

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).