

SCHEDULE 6: SIGNAGE

SECTION 1 DEFINITIONS

1.1 APPLICABILITY

For the purpose of the Land Use Bylaw and this Schedule, the following definitions apply:

1.2 DEFINITIONS

A-BOARD means a temporary portable sign which is set on the ground, built of 2 similar pieces of material and attached at the top by a hinge(s) so as to be self-supporting when the bottom edges are separated from each other and designed and built to be easily carried by 1 person.

ABANDONED SIGN means a sign which advertises or identifies an activity, business, owner, product, lessee or service which no longer exists or a sign for which no legal owner can be found.

ANIMATION means a projection style where action or motion is used to project sign content, including lighting changes, special effects or pictures, but does not include changeable content.

AWNING means an adjustable or temporary roof-like covering fitted over windows and doors and used for shelter, advertising or decoration.

BALLOON SIGN means any inflatable device used or employed as a sign that is anchored to the ground or to a building or structure. Balloon signs are considered a form of portable signage.

BANNER SIGN means a temporary sign that is made of lightweight material intended to be secured to the flat surface of a building or structure, at the top and the bottom on all corners, excluding official flags and emblems.

BILLBOARD SIGN means a freestanding structure constructed to provide a medium for advertising where the subject matter is not necessarily related to a use at or around the parcel on which the billboard is located and where the copy can be periodically replaced.

CANOPY means a permanent fixture fitted over windows and doors and used for shelter, advertising or decoration.

CANOPY SIGN means a sign that is mounted, painted or otherwise attached to an awning, canopy or marquee.

CHANGEABLE CONTENT means sign content which changes automatically through electronic and/or mechanical means and may include typical features such as an electronic message centre or time and temperature unit.

COMMUNITY AND SPECIAL EVENTS SIGNAGE means any sign that displays details regarding events that are temporary in nature and occur only during certain seasons or for specific purposes such as but not limited to holidays, concerts and tradeshow, celebrations, and other such activities. Community and special events signage is considered temporary signage for the purposes of permitting and shall meet all requirements of temporary signs.

CONSTRUCTION SIGN means a temporary sign which is placed on a site to advertise items such as the provision of labour, services, materials or financing on a construction project.

COPY AREA means the entire area within a sign that contains the advertising message, decorations, or other elements of the signage related to the specific nature of the advertising message or announcement.

DIRECTIONAL AND INFORMATION SIGN means a sign the message of which is limited to providing direction guidance, distance, facility or similar information and which may contain a name or logo.

FASCIA SIGN means a sign attached across the face of the building, located approximately parallel thereto, in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign, which does not project more than 0.3 m (1 ft) from the building.

FAÇADE means the entire front of a building including decorative architectural features such as but not limited to a parapet or false front.

FREESTANDING SIGN means a sign supported independently of a building, wall, or other structure by way of columns, uprights, braces, masts or poles mounted in or upon grade.

FRONTAGE means the front lot line and the side of a lot abutting a public roadway. Frontage does not include any side of a lot abutting a lane unless the lane is the only means of physical access.

HOME OCCUPATION SIGN means a sign advertising a home occupation approved under the Land Use Bylaw.

ILLUMINATION means lighting and in the particular instance of illumination and signage, means the lighting of a sign from the outside of the sign, typically from above or below the sign, or the lighting of a sign from inside the sign.

INFLATABLE SIGN means any sign that depends upon the pressure of air or some other gaseous substance to maintain structural integrity and provide the proper shape and orientation for the sign to display properly. All inflatable signs shall be considered temporary signs and shall meet all requirements of temporary signs.

LUMINOSITY means the measurement of brightness.

MARQUEE means a permanent structure that projects over a public place, usually an entrance, and is permanently attached to and supported by a building.

MEMORIAL SIGN means a tablet or plaque memorialize a person, event, structure or site, provided said sign is not located in conjunction with any commercial or industrial use.

MULTI-TENANT SIGN means any type of sign that may contain sign content that advertises more than one tenant and/or business.

MURAL SIGN means any picture, scene, graphic or diagram displayed on the exterior wall of a building for the primary purpose of decoration or artistic expression and not created to solely display a commercial message or depiction.

OFF-PREMISES SIGN means any type of sign that may contain sign content that advertises or otherwise identifies a service, product or activity conducted, sold or offered at a location other than the premises on which the sign is located.

OFF-PREMISES SIGN CONTENT means sign content which advertises or otherwise identifies a service, product or activity conducted, sold or offered at a location other than the premises on which the sign is located.

ON-PREMISES SIGN CONTENT means sign content which advertises a service, product or activity conducted, sold or offered on the property that the sign is located.

OVERHANGING means that which projects over any part of any street, lane or other municipally owned property.

PARAPET means the extension of a false front wall above a roof line.

POLITICAL POSTER SIGN means a temporary sign announcing or supporting candidates or issues in any election or plebiscite.

PORTABLE SIGN means a sign that is not permanently affixed to a building, structure, or the ground.

PROJECTING SIGN means a sign other than a canopy sign or fascia sign which is attached to and projects, more than 0.3 m (1 ft) horizontally from a structure or building face.

REAL ESTATE SIGN means a sign advertising real estate (i.e. property) that is for sale, for lease, or for rent or for real estate that has been sold.

RESIDENCY IDENTIFICATION SIGN means a sign located on a lot in a residential district that provides for the name and/or address of the owner or occupant of a dwelling.

ROTATING SIGN means a sign or portion of a sign which moves in a revolving manner. See below for applicable sign type: e.g. freestanding sign, temporary sign, etc.

ROOF SIGN means any sign erected upon, against, or directly above a roof or on top of or above the parapet of a building.

SHINGLE SIGN means a small sign which is suspended from a mounting attached directly to the building wall. Shingle signs are generally placed perpendicular to the face of a building and are typically found in pedestrian oriented environments such as a downtown and/or historic district. See below Section 13 (Projecting Signs).

SIGN means a lettered board or other public display intended for the advertising or calling attention to any person, business, matter, object or event.

SIGN ALTERATION means the structural and/or projection style modification of a sign but does not include the routine maintenance, painting or change in face, content, copy or lettering.

SIGN AREA means the entire area within a single continuous perimeter enclosing the extreme limits of a sign and in no case passing through or between any adjacent elements of same. However, such perimeter shall not include any structural elements lying outside the limits of such sign and not forming an integral part of the display.

SIGNAGE CLUTTER AREA means any area of the Town of Fort Macleod that council has declared by resolution to have an excessive amount of signage.

SIGN CONTENT means the wording/lettering, message, graphics or content displayed on a sign.

SIGN CONTENT AREA means the entire area within a single straight line geometric figure or a combination of squares or rectangles that will enclose the extreme limits of the advertising message or announcement including decorations related to the specific nature of the advertising message or announcement.

SIGN HEIGHT means the vertical distance measured from the highest point of the sign or sign structure to the finished grade.

SIGN ILLUMINATION means the lighting or exposure of a sign to artificial lighting either by lights on or in the sign or directed toward the sign.

SIGN PROJECTION STYLE means the method by which the sign content is conveyed to the viewer (e.g. lettering/logo, animation, changeable content, movement/motion).

SIGN TYPE means the type of structure of a sign (e.g. billboard, freestanding, temporary, etc.) used to convey sign content.

TEMPORARY SIGN means any sign permitted, designed or intended to be displayed for a short period of time (not to exceed 60 days), including portable signs, balloon signs, developer marketing signs, land use classification signs, construction signs, political poster signs, window signs, banner signs, A-board signs, inflatable signs, special events signs, or any other sign that is not permanently attached to a building, structure or the ground.

THEME SIGN means any sign that is part of a series or group of signs incorporating a distinctive theme, design, or logo.

WINDOW SIGN means a sign painted on, attached to or installed on a window intended to be viewed from outside the premises.

SECTION 2 PROHIBITED SIGNS

2.1 APPLICABILITY

Prohibited signs are not permitted in any part of the Town due to the potential for nuisance, potential negative impact and safety concerns for adjacent and area properties, public rights-of-way, and the traveling public.

2.2 PROHIBITED SIGNS

- (1) Signs which employ revolving, flashing or intermittent lights, or lights resembling emergency services, traffic signals, railway crossing signals, hazard warning devices or other similar lighting but does not include changeable content, sign projection styles or animation.
- (2) Any sign which creates traffic or a pedestrian hazard either due to its design or location shall not be permitted.
- (3) Signs which emit amplified sounds or music.
- (4) In any non-residential district, signs that employ changeable content, animation or pictorial scenes at a luminosity, intensity and/or interval which may create a public hazard or nuisance are prohibited.
- (5) Any signs located within the public right-of-way or on public property, except for signs approved by the Town of Fort Macleod, which may include: canopy signs, projecting signs and temporary signs or signs approved by the Province of Alberta or Federal Government.
- (6) Signs that are attached to or appearing on any vehicle or trailer which is parked on a public right of way or any other public lands or on private land that is located adjacent to a public right of way with the intent/purpose of displaying the sign to motorists and the public for

any period of time, excepting signs for special events organized by a non-profit association, group or organization for a display time period not to exceed 24 hours.

- (7) Any sign which has not obtained a development permit or any sign which has not been deemed exempt from the requirement of obtaining a development permit as per this sign schedule (see Section 3: Signs Not Requiring a Permit).

SECTION 3 SIGNS NOT REQUIRING A PERMIT

3.1 APPLICABILITY

Signs in this section do not require a development permit due to the size, temporary nature, and/or innocuous nature or the inherent need for the sign in question, such as but not limited to traffic signage.

3.2 SIGNS NOT REQUIRING A PERMIT

The following signs do not require a sign permit, but shall otherwise comply with this bylaw and be suitably maintained to the satisfaction of the Development Authority:

- (1) Signs posted by the Town that display the specifics of a development permit application;
- (2) Construction signs which do not exceed 3.0 m² (32.39 ft²) in area provided such signs are removed within 14 days of the completion of construction.
- (3) Banner signs which are displayed for a period of time not exceeding 30 days.
- (4) Signs, notices, placards, or bulletins required to be displayed:
 - (a) in accordance with the provisions of federal, provincial, or municipal legislation;
 - (b) by or on behalf of the federal, provincial, or municipal government;
 - (c) on behalf of a department, a commission, a board, a committee, or an official of the federal, provincial, or municipal government.
- (5) Any traffic or directional and informational signage erected by the Town, Province of Alberta or Federal government.
- (6) Municipal signs for municipal purposes (e.g. traffic or directional information signage, community service bulletin board signs, etc.).
- (7) Residency identification signs which state no more than the name and/or address of the person(s) occupying the lot, provided the sign is no greater than 0.4 m² (4 ft²) in area.
- (8) Vehicle signs except as prohibited in Section 2 (Prohibited Signs) of this Schedule.
- (9) Entrance or exit signs used for the purpose of directing traffic providing:
 - (a) those signs that do not display any advertising message, other than a business logo,
 - (b) the sign area does not exceed 1.0 m² (10.7 ft²) in area, and
 - (c) the sign height does not exceed 1.2 m (3.9 ft).

- (10) A-board signs where the owner of the sign submits written authorization from the owner of the land where the sign is to be located and where the sign is removed from that location on a daily basis.
- (11) The alteration of a sign which only includes routine maintenance, painting or change in face, content or lettering and does not include modification to the sign structure or projection style.
- (12) Freestanding signs for community/neighbourhood/subdivision identification purposes where all relevant details and design drawings have been submitted, evaluated and approved as part of a subdivision application process.
- (13) All signs for public buildings, except for freestanding signs and any signs that contain movement/motion (i.e. rotate, etc.) or employ animation or changeable content, which shall require the approval of the Development Authority.
- (14) Real estate signs, provided all such signage is removed within 30 days after the sale or lease of the premises upon which the sign is located.
- (15) Real estate open house A-board signs provided they are removed within 24 hours of the open house.
- (16) On-premises directional and informational signage and incidental signs 0.4 m² (4 ft²) or less in area.
- (17) Any window sign painted on, attached to or installed on a window provided that no more than 50% of the subject window area is covered.
- (18) Political poster signs provided all such signage is removed within 5 days after the closing of the polling stations for the relevant election or plebiscite and comply with the following requirements:
 - (a) signs cannot emit sound, use video features or be illuminated;
 - (b) signs shall be maintained in a condition that is neat and shall not be unsightly or dangerous;
 - (c) signs shall not interfere with the safe and orderly movement of pedestrians or vehicles, or restrict the sight lines for pedestrians or motorists;
 - (d) signs shall not exceed 2.97 m² (32 ft²) in area, 1.83 m (6 ft) in height, and be self supporting;
 - (e) signs shall not be posted for more than 60 days; and
 - (f) signs shall be a minimum of 3.0 m (9.8 ft) from any road access and a minimum of 5.0 m (16.4 ft) from any intersection.

SECTION 4 GENERAL STANDARDS AND REGULATIONS FOR ALL SIGNS

4.1 APPLICABILITY

The requirements of this section apply to all signs in the Town of Fort Macleod, except for those that meet the requirements of Section 3 of this Schedule.

4.2 GENERAL REQUIREMENTS

- (1) Unless otherwise specified, a Development Permit application is required for all signs.
- (2) The Development Officer may refer any Development Permit application for a sign to the Municipal Planning Commission for a decision.
- (3) No more than three (3) signs are permitted on any building with a single frontage, or no more than five (5) signs for buildings with two or more frontages.
- (4) All signs shall be compatible with the general character of the surrounding streetscape and the architecture of nearby buildings.
- (5) All signs shall be of quality construction and of a design suitable for public display and all signs shall be maintained in good repair and a safe and tidy manner.
- (6) No sign shall be placed in a public road or laneway or sited in such a manner that the sign causes confusion with or obstructs the vision of any information sign or a traffic control sign, signal, light or other traffic device.
- (7) No sign shall be located or placed in such a manner that it will create a potential hazard or conflict with rights-of-way, easements or the routing of any public utility, and will not create a traffic hazard or obstruct the public's view of any other signage.
- (8) The size, location, illumination and materials of all signs and outdoor advertising structures and features shall not detract from the design of existing and proposed buildings and structures and the surrounding properties.
- (9) A sign shall be located entirely within the subject lot unless prior written approval granting permission for the sign to overhang another property is submitted to the Town by the affected property owner.
- (10) A sign shall not be erected on any property unless permission is granted in writing from the registered property owner.
- (11) Sign alterations (e.g. change in size, shape, type, illumination, sign projection style, etc.) shall not be made without first obtaining the required permits or written authorization.
- (12) Any signs that rotate, employ animation or changeable content require approval of the Municipal Planning Commission.
- (13) The copy area of all signs that make use of electronic changeable content shall not exceed 3.7 m² (40 ft²).
- (14) In all cases, the required distance from overhead power and service lines, as set forth in the *Electrical Protection Act*, shall be maintained.
- (15) A sign shall not be attached to a public bench, light standard, utility pole or any other publicly owned structure or building without prior written authorization from the Development Authority.
- (16) The source of light for all sign illumination shall be steady and suitably shielded, and of a level of luminosity that does not cause undue impact to neighbouring properties, the motoring public, or any other potentially impacted persons as determined by the Development Authority.

- (17) Subsequent to approval from the Municipal Planning Commission, signs may be permitted to locate within the setback requirement of a Land Use District if it does not interfere with visibility at an intersection and complies with other requirements of this sign schedule.
- (18) The following rules apply to all types of signs on municipal property:
 - (a) no signs shall be located on, erected on, or attached to municipal property, buildings or structures unless permission is granted in writing from the Town;
 - (b) if permission is granted for a sign to be located on, erected on, or attached to municipal property, buildings or structures, the sign type shall comply with all applicable sign regulations contained within this Land Use Bylaw;
 - (c) any sign located on, erected on, or attached to municipal property without authorization from the Town, may be removed without notice.
- (19) Any abandoned sign shall be removed at the property owner's expense. If abandoned signs are not removed the Town may remove the sign.
- (20) Non-compliance with any regulation of this Bylaw may result in the Town removing a sign without notice and any cost associated with its removal may be charged to the sign owner. A sign recovery charge of \$200 will be required prior to the return of the sign to the owner.
- (21) Any signs removed by the Town may be held for 30 days after removal at the owner's risk. Should the signs not be claimed by the owner after 30 days from the date of removal, the signs will be disposed of at the discretion of the Town.
- (22) The Town shall not be held liable for any injury, loss or damage suffered by any person or corporate body which is caused by any sign located in the Town whether or not the sign is in accordance with the requirements of this Bylaw.
- (23) When a sign cannot be clearly categorized as one of the sign types as defined in this bylaw, the Development Authority shall determine the sign type and any and all applicable controls.

SECTION 5 SIGN PERMIT APPLICATION REQUIREMENTS

The following requirements shall be met for each development permit for a sign application, to the satisfaction of the Development Authority:

- (1) A development permit for a sign shall be made to the Development Authority by an applicant, a landowner, or someone that has been authorized by the landowner, an agent for instance, to submit a development permit application, on a completed application form.
- (2) An application for a development permit to erect, place, alter or relocate a sign shall also be accompanied by:
 - (a) the name and address of the sign manufacturer or company and the lawful sign owner;
 - (b) a letter of authorization from the affected registered property and/or building owner (if the applicant is not the landowner).
- (3) The Development Authority may require any additional information deemed necessary to evaluate a Development Permit application for a sign, but generally, an application for a permit to erect, place, alter or relocate a sign shall be made to the Development Authority

and shall be accompanied by photographs and/or drawings, to an appropriate scale, showing where applicable:

- (a) the location of all existing and proposed sign(s);
- (b) the size, height, and area of the proposed sign(s), including any supporting structures;
- (c) details with respect to the sign content (i.e. wording/lettering, text, message, graphics, etc.);
- (d) the sign colour and design scheme;
- (e) materials specifications;
- (f) location of the property boundaries of the parcel upon which the proposed sign(s) is to be located;
- (g) utility rights-of-way, access easements and any other related encumbrances;
- (h) location of existing building(s) on the site;
- (i) the type of illumination, animation and/or changeable content, if any, and details with respect to the proposed luminosity intensity and/or interval;
- (j) If a sign is to be attached to a building, the details regarding the extent of the projection and the type of anchoring to be used to affix the sign to the building.

SECTION 6 DISPLAY STYLES AND ILLUMINATION

- (1) The content of any sign type (e.g. temporary, freestanding, billboard, etc.) may be projected using one or a combination of more than one of the following projection styles:
 - (a) **Lettering/Logo:** means the sign content contains simple wording, lettering, logo or graphics that are not animated, moving or cannot be changed automatically.
 - (b) **Animation:** means the sign content or a portion of the sign content contains action or motion, including lighting changes, special effects or pictures, but does not mean changeable content.
 - (c) **Changeable content:** means the sign content or a portion of the sign content changes automatically through electronic and/or mechanical means.
 - (d) **Movement/motion:** means the sign, sign content or a portion of the sign conveys its message to the public through the movement or motion of its mechanical parts. Typical signs using this projection style include rotating signs.
- (2) Any change in projection style requires the submission of a new development permit application.
- (3) Any sign may be considered illuminated if it is lighted by or exposed to artificial lighting either by lights on or in the sign or directed toward the sign.
- (4) Animation or changeable content signs may be erected at site specific locations within the municipality subject to the issuance of a development permit. For the purpose of this bylaw, any existing animation or changeable copy signs are to remain operational. An animation or changeable copy sign will be allowed, subject to the issuance of a development permit at:

- (a) 1600 - 6 Avenue, legally described as Block OT, Plan 92B and Lots 1 to 9, Blocks 109, 113 and 117, Plan 92B F. P. Walshe School, Livingstone Range School Division.

SECTION 7 TEMPORARY SIGNS

- (1) All temporary signs require a development permit except those signs exempted in Section 3 of this Schedule.
- (2) A development permit for a temporary sign shall be valid for the period specified in the development permit approval, to the discretion of the Development Authority, but for a period of no longer than 60 days.
- (3) Once the permit has expired for a temporary sign at a location address, re-application for another temporary sign on the same site shall not occur until 30 days has elapsed from the expiration of the previously approved permit or 30 days from the date at which the temporary sign is removed, whichever is the later of the two dates.
- (4) No temporary signs shall be suspended on or between support columns of any permanent sign such as a freestanding sign or billboard sign, notwithstanding any other sign that may be considered as permanent by the Development Authority.
- (5) No posters or signs shall be placed on any public utility such as a power pole.
- (6) No posters or signs shall be placed on municipal, provincial or federal signage.
- (7) Temporary signs shall not be projected using animation, digital or electronic changeable copy.
- (8) The Development Authority must only approve the location of the temporary sign on the premises after having given due consideration for the location of power supply, sight lines visibility, parking pattern on the site and/or any other site specific development constraints that the Development Authority considers relevant.
- (9) All temporary signs shall be located within the property lines of the location address shown on the development permit application.
- (10) At the discretion of the Municipal Subdivision and Development Authority temporary signs may contain off-premises sign content as defined in Section 1 of this Schedule.
- (11) The Development Authority may require the posting of a security with the Town to ensure compliance with any and all conditions of approval and the removal of the sign on or before the date of expiry of the permit.
- (12) Temporary signs shall not be allowed in any residential land use district unless placed on Town boulevards and permission has been obtained from the Development Authority.
- (13) No temporary sign (including electrical cords) shall be placed on or extend over or project into any municipal property or beyond the boundaries of the private lot or premises upon which it is sited without the written authorization of the Development Authority.
- (14) The copy area of a temporary sign shall not exceed 3.7 m² (40 ft²).

SECTION 8 CANOPY SIGNS

- (1) All canopy signs require a development permit except those signs exempted in Section 3 of this Schedule.
- (2) No part of a canopy sign shall project more than 1.2 m (4 ft) over a public sidewalk or within 1 m (3.3 ft) of a curb adjoining a public roadway.
- (3) A canopy sign shall be mounted no less than 2.4 m (8 ft) above grade.
- (4) A canopy sign or any physical supports for the sign shall not extend beyond the lateral or vertical dimensions of the canopy or its apron.
- (5) Approval of any canopy signage overhanging public land under the sign regulations is conditional upon the owners and/or occupiers of the premises upon which said sign is located entering into an encroachment and hold harmless agreement with the Town of Fort Macleod. At the Town's discretion, the agreement may be registered on title.

SECTION 9 WINDOW SIGNS

- (1) In any residential district, a maximum of one window sign per lot not to exceed 0.7 m² (8 ft²) in area may be permitted.
- (2) In all other districts, a window sign painted on, attached to or installed on a window may cover no more than 50 percent of the subject window area.

SECTION 10 FREESTANDING SIGNS

- (1) All freestanding signs require a development permit except those signs exempted in Section 3 of this Schedule;
- (2) No more than one freestanding sign per business frontage may be erected.
- (3) the maximum height of a freestanding sign shall be 9.1 m (30 ft).
- (4) Freestanding signs shall have a minimum separation distance of 30 m (98.4 ft) for those signs located on the same side of a roadway.
- (5) Freestanding signs shall not contain off-premises sign content.
- (6) No temporary signs shall be suspended on or between support columns of any freestanding sign.
- (7) In residential districts freestanding signs shall not be permitted except for the following purposes:
 - (a) community/neighbourhood/subdivision identification purposes;
 - (b) approved multi-unit residential development projects; and
 - (c) institutional projects and/or uses.
- (8) No freestanding sign shall overhang public r-o-w;
- (9) freestanding signs shall have colour, design and size compatible with the materials, proportions and detailing of the associated development;

- (10) electrical power supply to a freestanding sign shall be located underground;
- (11) The maximum sign area for a freestanding sign shall not exceed 7.5 m² (80.73 ft²) for the first 10 m (32.8 ft) of linear lot frontage, with an allowance of 0.2 m² (2.15 ft²) increase beyond 7.5 m² (80.73 m²) for each additional metre of linear lot frontage, to a maximum of 10 m² (107.64 ft²).

SECTION 11 FASCIA SIGNS

- (1) All fascia signs require a development permit except those signs exempted in Section 3 of this Schedule.
- (2) The total maximum sign area permitted for fascia signs is 20 percent of the area formed by each building face or bay.
- (3) A fascia sign shall not project more than 0.3 m (1 ft) from the face of a building.
- (4) Whenever there is a band of several fascia signs, they should be of a consistent size and located near the same level as other similar signage on the premises and adjacent buildings.
- (5) A fascia sign shall not be located above any portion of a street, or project over public property, unless the fascia sign maintains a minimum clearance from grade of 2.4 m (8 ft) and the maximum projection shall be no greater than 0.3 m (1 ft).

SECTION 12 MURAL SIGNS

- (1) All mural signs require a development permit except those signs exempted in Section 3 of this Schedule.
- (2) No more than one mural sign shall be allowed per building unless specifically authorized by the Municipal Planning Commission.
- (3) The location, theme, construction materials and size associated with the mural shall be to the satisfaction of the Municipal Planning Commission.
- (4) The mural must be a painting or other decorative work (artistic rendering/scene) and no mural shall be created to solely display a commercial message or depiction.
- (5) The Municipal Planning Commission may require that the mural content be reflective of the Town's history and/or heritage.
- (6) Display of text, including a business name or commercial message, within a mural shall not exceed 10 percent coverage of the wall surface area, up to a maximum coverage size of 9.29 m² (100 ft²).

SECTION 13 PROJECTING SIGNS

- (1) All projecting signs require a development permit except those signs exempted in Section 3 of this Schedule.
- (2) Projecting signs are prohibited in all land use districts except the Commercial General – CG, Commercial Central – CC and Business Industrial – BI land use districts.

- (3) Projecting signs shall be placed:
 - (a) at right angles to the building face to which they will be attached, or
 - (b) in the case of corner sites, placed at equal angles to the building faces that form the corner.
- (4) Projecting signs shall have a minimum vertical clearance of 2.4 m (8 ft) measured between the lower sign edge and grade.
- (5) A projecting sign shall not project more than 1.4 m (4.6 ft) from the surface of the building to which it is attached.
- (6) The maximum allowable height for a projecting sign, measured from the top of the sign to grade, shall not exceed the lesser of:
 - (a) The height of the eave line or roof line;
 - (b) 6.1 m (20 ft); or
 - (c) to the satisfaction of the Development Authority.
- (7) One projecting sign per business area may be allowed provided the maximum sign area does not exceed 2.78 m² (30 ft²) in area.

SECTION 14 BILLBOARD STRUCTURES AND SIGNS

- (1) Billboards structures shall be allowed only on Town controlled property.
- (2) Any person wanting to erect a billboard structure shall first enter a lease agreement with the Town for the land. Leases will be issued at the sole discretion of the Town and subleasing is not allowed.
- (3) The border design of the billboard structure shall incorporate a typical building front of the Historic main Street. The supports of the structure shall be of either brick or stone facing to accommodate the historic nature of the Town.
- (4) All signs that are fabricated for private businesses for placement adjacent to the highway system are to be well designed, attractive, professional looking in general appearance, and shall meet all design, siting and illumination requirements of Alberta Transportation.

SECTION 15 ROOF SIGNS

- (1) No more than one roof sign may be permitted in conjunction with an approved commercial or industrial land use.
- (2) The sign area of a roof sign shall not exceed 8.36 m² (90 ft²).
- (3) No part of a roof sign shall project horizontally beyond any exterior wall, parapet or roofline of the building upon which it is located.
- (4) A roof sign is permitted on a roof of a building not exceeding 9.1 m (30 ft) in height, as measured from the ground, and no part of any sign, excepting that portion which is used for support and which is free of copy shall exceed 9.1 m (30 ft) in height.

SECTION 16 PORTABLE SIGNS

- (1) Portable signs shall be considered temporary signs.
- (2) The sign area of a portable sign shall not exceed 3.7 m² (40 ft²).
- (3) No more than one portable sign per frontage or where there are two or more frontages, a total of two portable signs may be located on a single lot or parcel, except in a designated tourism signage area where more than two portable signs may be located at the discretion of the Development Officer or Municipal Planning Commission.
- (4) No portable sign shall extend or project into any public place or beyond the boundaries of the lot or premises upon which it is sited without the approval of the Development Officer or Municipal Planning Commission.
- (5) Each development permit application for a portable sign shall state the length of time that a portable sign may remain on the premises.

SECTION 17 TOURISM SIGNAGE AREAS

- (1) Council may designate by resolution specific tourism signage areas along routes likely to be traveled by tourists within and approaching the Town of Fort Macleod.
- (2) The following signage may be located in a designated tourism signage area:
 - (a) specific attraction signage and theme signage provided the theme, design, colour and type is consistent with signage advertising the same or specific attraction and meets the other requirements of this section;
 - (b) directional and information signage as required by Alberta Transportation or the Town of Fort Macleod;
 - (c) special events signage provided it meets the approval of the Development Officer or the Municipal Planning Commission and remains on the site for a period of no longer than a total accumulation of 30 days per calendar year; or

SECTION 18 THEME SIGNAGE

- (1) Town Council may approve distinctive designs or logos for utilization as theme signage. These designs and logos may be further used in connection with informational signage or specific attraction signage if such signage is erected by the Town of Fort Macleod or some other government agency.
- (2) Any additional use of council approved designs or logos for commercial or other purposes, requires prior approval of council.
- (3) All theme signage shall be 0.4 m² (4 ft²) or less in area when attached to any light standards, traffic control sign, signal light other device.

SECTION 19 OVERLAY AREAS SIGNAGE

19.1 APPLICABILITY

For the purposes of this section, parcels or lots located within the Downtown overlay and Provincial Historic Area overlay are subject to following requirements when erecting signage within the designated areas.

19.2 GENERAL REQUIREMENTS

- (1) No new signage shall be erected on parcels or lots located within the Downtown overlay and Provincial Historic Area overlay unless in the opinion of the Development Officer or the Municipal Planning Commission, such signage is compatible with the historic nature of the area.
- (2) All development permit applications for signage within the Provincial Historic Area shall be referred to the Fort Macleod Provincial Historic Area Design Review Committee and Alberta Culture for comments before the application is dealt with. The Committee shall respond within 28 days.
- (3) The sign area of a fascia sign or a wall sign shall not exceed the lesser of 4.6 m² (50 ft²) or 15 percent of the exterior wall area upon which such signage is attached or located.
- (4) The sign area of a freestanding sign shall not exceed 4.6 m² (50 ft²).
- (5) New signs should be compatible with the historic context and custom of the respective building and of the service, function, products or identity that they advertise.
- (6) The colour, design, format, lettering style and size of signs in any development should be compatible with the historic material, proportions, detailing and character of the respective building.
- (7) Signs must not be mechanically mobile and lighting must be continuous.
- (8) A sign attached to a building located within the Downtown overlay and Provincial Historic Area overlay shall not be higher than:
 - (a) in the case of a one storey building within a continuous horizontal parapet about the roof, the top of the parapet; or
 - (b) in any other case, whichever of the following is the lowest:
 - (i) 8.0 m (26 ft) above grade;
 - (ii) the bottom of the sills of the first level of windows above the first storey; or
 - (iii) the lowest point of the roofline.
- (9) A sign, if attached as to project outwards from the face of a building, located within the Downtown Overlay and Provincial Historic Area Overlay must:
 - (a) have no more than two faces;
 - (b) project no more than 1.4 m (4.6 ft) from the building;
 - (c) not extend higher than whichever of the following is the lowest:
 - (i) 8.0 m (26 ft) above grade;
 - (ii) the bottom of the sills of the first level of windows above the first storey; or
 - (iii) the lowest point of the roofline.
 - (d) not have exposed guy wires or turnbuckles; and
 - (e) not exceed 1.5 m² (16 ft²) in area.

- (10) There shall not be more than one sign attached so as to project outwards from the face of a business establishment for each entrance door to it.
- (11) The sign shall not be attached to a roof, chimney, smokestack, elevator tower or penthouse.
- (12) A support for the sign shall not extend above the cornice of the building to which the sign is attached.
- (13) The location, theme, construction materials, size and installation technique for all signs and murals shall minimize the impact to the buildings and shall not cause harm to the structural integrity of the building or its exterior.

SECTION 20 SIGNAGE CLUTTER AREAS

- (1) Council may designate certain areas of the town as signage clutter areas when, in the opinion of council, there exists an excess of signage.
- (2) No new signage shall be erected in a signage clutter area unless and until the amount of existing signage has been reduced to the satisfaction of the Municipal Planning Commission.

SECTION 21 ENFORCEMENT

If a sign is erected without a permit, has fallen into a state of disrepair beyond what is deemed acceptable by the Development Authority, or is in violation of any requirement of this bylaw or any other applicable regulation, the owner of the sign shall:

- (1) be notified of the violation and any corrective measures required, as per Section 5.2 of the Administrative Schedule of this bylaw;
- (2) be subject to all other actions the Development Authority is permitted to undertake as per the *MGA*, as outlined in Section 5 of the Administrative Schedule of this bylaw, including but not limited to:
 - (a) subject to obtaining consent from the owner or occupier of the lands, entering onto the lands on which the signage is located to undertake works required to correct the violation, and the recovery of any costs associated with the same;
 - (b) the charging of a fine of not more than \$10,000.00 in addition to the recovery of costs associated with the correction of the violation; and
 - (c) the obtaining of a court order, should the owner or occupier of the land on which the violation has taken place refuse to provide consent to enter onto the lands or refuses any other action permitted to be requested by the Development Authority, as per the *MGA*.