1.1 m²;
 - b) not exceed a maximum height of 1.2 m;
 - c) not block sidewalks or interfere with pedestrian or vehicular traffic;
 - d) be constructed of materials that will collapse, cave-in or give-way upon impact (such as paper, cardboard or other light-weight material.)
- 5.18.10. An election a-frame sign located within a road right-of-way shall:
- a) not exceed a maximum sign area of 0.55 m²;
 - b) not exceed a maximum height of 0.9 m;
 - c) not block sidewalks or interfere with pedestrian or vehicular traffic;
 - d) be constructed of materials that will collapse, cave-in or give-way upon impact (such as paper, cardboard or other light-weight material.)
- 5.18.11. Election signs shall be placed a minimum distance of:
- a) 15.0 m from any other election sign of the same candidate; or the same position on a referendum or plebiscite;
 - b) 30.0 m from an approved portable sign; and
 - c) 23.0 m from an approved permanent sign.
- 5.18.12. Election signs shall not be placed:
- a) on or over any curb, sidewalk, post, traffic control device, public utility pole, hydrant, boulevard, median, bridge, fence, tree, balcony or any other surface that may be deemed inappropriate by a Development Officer; and
 - b) on or within any municipally-owned or occupied facility, on or within any site upon which a municipally-owned facility is located, or on a site on which a polling station is located.

5.19 SPECIAL EVENT SIGNS

- 5.19.1. A special event sign used for the purpose of advertising a special event or for providing public notices shall not require a development permit provided:

- a) shall not contain advertising copy other than information specific to the special event;
 - b) when located in a road right of way shall:
 - i) be limited to an a-frame sign or a post sign;
 - ii) have a maximum sign area of 0.55 m²;
 - iii) have a maximum height of 0.9 m;
 - iv) be located 5.0 m from all other signs within the right of way;
 - v) be placed no more than five (5) days prior to the event, if it is a singular occurring event;
 - vi) be placed no more than two (2) days prior to the event if it is a regularly scheduled event (i.e. farmer's market);
 - vii) be allowed to remain within the right of way throughout the duration of the event; and
 - viii) be removed within twenty four (24) hours following the conclusion of the event.
 - c) when located outside a road right of way shall be limited to an a-frame sign, a post sign, a portable sign or banner sign.
- 5.19.2. A portable sign used as a special event sign shall
- a) be placed no more than five (5) days prior to the event;
 - b) be placed no more than two (2) days prior to the event if it is a regularly scheduled event (e.g. farmer's market); and
 - c) be removed within twenty four (24) hours following the conclusion of the event.
- 5.19.3. A flag sign used as a special event sign shall conform to the County policies and standards, as illustrated within Appendix "A".

5.20 ENFORCEMENT

- 5.20.1. The provisions of Section 2.18 of this Bylaw apply to signs. In addition, the following regulations apply to sign enforcement.
- 5.20.2. A Designated Officer may request or order the immediate removal of a sign where in their opinion, it is:
- a) placed in contravention of a provision of this Bylaw;
 - b) in a state of disrepair or structurally inadequate; or
 - c) unsafe.
- 5.20.3. A sign is unsafe if it:
- a) is in a condition that could be hazardous to the health or safety of any person or vehicle; or
 - b) causes visibility obstructions or hazards.
- 5.20.4. Where any portion of a sign is placed on public property contrary to any provisions of this Bylaw, a Designated Officer may remove the sign or request the sign to be removed at the expense of the owner of the sign.
- 5.20.5. A sign that is removed pursuant to this Bylaw shall be stored by the County for a maximum of thirty (30) days, during which time the owner may claim and retrieve the sign upon payment to the County of the impoundment and storage fee, in accordance with the County's Fees and Charges Bylaw.
- 5.20.6. If a sign is not claimed or retrieved by the owner after thirty (30) days of its removal, a Designated Officer is authorized to destroy or otherwise dispose of any sign without any further notice or compensation to the owner.
- 5.20.7. Despite Section 5.20.5 and Section 5.20.6 where a sign constructed of poster board, foam core board, illustration board or any other similar material is

removed pursuant to this Bylaw, it may be disposed of within twenty-four (24) hours without any notice or consideration to the Owner.

- 5.20.8. The costs incurred by the County in removing the sign, restoring a site or destroying a stored sign, including the cost of any immediate measures taken to terminate an immediate danger are debts due to the County that may be recovered in a court action.
- 5.20.9. The owner of a sign or any person responsible for the placement of any sign or sign structure or both shall be liable and responsible for such sign or sign structure.
- 5.20.10. The County shall not be liable for any damage to or loss of, a sign that was erected in contravention of the provisions of this Bylaw and removed by a Designated Officer.
- 5.20.11. The County shall not be liable for any loss of revenue resulting from the removal of a sign pursuant to the provisions of this Bylaw.