



April 2025

## Entrance Feature/Sign Design Guidelines

### 1.0 Introduction

The City of Edmonton recognizes that developers install Entrance Features in new residential, commercial and industrial developments for beautification as well as to create an identity and give character to the area.

An Entrance Feature/Sign is a stand alone permanent sign that displays the name of a neighbourhood. It is intended to assist commuters in way finding, is typically located at the primary entrance to a subdivision and may include associated landscaping.

**Exhibit 1-9** shows examples of existing entrance features in some of the City of Edmonton subdivisions. The purpose of the exhibits is to show what features have already been constructed in the City. These are not necessarily examples of designs that meet this new design guideline for the majority of existing features are within private property. Exhibit 5 is an entry feature that was constructed within the road right of way.



Exhibit 1: Kinglet Gardens



Exhibit 2: Trumpeter



Exhibit 3: Chappelle

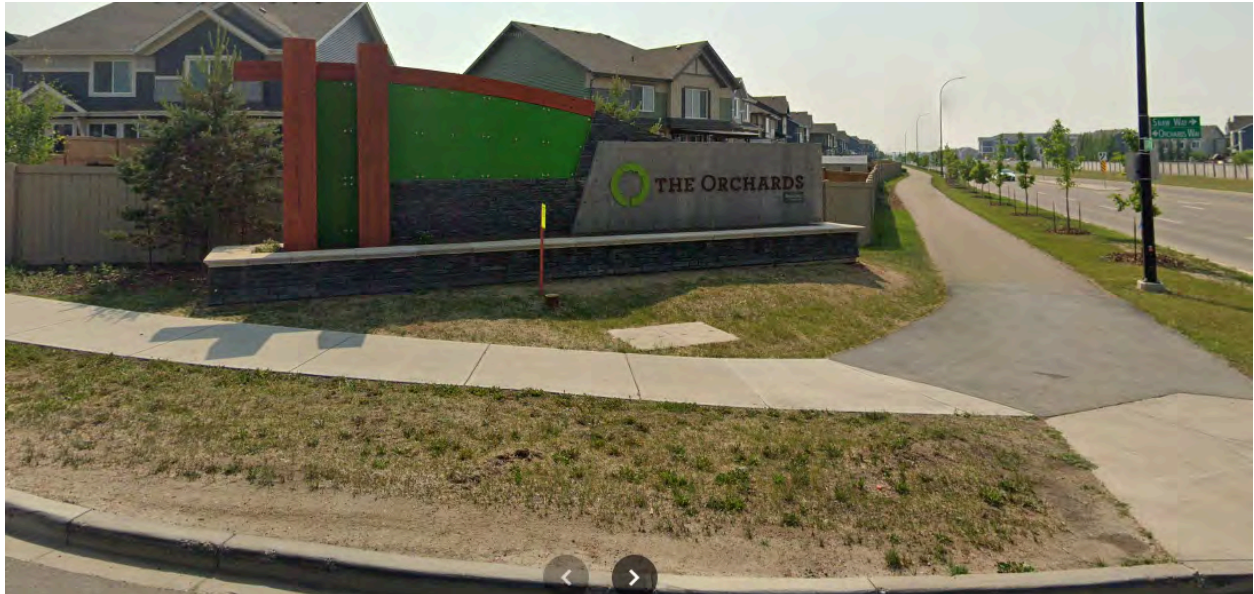


Exhibit 4: Orchards



Exhibit 5: Terwillegar Towne

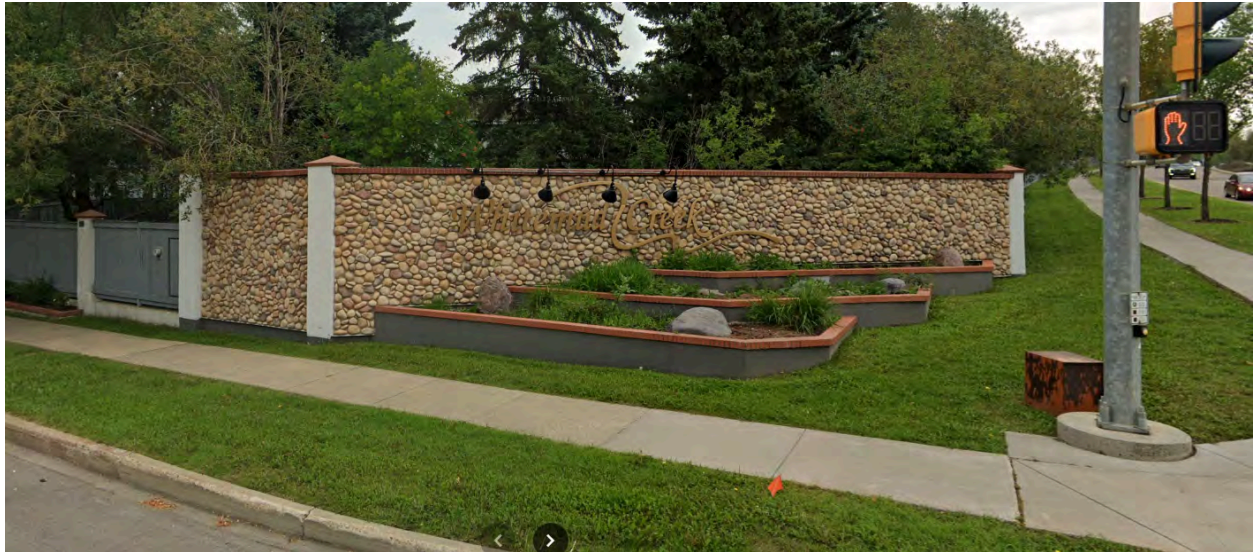


Exhibit 7: Whitemud Creek



Exhibit 8: Cy Becker



Exhibit 9: Jager Ridge

The City Plan's intention is for design to foster a sense of place by promoting and celebrating the distinct communities that contribute to Edmonton, its quality of life and unique sense of place.

These entrance features are currently designed and constructed within private property by land developers typically during the early stages of overall neighbourhood development, with construction requirements noted through a Servicing Agreement. They are owned and operated by homeowners, developers and/or homeowner associations which are responsible for the maintenance, restoration or removal as the case may be.

On June 13, 2023 City of Edmonton Council voted in favour of City Administration developing a set of Entrance Feature guidelines requiring these structures to be placed entirely on City lands (road right of way) and for a developer-funded entrance feature maintenance fund to be established. The maintenance fund would require a contribution at the time of construction, which would provide the City with funds for continual maintenance of the feature in perpetuity, where perpetuity may be defined as the design service life or an agreed upon term.

These guidelines have been prepared by the Development Engineering and Drawing Review (DEDR) unit to provide information on the design and review process of developer installed entrance features which will become City assets after the warranty period.



## 2.0 Entrance Feature/Sign Requirements

The following requirements are provided for guidance:

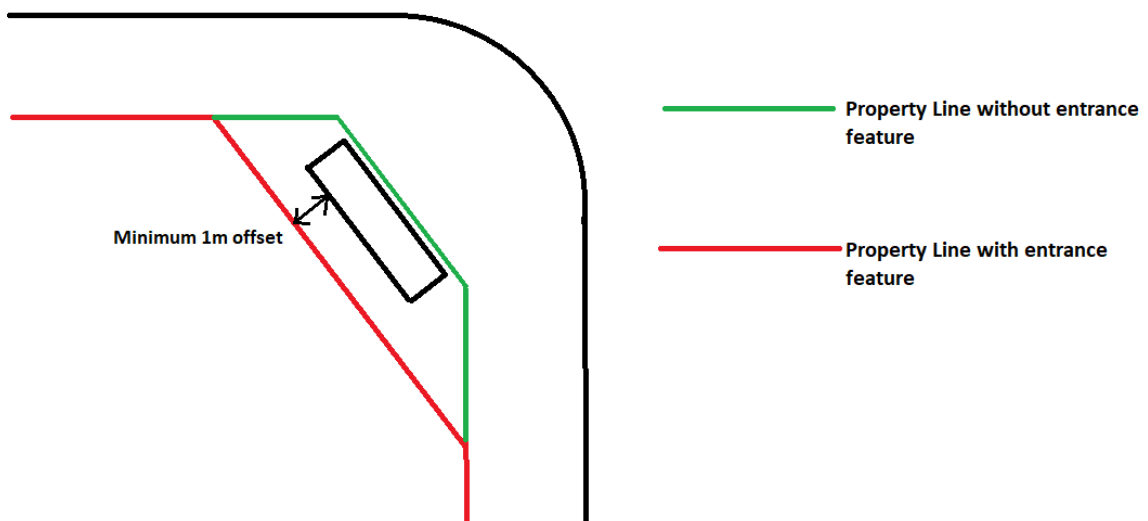
1. Entrance Features/signs will be aesthetically pleasing, should blend and fit in with the surrounding landscape and built form.
2. Structural Design drawings must be authenticated by a Professional Engineer in accordance with APEGA.
3. Mechanical, electrical, lighting or water components are not allowed to be part of the feature.
4. Entrance feature construction materials shall be long lasting with limited requirements for ongoing maintenance activities and also less susceptible to vandalism. Examples of applicable materials are; natural stone, brick, concrete, galvanized metal elements.
5. Minimum design service life of the feature shall be 25 years.
6. Size should be appropriate for the surrounding elements. Maximum height is 3m. Maximum width is 10m. Other aspects of the entrance feature like landscaping to follow existing City standards.
7. Entrance features must be placed on the Road Right of Way. New Entrance features within private property will not be allowed.
8. Typical corner cuts must be maintained at intersections and the introduction of the entrance feature shall not interfere with sightlines, active modes facilities and utilities placements.
9. Minimum 1m offset between property line and back of entrance feature will be required. Level of landscaping in this area is expected to be base level.
10. Design of the entrance feature shall consider mitigating climbability, habitation and infiltration of water into the construction joints as needed.
11. Private company logos are not permitted.
12. The name on Neighbourhood Entrance Features shall be restricted to the official municipal name of the neighbourhood.
13. The marketing name of the subdivision may be included but cannot be larger than the official municipal name of the neighbourhood.
14. The marketing name shall not be the same as the official municipal name previously assigned to another neighbourhood in the City of Edmonton.
15. Letter size should be legible from a reasonable distance and wide enough to be differentiated from the background material. A minimum height of 300mm will be considered.
16. The design should be simple to interpret and not cause any distractions to drivers.
17. Main components of the entrance feature drawings will include but not be limited to: material selection, structural design, logo design, landscaping and layout area/footprint.
18. Applicant to submit a cost breakdown at drawing submission stage, and a service life maintenance schedule and anticipated cost in today's dollars factoring in inflation. The variable percentage maintenance formula attached may be reviewed by the City from time to time to address inflationary and other costs changes.
19. No above base level planting.
20. No annual flowers.
21. No ornamental plant material.
22. Planting must be low maintenance, drought and salt tolerant naturalized plant material only.



23. Plant material adjacent to roadways and SUPs should not create sightline issues for vehicles or pedestrians.
24. Plant material should not exceed 750mm in height.
25. All planting beds must be a minimum of 2.5m from the back of curb on roadways.
26. There must be a minimum buffer of 2.5m for grass cutting equipment to access all turf areas that will require mowing.

### 3.0 Diagram

Entrance Feature/sign corner cut-property line requirement.



### 4.0 Approval Process

- Subdivision Planning will review proposed entrance features on Road Right of Way at the subdivision stage of land development. All entry features need to be included in the T-plan and the Context Map with subdivision application.
- Entrance features will be part of the ePlan drawings circulated for technical and aesthetic design review by drawing reviewing agencies at the City and EPCOR. Developers shall be required to submit cost estimates for construction and maintenance at the time of drawing review. The Maintenance sliding scale calculator schedule is attached.
- As a condition of endorsement, developers/applicants will submit maintenance funds to the City.
- Development Inspection conducts inspections and issues CCC and FAC.
- City Operations to be involved if needed for inspections during construction, CCC/FAC inspections and handover.



## Development Services

URBAN PLANNING AND ECONOMY



- Actual cost of the entrance feature to be submitted after construction and a one time adjustment to the maintenance fees to be made where necessary prior to the issuance of CCC.
- Record drawings of the structure shall be provided to the City prior to the issuance of CCC.
- City Operations maintains entrance features as part of its assets inventory.