

Old Strathcona Sign Permit Workshop

AUGUST 20, 2015 – CITY HALL, HERITAGE ROOM



Edmonton

Goals for this Session



- Provide you with the tools to make quality Sign Combo Permit applications that:
 - Are consistent with the unique sign regulations in place in parts of Old Strathcona
 - Are complete and can be processed in a timely manner

Session Overview



- Old Strathcona Context
 - Old Strathcona policy and regulations
 - Old Strathcona Sign Project
 - Partners
- Sign regulations for Old Strathcona
- Sign Permit Process

Old Strathcona ARP



- An [Area Redevelopment Plan](#) (ARP) is a statutory planning document which establishes policy which guides the development of mature neighbourhoods.
- Developed in consultation with the community.
- The Old Strathcona ARP - completed in 1998

Old Strathcona ARP

An aerial photograph of the Old Strathcona neighborhood in Edmonton, Alberta. The image shows a row of colorful, historic-style houses with gabled roofs and porches. A street with a double yellow line runs through the center, with several cars parked and driving. There are trees and a sidewalk on the right side of the street. The overall scene is a well-maintained urban area with a mix of residential and commercial buildings.

- Recognizes and seeks to enhance unique qualities of the community including:
 - Historic character
 - Attractive, pedestrian oriented streetscapes
 - Small scale commercial uses along Whyte Avenue

Historical Commercial DC1



- A DC1 is a custom zoning which can be applied to areas of historic or special character.
- Regulates development to ensure it respects and enhances the character of an area
- The Old Strathcona Historical Commercial DC1 Provision - Pg. 57 of the ARP
- Includes regulations relating to signage

Historical Commercial DC1

Old Strathcona
Historical
Commercial DC1



Context



Why special sign regulations?

- Signage impacts the character of the streetscape; signage can complement or contribute to it or detract from it
- Old Strathcona is distinguished from other commercial areas in the city and province by its historic character, which acts as a defining element in its brand and contributes to the areas success.

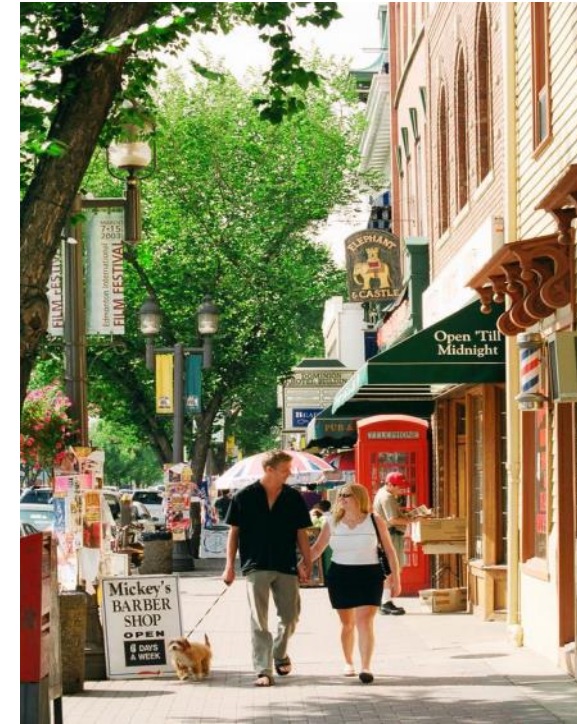
Old Strathcona Sign Project



- Initiated in response to complaints regarding signs that do not comply with the DC1 regulations.
- An inventory of signage in the area conducted.
 - 73 of the 117 addresses displaying signs in the area lacked sign permits (62%)
- Issue of lack of permits prioritized for action

Old Strathcona Sign Project

- The City has partnered with the Old Strathcona Foundation (OSF) and the Old Strathcona Business Association (OSBA), to develop and implement a strategy to increase compliance in relation to signage in the DC1 area



Partners

Old Strathcona Foundation



- Purpose is to preserve, protect, and promote the historical story of Old Strathcona
- Our role is to act as stewards of the character of this historic district that attracts a strong mix of business and patrons. Signage is a key element.
- OSF/OSBA will maintain a preferred sign company list for area businesses
- Karen Tabor, Executive Director: 780-433-5866

Partners

Old Strathcona Business Association

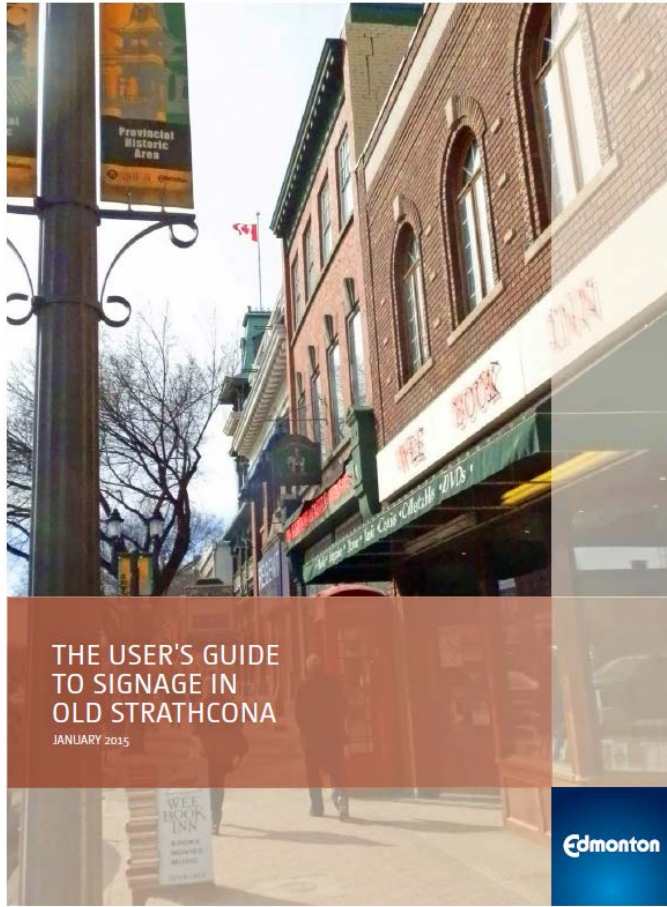


- Purpose is to enhance, to promote, and to protect the businesses of the Old Strathcona community
- Supports projects and campaigns that maximize Old Strathcona's aesthetic appeal
- Murray Davison, Executive Director: 780-437-4182

Questions and Answers



Historic Commercial DC1 Sign Regulations



The User's Guide to Signage in Old Strathcona

- Historical Commercial DC1 regulations
- Guidelines for best practice

We encourage you to apply these principles in areas of Old Strathcona outside the DC1.

DC1 Sign Regulations

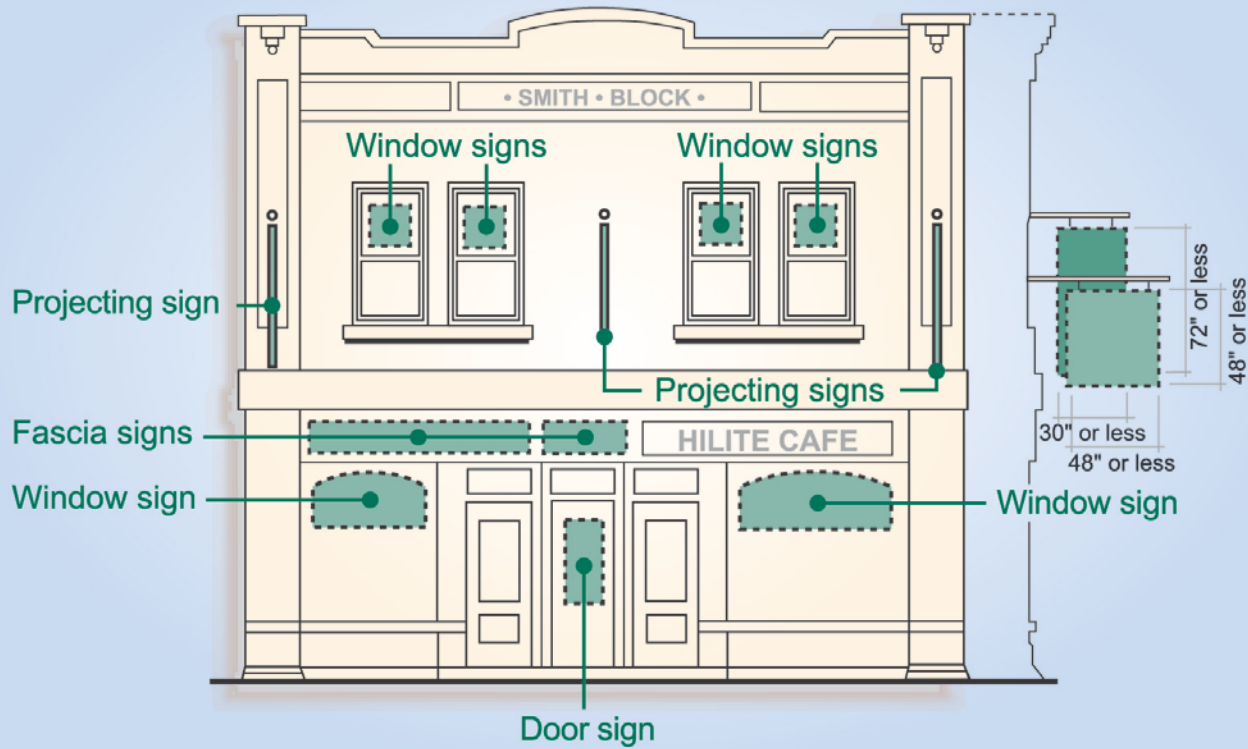


Overview and general objectives

- **Its not just about 1912 !**
- Pedestrian orientated
- Well integrated with historic architectural features
- Installed in traditional locations on the façade
- Prevent over signage
- Legible and coherent
- Creative, attractive and unique

Permitted Sign Types

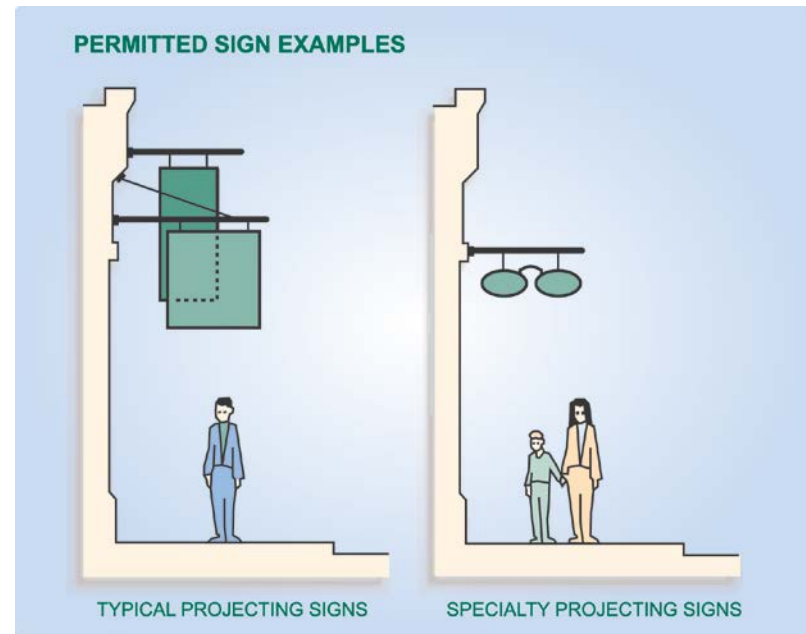
TRADITIONAL SIGN LOCATIONS



Projecting Signs

Key Regulations:

- If illuminated projecting signs shall be lit from an external source. Internally lit projecting signs are not permitted except where only the lettering is lit



Projecting Signs - Permitted



Projecting Signs - Permitted

Specialty projecting signs are encouraged, such as an ice cream shop sign in the shape of a cone



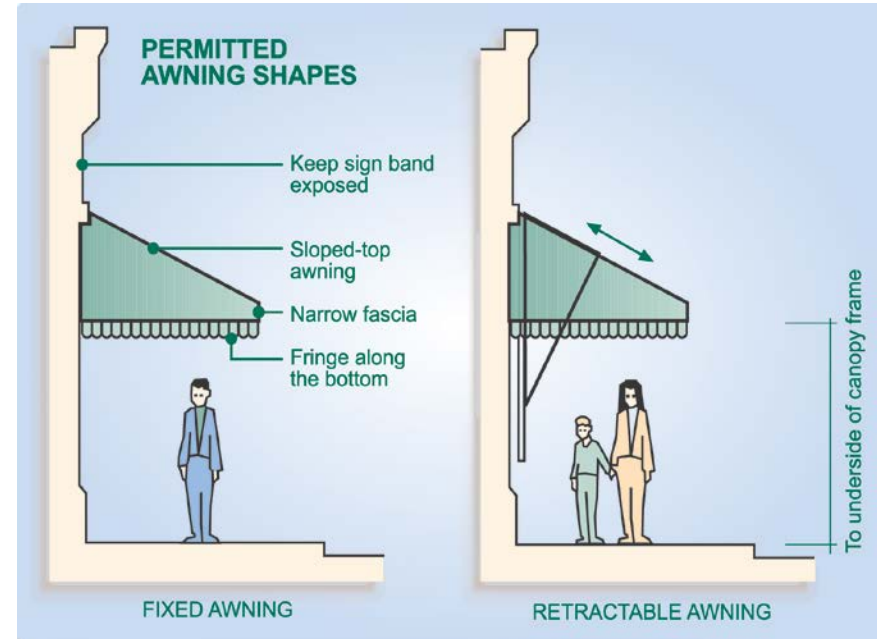
Projecting Signs – Not Permitted



Awnings

Key regulations:

- Awnings shall have a traditional profile
- Project a min of 1.5 meters
- Awnings where the primary function is signage are not permitted.



Signage on Awnings



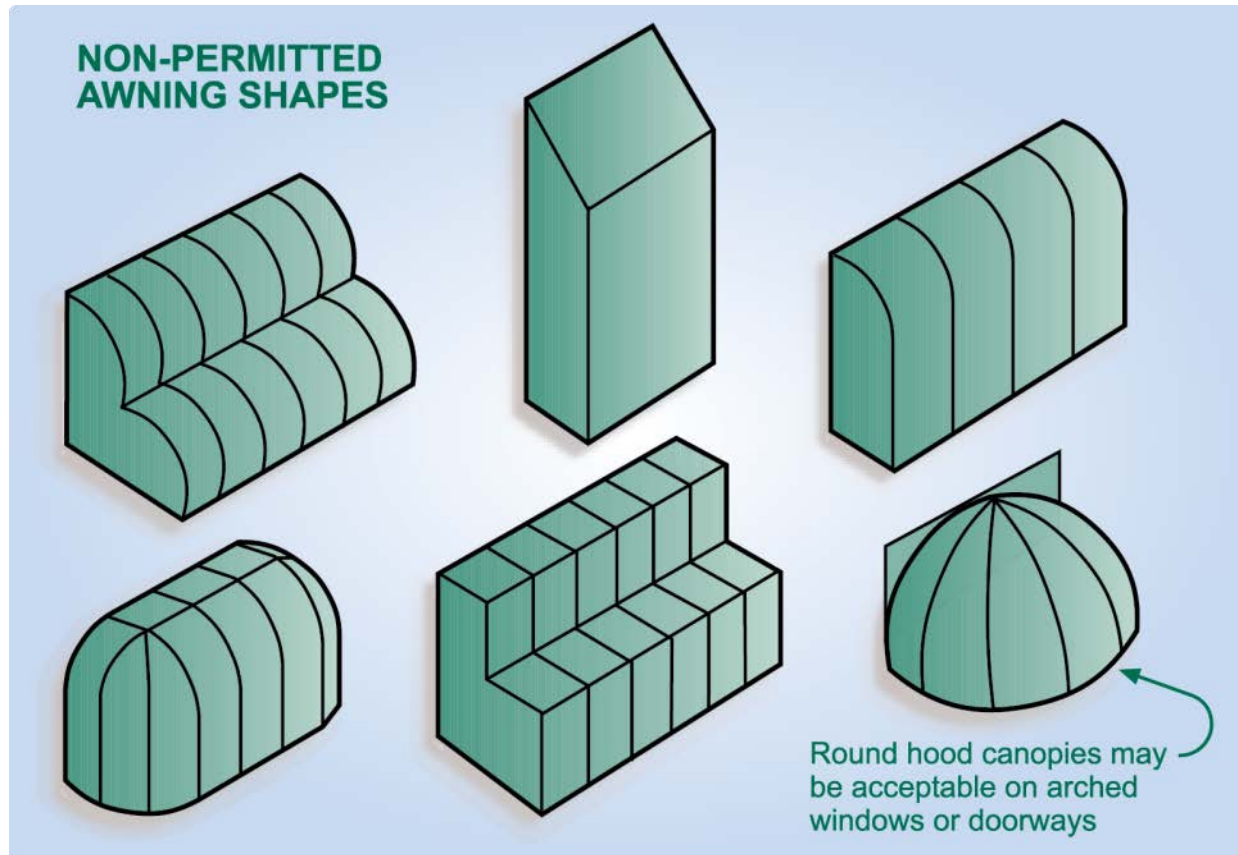
Key Regulations:

- Non-illuminated
- Copy on the sloping portion of shall be restricted to the business name or logogram
- Local advertising (ie. contact info, “Take Out” or products sold)shall be restricted to the valance or end panels.

Awning Signs - Permitted



Awning Signs – Not Permitted



Awning Signs – Not Permitted



Fascia Signs

Key Regulations:

- Fascia signs shall be lit from an external source. Internally illuminated fascia signs are prohibited, except where only the lettering is lit.
- Fascia signs that consist of a company logogram or an identification sign composed of individual letters shall be allowed. Not more than one such sign per business shall be allowed per facade

Fascia Signs - Permitted



Fascia Signs – Not Permitted



Window Signs

Key Regulations:

- The area of the window sign shall not exceed 25% of the window on the ground floor in which it is located.

Window Signs – Permitted



Window Signs – Not Permitted



Painted Wall Signs



Key Regulations:

- Should be limited to the side or rear elevations of a building
- The total sign area per location shall not exceed 65 square meters

Painted Wall Signs – Permitted



Sandwich Board Signs

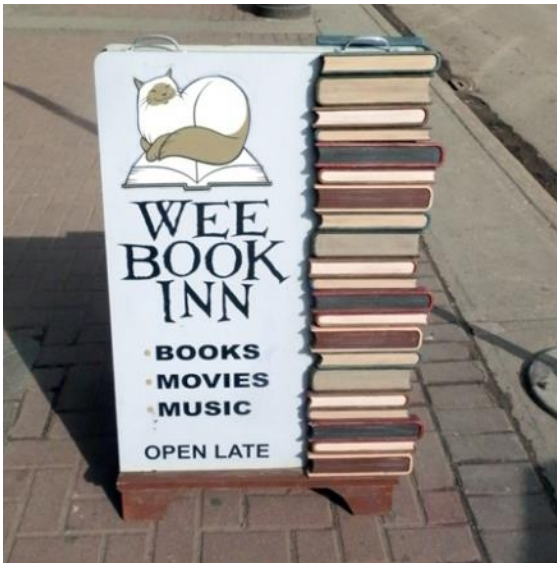


Regulations related to sandwich boards are found in the Traffic Bylaw.

Key Regulations:

- The sign shall be portable
- A limit of one sign per business frontage
- The sign shall have a maximum sign face of 0.6 meters wide by 1 meter high
- The sign shall be constructed of painted wood or metal, such that a rigid frame is provided.

Sandwich Board Signs – Permitted



Sandwich Board Signs – Not Permitted



General Guidelines



- Consider how the sign is integrated with the architecture of the building.
- Consider how signs are coordinated and develop a unified sign plan.
- Orient the sign to pedestrian traffic rather than automobile traffic.
- Contemporary sign technologies should be introduced with care
- Think outside the box – be creative!

Questions and Answers



Break



Sign Permits

- Valid Sign Permit required for ALL signs in the City of Edmonton
- Required for BOTH new and replacement signs



Start with the right regulations

- Unsure what zone applies to the property?
 - maps.edmonton.ca and look up the address
 - [Zoning](#) regulations available online
- Outside of DC zones
 - Subject to City's general sign regulations [Section 59 of the Zoning Bylaw](#)
- Historical Commercial DC1
 - Old Strathcona ARP Pg.57
 - The User's Guide to Signage in Old Strathcona

Sign Permit Process

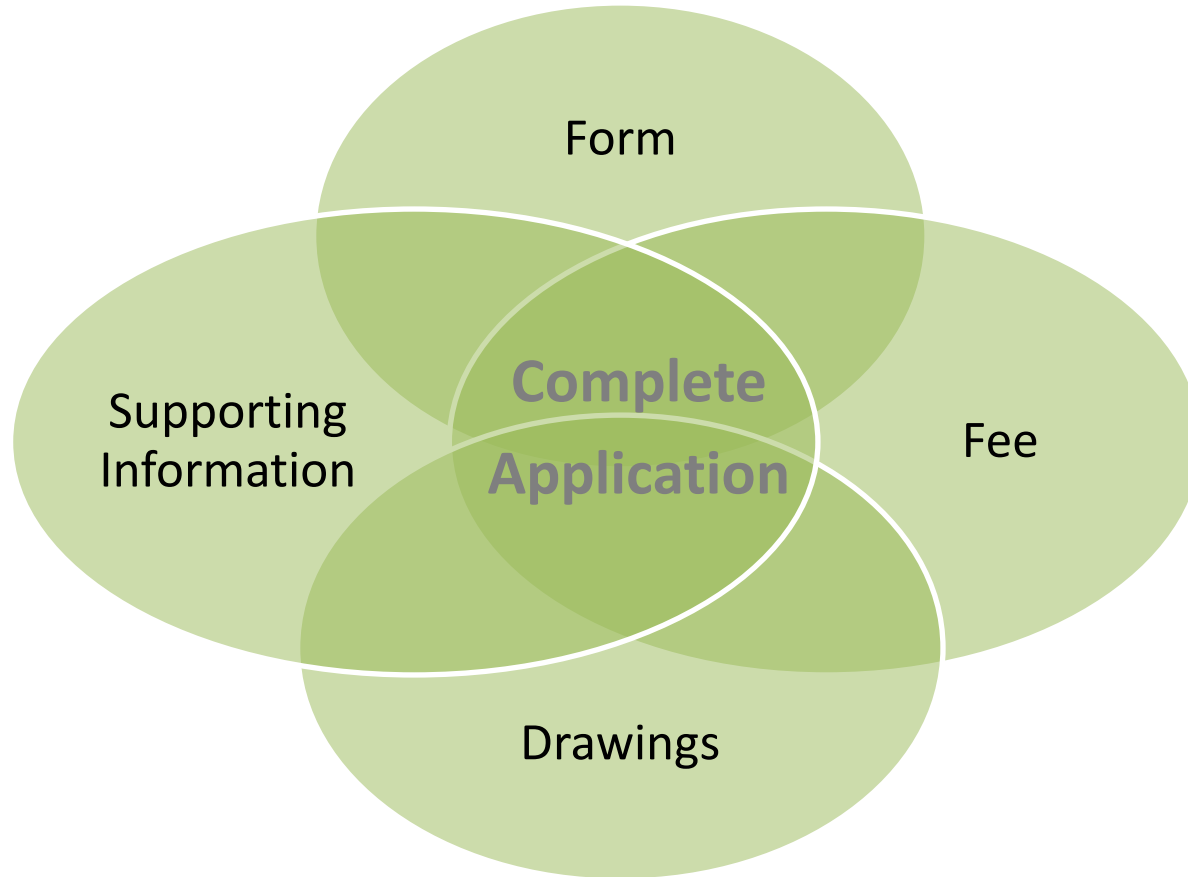


The way to expedite the process

- Submit a **complete** application that meets the regulations

Same application requirements for all Sign Permits

1. Submit Application: Complete



1. Submit Application: Form & Fee

- Fill out the [application form](#) available online
- Complete all applicable sections, depending on sign type
- Use the checklist built into the form

The image shows a screenshot of the 'Sign Combo Permit Application' form from the City of Edmonton. The form is titled 'THE CITY OF Edmonton' and includes contact information for the Current Planning department. It is divided into several sections: 'APPLICANT DETAILS', 'SIGN DETAILS', 'PROPOSED SIGN TYPES', 'ADDITIONAL REQUIREMENTS', 'FEE PAYMENT', and 'OFFICE HOURS'. A table lists various sign types with their associated fees and conditions. The form also includes a 'SUB TOTAL' and 'TOTAL FEE' section, and a footer with the page number and date.

THE CITY OF Edmonton
CURRENT PLANNING
5th Floor, HSBC Bank Place
10250 - 101 Street NW
Edmonton, AB T5J 3P4
Phone: 311, outside Edmonton: 780-443-8311
Email: permitenquiries@edmonton.ca

Sign Combo Permit Application
For a Development and Building Permit for Permanent Signs

POSSE JOB #: _____
MUNICIPAL USE ONLY

APPLICANT DETAILS

APPLICANT/COMPANY NAME: _____
POSSE CUSTOMER ID: _____ EDMONTON BUSINESS LICENCE #: _____
MUNICIPAL MAILING ADDRESS: _____
CITY: _____ PROVINCE: _____ POSTAL CODE: _____
CONTACT NAME: _____
PHONE: _____ CELL: _____
DATE: _____ EMAIL: _____

SIGN DETAILS

NAME OF THE BUSINESS OR DEVELOPMENT:
(where the sign is to be erected) _____
MUNICIPAL ADDRESS: _____
LEGAL DESCRIPTION: _____ PLAN: _____ BLOCK: _____ LOT: _____

PROPOSED SIGN TYPE(S)	Submit Checklist Sections	On or Off Premises	# of this type	Development Permit Fee/Sign	Building Permit Fee	Safety Codes Fee
FASCIA	1 and A		x	\$85		
FREESTANDING*	1 and B		x	\$255	\$9.90 per \$1000 for the 1st \$1,000,000 construction value with a minimum fee of \$145.00	4% of permit fee or \$5.84 minimum
PROJECTING*	1 and C		x	\$255		
ROOF	1 and C		x	\$255		
DIGITAL: MINOR <input type="checkbox"/> MAJOR <input type="checkbox"/>	1 and A, B or C, and D		x	\$415		
REPLACE PANEL- EXISTING SIGN:	1 and A, B or C		x	\$85		
CONSTRUCTION VALUE: \$						
			SUB TOTAL:			
						TOTAL FEE:

Note: If a Development Permit Notification Fee of \$100 is required a service representative will contact you.

* Any signs which may be considered to encroach onto City property (ie. projecting signs) will require an Encroachment Agreement and associated Fees.

ADDITIONAL REQUIREMENTS: (links to Checklist Sections)

The Submission Requirements Checklist (Section 1 of this application) is required for ALL signs. Additional information for each sign type is also required. Refer to the sign types and corresponding Sections A-D on the following pages. Only sign applications considered to be complete, will be accepted.

FEE PAYMENT

- Permit fees must be paid at the time of application.
- We accept cash, debit, cheque or credit card.
- If applying by mail or email, a service representative will call you to advise you of your fees.
- Please note that the City of Edmonton, in accordance with the Payment Card Industry, has taken measures to protect your payment card information. We are required to delete applications submitted with credit card information by unsecured methods such as fax or email.

OFFICE HOURS

- Office hours are Monday to Friday 8 a.m. to 4:30 p.m.
- The office is closed on statutory holidays.

APPLICATIONS:

Applications may be submitted in person, by mail, or by email to Current Planning. (See contact information at top of this page.)

Information on this application is being collected in accordance with section 23(2) and (3) of the Alberta Freedom of Information and Protection of Privacy (FOIP) Act. It will be used for administrative purposes and to assess your application. Information collected on this form may be made public as allowed by legislation, and may be shared as required with other public bodies such as Alberta Health Services, Edmonton Police Services and the Alberta Gaming and Liquor Commission. If you have any questions, please contact a Service Advisor at the Current Planning Service Centre at 780-443-8084.

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1. Submit Application: Drawings

- Site plan
- Elevation drawings or photographs
- Detailed plans

For applications submitted by email:

- The preferred format is PDF



1. Submit Application: Additional Info

- Additional information may be required, depending on Sign Type:
 - Additional elevations or photographs
 - More information on the Site Plan, Elevation or Detailed Plan

1. Submit Application

- There are three ways to submit an application:
 1. In Person
 2. Email – permanentsigns@edmonton.ca
 3. Mail
- In person applications are preferred, as they allow direct and immediate dialogue

Application Intake



Quality Control

- Is the application complete?
 - Incomplete applications will NOT be accepted
- More information is required?
 - Application is put on hold
- Are the fees paid?



2. Circulation and Review: Technical

- Quantitative components of the DC1 regulations
- Sign Location
- Sign Dimensions
- Collaborates with Heritage for any variances
 - May grant a variance if there is hardship or practical difficulties and it doesn't negatively impact the neighbouring properties



2. Circulation and Review: Heritage

- Qualitative components of the DC1 regulations
- How does the sign comply with the heritage design criteria for Old Strathcona?
- Review and work with the applicant until meets the regulations

3. Permit Decision

Development Permit

- Approved with conditions
 - Class A – complies with regulations (no variances)
 - Class B – with variances
 - Notifications
- Refused

Application then proceeds for Building Permit review

3. Permit Notice

- Provides notice to surrounding landowners of the variances granted
 - Provide 14 day period to appeal the decision
 - Required for Class B
 - Additional fee
-
- All appeals are processed by the [Subdivision and Development Appeal Board](#)

Building Permit Decision



- Review by a Safety Codes Officer
- Focused on structural components
 - Applies the Alberta Building Code
 - Requires engineering
- Ensure sign safety

Timeline for Permits



- You need to have an **APPROVED** Development and Building Permit to install your sign
- Your application timelines is impacted by:
 - Quality of application
 - Completeness
 - Complexity
 - Current volume of applications

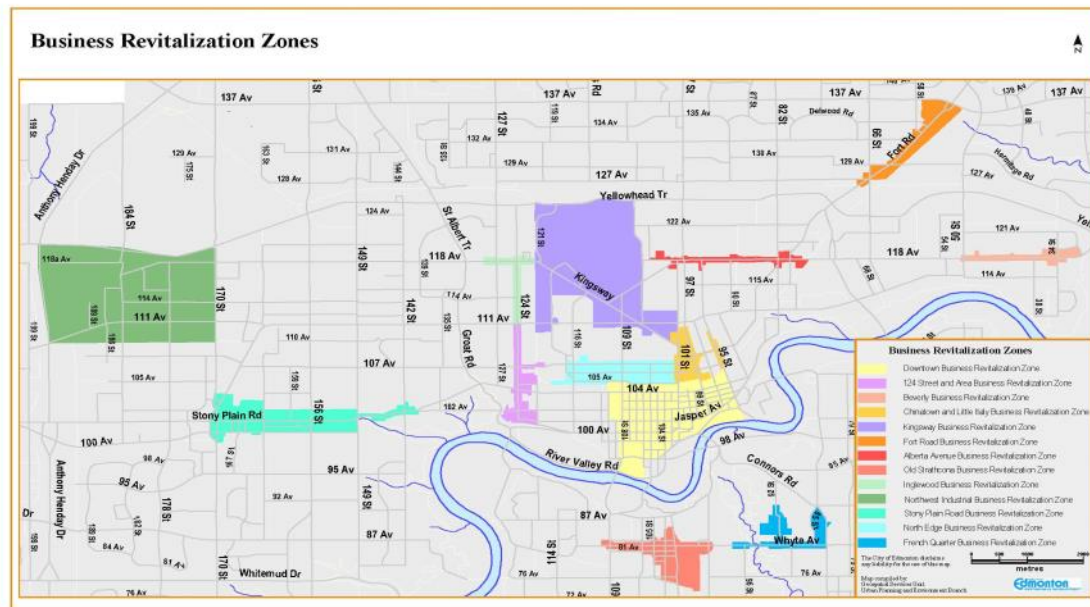
Questions and Answers



Façade Improvement Program

FAÇADE IMPROVEMENT PROGRAM

- Eligibility in Business Revitalization Zones (BRZ's)



Façade Improvement Program



- Matching Grant Program on eligible construction – upto \$30,000
- Can be applied to Signage Infrastructure
- Changes / Modifications must be substantial – cannot only be signage infrastructure, or only painting...but a combination would be considered
- Contact us: Program Manager 780-496-6196

Façade Improvement Program



City Web Links

- [User's Guide to Signage in Old Strathcona](http://www.edmonton.ca/city_government/documents/Old_Strathcona_Sign_Guidlines.pdf)
(www.edmonton.ca/city_government/documents/Old_Strathcona_Sign_Guidlines.pdf)
- [Historical Commercial DC1 Provision](http://webdocs.edmonton.ca/zoningbylaw/DC1/Strathcona/Commercial.htm)
(webdocs.edmonton.ca/zoningbylaw/DC1/Strathcona/Commercial.htm)
- [Strathcona Area Redevelopment Plan](http://www.edmonton.ca/city_government/documents/Strathcona_ARP_Consolidation.pdf)
(www.edmonton.ca/city_government/documents/Strathcona_ARP_Consolidation.pdf)
- [Sign Combo Permit Application](http://www.edmonton.ca/bylaws_licences/permanent_sign_application_form.pdf)
(www.edmonton.ca/bylaws_licences/permanent_sign_application_form.pdf)
- [Zoning Bylaw](http://webdocs.edmonton.ca/InfraPlan/zoningbylaw/bylaw_12800.htm) (webdocs.edmonton.ca/InfraPlan/zoningbylaw/bylaw_12800.htm)
- [Zoning Map](http://webdocs.edmonton.ca/infraplan/zoningmaps/zb_index_map.pdf) (webdocs.edmonton.ca/infraplan/zoningmaps/zb_index_map.pdf)

Other Web Links

- City of Edmonton – Façade Improvement Program (www.edmonton.ca/fip)

Partner Organizations

- Old Strathcona Foundation (www.oldstrathconafoundation.ca)
- Old Strathcona Business Association (www.oldstrathcona.ca)