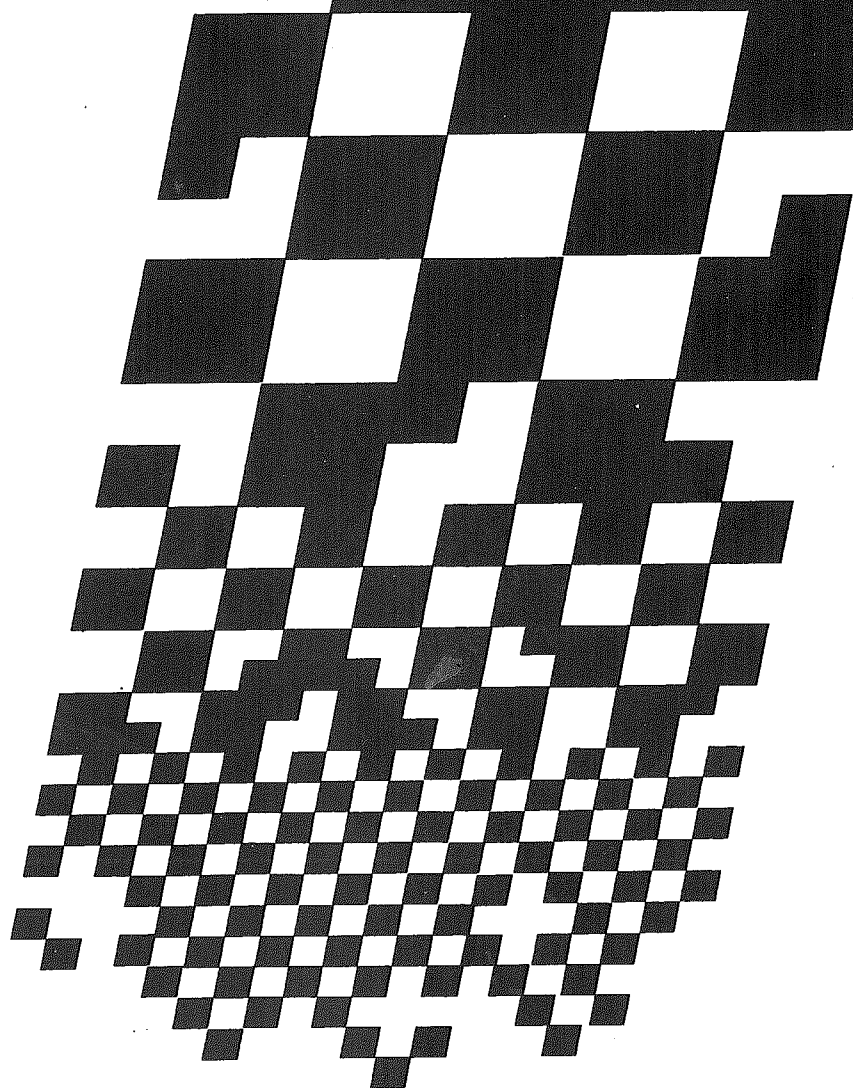


*Edmonton*

*Land  
Use  
Bylaw*

*Number  
5996*



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**79. Sign Regulations**

*Bylaw No. 6610  
May 11, 1982*

**79.1 Applicability**

Any person applying to erect any one Sign, or to change or relocate any existing Sign shall comply with the provisions of Section 79, unless exemption from the regulations of this Section have been granted elsewhere in this Bylaw.

**79.2 Prohibited Signs**

No Sign shall be erected, operated, used or maintained which:

- a) due to its position, shape, colour, format or illumination obstructs the view of, or may be confused with, an official traffic Sign, signal or device, as determined by the Development Officer in consultation with the City Engineer;
- b) display lights resembling the flashing lights usually associated with danger or those used by police, fire, ambulance and other emergency vehicles;
- c) operates or employs any stereo-option or motion picture projection, or the use of holography; and
- d) due to its method of erection or attachment allows a swinging motion, except that swinging motion shall be allowed on a Freestanding Sign which does not exceed 2 m (6.6 ft.) in Height and 0.5 m<sup>2</sup> (5.4 sq. ft. in area).

*Bylaw No. 10627  
April 18, 1994*

**79.3 Abandoned and Unlawful Signs**

- 1) Where the Development Officer/Bylaw Enforcement Officer finds a Sign to be abandoned he may commence enforcement in accordance with Section 25 of this Bylaw.
- 2) Where the Development Officer/Bylaw Enforcement Officer finds that a Sign contravenes the provisions of this Bylaw he may commence enforcement in accordance with Section 25 of this Bylaw.

**79.4 Establishment of Sign Schedules**

Signs shall be allowed in Land Use Districts as stated in Sign Schedules 79A to 79J inclusive, and according to the assignment of Land Use Districts to those Schedules as set out in this Section 79.4.

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*Bylaw No. 10362  
May 3, 1993*

- 1) Sign Schedule 79A  
Land Use Districts: RF1, RSL, RF2, RPL, RF3, RF4, RR, RMH, AG, AGU, AP and A

- 2) Sign Schedule 79B  
Land Use Districts: RF5, RF6, RA7, and RA8

*Bylaw No. 11404  
April 30, 1997*

- 3) Sign Schedule 79C  
Land Use Districts: HDR, RA9, RMU, and RMX

- 4) Sign Schedule 79D  
Land Use Districts: CNC and CSC

- 5) Sign Schedule 79E  
Land Use Districts: CB1, CB2, and CHY

- 6) Sign Schedule 79F  
Land Use Districts: CMX and CO Located Outside the Downtown Area Redevelopment Plan Area

*Bylaw No. 11404  
April 30, 1997*

- 7) Sign Schedule 79G  
Land Use Districts: CCA, CMU, EZ and MSC Located Within the Downtown Area Redevelopment Plan Area

*Bylaw No. 12013  
May 31, 1999*

- 8) Sign Schedule 79H  
Land Use Districts: AGI, MA, IS, IB, IM, and IH

- 9) Sign Schedule 79I  
Land Use Districts: US, PU, and DC4

*Bylaw No. 11404  
April 30, 1997*

- 10) Sign Schedule 79J  
Land Use Districts: DC1, DC2, and HA

*Bylaw No. 12418  
October 11, 2000*

- 11) Sign Schedule 79K  
Land Use Districts: EIB and EIM

**79.5 Special Regulations for Highway Entrance Routes and Limited Access Routes**

- 1) Where a site is located along a Highway Entrance Route or Limited Access Route described in Subsection (2) below, the following Sign regulations shall apply in addition to, and take precedence over, the provision of the Sign Schedule applicable to the site.
  - a) Where a building faces a public roadway designated as a Highway Entrance Route or Limited Access Route but does not have direct access to that roadway or access via a service road, only an On-Premise Facia Identification Sign or Logogram may be allowed on the side of the building which

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faces the roadway. Such Signs may be illuminated.

b) No General Advertising Signs shall be permitted along designated Highway Entrance Routes or Limited Access Routes on parcels of land which do not have direct access to that route or access via an abutting service road. On parcels having the required access, General Advertising Signs shall comply with the building setback line of the District.

*Bylaw No. 8744  
May 24, 1988*

c) The minimum radial distance between General Advertising Signs facing the same traffic direction along a Highway Entrance Route or Limited Access Route shall be 300 m (984.0 ft.).

d) All power servicing to the signs located on a Highway Entrance Route or Limited Access Route shall be buried underground, unless reasonable access to an underground power source is not available.

*Bylaw No. 10741  
June 20, 1994*

2) Highway Entrance Routes and Limited Access Routes subject to the additional regulations of this Section 79.5.

a) **Calgary Trail Northbound and Southbound** (Highway 2) south from 51 Avenue to the City limits;

b) **St. Albert Trail** (Highway 2) north from 125 Avenue to the City limits;

*Bylaw No. 8744  
May 24, 1988*

c) **Stony Plain Road** (Highway 16) west from 170 Street to the City limits;

*Bylaw No. 8744  
May 24, 1988*

d) **100 Avenue** west from 149 Street to the City limits;

e) **Mayfield Road** from 170 Street to 111 Avenue;

f) **111 Avenue** from Mayfield Road to 149 Street;

*Bylaw No. 8744  
May 24, 1988*

g) The entire length of the **Yellowhead Trail** (Highway 16) within the City limits;

*Bylaw No. 8744  
May 24, 1988*

h) **101 Avenue** (Highway 16A) east from 50 Street to the City limits;

i) **82 Avenue and the Sherwood Park Freeway** (Highway 14) east from 75 Street to the City limits;

*Bylaw No. 8744  
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i) **Manning Freeway** (Highway 15) north from 137

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Avenue to the City limits;

- k) **Whitemud Drive** east from Calgary Trail Southbound to the City limits;
- l) **91 Street** south from 51 Avenue to the City limits;
- m) **97 Street** north from 137 Avenue to the City limits;
- n) **50 Street** south from Whitemud Drive to the City limits; and
- o) **Whitemud Drive** west from 170 Street to Anthony Henday Drive.

**79.6 Comprehensive Sign Design Plan**

- 1) An applicant may, at his discretion, submit a Comprehensive Sign Design Plan for special approval by the Development Officer for Sign developments which do not comply with the provisions of the Sign Schedule applicable to the Land Use District where the Sign or Signs are proposed, subject to the provisions of this Subsection. A Comprehensive Sign Design Plan may be applied for in any Land Use District.
- 2) Comprehensive Sign Design Plans shall be consistent with the overall intent of this Bylaw and the provisions of the applicable Sign Schedule with respect to the type of Signs allowed and the maximum Sign area regulations.
- 3) In addition to the normal sign application requirements, a Comprehensive Sign Design Plan shall also include a coloured rendering of the Sign development and a narrative outlining the following information:
  - a) the exception(s) to the Sign Schedule required by the Comprehensive Sign Design Plan; and
  - b) an explanation of how these exceptions achieve a greater degree of visual harmony between the proposed Sign and the building or site than would be possible through the provisions of the Sign Schedule having regard for:
    - i) the compatibility of the design, scale and location of the Sign in relation to the scale and architectural character of the building upon which the Sign is to be erected and the type, scale and location of other Signs on the building;

- ii) the compatibility of the materials from which the Sign is constructed and the illumination of the Sign in relation to the architectural character and the exterior finish of the building; and
  - iii) the compatibility of the proposed Sign with land use and landscape and architectural character of surrounding development.
- 4) The Development Officer shall assess the merits of the Comprehensive Sign Design Plan and may grant exceptions to the Sign Schedule to permit the Comprehensive Sign Design Plan, if, in his opinion, the Plan complies with the following requirements:
- a) the Comprehensive Sign Design Plan is consistent with the Sign development intended in the Sign Schedule which applies to the District in which it is proposed; and
  - b) the Comprehensive Sign Design Plan results in a greater degree of visual harmony between the proposed Sign and the building or site than would be possible through the provisions of the applicable Sign Schedule having regard for the factors listed in Clause (3)(b) above.

**79.7 General Regulations for On-premise Signs**

This Section contains the general regulations with which the various types of permanent On-premise Identification and Business Identification Signs must comply, subject to any exceptions or additional regulations specified in a Sign Schedule. The regulations apply to Awning, Canopy, Under-canopy, Facia, Freestanding, Projecting, Roof and Window Signs. In addition, this Section contains regulations for On-Premise Signs relating to lighting, changeable copy, local advertising and signage co-ordination on multiple occupancy business developments.

- 1) **General Provisions**
- a) Any Sign which projects more than 15 cm (6 in.) over a lane, loading area or parking lot aisle shall maintain a minimum vertical clearance of 4.4 m (14 ft.).

- b) All Roof, Canopy and Projecting Signs or any combination of these Signs shall be erected in such manner that the structural support elements are designed or concealed so as to appear as an integral part of the overall Sign design and such that no angle iron bracing, guide wires or similar support elements are visible from a public roadway or other public right-of-way.

2) **Lighting**

The following regulations shall apply to the lighting of all On-Premise Signs, with the exception of the lampbanks used in electronically controlled Changeable Copy Signs:

- a) no flashing, Scintillating or Running Lights, or lighting used to produce animation shall be used on a Sign unless specifically allowed by a Sign Schedule;
- b) electronically Animated Signs or Signs with Scintillating or Running Lights shall be located or constructed such that the illumination from these light sources does not project onto any surrounding residential premises so as to cause variations in light intensity in or on those premises. The intensity of exposed bulbs on a Sign shall not exceed 75 watts;
- c) the use of spot or reflector lights directed at on-coming traffic is prohibited on a Sign. The addition of Running or Scintillating Lights to an existing Sign shall require a Development Permit;
- d) subject to Clauses (a) and (b) above, the use of flashing, Scintillating or Running Lights shall be used only in a manner that is accessory and decorative to the principal portion of the Sign;
- e) Signs having animation, Scintillating or Running Lights shall, when the Sign is lit, not have more than one third of the light source producing the intermittent illumination turned off at any one time; and
- f) Signs placed inside a window and intended to be viewed from the street are prohibited from having flashing, Scintillating or Running Lights or any other means not providing steady illumination.

**3) Changeable Copy**

Changeable copy shall be used only where allowed by a Sign Schedule, and shall comply with the following provisions:

- a) for a theatre marquee the entire area of the Sign faces of the marquee may be used to display changeable copy;
- b) for Spectator Entertainment Establishments or Spectator Sports Establishments having a seating capacity of at least 5,000 persons, the area for a Changeable Copy Sign shall be subject to the approval of the Development Officer. In determining the allowable area for a Changeable Copy Sign, the Development Officer shall have regard for the scale and architectural character of the building and the land use characteristics of surrounding development;
- c) except as provided for in Clauses (a) and (b) above, the area of changeable copy on an Identification Sign or Business Identification Sign shall not exceed 50 percent of the area of the Sign on which it is displayed, subject to the maximum area of changeable copy, per sign face specified below:
  - i) where the changeable copy is intended to be viewed from a public roadway with a posted traffic speed less than 70 km/hr (43.5 mph), the maximum allowable area for changeable copy per Sign face shall be:

<b>LENGTH OF BUSINESS FRONTAGE</b>	<b>MAXIMUM AREA OF MANUAL CHANGEABLE COPY</b>	<b>MAXIMUM AREA OF ELECTRONIC CHANGEABLE COPY</b>
30 m (98.4 ft.) or less	4 m <sup>2</sup> (43.0 sq. ft.)	5.5 m <sup>2</sup> (59.2 sq. ft.)
More than 30 m (98.4 ft.) but less than 60 m (196.8 ft.)	6 m <sup>2</sup> (64.6 sq. ft.)	7.5 m <sup>2</sup> (80.7 sq. ft.)
More than 60 m	7.5 m <sup>2</sup> (80.7 sq. ft.)	12 m <sup>2</sup> (129.2 sq. ft.)



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- ii) where changeable copy is intended to be viewed from a public roadway with a posted traffic speed of 70 km/hr (43.5 mph) or greater, the maximum allowable area of changeable copy referred to in Clause (c)(i) above shall be increased by 35 percent;
- d) Changeable Copy Signs shall be designed as an integral component of the Business Identification Signage for the development, and the scale and placement of changeable copy shall not appear to visually dominate the Business Identification Signage. Where changeable copy is not part of a permitted Business Identification Sign, the proposed Changeable Copy Sign shall be applied for through the Comprehensive Sign Design Plan provisions of this Bylaw;
- e) one changeable copy area shall be allowed for each business premise, except that:
  - i) on the site of a Service Station or Gas Bar an additional Changeable Copy Sign shall be allowed on the canopy located over the pump islands, when such Sign is used only to advertise the price of gasoline or other motor vehicle fuels;
  - ii) one additional Changeable Copy Sign shall be allowed for the second frontage of a business premise, provided that the changeable copy is located for viewing from that frontage; and
  - iii) an additional Changeable Copy Sign, not exceeding 0.5 m<sup>2</sup> (5.4 sq. ft.) in area may be placed inside a window located within the first storey;
- f) for multiple occupancy business developments, the use of changeable copy on Freestanding Signs shall comply with the following additional regulations:
  - i) not more than one Changeable Copy Sign shall be allowed for each frontage of the site; and
  - ii) the Changeable Copy Sign shall be located on a permitted Freestanding Business Identification Sign;

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- g) the area of changeable copy shall be included in calculating the allowable area for a specific Sign type;
  - h) changeable copy shall not be used on the face of a Sign which rotates, except that a Changeable Copy Sign which is used to alternately display only time and temperature may rotate; and
  - i) if, in the opinion of the City Engineer, a proposed Changeable Copy Sign which displays travelling or flashing messages is likely to create a hazard to traffic on a public roadway from which the Sign is visible, the Development Officer shall refuse the permit, upon recommendation from the City Engineer.
- 4) Local Advertising**
- a) Local Advertising Signs which exceed 0.5 m<sup>2</sup> (5.4 sq. ft.) in area and which are not part of a Business Identification Sign allowed by this Bylaw are prohibited.
  - b) Local advertising on Business Identification Signs shall not exceed 50 percent of the area of the face of the Sign on which it is displayed, except that local advertising which consists only of a single Logogram or trademark which represents the business' primary dealership or franchise association may exceed 50 percent of the area of the face of the Sign on which it is displayed.
  - c) The changeable copy portion of a Business Identification Sign shall be deemed to be local advertising.
  - d) The local advertising portion of a Sign shall be included in calculating the allowable area for a specific Sign type.
- 5) Awning Signs**
- a) Awning Signs shall be painted on, or directly affixed to, the awning covering. No Sign shall be suspended from an awning covering or support structure.

- b) Copy on Awning Signs shall be restricted to the name or Logogram of the business conducted within the premises, and shall not include local advertising.
- c) Awning Signs shall not be permitted above the window sill level of the second storey.

**6) Canopy Signs**

- a) Where a canopy, marquee or similar architectural projection is constructed solely as a support structure for Signs, such structures, and the Signs erected upon them, shall comply with the following regulations for Canopy Signs:
  - i) on a one-storey building the top of a Canopy Sign shall not extend more than 30 cm (12 in.) above the building roof or parapet wall;
  - ii) on a building of two or more storeys the top of a Canopy Sign shall not extend more than 75 cm (2.5 ft.) above the floor of the second storey nor higher than the window sill of the second storey;
  - iii) the bottom of a Canopy Sign shall be not less than 2.4 m (7.9 ft.) above grade;
  - iv) the vertical dimension of a Canopy Sign shall not exceed 1.5 m (4.9 ft.); and
  - v) a Canopy Sign may project 30 cm (12 in.) for each lineal metre (3.3 ft.) of frontage measured from the horizontal limit of the frontage where the Sign is to be erected to the face of the Sign nearest the limits of the frontage except that:
    - A) the horizontal separation between a Canopy Sign and the curb lane of a public roadway shall be not less than 0.6 m (1.97 ft.);
    - B) the maximum projection of a Canopy Sign shall be 2.5 m (8.2 ft.); and

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- C) subject to (A) and (B) above, the maximum projection for a corner Canopy Sign shall not exceed one hundred and twenty percent (120%) of the projection allowed for a Canopy Sign located at the centre of the shorter of the two building frontages; and

*Bylaw No. 10457  
January 25, 1994*

- b) where a canopy, marquee or similar architectural projection has been included as an integral component of the overall architectural design of a building or designed to provide protection from the weather over an entrance or sidewalk, and has been constructed in accordance with the provisions of Bylaw No. 8664, being the Edmonton Building Permit Bylaw and the Alberta Uniform Building Standards Act, R.S.A. 1980 c. U-4, as amended, the following Canopy Sign regulations shall apply:
  - i) any Sign erected upon the vertical surfaces of the canopy shall not extend horizontally beyond the limits of the vertical surfaces;
  - ii) any Sign erected upon the vertical surfaces of the canopy shall not extend more than 30 cm (12 in.) above the top of the vertical surface of the canopy; and
  - iii) no Sign suspended under a canopy shall exceed a vertical dimension of 30 cm (12 in.) nor shall it extend beyond the horizontal limits of the canopy. Signs suspended under a canopy shall have a clearance of at least 2.4 m (7.9 ft.).

**7) Facia Signs**

*Bylaw No. 8744  
May 24, 1988*

- a) A Facia Sign shall not extend higher than the window sill of the third storey or, in the absence of such a window, 75 cm (2.5 ft.) above the floor of the third storey. The top of a Facia Sign on a one-storey building or two-storey building shall not extend more than 30 cm (12 in.) above the building roof or parapet wall. Any Facia Sign which extends over a public right-of-way or passageway intended for pedestrian travel shall maintain a minimum clearance of 2.4 m (7.9 ft.).

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- b) A Facia Sign shall not extend more than 40 cm (16 in.) beyond a building wall.
- c) Notwithstanding (a) above, Facia Signs which consist only of a company Logogram, or an Identification Sign formed of individual letters, shall be allowed above the first floor level. Not more than one such Sign shall be allowed per building face and the Sign shall only be used to identify the principal tenant of the building.

**8) Freestanding Signs**

- a) Freestanding Signs shall be allowed for the first frontage of a business premise or multiple occupancy development, provided that such frontage is at least 30 m (98.4 ft.) in length. Where such frontage is less than 30 m (98.4 ft.), a Freestanding Sign shall be allowed in accordance with Clause (e) of this Subsection.
- b) Freestanding Signs shall be allowed for each additional frontage of the same business premise or multiple occupancy development, provided that the said frontage is not less than 45 m (147.6 ft.) in length.
- c) Freestanding Signs shall be allowed for each 45 m (147.6 ft.) of frontage that is in addition to the frontages set out in Clauses (a) and (b) above.
- d) The allowable Sign area for a Freestanding Sign shall be  $0.3 \text{ m}^2$  (3.2 sq. ft.) for each lineal metre (3.3 ft.) of the frontage where the Sign is to be erected, subject to the maximum Sign area for Freestanding Signs specified in the Sign Schedule applicable to the site. Where more than one Freestanding Sign is to be erected along the same frontage, the combined area of all Freestanding Signs shall not exceed the maximum area allowed by the ratio of this Clause.
- e) For a business premise or multiple occupancy development with a frontage of less than 30 m (98.4 ft.) but not less than 15 m (49.2 ft.), one Freestanding Sign not exceeding 3 m (9.8 ft.) in Height and not exceeding  $3 \text{ m}^2$  (32.3 sq. ft.) in area shall be allowed. A Freestanding Sign shall not be allowed for a business premise or site with a frontage of less than 15 m (49.2 ft.).

*Bylaw No. 8324  
September 24, 1986  
Bylaw No. 10244  
November 16, 1992*

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*Bylaw No. 10244  
November 16, 1992*

- f) Unless otherwise allowed by a Sign Schedule, no part of a Freestanding Sign shall extend beyond the property line of the site which the Sign is intended to serve.
- g) Where two or more Freestanding Signs are located on the same business premise or site, or along the same frontage; a minimum horizontal separation distance of 30 m (98.4 ft.) shall be provided between Signs, except that the minimum separation distance between Signs complying with the maximum Height and area regulations of Clause (e) of this Subsection shall be 15 m (49.2 ft.).
- h) A Freestanding Sign may rotate to expose different copy where permitted by a Sign Schedule. Not more than one rotating Freestanding Business Identification Sign shall be erected for each frontage and no other Freestanding Business Identification Sign shall be erected along the same frontage.
- i) Where a Freestanding Sign and a Projecting Sign are located along the same frontage of a site, a minimum horizontal separation distance of 10 m (32.8 ft.) shall be maintained between the Freestanding Sign and the Projecting Sign.

**9) Projecting Signs**

- a) A Projecting Sign shall not be used to identify businesses which are located entirely at or above the second storey level.
- b) A Projecting Sign shall have a vertical clearance of at least 2.4 m (7.9 ft.).
- c) The top part of a Projecting Sign on a one-storey building shall not extend more than 30 cm (12 in.) above the building roof or parapet wall.
- d) The top of a Projecting Sign on a building two storeys or higher shall not extend more than 75 cm (2.5 ft.) above the floor of the second storey nor higher than the window sill level of the second floor.

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- e) A Projecting Sign may project 30 cm (12 in.) for each lineal metre (3.3 ft.) of frontage measured from the horizontal limit of the frontage where the Sign is to be erected to the face of the Sign nearest the limits of the frontage, except that:
  - i) the horizontal separation distance between a Projecting Sign and the curb line of a public roadway shall be not less than 0.6 m (1.97 ft.);
  - ii) the maximum projection from the building face shall not exceed 2.5 m (8.2 ft.); and
  - iii) subject to (i) and (ii) above, the maximum projection for a corner Projecting Sign shall not exceed one hundred and twenty percent (120%) of the projection allowed for a Projecting Sign located at the centre of the shorter of the two building frontages. Such corner Signs shall be placed at equal angles to the two frontages at the corner of the building.
- f) No Projecting Sign shall be located closer than 1.5 m (4.9 ft.) to the horizontal limits of the frontage of an adjacent business.
- g) No Projecting Sign shall be placed such that the distance between the nearest edge of the Sign and the building wall to which it is attached is more than 30 cm (12 in.).
- h) Except in the case of corner Signs, a Projecting Sign shall be placed at right angles to the building face to which it is attached.
- i) Not more than one Projecting Sign shall be allowed for each frontage of a business premise.
- j) No Projecting Sign shall be allowed where the building setback from the curb line of a public roadway exceeds 10 m (32.8 ft.).
- k) Where a Projecting Sign and Freestanding Sign are located along the same frontage of a site, a minimum horizontal separation distance of 10 m (32.8 ft.) shall be provided between such Signs.

**10) Roof Signs**

- a) Roof Signs may only be allowed where, in the opinion of the Development Officer, they are a common feature of signage on surrounding developments and provided that the Sign is framed by a higher building wall such that the display does not break the skyline when viewed at a distance of 150 m (492.0 ft.) from any public roadway, other than a lane.
- b) The maximum vertical dimension of a Roof Sign, including the support structure, shall not exceed one-fifth of the Height of the building to a maximum vertical dimension of 4 m (13.1 ft.).
- c) The maximum area of a Roof Sign shall not exceed the allowable area for a Freestanding Sign specified in the Sign Schedule applicable to the site.
- d) Roof Signs may be illuminated, but may not have flashing, Scintillating or Running Lights.
- e) Business Identification Roof Signs shall not have changeable copy and local advertising.

**11) Window Signs**

- a) Only one permanent window Business Identification Sign shall be allowed per window and the area of the Sign shall not exceed twenty-five percent (25%) of the window in which it is located.
- b) A business may display permanent Window Signs at the first or second storey level, but not both.

**12) Regulations for Sign Coordination on Multiple Occupancy Business Developments**

The following additional regulations shall apply to signage for developments which are purposely designed for multiple business occupancy at the ground floor level such as shopping centres, business parks, industrial malls and commercial plazas:



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- a) where the architectural design and appearance of a building facade are uniform, individual Business Identification Signs located on the facade shall, in the opinion of the Development Officer, be similar as to proportion, construction materials and placement. The design and placement of the Signs shall also be compatible with any architectural guidelines for signage contained in the approved Development Permit for the building upon which the Signs are to be erected;
- b) on buildings where Facia Signs have been used for, or are intended as, the principal means of individual business identification, a Projecting Sign or a Canopy Sign not having a removable cloth cover shall be allowed only if it is used to identify the building or development as a whole. The copy on such Signs shall not include the name of any individual business nor local advertising or changeable copy;
- c) not more than four businesses may be identified on a Freestanding Sign, except that in the case of a multi-faced Sign, four businesses may be identified on each face, to a total of sixteen businesses;
- d) the minimum Height for individual business identification panels on a Freestanding Sign shall be 1 m (3.3 ft.) and the minimum length shall be 2 m (6.6 ft.). The copy on such Signs shall be limited to the name of the business and its Logogram;
- e) where more than two businesses are identified on the same Freestanding Sign, the business identification panels shall be of uniform proportion and character;
- f) the minimum separation distance between Freestanding Signs used for multiple business identification on the same site or along the same frontage shall be 45 m (147.6 ft.); and
- g) where Freestanding Signs allowed by Clause (8)(e) of Section 79.7 are used to identify individual businesses in a multiple occupancy business development, the Sign shall be designed such that the total width of the support structure for the Sign is equal to, or greater than, 50 percent of the width of the sign face or sign cabinet when viewed from any side.

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**79.8 General Regulations for General Advertising Signs**

This Section contains the general regulations with which the various types of General Advertising Signs must comply, subject to any exceptions or additional regulations specified in a Sign Schedule.

*Bylaw No. 8744  
May 24, 1988*

**1) General Provisions**

The following regulations shall apply to all General Advertising Signs.

- a) General Advertising Signs shall be purposely designed to display painted bulletins, poster panels or vinyl backlite panels.
- b) General Advertising Signs shall be located only on sites which abut the public roadways from which the Sign is intended to be viewed, or which abut a service road parallel to such public roadway.
- c) The Development Officer may require Freestanding General Advertising Signs to be landscaped, if:
  - i) the expected duration of the Sign display is at least two years;
  - ii) the Sign is not backed by a building wall located within 6 m (19.7 ft.) of the Sign; and
  - iii) the adjacent developments and properties are landscaped.
- d) General Advertising Roof Signs shall comply with the following regulations:
  - i) the Sign shall be mounted on, or framed by, a higher building wall such that the display does not break the skyline when viewed from a distance of 150 m (492.0 ft.) from any public roadway, not including a lane;
  - ii) wall-mounted Signs shall be mounted parallel to and within 0.5 m (1.6 ft.) of the building face. The support elements for a Roof Sign shall be concealed from any public roadway, not including a lane; and

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*Bylaw No. 8744  
May 24, 1988*

- iii) General Advertising Roof Signs shall not contain time and temperature units, electronically controlled changeable copy or any animation devices.
  - e) General Advertising Signs may be illuminated provided that the lighting is concealed or shielded to minimize glare.
- 2) Billboard Signs**
- a) The total Sign area per location shall not exceed 65 m<sup>2</sup> (699.4 sq. ft.). The Development Officer may increase the Sign area to a maximum of 80 m<sup>2</sup> (860.8 sq. ft.) at his discretion.
  - b) The minimum radial distance between any two Billboard locations visible from the same traffic direction shall be 100 m (328.1 ft.).
  - c) No part of any Freestanding Billboard shall be closer to any public roadway than the building setback line of the Land Use District in which the Sign is located.
  - d) Billboard Signs shall not exceed a maximum Height of 8 m (26.2 ft.) nor extend more than 30 cm (12 in.) above the building parapet if the Sign is mounted on a wall, except as provided for in Section 79.8(1)(c) of this Bylaw.
- 3) Junior Panel Signs**
- a) Junior Panel Signs shall be allowed on a site with a minimum frontage of 30 m (98.4 ft.).
  - b) A maximum of two (2) Junior Panel Signs shall be allowed on each frontage of a site.
  - c) The minimum radial distance between any two (2) Junior Panel Signs shall be 50 m (164.05 ft.).
  - d) Junior Panel Signs shall not exceed a maximum Height of 5 m (16.4 ft.).
  - e) All power servicing to Junior Panel Signs shall be buried underground.

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*Bylaw No. 8324  
September 24, 1986*

**79.9 General Regulations for Temporary Signs, Portable Signs and Balloon Signs**

This Section contains the general regulations and use regulations with which Temporary Signs, Portable Signs and Balloon Signs must comply, subject to any exceptions or additional regulations specified in a Sign Schedule. The regulations govern Temporary Signs, Portable Signs and Balloon Signs used for such purposes as political campaigns, business identification, local advertising, real estate advertising, building construction identification and land development information.

**1) General Provisions**

*Bylaw No. 7418  
January 24, 1984*

- a) Any Portable Sign, Temporary Sign or Balloon Sign that requires a Development Permit shall be located within the property lines of the site as identified by the legal or municipal description indicated in the permit.
- b) No Portable Sign, Temporary Sign or Balloon Sign shall be located closer than 1 m (3.3 ft.) to any property line. Where a Sign is located at a site on a corner formed by the intersection of two or more public roadways, not including a lane, the Sign shall not be located within a 10 m (32.8 ft.) radius of the corner measured from the midpoint of the curved portion of the curb line.
- c) A Portable Sign, Temporary Sign or Balloon Sign shall not interfere with access to or from a site.
- d) Portable Signs, Temporary Signs or Balloon Signs may be illuminated but may not contain flashing, Scintillating or Running Lights or animation devices, and any device designed to intensify or vary the illumination of lighting. Illumination shall be from a steady light source located within the interior of the Sign, or from an exterior light source directed at the face of the Sign and shielded to eliminate glare when viewed by on-coming traffic. No exterior accessory lighting may be attached to any portion of a Portable Sign, including the trailer or support structure, except that lights required by the Highway Traffic Act shall be allowed.
- e) The trailer frame excluding the hitch and the support legs, or structure used to support a Portable Sign shall not exceed 3.5 m (11.5 ft.) in length nor 2.2 m (7.2 ft.) in width.

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- f) All Portable Signs shall be double-faced. The horizontal dimension of the Sign face shall not exceed 3.1 m (10.2 ft.) and the vertical dimension of the Sign face shall not exceed 1.7 m (5.6 ft.). The frame surrounding the Sign face shall not include embellishments and animation devices.
- g) The background face of a Portable Sign shall be of a single uniform colour.
- h) A Portable Sign shall not exceed a maximum Height of 3 m (9.8 ft.) above grade.
- i) A Temporary Sign on a single storey building shall not be located above the roof or parapet wall. A Temporary Sign, other than a temporary Window Sign, on a building of two or more storeys shall not be located higher than the sill of the windows on the second storey.
- j) Where the use regulations of Subsection (3) below make reference to Commercial and Industrial Districts, such reference shall include sites within the DC1, DC2, DC4, DC5, HA, MA, PU or US Districts which, in the opinion of the Development Officer, are contained within a larger area of commercially or industrially districted land.
- k) The maximum vertical dimension of a Balloon Sign shall not exceed 7.92 m (26.0 ft.), except that if the location of a proposed Balloon Sign is less than 30 m (98.4 ft.) from a site districted Residential (such distance to be measured from the building on which the Sign is to be displayed to the property line of the site districted Residential), the maximum vertical dimension shall not exceed 5 m (16.4 ft.). Any Balloon Sign which is located less than 30 m (98.4 ft.) from a site districted Residential shall not be illuminated between the hours of 9:00 p.m. and 8:00 a.m.
- l) All Portable Signs shall have a permanent tag, label, plate, marking or other means of identifying ownership of the sign for enforcement purposes. The ownership information shall be located in a visible location on the sign.

*Bylaw No. 11404  
April 30, 1997*

*Bylaw No. 9269  
January 30, 1990*

*Bylaw No. 11940  
May 10, 1999*

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**2) Removal of Temporary Signs, Portable Signs and Balloon Signs**

- a) A Temporary Sign, a Portable Sign or a Balloon Sign shall be removed on or before the expiry date specified in the Development Permit.
- b) Temporary Signs not requiring a Development Permit shall be removed within five (5) days after the close of the event or activity to which they refer, unless otherwise specified in Section 79.9 of this Bylaw.

*Bylaw No. 10244  
November 16, 1992*

**3) Regulations for Specific Uses of Temporary Signs, Portable Signs and Balloon Signs**

The following regulations shall apply in addition to the general provisions of Subsection (1) above.

- a) Use of Temporary Signs, Portable Signs and Balloon Signs for Political Campaigns:
  - i) Political election Signs shall not be placed upon public property except on public service kiosks or unless permitted by the provision of any Election Act;
  - ii) Political Signs shall be removed within ten days after the election to which they refer;
  - iii) the maximum Height of a Freestanding Political Sign, when erected on a site, shall not exceed 3 m (9.8 ft.). The maximum area for a Political Sign located within a Residential District shall be 1 m<sup>2</sup> (10.7 sq. ft.); and
  - iv) the use of a Portable Sign or a Balloon Sign for political campaign advertising shall be allowed on properties located within a Commercial or Industrial District only in accordance with the provisions of Subclause 79.9(3)(b)(iii);
- b) Use of Temporary Signs, Portable Signs and Balloon Signs for Business Identification and Local Advertising and General Advertising within Commercial and Industrial Districts:

*Bylaw No. 7418  
January 24, 1984*

*Bylaw No. 7418  
January 24, 1984*

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*Bylaw No. 10627  
April, 18, 1994*

i) the use of On-premise banners, pennants or similar Signs announcing the opening of a new business, closing of a business, or change in management, shall be allowed for a period not exceeding 30 days. The owner or manager of the business shall notify the Development Officer in writing of the property address of the Sign and the date on which it was erected. Where no such written notification is provided, the Development Officer may commence enforcement in accordance with Section 25 of this Bylaw;

ii) Temporary Facia or Freestanding Business Identification Signs constructed of rigid materials shall comply with the regulations for Facia and Freestanding Signs of the Sign Schedule applicable to the Land Use District in which the Sign is to be erected. For businesses intended to be of an ongoing nature, Temporary Identification Signs shall be allowed for a maximum period of 90 days, except that any Temporary Identification Sign shall be removed once a permanent Business Identification Sign allowed by this Bylaw has been erected. For businesses of a seasonal or short term nature which operate for six months or less in a calendar year, a Temporary Identification Sign shall be allowed for the operating period of the business. Local advertising shall be allowed on Temporary Business Identification Signs, provided that such advertising shall not exceed 50 percent of the area of the Business Identification Sign;

*Bylaw No. 7418  
January 24, 1984*

iii) the use of Portable Signs and Balloon Signs for business identification, local advertising and general advertising within Commercial and Industrial Districts shall comply with the following provisions:

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*Bylaw No. 11940  
May 10, 1999*

A) one Balloon Sign shall be allowed for each 30 m (98.4 ft.) of frontage of a business premise or multiple occupancy development provided that not more than one Balloon Sign shall be displayed on any site. For a single tenant site with a frontage of greater than 30 m (98.4 ft.), not more than one Portable Sign shall be allowed. For a multi tenant site (Shopping Centre) with a frontage of greater than 30 m (98.4 ft.), one Portable Sign shall be allowed for each 30 m (98.4 ft.) of frontage provided that not more than a maximum of four (4) Portable Signs shall be displayed on the same street frontage with a minimum separation space of 30 m (98.4 ft.) between each sign; in no case shall there be more than four (4) Portable Signs per site. Notwithstanding the above, where a lot with a frontage of less than 30 m (98.4 ft.) exists, an applicant may, by providing to the Development Officer written consent from the owners of adjacent lots, identify to the Development Officer, a combined site having a total frontage of 30 m (98.4 ft.) or more in order to allow placement of a single Portable Sign;

*Bylaw No. 9269  
January 30, 1990  
Bylaw No. 11940  
May 10, 1999*

B) the maximum duration of display for each Portable Sign location complying with Clause (A) above shall be a total of 180 days in a calendar year, provided that no Portable Sign shall remain at a location for more than 90 consecutive days, during which time, unlimited changes to the changeable copy portion of the signs area shall be allowed. Following each removal of a Portable Sign, the location shall remain free of Portable Signs for a minimum of 30 consecutive days. The maximum duration of display for each Balloon Sign location complying with Clause (A) above shall be a total of 90 days in a calendar year, provided that no Balloon Sign shall remain at a location for more than 30 consecutive days. Following each removal of a Balloon



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Sign, the location shall remain free of a Balloon Sign for a minimum of 30 consecutive days;

C) a business may apply to use a Portable Sign or Balloon Sign more than once in a calendar year and at more than one location, subject to compliance with Clauses (A) and (B) above;

D) on shopping centre sites districted CNC or CSC and planned as part of a residential subdivision or Neighbourhood Structure Plan, Portable Signs and Balloon Signs shall not be used for general advertising; and

E) Balloon Signs shall be allowed in Commercial and Industrial Districts except where the site is:

aa) districted CNC or DC5 of a convenience retail nature;

bb) located adjacent to the following highway entrance roads:

i) Calgary Trail (Highway 2) Northbound and Southbound from 51 Avenue to the City limits; and

ii) Stony Plain Road (Highway 16), west from 170 Street to the City limits; and

cc) located within the PRIDE area of the Downtown, the Strathcona Historical area of Whyte Avenue, or any area where Council has established an Urban Design Scheme aimed at preserving an historical or urban design character;

iv) notwithstanding the provisions of Subclause (iii) above, a business may display a Portable Sign for more than 90 days in the following circumstances:

*Bylaw No. 9269  
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A) the business is of a seasonal or temporary nature which operates for six months or less in a calendar year. In such cases, a Portable Sign shall be allowed for the operating period of the business; and

B) the business is a new business for which the manufacture and installation of an approved permanent Identification Sign has taken longer than 90 days. In such cases, the Development Officer may allow a Portable Sign to be used for up to an additional 60 days, provided that he is satisfied the business owner has made every effort to obtain a permanent Sign prior to the expiry of the 90 day limit and the delays are attributable to factors beyond the control of the applicant; and

v) Temporary Signs exceeding 0.5 m<sup>2</sup> (5.4 sq. ft.) in area or greater than 1.5 m (4.9 ft.) in Height, other than Window Signs or Signs provided for in Subclauses (i) and (ii) of this Clause 79.9(3)(b), which are used for local or general advertising of business services or products shall be subject to the Development Permit requirements for Portable Signs and shall comply with the provisions of Subclause (iii) of this Clause 79.9(3)(b). A business shall be permitted to display Window Signs for local advertising at any time during the year, without time limitation. Window Signs used for local advertising shall be located in windows at the first or second storey level only, and the Sign shall not cover more than 25 percent of the area of the window where the sign is displayed;

*Bylaw No. 7418  
January 24, 1984*

c) Use of Temporary Signs and Portable Signs and Balloon Signs for Advertising Special Events:

i) Temporary Signs, Portable Signs and Balloon Signs shall be allowed for advertising special events of general public interest such as charity drives, health and safety campaigns, national or international

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January 30, 1990*

amateur athletic and sports events, and City-wide celebrations such as Klondike Days, subject to the regulations of Subclauses (ii), (iii) and (iv) below;

ii) the use of a Portable Sign or a Balloon Sign to advertise a special event referred to in Subclause (i) shall be allowed within Commercial and Industrial Districts in accordance with the provisions of Clause 79.9(3)(b)(iii) and, with the exception of Balloon Signs, within the A, AP and US Districts in accordance with the provisions of Clause 79.9(3)(d)(iii);

iii) Temporary Facia or Freestanding Signs constructed of rigid materials shall comply with the regulations of the Sign Schedule applicable to the Land Use District in which the Sign is to be erected; and

iv) banners, pennants or similar Signs shall be allowed on the site where the special event takes place and on any site of developed land within a Commercial or Industrial Land Use District. The maximum area of a banner or similar Sign shall be 10 m<sup>2</sup> (107.6 sq. ft.);

*Bylaw No. 7418  
January 24, 1984*

d) Use of Temporary Signs, Portable Signs and Balloon Signs for Advertising Community Activities and Recreation Facilities:

i) Community leagues, churches, fraternal organizations and similar social or recreational organizations shall be allowed one Temporary On-premise Sign not exceeding 2 m<sup>2</sup> (21.5 sq. ft.) in area nor 3 m (9.8 ft.) in Height when freestanding, for the purpose of advertising community, social and recreational events or fund raising activities for the duration of the event;

ii) a Portable Sign or a Balloon Sign shall be allowed for the advertising purposes noted in Subclause (i) above on sites located within a Commercial or Industrial Land Use District in accordance with the provisions of Subclause 79.9(3)(b)(iii); and

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iii) a Portable Sign shall be allowed for the advertising purposes noted in Subclause (i) above in sites located within the A, AP and US Land Use Districts in accordance with the following provisions:

A) District level park sites, parks or major facilities serving a regional or City-at-large function, and school sites shall be limited to two Signs per site, provided that the Signs are separated by a minimum distance of 30 m (98.4 ft.);

B) Neighbourhood park sites and sites other than those defined in Clause (A) above, shall be limited to one Portable Sign per site;

C) the maximum duration of display of a Portable Sign for each event or activity shall be specified by the District Parks and Recreation Director for A and AP sites and by the Principal for school sites. For all other sites, the duration of display shall be specified by the Development Officer. Such time limits shall not exceed 30 consecutive days for each event or activity and the cumulative use of Portable Signs shall not exceed a total of 180 days per calendar year; and

D) the use of Portable Signs shall be restricted to the identification or advertising of events or activities which take place on the site where the Sign is displayed;

*Bylaw No. 7418  
January 24, 1984  
Bylaw No. 9269  
January 30, 1990  
Bylaw No. 11832  
August 24, 1998*

e) Use of Temporary Signs for Real Estate and Advertising and Development Information in Developing Areas.

The use of Temporary Signs within industrial subdivisions and residential neighbourhoods under development shall comply with the following regulations:

i) one Temporary Sign identifying the name of the subdivision or neighbourhood shall be allowed for each entrance, to a

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maximum of three Signs. The Sign shall be located wholly within the boundary of the subdivision or neighbourhood which it identifies and shall not encroach onto any public roadway, City right-of-way or boulevard. The Sign may identify the names of individual builders or general contractors with projects in the area. The maximum area of the Sign shall not exceed 10 m<sup>2</sup> (107.6 sq. ft.) and the maximum Height of the Sign, when freestanding, shall not exceed 4 m (13.1 ft.). The Sign shall be removed once the area under development it refers to has nearly been constructed, provided that in all cases the Sign shall be removed within two years after the date upon which Residential or Industrial Districts were passed;

*Bylaw No. 7322  
September 16, 1983  
Bylaw No. 7418  
January 24, 1984*

ii) on a site for a Show Home or Residential Sales Centre, Signs shall comply with the following regulations:

A) one Temporary Freestanding Sign shall be allowed for each frontage of the development for the purpose of providing sales information and identifying the home builder, contractor or real estate company associated with the development. The maximum area of this Sign shall not exceed 3 m<sup>2</sup> (32.3 sq. ft.) and the maximum Height when freestanding shall not exceed 3 m (9.8 ft.), unless the site is located more than 60 m (196.8 ft.) from existing residential development and the frontage where the Sign is to be displayed is greater than 45 m (147.6 ft.) in length. In such cases the maximum area of the Sign shall be 6 m<sup>2</sup> (64.6 sq. ft.) and the maximum Height when freestanding shall be 5 m (16.4 ft.);

B) banners and pennants identifying the builder, contractor or real estate company associated with the Show Home or Residential Sales Centre shall be allowed on site. The maximum area for any such single Sign shall not exceed 2 m<sup>2</sup> (21.4 sq. ft.) and where

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such Sign is affixed to a building, the top of the Sign shall not be located higher than the second storey;

- C) hoardings or false fronts enclosing temporary structures may be used to display advertising copy and supergraphics provided that the total maximum area of advertising copy and supergraphics shall not exceed twenty-five percent (25%) of the total area of the hoarding or false front on which the copy is displayed. The total maximum area of advertising copy and supergraphics shall be determined on the basis of the one or more rectangles required to enclose the limits of each copy area; and

- D) Deleted; and

- iii) Temporary off-site Signs providing direction to the location of a Residential Sales Centre shall be allowed in accordance with the following provisions:

- A) each Residential Sales Centre shall be allowed a maximum of two Freestanding Directional Signs not exceeding an area of 6 m<sup>2</sup> (64.6 sq. ft.). Such Signs shall be located within a 2 km (1.24 mile) radius of the Residential Sales Centre and shall be located on undeveloped land having a minimum frontage of 45 m (147.6 ft.) and separated from any existing residential development by a minimum distance of 60 m (196.8 ft.). The copy on the Sign shall give primary emphasis to identifying the location of the Residential Sales Centre and may be used to identify the name of the builders or real estate companies associated with the Centre; and

- B) in addition to the Signs allowed in (A) above, Temporary Freestanding Signs not exceeding 1 m<sup>2</sup> (10.8 sq. ft.) in area and 1.5 m (4.9 ft.) in Height shall be allowed for the purpose of giving

*Bylaw No. 9269  
January 30, 1990*

*Bylaw No. 7322  
September 16, 1983*

*Bylaw No. 7418  
January 24, 1984*

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direction to the location of Show Homes and Sales Centres. Such Signs shall be located wholly within the boundaries of the area under development within which the Residential Sales Centre or Show Home is located. The Sign shall not be located on vacant lands within neighbourhoods or subdivisions that border on an area under development. The copy on the Signs shall be limited to the name of the builder or the real estate company active in the area, an arrow, and the words "Open House", or "Show Home", or words of similar intent;

*Bylaw No. 7418  
January 24, 1984*

- f) Use of Temporary and Portable Signs for Building Construction Identification:
- i) one Temporary Construction Identification Sign shall be allowed for each frontage of the site;
  - ii) the copy on the Sign shall be limited to the identification of the architects, engineers, contractors or financiers involved in the project, a graphic representation of the development, and leasing or sales information;
  - iii) the maximum area of a Construction Identification Sign shall not exceed 10 m<sup>2</sup> (107.6 sq. ft.) and the Height of the Sign when freestanding, shall not exceed 4 m (13.1 ft.), except that developments on a site with an area of at least 4 ha (9.88 acres) shall be allowed a Sign with a maximum area of 20 m<sup>2</sup> (215.3 sq. ft.) and a maximum Height, when freestanding, of 6 m (19.7 ft.);
  - iv) construction Identification Signs shall be removed once the construction of the development they refer to has been completed; and
  - v) a Portable Sign shall not be used as a construction Identification Sign; and

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*Bylaw No. 7418  
January 24, 1984*

- g) Use of Temporary and Portable Signs for Real Estate Advertising in Non-developing Areas:

i) one Temporary Real Estate Sign shall be allowed for a site, business premise or Dwelling unit, except that a site having more than one frontage shall be allowed one Sign for each additional frontage;

*Bylaw No. 10362  
May 3, 1993*

ii) the maximum area for a real estate Sign in a RF1, RSL, RF2, RPL, RF3, RF4, RR, RMH, AP or A District shall be 0.5 m<sup>2</sup> (5.4 sq. ft.) and the maximum Height of the Sign, when freestanding, shall not exceed 1.5 m (4.9 ft.);

*Bylaw No. 11404  
April 30, 1997*

iii) the maximum area for a Real Estate Sign in a DC1, HA, HDR, RA7, RA8, RA9, RF5, RF6, RMU, RMX or US District shall be 1.5 m<sup>2</sup> (16.1 sq. ft.) and the maximum Height of the Sign, when freestanding shall not exceed 2 m (6.6 ft.);

*Bylaw No. 11404  
April 30, 1997  
Bylaw No. 12013  
May 31, 1999*

iv) the maximum area for a Real Estate Sign in an AG, AGI, AGU, CB1, CB2, CCA, CHY, CMU, CMX, CNC, CO, CSC, DC2, DC4, EZ, IS, IB, IM, IH, MA or MSC District shall be 2 m<sup>2</sup> (21.5 sq. ft.) and the maximum Height of the Sign, when freestanding, shall not exceed 2.5 m (8.2 ft.), except that sites having a frontage of at least 150 m (492.1 ft.) shall be allowed a Sign with a maximum area of 3 m<sup>2</sup> (32.2 sq. ft.) and the maximum Height of the Sign, when freestanding, shall not exceed 3 m (9.8 ft.);

*Bylaw No. 7418  
January 24, 1984*

v) Portable Signs shall be allowed for real estate advertising in Commercial and Industrial Districts in accordance with the provision of Subsection 79.9(3)(b)(iii); and

*Bylaw No. 7418  
January 24, 1984  
Bylaw No. 11404  
April 30, 1997*

vi) for sites districted HDR, RA7, RA8, RA9, RMU or RMX one Portable Sign per site shall be allowed for the purpose of real estate advertising. Such Sign may be displayed for a maximum period of 180 days in a calendar year, provided that the Sign shall not remain on a site for more than 60 consecutive days and, following removal of the Sign, the site shall remain



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free of a Portable Sign for 30 consecutive days. Where a Portable Sign is used on a site, no Temporary Freestanding Sign shall be used for real estate advertising.

*Bylaw No. 10362  
May 3, 1993*

**79A Sign Schedule for Land Use Districts: RF1, RSL, RF2, RPL, RF3, RF4, RR, RMH, AG, AGU, AP and A**

**79A.1 Allowable Signs and Sign Regulations**

1) The following Signs shall be allowed:

- a) Class O Signs not requiring a Development Permit as listed in Section 14.1, Clause (4) of this Bylaw;
- b) Temporary Signs requiring a Development Permit as provided for in Section 79.9 of this Bylaw;
- c) on any site of a non-residential use, not more than one Facia Identification Sign per business or use, of a maximum area not exceeding 1.5 m<sup>2</sup> (16.2 sq. ft.), except that:
  - i) in the A and AP Districts the maximum allowable area for a Facia Sign shall be 3 m<sup>2</sup> (32.4 sq. ft.);
  - ii) the Development Officer may approve additional Identification Signs on public recreational lands if, in his opinion, the Height, area and design of the Sign are compatible with the architectural and landscape character of the recreational lands and development; and
  - iii) a single non-electric Freestanding Identification Sign not exceeding 1.5 m<sup>2</sup> (16.2 sq. ft.) in area and not exceeding 2 m (6.6 ft.) in Height shall be allowed in place of a Facia Sign, where a site in a Residential District has a frontage of at least 30 m (98.4 ft.);
- d) one permanent Freestanding Identification Sign may be placed at each entrance to a subdivision, neighbourhood or Mobile Home Park not exceeding 3 m (9.8 ft.) in Height or 4 m<sup>2</sup> (43.1 sq. ft.) in area. The copy on such Signs shall be restricted to the name of the subdivision, neighbourhood or Mobile Home Park and shall be located entirely upon private property within the area to which they refer.

*Bylaw No. 7418  
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The Sign may be illuminated by an exterior light source and shall be landscaped in a manner consistent with the character and appearance of adjacent development. The person or company owning the Sign shall be solely responsible for the maintenance of the Sign and if the Sign is abandoned, the costs of its removal;

- e) on sites districted AP and A, Portable Signs in accordance with the provision of Section 79.9 of this Bylaw;
- f) Signs for Minor Home Occupations shall be in accordance with Section 84 (1) of this Bylaw; and
- g) Signs for Major Home Occupations shall be in accordance with Section 85 (1) of this Bylaw.

*Bylaw No. 10529  
November 15, 1993*

*Bylaw No. 10529  
November 15, 1993*

**79B Sign Schedule for Land Use Districts: RF5, RF6, RA7 and RA8**

**79B.1 Allowable Signs and Sign Regulations**

- 1) The following Signs shall be allowed:
  - a) Class O Signs not requiring a Development Permit as listed in Section 14.1, Clause (4) of this Bylaw;
  - b) Temporary Signs requiring a Development Permit as provided for in Section 79.9 of this Bylaw;
  - c) Facia Identification Signs on an Apartment Housing building not exceeding 1.5 m<sup>2</sup> (16.1 sq. ft.) in area;
  - d) a Canopy Identification Sign, the maximum area of the copy of which shall not exceed 1.5 m<sup>2</sup> (16.2 sq. ft.), may be substituted for a Facia Identification Sign on an Apartment Housing building, provided that the Sign is erected upon a canopy which provides a protective covering over an entrance to the building;
  - e) on any site of non-residential development, not more than one Facia Identification Sign per business or use, and not exceeding 1.5 m<sup>2</sup> (16.1 sq. ft.) in area. Such Sign may be illuminated;
  - f) on the site of non-residential development, a single Freestanding Identification Sign not exceeding 1.5 m<sup>2</sup> (16.1 sq. ft.) in area, nor 2 m (6.6 ft.) in Height, may be allowed in place of a Facia Identification Sign where the site has a frontage of at least 15 m (49.2 ft.) and such Sign may be illuminated;
  - g) on a site of residential development, Freestanding Illuminated or non-illuminated On-premise Identification and Directional Signs with a maximum Height of 2 m (6.6 ft.) and not exceeding 1.5 m<sup>2</sup> (16.1 sq. ft.) in area. Such Signs shall identify and give direction to individual buildings within a multi-family development. The size, number and placement of Signs shall be subject to the approval of the Development Officer who shall have regard for the orientation of the buildings, the complexity of the project and the number of access points thereto;

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- h) one permanent Freestanding Identification Sign may be placed at each entrance to a subdivision or neighbourhood, not exceeding 3 m (9.8 ft.) in Height nor 4 m<sup>2</sup> (43.1 sq. ft.) in area. The copy on such Signs shall be restricted to the name of the neighbourhood or subdivision and shall be located entirely upon private property within the area to which they refer. The Sign may be illuminated by an exterior light source and shall be landscaped in a manner consistent with the character and appearance of adjacent development. The person or company owning the Sign shall be solely responsible for the maintenance of the Sign and if the Sign is abandoned, the cost of its removal; and
- i) Portable Signs, on sites districted RA7 and RA8, for the purpose of real estate advertising shall comply with the general provisions and use regulations for Portable Signs of Section 79.9.

*Bylaw No. 7418  
January 24, 1984*

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*Bylaw No. 11404  
April 30, 1997*

**79C Sign Schedule for Land Use Districts: HDR, RA9, RMU and RMX**

**79C.1 Allowable Signs and Sign Regulations**

- 1) The following Signs shall be allowed:
  - a) Class O Signs not requiring a Development Permit as listed in Section 14.1, Clause (4) of this Bylaw;
  - b) Temporary Signs requiring a Development Permit as provided for in Section 79.9 of this Bylaw;
  - c) Facia Identification Signs on an Apartment Housing building not exceeding 1.5 m<sup>2</sup> (16.1 sq. ft.) in area;
  - d) a Canopy Identification Sign, the maximum copy of which shall not exceed 1.5 m<sup>2</sup> (16.9 sq. ft.) may be substituted for a Facia Identification Sign on an Apartment Housing building, provided that the Sign is erected upon a canopy which provides a protective covering over an entrance to the building;
  - e) on a site of residential development, Freestanding Illuminated or non-illuminated On-premise Identification and Directional Signs with a maximum Height of 2 m (6.6 ft.) and not exceeding 1.5 m<sup>2</sup> (16.1 sq. ft.) in area. Such Signs shall identify and give direction to individual buildings within a multi-family development and the size, number and placement of Signs shall be subject to the approval of the Development Officer who shall have regard for the orientation of buildings, the complexity of the project and the number of access points thereto;
  - f) on any site of a non-residential development not more than one Facia or Canopy Identification Sign per business or use, not exceeding 5 m<sup>2</sup> (53.8 sq. ft.) in area. Canopy and Facia Signs shall comply with general regulations of Section 79.7 and may be illuminated;
  - g) on the site of a non-residential development one Freestanding Identification Sign not exceeding 1.5 m<sup>2</sup> (16.1 sq. ft.) in area nor 2 m (6.6 ft.) in Height may be allowed in place of a Facia or Canopy Identification Sign where the site has a frontage of at least 15 m (49.2 ft.) and such sign may be illuminated;

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h) on sites of mixed residential and commercial development, individual business premises shall be restricted to one Facia Business Identification Sign which may be illuminated. Where a building is used for, or intended to be used for, multiple business occupancy at the ground floor level, Facia Business Identification Signs on the building shall be of similar proportion and construction materials, and in similar locations on the building facade. Facia Business Identification Signs shall comply with the general regulations of Section 79.7; and

i) Portable Signs for the purpose of real estate advertising shall comply with the general provisions and use regulations for Portable Signs of Section 79.9.

*Bylaw No. 7418  
January 24, 1984*

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**79D Sign Schedule for Land Use Districts: CNC and CSC**

**79D.1 Allowable Signs**

- 1) The following Signs shall be allowed, subject to the Sign Regulations of this Schedule:
  - a) Class O Signs not requiring a Development Permit as provided for in Section 14.1, Clause (4) of this Bylaw;
  - b) Temporary Signs requiring a Development Permit as provided for in Section 79.9 of this Bylaw;
  - c) Awning, Canopy, Under-canopy, Facia, Freestanding, Projecting and Window, On-premise Business Identification Signs and On-premise Changeable Copy and Local Advertising Signs;
  - d) Portable Signs;
  - e) Facia and Freestanding General Advertising Signs; and
  - f) Balloon Signs on CSC sites only, as provided for in Section 79.9(3)(b)(iii) of this Bylaw.

*Bylaw No. 8324  
September 24, 1986*

*Bylaw No. 8744  
May 24, 1988  
Bylaw No. 9269  
January 30, 1990*

**79D.2 Sign Regulations**

- 1) All On-premise Business Identification, Changeable Copy and Local Advertising Signs shall comply with the general regulations for On-premise Signs of Section 79.7, subject to the following additional regulations and exceptions:
  - a) Projecting Signs shall be allowed only where, in the opinion of the Development Officer, they are a common feature of signage on developments adjacent to the site where the Sign is proposed, and where the CNC or CSC site is part of a larger commercial strip area;
  - b) the maximum area of a Canopy or Projecting Sign shall be 9 m<sup>2</sup> (96.9 sq. ft.);
  - c) the maximum Height of a Freestanding Sign shall be 8 m (26.2 ft.) for a business premise or multiple occupancy business development having frontage of at least 30 m (98.4 ft.);

*Bylaw No. 8324  
September 24, 1986*

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*Bylaw No. 8324  
September 24, 1986*

- d) the maximum area of a Freestanding Sign shall be 20 m<sup>2</sup> (215.3 sq. ft.);
- e) Freestanding Signs shall be allowed to rotate where the rotation is designed to expose sign faces with different copy;
- f) the maximum number of Freestanding Signs per site shall be four provided that the required minimum frontages and Separation Space are met;
- g) Deleted;
- h) Deleted;
- i) Deleted; and
- j) Running Lights shall be allowed only on Facia or Canopy Business Identification Signs on premises used for Drive-in Food Services, Indoor Amusement Establishments, Major or Minor Eating and Drinking Establishments and Spectator Entertainment Establishments.

*Bylaw No. 7418  
January 24, 1984  
Bylaw No. 8324  
September 24, 1986*

2) Portable Signs and Balloon Signs shall comply with the general provisions and use regulations for Portable and Balloon Signs of Section 79.9.

*Bylaw No. 8744  
May 24, 1988*

3) General Advertising Signs shall comply with the general regulations of Section 79.8, and may be allowed only on CNC and CSC sites which are an integral part of a commercial strip.



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**79E Sign Schedule for Land Use Districts: CB1, CB2 and CHY**

**79E.1 Allowable Signs**

- 1) The following Signs shall be allowed, subject to the Sign Regulations of this Schedule:
  - a) Class O Signs not requiring a Development Permit as provided for in Section 14.1, Clause (4), of this Bylaw;
  - b) Temporary Signs requiring a Development Permit as provided for in Section 79.9 of this Bylaw;
  - c) Awning, Canopy, Under-canopy, Facia, Freestanding, Projecting and Window, On-premise Business Identification Signs and On-premise Changeable Copy and Local Advertising Signs;
  - d) Roof Business Identification Signs, except that such Signs are prohibited in CHY District;
  - e) Portable Signs;
  - f) Facia and Freestanding General Advertising Signs;
  - g) Roof General Advertising Signs, except that such Signs are prohibited in the CHY District; and
  - h) Balloon Signs except where prohibited under Section 79.9(3)(b)(iii) of this Bylaw.

*Bylaw No. 8744  
May 24, 1988*

*Bylaw No. 8324  
September 24, 1986*

*Bylaw No. 9269  
January 30, 1990*

**79E.2 Sign Regulations**

- 1) All On-premise Business Identification, Changeable Copy and Local Advertising Signs shall comply with the general regulations for On-premise Signs of Section 79.7, subject to the following additional regulations and exceptions:
  - a) the maximum Height of a Freestanding Sign shall be:
    - i) 8 m (26.2 ft.) for a business premise or multiple occupancy business development having a frontage of at least 30 m (98.4 ft.) but not greater than 60 m (196.8 ft.);

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- ii) 10 m (32.8 ft.) for a business premise or multiple occupancy business development having a frontage greater than 60 m (196.8 ft.); and
  - iii) where a Freestanding Sign is located adjacent to a public roadway having a posted traffic speed of 70 km/hr (43.5 mph) or greater, the maximum allowable sign Height set out in Clauses (i) and (ii) above shall be increased by 2 m (6.6 ft.).
  - b) the allowable Sign area for a Freestanding Sign located adjacent to a public roadway having a posted traffic speed of 70 km/hr (43.5 mph) or greater shall be 0.4 m<sup>2</sup> (4.3 sq. ft.) for each lineal metre (3.3 ft.) of frontage where the Sign is to be erected;
  - c) the maximum area of a Freestanding Sign shall be 24 m<sup>2</sup> (258.3 sq. ft.) except that where the Sign is located adjacent to a public roadway having a posted traffic speed of 70 km/hr (43.5 mph) or greater, the maximum area shall be 30 m<sup>2</sup> (322.9 sq. ft.);
  - d) Freestanding Signs shall be allowed to rotate where the rotation is designed to expose sign faces with different copy;
  - e) where a site is adjacent to a public roadway designated as a Highway Entrance Route or Limited Access Route in Section 79.5, the additional regulations of that Section for Business Identification Signs shall apply; and
  - f) Running Lights and animated graphics shall be allowed only on Facia, Canopy or Projecting Signs on business premises used for Drive-in Food Services, Indoor Amusement Establishments, Hotels, Motels, Major or Minor Eating and Drinking Establishments and Spectator Entertainment Establishments.
- 2) Portable and Balloon Signs shall comply with the general provisions and use regulations for Portable and Balloon Signs of Section 79.9.

*Bylaw No. 8324  
September 24, 1986  
Bylaw No. 8744  
May 24, 1988*

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**79F Sign Schedule for Land Use Districts CMX and CO Located Outside the Downtown Area Redevelopment Plan Area\***

*Bylaw No. 10741  
June 20, 1994*

*\*For the boundaries of the Downtown ARP area, please refer to the Downtown Statutory Plan Overlay map in Section 820E.*

**79F.1 Allowable Signs**

- 1) The following Signs shall be allowed, subject to the Sign Regulations of this Schedule:
  - a) Class O Signs not requiring a Development Permit as provided for in Section 14.1, Clause (4) of this Bylaw;
  - b) Temporary Signs requiring a Development Permit as provided for in Section 79.9 of this Bylaw;
  - c) Awning, Canopy, Under-canopy, Facia, Freestanding, Projecting and Window, On-premise Business Identification Signs and On-premise Changeable Copy and Local Advertising Signs;
  - d) Portable Signs;
  - e) Facia and Freestanding General Advertising Signs; and
  - f) Balloon Signs except where prohibited under Section 79.5 and 79.9(3)(b)(iii) of this Bylaw.

*Bylaw No. 8324  
September 24, 1986  
Bylaw No. 8744  
May 24, 1988  
Bylaw No. 9269  
January 30, 1990*

**79F.2 Sign Regulations**

- 1) All On-premise Business Identification, Changeable Copy and Local Advertising Signs shall comply with the general regulations for On-Premise Signs of Section 79.7, subject to the following additional regulations and exceptions:
  - a) the maximum Height of a Freestanding Sign shall be 8 m (26.2 ft.) and the maximum area shall be 12 m<sup>2</sup> (129.2 sq. ft.);
  - b) animated graphics and Running Lights shall be allowed on Facia, Canopy and Projecting Business Identification Signs on premises used for Drive-in Food Services, Indoor Amusement Establishments, Hotels, Motels, Major and Minor Eating and Drinking Establishments, and Spectator Entertainment Establishments; and

*Bylaw No. 8324  
September 24, 1986*

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May 24, 1988*

- c) where a site is adjacent to a public roadway designated as a Highway Entrance Route or Limited Access Route in Section 79.5, the additional regulations of that Section for Business Identification Signs shall apply.
- 2) Portable and Balloon Signs shall comply with the general provisions and use regulations for Portable and Balloon Signs of Section 79.9.

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*Bylaw No. 11404  
April 30, 1997*

**79G Sign Schedule for Land Use Districts CCA, CMU, EZ and MSC Located within the Downtown Area Redevelopment Plan Area\***

*Bylaw No. 10741  
June 20, 1994  
Bylaw No. 11404  
April 30, 1997*

*\*For the boundaries of the Downtown ARP area, please refer to the Downtown Statutory Plan Overlay map in Section 910.*

**79G.1 Allowable Signs**

- 1) The following Signs shall be allowed, subject to the Sign Regulations of this Schedule:
  - a) Class O Signs not requiring a Development Permit as provided for in Section 14.1, Clause (4) of this Bylaw;
  - b) Temporary Signs requiring a Development Permit as provided for in Section 79.9 of this Bylaw;
  - c) Awning, Canopy, Under-canopy, Facia, Freestanding, Projecting and Window, On-premise Business Identification Signs and On-premise Changeable Copy and Local Advertising Signs;
  - d) Portable Signs;
  - e) Facia and Freestanding General Advertising Signs;
  - f) General Advertising Roof Signs and On-premise Business Identification Roof Signs, except that such Signs are prohibited in the civic centre area bounded by the Canadian National Railway's Central Yard to the north, the North Saskatchewan River Valley to the south, 97 Street to the east, and 100 Street to the west; and
  - g) Deleted.

*Bylaw No. 8744  
May 24, 1988*

*Bylaw No. 8324  
September 24, 1986*

*Bylaw No. 9269  
January 30, 1990*

**79G.2 Sign Regulations**

- 1) Real Estate Signs and Construction Identification Signs may be constructed as electrical Signs.
- 2) All On-premise Business Identification, Changeable Copy and Local Advertising Signs, shall comply with the general regulations for On-premise Signs of Section 79.7, subject to the following additional regulations and exceptions:

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*Bylaw No. 8324  
September 24, 1986*

- a) the maximum Height of a Freestanding Sign shall be 8 m (26.2 ft.) and the maximum area shall be 12 m<sup>2</sup> (129.2 sq. ft.);
- b) animated graphics, Scintillating Lights and Running Lights shall be allowed only on Facia, Canopy and Projecting Business Identification Signs on premises used for Indoor Amusement Establishments, Hotels, Motels, Major and Minor Eating and Drinking Establishments and Spectator Entertainment Establishments;
- c) businesses located below grade shall not be allowed individual Identification Signs above grade. Such businesses shall be allowed identification on an above grade Identification Sign which complies with the following regulations:
  - i) the Sign shall be designed as a Freestanding ground Sign in which the total width of the support structure is equal to, or greater than, 50 percent of the width of the sign face when viewed from any side of the Sign, or shall be designed as a Facia Sign;
  - ii) the maximum area of a single Sign face shall not exceed 2 m<sup>2</sup> (21.5 sq. ft.);
  - iii) the maximum Height shall not exceed 2 m (6.6 ft.) in the case of a ground Sign and in the case of a Facia Sign, the highest part of the Sign shall not be located higher than 2 m (6.6 ft.) above the sidewalk immediately below the Sign;
  - iv) the copy on the sign shall be limited to identification of business and shall be scaled for viewing by pedestrians; and
  - v) one Sign shall be allowed for each entrance providing a direct underground connection to the businesses below grade.

*Bylaw No. 8324  
September 24, 1986  
Bylaw No. 8744  
May 24, 1988  
Bylaw No. 9269  
January 30, 1990*

- 3) Portable Signs shall comply with the general provisions and use regulations for Portable Signs of Section 79.9.

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*Bylaw No. 8744  
May 24, 1988*

- 4) General Advertising Signs shall comply with the general regulations of Section 79.8, subject to the following additional regulations:
  - a) Billboards located in the civic area bounded by the Canadian National Railway's Central Yard to the north, the North Saskatchewan River Valley to the south, 97 Street to the east and 100 Street to the west may be allowed at the discretion of the Development Officer, if:
    - i) the Sign is a Freestanding Sign or wall-mounted Sign; and
    - ii) the Sign is located on vacant land or buildings intended for demolition and redevelopment.

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*Bylaw No. 8324  
September 24, 1986  
Bylaw No. 8744  
May 24, 1988  
Bylaw No. 9269  
January 30, 1990  
Bylaw No. 12013  
May 31, 1999*

**79H Sign Schedule for Land Use Districts: AGI, MA, IS, IB, IM and IH**

**79H.1 Allowable Signs**

- 1) The following Signs shall be allowed, subject to the Sign Regulations of this Schedule:
  - a) Class O Signs not requiring a Development Permit as provided for in Section 14.1, Clause (4) of this Bylaw;
  - b) Temporary Signs requiring a Development Permit as provided for in Section 79.9 of this Bylaw;
  - c) Awning, Canopy, Under-canopy, Facia, Freestanding, Projecting and Window, On-premise Business Identification Signs and On-premise Changeable Copy and Local Advertising Signs, except that Changeable Copy and Local Advertising Signs are prohibited in the IS District;
  - d) Roof Business Identification Signs, except that such Signs are prohibited in the AGI, MA, IB and IS Districts;
  - e) Portable Signs, except that such Signs are prohibited in the IS District;
  - f) Facia, Freestanding and Roof General Advertising Signs, except that:
    - i) Billboards are prohibited in the MA and IS Districts;
    - ii) General Advertising Signs and rotating Freestanding Signs are prohibited in the IS District; and
    - iii) General Advertising Roof Signs are prohibited in the AGI and IB Districts; and
  - g) Balloon Signs, except:
    - i) where prohibited under Section 79.9(3)(b)(iii) of this Bylaw; and
    - ii) that such Signs are prohibited in the IS District.



**79H.2 Sign Regulations**

- 1) All On-premise Business Identification, Changeable Copy and Local Advertising Signs shall comply with the general regulations for On-premise Signs of Section 79.7, subject to the following additional regulations and exceptions:
  - a) the maximum Height of a Freestanding Sign shall be:
    - i) 8 m (26.2 ft.) for a business premise or multiple occupancy business development having a frontage of at least 30 m (98.4 ft.) but not greater than 60 m (196.8 ft.);
    - ii) 10 m (32.8 ft.) for a business premise or multiple occupancy business development having a frontage greater than 60 m (196.8 ft.);
    - iii) 4.5 m (14.7 ft.) for a business premise in the IS District where the grade at the base of the sign shall not exceed the average adjacent grade (in a 10 m radius) by 0.6 m (1.9 ft.); and
    - iv) where a Freestanding Sign is located adjacent to a public roadway having a posted traffic speed of 70 km/hr (43.5 mph) or greater, the maximum allowable sign Height set out in Clauses (i) and (ii) above shall be increased by 2 m (6.6 ft.);
  - b) the allowable Sign area for a Freestanding Sign located adjacent to a public roadway having a posted traffic speed of 70 km/hr (43.5 mph) or greater shall be 0.4 m<sup>2</sup> (4.3 sq. ft.) for each lineal metre (3.3 ft.) of frontage along which the Sign is to be erected;
  - c) the maximum area of a Freestanding Sign shall be 24 m<sup>2</sup> (258.3 sq. ft.) except that where the Sign is located adjacent to a public roadway having a posted traffic speed of 70 km/hr (43.5 mph) or greater the maximum area shall be 30 m<sup>2</sup> (322.9 sq. ft.);
  - d) a Freestanding Sign shall be allowed to rotate where the rotation is designed to expose sign faces with different copy;
  - e) where a site is adjacent to a public roadway designated as a Highway Entrance Route or Limited

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Access Route in Section 79.5, the additional regulations of that Section for Business Identification Signs shall apply; and

- f) animated graphics and Running Lights shall be allowed only on Facia, Canopy and Projecting Signs on premises used for Drive-in Food Services, Hotels, Motels and Major and Minor Eating Establishments.
- 2) Portable and Balloon Signs shall comply with the general provisions and use regulations for Portable and Balloon Signs of Section 79.9.
  - 3) General Advertising Signs shall comply with the general regulations of Section 79.8, subject to the following additional regulations:
    - a) General Advertising Signs may be allowed at the discretion of the Development Officer in the IB and AGI Districts where:
      - i) the Land Uses and development surrounding the subject site are predominantly commercial in nature and their visual character and site orientation is similar to that of the commercial strip areas typical of the CB2 District; and
      - ii) the site where the Sign is proposed has direct access or access from a service road from the public roadway from which the Sign is intended to be viewed.

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**79I Sign Schedule for Land Use Districts: US, PU and DC4**

**79I.1 Allowable Signs**

- 1) Signs shall be allowed in these Districts in accordance with the provisions of the Sign Schedule applicable to the most restrictive abutting District.
- 2) Where, in the opinion of the Development Officer, it is unreasonable for a Sign development to comply with Clause (1) above because of characteristics fundamental to the nature of the site and the development, he may relax the requirements of Clause (1) in accordance with the provisions of Section 11.5 of this Bylaw.

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*Bylaw No. 11404  
April 30, 1997*

**79J Sign Schedule for Land Use Districts: DC1, DC2 and HA**

**79J.1 Allowable Signs and Sign Regulations**

- 1) Signs requiring a Development Permit may be allowed for developments in a DC1 District at the discretion of the Development Officer, who shall have regard for all or any of the following:
  - a) the Sign use provisions and criteria of an applicable Area Structure Plan or Area Redevelopment Plan;
  - b) the Sign provisions of a Sign Schedule specified for the DC1 District in an applicable Area Structure Plan or Area Redevelopment Plan;
  - c) the visual harmony and compatibility of the proposed Sign with the architectural character and finish of the development and with the design, location and appearance of other Signs on the development;
  - d) any relevant development criteria or conditions applying to a site as a result of its designation as a historical resource under the Historical Resources Act, 1980; and
  - e) the Sign provisions of the Sign Schedules applicable to the Land Use Districts abutting the DC1 District in cases where there are no Sign provisions for the DC1 District, pursuant to Clauses (a), (b) and (d) above.
  
- 2) Signs requiring a Development Permit may be allowed for developments in a DC2 District at the discretion of the Development Officer who shall have regard for all or any of the following:
  - a) Sign criteria specified within the Development Agreement approved by Council to regulate the use and development of the site where the Sign is proposed;
  - b) the Sign provisions of the Sign Schedules applicable to the Land Use Districts abutting the DC2 site where the proposed Sign is to be erected; and

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- c) the visual harmony and compatibility of the proposed Sign with the architectural character and finish of the development and with the design, location and appearance of other Signs on the development.

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*Bylaw No. 12418  
October 11, 2000*

**79K Sign Schedule for Land Use Districts: EIB and EIM**

**79K.1 Allowable Signs**

- 1) The following signs shall be allowed, subject to the Sign Regulations of this Schedule:
  - a) Class O signs not requiring a Development Permit as provided for in Section 14.1 Clause (4) of this Bylaw;
  - b) Temporary Signs requiring a Development Permit as provided for in Section 79.9 of this Bylaw;
  - c) Awning, Canopy, Under-canopy, Facia, Freestanding, Projecting and Window, On-premise Business Identification Signs and On-premise Changeable Copy and Local Advertising Signs;
  - d) Facia, and Freestanding Signs, except that:
    - i) Billboards and Rotating Freestanding Signs are prohibited.

**79K.2 Sign Regulations**

- 1) All On-premise Business Identification Signs shall comply with the general regulations for On-premise Signs of Section 79.7, subject to the following additional regulations and exceptions:
  - a) the maximum Height of a Freestanding Sign shall be:
    - i) 8 m (26.2 ft.) for a business premise or multiple occupancy business development having a frontage of at least 30 m (98.4 ft.) but not greater than 60 m (196.8 ft.);
    - ii) 10 m (32.8 ft.) for a business premise or multiple occupancy business development having a frontage greater than 60 m (196.8 ft.);
  - b) the allowable Sign area for a Freestanding Sign located adjacent to a public roadway shall be 0.4 m<sup>2</sup> (4.3 sq. ft.) for each lineal metre (3.3 ft.) of frontage along which the Sign is to be erected;

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- c) the maximum area of a Freestanding Sign shall be 24 m<sup>2</sup> (258.3 sq. ft.);
- d) a Freestanding Sign shall not be allowed to rotate;
- e) where a sign is adjacent to a public roadway designated as a Highway Entrance Route or Limited Access Route in Section 79.5, the additional regulations of that Section for Business Identification Signs shall apply; and
- f) animated graphics, flashing lights and running lights shall not be allowed on any signs.