

SHOWHOME WAYFINDING SIGNAGE ON PUBLIC ROAD RIGHTS-OF-WAY

Approval Process

Arterial and/or collector signs:

- Arterial and collector showhome wayfinding signs locations must be submitted for review via e-mail (preferred) to **transportationoperations@edmonton.ca**, by fax to **(780) 496-1071**, or via mail to the address noted above. Individual sign locations should be marked on an ASP or NSP plan (the more detailed the plan is, the quicker approval can be granted). Comments will be provided to the applicant, and once it is determined that the standard conditions can be met, an approval letter will be sent to the applicant. This letter will be kept on file until each sign is removed.
- Upon review of the submission, should Transportation Operations, at its sole discretion, determine that a proposed sign, or a series of signs, could potentially affect an adjacent landowner, a series of landowners, a community league and/or a homeowners' association, the applicant will be advised to provide proof of support from any and all of these groups indicating their concurrence with the wayfinding sign proposal.
- Additionally, 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.

Local signs:

Showhome wayfinding signage on local roadways that meet the guidelines do not need to be submitted for approval, but any deviation of the approved sign specifications must be approved by Transportation Operations before the sign is ordered.

Transportation Operations will process the application and provide a response within 30 days -- with a targeted timeline of 2 weeks that may be affected by workloads, etc.

Manufacturing Process

Sign panels: Arterial and/or collector sign panels can be ordered from Transportation Services by including a request in the initial application. Requests will be forwarded to Traffic Operations so the necessary work orders can be completed and sent to the Sign Shop. Sign panels manufactured by Transportation Services will be manufactured and supplied at cost. Alternatively, panels can also be ordered from any approved 3M supplier who must match the existing sheeting specifications.

Posts, brackets, etc.: All other hardware needed for the sign must be supplied by the developer(s).

Installation Process

Permits: An On Street Construction and Maintenance (OSCAM) Permit, or a series of permits, will be required prior to the installation of any sign or a series of signs along any roadway. These Permits are free and can be obtained by calling Transportation Operations at (780) 442-6458 a few days in advance of any installation. Please note that the City reserves the right to set, adjust, or change the approved schedule of work by the applicant (or the contractor) at its sole discretion, acting reasonably, for the purpose of coordinating or managing any major events and/or activities, including restricting the installation during certain time periods. The City shall use its best efforts to provide to the applicant forty-eight (48) hours advance notice of any change to the approved Permit dates and times.

Locates: Once the OSCAM Permit has been obtained, and before any ground disturbance related to the installation of any sign begins, the applicant or their contractor must contact Alberta One-Call (www.albertaonecall.com or 1-800-242-3447) and Shaw Cable (www.digshaw.ca or at 1-866-DIGSHAW (344-7429)) at least two weeks prior to the work beginning to have all utilities located. The locate tickets must be kept on file with the applicant until the signs are eventually removed. *Note: Since the OSCAM Permit may define the dates that the installation(s) can proceed, it would be beneficial to wait for that Permit before having the locates completed. Otherwise, the locate period may expire and the applicant may have to call for locates again.*

Installation: Once the Permits have been obtained and the locates have been completed, the applicant / contractor can install the signs, meeting all specifications and special approval conditions as may be noted in the approval letter. Once the sign is installed, the surrounding area must be cleared of all debris and the boulevard restored.

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Background information and FAQ's

Developer signs have been on road rights-of-way for many years

This is true, but the only signs that could be legally placed on road right-of-way have been the sandwich board / real estate signs that are allowed under Traffic Bylaw 5590 (excerpts attached for reference). The large signs that have typically been used by the industry have never been authorized to be on road rights-of-way.

Why do the existing signs have to be removed or relocated now?

The City was approached by representatives of both the UDI and CHBA in 2009 to develop some standards and guidelines that would allow some type of showhome wayfinding signage on road rights-of-way. City Council directed the administration to deal with the proliferation of all types of signs around the city in 2010. The showhome wayfinding guidelines were finalized in 2013 (and updated in 2014) following a pilot program that was implemented in a neighbourhood in 2012.

It should be noted that Transportation Services began to restrict portable signs on road rights-of-way in 2011. The next type of signs to be dealt with will be commercial real estate signs.

How were these guidelines developed?

The guidelines recognize the benefit to the public of providing directions to showhomes in new areas of the city that have recently been opened, and mirror the approach taken in other jurisdictions – notably Calgary and Phoenix. The working group took into consideration the safety aspects, technical specifications, operational offsets, utility conflicts, and installation implications so that the other users of the road rights-of-way are not impacted and the signage costs are reduced.

The arterial and collector signage standards are designed to be uniform in colour and style to minimize conflict with other types of signs and traffic control devices, and deviations from the guidelines for arterial and collector signs are not possible. Local signage can be customized with the name of the builder or marketing name, but the arterial and collector signage must retain the official neighbourhood names as approved through the Neighbourhood Structure Plan (NSP) or the Neighbourhood Area Structure Plan (NASP) process.

It is recognized that with the amount of underground utilities, narrow boulevards with trees, and surface infrastructure that goes into the road rights-of-way in any new neighbourhood, the number of locations available to install these new wayfinding signs is limited.

When the guidelines were initially issued in 2013, both the UDI and CHBA sent out notices to their members, and the guidelines were included in three separate Sustainable Development newsletters.

Can individual companies put up these new showhome wayfinding signs?

No. The whole intent is to minimize the amount of signs out there, so the developer(s) and builders need to co-ordinate a sign program, for all parties involved in a neighbourhood, on a NSP or NASP level. A co-ordinated sign program will help direct people from nearby arterial roads through to the collector and local roadways, and then to the individual showhomes. The guidelines allow for multiple sign blades per sign, so the number of individual signs can be reduced.

Where can the existing signs go?

Permits can be obtained from the Sustainable Development Department to place signs on private property. Developer and/or homebuilder signs must conform to the existing Traffic Bylaw restrictions, or these guidelines, or be removed.

What happens if an existing sign is not removed?

Transportation Services, in conjunction with the Community Standards Branch of Community Services, will have the sign confiscated and removed, to be stored in the Community Standards Branch's compound until the sign is claimed, or recycled if it is unclaimed.

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Excerpts from LIST IX of Traffic Bylaw 5590 – *emphasis added*

CONDITIONS FOR PLACEMENTS OF FREE-STANDING SIGNS ON A HIGHWAY

- B. All persons placing or erecting a free-standing sign on a highway to guide pedestrian and vehicular traffic to an open house location shall comply with the following conditions:
1. The sign shall be placed *only on the date of the open house*.
 2. Each sign shall have a *maximum sign face of 0.6 metres wide by 1.0 meter high* and be constructed of a material that is a minimum of 6 millimeters thick.
 3. Each sign shall be mounted on an A-frame or on a stake firmly secured in a grassed boulevard area.
 4. *The maximum number of messages allowable on each sign is four. The messages shall consist of the following with a) and b) being prominent:*
 - a) *Open House*
 - b) *Directional Arrow*
 - c) *Company Identification*
 - d) *Salesperson*
 5. *The sign shall be allowed during the following time periods:*
 - a) *from 1500 hours Friday to 2200 hours Sunday or Statutory Holiday Monday,*
 - b) *from 1500 hours to 2200 hours daily, Monday to Thursday.*
 6. *No more than two signs will be allowed at any particular intersection.*
 7. *The sign shall not be located within 15 metres of an intersection on a local roadway or within 30 metres from an intersection on an arterial roadway.*
 8. The sign shall not be located on roadways (including paved shoulders), centre medians, medians between main roads and service roads, “pork chop” islands, traffic circles, or any islands/medians separating traffic.
- C. All other persons placing or erecting a free-standing sign on a highway for any other purpose must obtain prior written permission from the City Manager. Such permission may be withheld by the City Manager for operational or safety reasons.