

SHOWHOME WAYFINDING SIGNAGE ON PUBLIC ROAD RIGHTS-OF-WAY GUIDELINES

Definitions and Purpose

The purpose of these guidelines is to provide criteria for the review of requests for the installation of showhome wayfinding signage within public road rights-of-way. They can also be applied when reviewing complaints of existing signage.

These guidelines align with City Council’s direction to reduce sign clutter on public lands, in general, and to deal with unauthorized signage along road rights-of-way. Showhome wayfinding signage, beyond what is allowed under Traffic Bylaw 5590 (excerpts forming part of these guidelines), have never been permitted along the roadways within the boulevards.

It is recognized that showhome wayfinding signage can be provided to assist the public in identifying and navigating to or around developing areas of the city. The intent is to allow the installation of privately owned signs without adversely affecting adjacent properties, vehicular access, pedestrian movements, boulevard trees, existing and proposed utilities, and the City’s roadway maintenance operations. These guidelines establish reasonable conditions to ensure proposals for the use of public space are acceptable.

There are three levels of showhome wayfinding signage, as follows:

- Along arterial roadways leading to the development;
- Along collector roadways from the closest arterial roadway into the development; and/or
- Along local roadways leading to the showhome or subdivision from the arterial or collector roadways.

The intent is to have an integrated system of signs, of the same colour and style, with consistent wording.

General Criteria

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| Ownership | 1. Each showhome wayfinding sign is owned by the developer, or a group of developers, and may be placed on road rights-of-way if these guidelines are met. |
| Co-ordination | 2. To reduce the number of signs in each ASP area, developers need to co-ordinate the amount and location of the signs. If an arterial and/or collector sign exists, those signs need to be utilized until they are filled with the maximum number of panels. Then, and only then, will additional arterial and/or collector signs be approved. |
| Location | 3. Showhome wayfinding signs are not allowed in front of single family or semi-detached residences or townhomes in such a way that they negatively affect the “quiet enjoyment” of a property owner by being within the primary view of a residence’s picture window. |
| | 4. Arterial and collector showhome wayfinding sign locations will be submitted by the developer(s) and reviewed and approved by Transportation Services (see attached process). Signs for local roadway locations must meet the criteria stipulated in these guidelines, but will not be individually reviewed and approved by the City. |
| | 5. Arterial showhome wayfinding signs must be located at least 90 metres apart, and at least 90 metres from the closest intersection. Collector signs must be at least 60 metres apart and 45 metres from the closest intersection. |
| | 6. Arterial showhome wayfinding signs can be installed outside of the neighbourhood(s) being identified, subject to Guideline #27. |

- Timing / Duration
7. Showhome wayfinding signs can be installed by the developer following the approval of the Neighbourhood Structure Plan and up to two (2) weeks prior to the opening of any showhome, subject to Transportation Services' prior approval of all arterial and/or collector sign locations.
8. Local signage must be removed within seven (7) days of the closure of the showhomes and/or sales centres. If the closures occur during the winter, the posts can remain until May 1 of the following year, but all sign panels must be removed.
- Setbacks
9. Showhome wayfinding signs must be set back from the adjacent roadways, sidewalks, shared use paths, and/or cycle tracks. The minimum setbacks to the edge of the support posts (the sign panels can extend beyond the posts) are as follows:
- 0.5 metres from the side of a sidewalk, shared use path, and/or cycle tracks;
 - 1.75 metres from the back of the curb along a local and/or collector roadway; and/or
 - 2.5 metres from the shoulder of any rural roadway or highway, and any urban arterial roadway.
10. Signs may be angled slightly so that these setbacks can be maintained.
11. Some new neighbourhoods have narrow rights-of-way that limit the widths of the boulevards where the signs can be installed. In those locations, the setbacks, and the offsets outlined in Guideline #16, may be difficult to meet, so specific review and approval of these locations by Transportation Services will be necessary. The City suggests that potential sign locations be considered when servicing is being planned, as many locations will be encumbered by numerous utilities and/or other infrastructure.
12. Collector-style signage can be installed along arterial roads if setbacks cannot be met, but these situations require the specific review of and approval by Transportation Services.
- Safety Considerations
13. Adequate sightlines must be maintained at all intersections and access locations.
14. Showhome wayfinding signage cannot block the view of any traffic control devices including traffic signs.
15. Showhome wayfinding sign panels cannot extend over a curb or a roadway. Panels may extend over a sidewalk, shared use path, and/or a cycle track (but not a bike lane in a roadway) if a vertical clearance of 2.7 metres is provided from the lowest panel. Any panel that must extend over these facilities must be specifically authorized by Transportation Services. All panels must be offset from an adjacent roadway by at least 1.5 metres.
- Offsets
16. Showhome wayfinding signs must be offset from other utility and/or municipal infrastructure as follows:
- 1.5 metre from streetlights;
 - 3.5 metres from any hydrant or fire connection;
 - 3.5 metres from any Stop and/or Yield signs (in addition to respecting the sightlines to these signs at all times);
 - for locations with boulevard walks, from the bus stop pole (head of transit zone) to 15 metres upstream of the traffic flow;
 - 1.5 metres from any water line; and/or
 - 1.0 metre from all other shallow utilities.

Design Guidelines

Sign Restrictions

17. Arterial signage must meet the criteria shown on Enclosure I, as may be amended from time to time.
18. Sign content will be restricted to the City-approved ASP, NSP, or NASP names. Marketing names used by some developers that differ from the approved names cannot be used on these signs.
19. Collector signage must meet the criteria shown on Enclosure II, as may be amended from time to time.
20. Local signage must meet the criteria shown on Enclosure III, as may be amended from time to time.
21. Arterial and collector signs will be restricted to 5 panels – 1 main panel describing the area and up to 4 additional panels with the neighbourhood names and arrows. As changes occur in the neighbourhood, the order of the sign panels can be moved up or down as need be.
22. Advertising on the signs is not permitted. No logos other than the CHBA will be allowed.

Sign Panels

23. Sign panels can be ordered from Transportation Services or ordered from an approved 3M supplier to match the existing sheeting specifications. Sign panels manufactured by Transportation Services will be manufactured and supplied at cost.
24. Signs panels that include long subdivision names for the text can be 1.5 times the height of a normal panel, but all minimum clearance dimensions must be maintained.

Required Approvals from the City of Edmonton

Permission to Use the Road Right-of-Way

25. An On Street Construction and Maintenance (OSCAM) Permit will be required prior to the installation of any sign or a series of signs along any roadway.
26. Companies failing to adhere to these guidelines and the associated approval processes may be denied future requests and/or have enforcement action initiated by Transportation Services.

Other Required Approvals

Support from the Adjacent Landowner(s) and/or Community Groups

27. Proof of the support from the adjacent landowner(s), community leagues, and/or homeowner associations may be requested at the sole discretion of Transportation Services for arterial signs. Valid objections by any of the affected individuals and/or groups will be considered, and may alter the proposed location of individuals signs.

Utility Approval

28. All affected utility companies, departments, and agencies may be circulated for comment or approval. Any conditions these groups may have will be incorporated into the approval for each proposal.

Any sign that does not meet these standards will result in enforcement action being initiated by Transportation Services, or, if safety issues exist, the sign will be removed by City forces without notification.

NOTE: Signs on private property require a Development Permit from Sustainable Development. Signs on road rights-of-way do not need Development Permits.

SHOWHOME WAYFINDING SIGNAGE **ON PUBLIC ROAD RIGHTS-OF-WAY SPECIFICATIONS**

These specifications are intended to be read in conjunction with the arterial, collector, and local roads drawings.

Sign Panel Specifications

Panels:

Panels to be centered on the arterial and collector signs.

Background colour: 3M Scotchcal Electro-cut Graphic Film (Burgundy 7725-58) for all arterial and collector sign panels. Black or dark green sign panels will be allowed for local signs upon request, on a case by case basis.

Arterial and collector sign panels to meet current City of Edmonton sign specifications (0.8 gauge aluminum). Local signs to be 5.08cm (2") pressure treated boards (SPF No. 1 / No. 2).

The CHBA logo must be on the community panel for all arterial and collector signs, and on the post for local signs.

Arterial signs:

Community panel with the community name: 0.61m x 1.82m (2' x 6') panel.

Neighbourhood panels: 0.45m x 1.52m (1'-6" x 5') panels

Collector signs:

Community panel with the community name: 0.61m x 1.52m (2' x 5') panel

Neighbourhood panels: 0.45m x 1.22m (1'-6" x 4') panels

Local signs:

All panels: 0.45m x 0.91m (1'-6" x 3') panels – maximum

Note: *Long neighbourhood names can be on panels that are 1.5 times the normal height of a panel.*

Sign text:

Arterial and collector signage font: Clearview 1B type letter style

All text to be centered on the panel, both vertically and horizontally.

Arterial signs:

Community panel with the community name: 20.3cm (8") letters, with 10.2cm (4") letters for any sub-text (i.e. "*The Communities of...*").

Neighbourhood panels: 15.24cm (6") letters

Collector signs:

All panels: 15.24cm (6") letters, with 7.62cm (3") letters for any sub-text (i.e. "*The Communities of...*")

Local signs:

All panels: 15.24cm (6") letters, with 7.62cm (3") letters for any sub-text

Arrows:

Arrows can be on either side of the sign text, at the applicant's discretion.

Arrow size: arterial signs 13.33cm (5¼"); collector and local signs 8.89cm (3½")

Arrow colour: silver

Borders:

Arterial and collector signage – top panel: 1.27cm (½") silver border, with a 1.27cm (½") offset.

Arterial and collector signage – neighbourhood panels: 1.27cm (½") silver border, with a 0.95cm offset.

Local signage – no border necessary.