

## 1. PERMITS REQUIRED

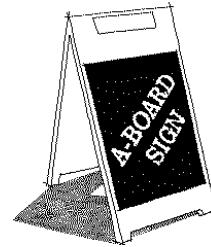
Except as stated below in Section 5 (Signs Not Requiring A Permit), no sign shall be erected on land or affixed to any exterior surface of a building or structure unless a development permit for this purpose has been issued by the Development Authority.

## 2. DEFINITIONS

It should be noted the definitions contain reference locators (e.g. *see Section 1*) that have been italicized for ease of reference. These references should not be interpreted as part of the definition and may be subject to change.

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

**A-BOARD** means a temporary 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. *See subsection 8(2) Temporary Signs.*

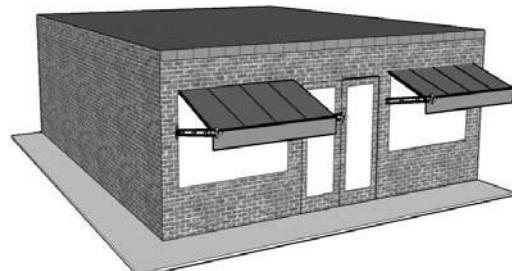


**ABANDONED SIGN** means a sign which advertises or identifies an activity, business, owner, product, lessee or service which no longer exists or a sign for which no legal owner can be found.

**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~~.

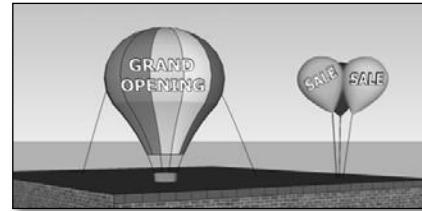


**AWNING** means an adjustable or temporary roof-like covering fitted over windows and doors and used for either shelter, advertising or decoration.



Building with two awnings over windows

**BALLOON SIGN** means any inflatable device used or employed as a sign, that is anchored to the ground or to a building or structure. *See subsection 8(2) Temporary Signs.*



**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. *See subsection 8(2) Temporary Signs.*



**BENCH SIGN** means a sign that is painted on or affixed flat to a bench.

**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. *See subsection 8(7) Billboard Signs.*

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

**CANOPY SIGN** means a sign that is mounted, painted or otherwise attached to an awning, canopy or marquee. *See subsection 8(3) Canopy Signs.*

**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.



Mechanical  
changeable copy



Electronic/digital  
changeable content

**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. *See subsection 8(2) Temporary Signs.*

**COPY CYCLE** means the number of different digital messages displayed in sequence before the sequence is repeated.

**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.



**DWELL TIME** means the length of time Changeable Content in a Copy Cycle appears.

**ELECTRONIC SIGN CONTENT** see Section 7 for SIGN CONTENT and PROJECTION STYLES.

**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. *See subsection 8(6) Fascia Signs.*

**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. *See subsection 8(5) Freestanding Signs.*

**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 provisions of the Land Use Bylaw.

**LETTERING/LOGO** means the sign content contains simple wording, lettering, logo, or graphics that are not animated, moving, or cannot be changed automatically. [moved in from Schedule 13.7.2 "Projection Styles"]

**LUMINOSITY** means ~~the measurement of brightness the amount of light leaving the light source measured in candelas per square metre or nits (1 nit = 1 candela per square metre)~~.

**MOVEMENT/MOTION** means the sign, sign content or 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. [moved in from Schedule 13.7.2 "Projection Styles"]

**MULTI-TENANT SIGN** means any type of sign that may contain sign content that advertises more than one tenant and/or business. See Section 8 below for applicable sign type: e.g. freestanding sign, billboard sign, portable sign, etc.

**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. *See subsection 8(8) Mural Signs.*

**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. See Section 7 (Sign Content, ~~Projection Styles~~, and Illumination) and Section 8 (Sign Types) for additional regulations for any and all signs containing off-premises sign content.

**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. *See subsection 8(2) Temporary Signs.*

**PORTABLE SIGN** means a sign that is not permanently affixed to a building, structure, or the ground and does not include A-Board signs as defined in this Bylaw.

**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. For the purposes of this Bylaw shingle signs are considered projecting signs. *See subsection 8(9) Projecting Signs.*

**PUBLIC TRANSPORTATION VEHICLE** means publicly owned, operated and/or funded transit and transportation facilities.

**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 Section 8 for applicable sign type requirements: e.g. freestanding sign, billboard sign, portable sign.

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

**SEQUENTIAL MESSAGES** means one advertising message that is carried over two (2) or more sequential Changeable Content displays in a Copy Cycle.

**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 subsection 8(9) Projecting Signs.*



Examples of shingle signs

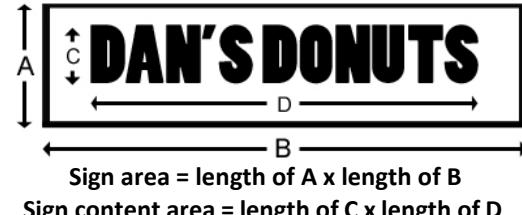
**SIGN** means a lettered board and/or other public display intended for the advertising or calling attention to any person, business, matter, message, object or event.

**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. *See figure below.*

**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, portable, etc.) used to convey sign content.

**STATIC COPY** means Changeable Content wherein the message is motionless and contains no moving, flashing, pulsating, video-image Display or other similar elements.

**TEMPORARY SIGN** means any sign permitted, designed or intended to be displayed for a short period of time (not to exceed 30 days), not including portable signs, however including balloon signs, developer marketing signs, land use classification signs, construction signs, political poster signs, window signs, banner signs, A-board signs or any other sign that is not permanently attached to a building, structure or the ground.

**TRANSITION EFFECTS** means visual effects such as fading, spinning, sliding, etc. affecting the disappearance of the departing Changeable Content and the appearance of the arriving Changeable Content in a Copy Cycle.

**TRANSITION TIME** means the length of time between the disappearance of the departing Changeable Content and the appearance of the arriving Changeable Content in a Copy Cycle.

**UNDER-CANOPY SIGN** means a sign that is suspended from or below the ceiling or roof of an awning, canopy or marquee.

**VEHICLE SIGN** means a sign attached to, painted on or installed on a vehicle other than a public transportation vehicle, handi-bus, taxi cab or school bus.

**WINDOW SIGN** means a sign painted on, attached to or installed on a window intended to be viewed from outside the premises. *See subsection 8(4) Window Signs.*

- (y) Any sign appearing on street furniture, such as benches or garbage containers, that are located on private property;
- (z) Any sign appearing on street furniture, such as benches or garbage containers, that are located on public land if an agreement to locate the street furniture has been reached with Council;
- (aa) Under-Canopy signs that are not illuminated and/or do not overhang public property and meet the regulations for under-canopy signs as per this sign schedule;
- (bb) 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:
  - i. signs cannot emit sound, use video features or be illuminated;
  - ii. signs shall be maintained in a condition that is neat and shall not be unsightly or dangerous;
  - iii. signs shall not interfere with or be confused with a traffic control device;
  - iv. signs shall not interfere with the safe and orderly movement of pedestrians or vehicles, or restrict the sight lines for pedestrians or motorists;
  - v. signs shall not exceed 1.1 m<sup>2</sup> in area, 1.2 m in height, and be self supporting;
  - vi. signs shall not be posted for more than 60 days;
  - vii. signs shall not be posted within the property boundaries of any existing Town owned land or facility or any sidewalks or road right of way adjacent to Town owned land or facilities but, may be posted on boulevards and road rights of way adjoining parks and playing fields; and
  - viii. signs shall be a minimum of 3 m from any road access and a minimum of 5 m from any intersection.

## 6. SIGN PERMIT APPLICATION REQUIREMENTS

- (a) 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 (i.e. agent) to submit a development permit application, on a completed application form.
- (b) An application for a development permit to erect, place, alter or relocate a sign shall also be accompanied by:
  - i. the name and address of:
    - a. the sign manufacturer or company, and
    - b. the lawful sign owner;
  - ii. a letter of authorization from the affected registered property and/or building owner (if the applicant is not the landowner).
- (c) The Development Authority may refuse to accept a development permit application for a sign where the information provided by subsection 6(d) below has not been supplied or where, in the opinion of the Development Authority, the quality of the material supplied is inadequate to properly evaluate the application.
- (d) 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:
  - i. the location of all existing and proposed sign(s);

- ii. the setback distance(s) from the proposed sign(s) to all existing freestanding and billboard signs;
- iii. the size, height, and area of the proposed sign(s), including any supporting structures;
- iv. details with respect to the sign content (i.e. wording/lettering, text, message, graphics, etc.);
- v. the colour and design scheme;
- vi. materials specifications;
- vii. location of the property boundaries of the parcel upon which the proposed sign(s) is to be located;
- viii. utility rights-of-way, access easements and any other related encumbrances;
- ix. location of existing building(s) on the site;
- x. the type of illumination, animation and/or changeable content, if any, and details with respect to the proposed luminosity intensity and/or interval;
- xi. If a sign is to be attached to a building, the details regarding the extent of the projection.

(e) An application to the Development Authority for a Billboard with Changeable Content shall include a description of:

- i. the type of display (e.g. Static Copy),
- ii. the minimum Dwell Time,
- iii. the Transition Time and Transition Effects,
- iv. the Copy Cycle and if there will be message sequencing,
- v. the maximum Luminance levels from dawn to dusk and from dusk to dawn and the mechanism for automatically adjusting the Luminance to Ambient Light levels, and
- vi. the mechanism to automatically cease messaging in the case of a malfunction.

## 7. SIGN CONTENT, PROJECTION STYLES AND ILLUMINATION

### 1. OFF-PREMISES SIGN CONTENT

**Off-premises sign content** means any sign content, which advertises or otherwise identifies a service, product or activity conducted, sold or offered at a location other than the parcel on which the sign is located. Off-premises sign content typically applies to freestanding or portable signs.

(a) The sign content area containing off-premises sign content (excluding billboard signs) that is visible from a roadway shall not exceed:

- i.  $2.3 \text{ m}^2$  (25 ft<sup>2</sup>) where the speed limit is no greater than 50 km per hour, and
- ii.  $4.6 \text{ m}^2$  (50 ft<sup>2</sup>) where the speed limit is greater than 50 km per hour but not greater than 70 km per hour.

*Note: For billboard signs see subsection 8(7) below.*

(b) Except for billboards, signs containing off-premises sign content shall only identify businesses or services licensed to operate in the Town of Coaldale, charitable organizations or service clubs.

(c) All signs containing off-premises sign content shall comply with all other provisions and regulations of this Bylaw and sign schedule, unless specifically exempted.

(d) A separation distance for freestanding signs containing off-premises sign content shall comply with Section 8 (Sign Types), subsection 5(e) of this Schedule.

(e) A separation distance for billboards containing off-premises sign content shall comply with Section 8 (Sign Types), subsection 5(g) of this Schedule.

## 7. SIGN CONTENT, PROJECTION STYLES AND ILLUMINATION

### 1. OFF-PREMISES SIGN CONTENT

**Off-premises sign content** means any sign content, which advertises or otherwise identifies a service, product or activity conducted, sold or offered at a location other than the parcel on which the sign is located. Off-premises sign content typically applies to freestanding or portable signs.

- (a) The sign content area containing off-premises sign content (excluding billboard signs) that is visible from a roadway shall not exceed:
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  - ii.  $4.6 \text{ m}^2$  (50 ft<sup>2</sup>) where the speed limit is greater than 50 km per hour but not greater than 70 km per hour.

*Note: For billboard signs see subsection 8(7) below.*

- (b) Except for billboards, signs containing off-premises sign content shall only identify businesses or services licensed to operate in the Town of Coaldale, charitable organizations or service clubs.
- (c) All signs containing off-premises sign content shall comply with all other provisions and regulations of this Bylaw and sign schedule, unless specifically exempted.
- (d) A separation distance for freestanding signs containing off-premises sign content shall comply with Section 8 (Sign Types), subsection 5(e) of this Schedule.
- (e) A separation distance for billboards containing off-premises sign content shall comply with Section 8 (Sign Types), subsection 5(g) of this Schedule.

### 2. PROJECTION STYLES

~~The content of any sign type (e.g. portable, 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.



Mechanical  
changeable content



Electronic/digital  
changeable content

(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.



Any change in projection style requires the submission of a new development permit application.

### 3. ILLUMINATION

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. Illuminated signs may be regulated by the Land Use Bylaw. See Section 8 of this Schedule for specific regulations pertaining to the illumination of various sign types (e.g. portable, freestanding, billboard, etc.).

## 8. SIGN TYPES

### 1. PORTABLE SIGNS

**PORTABLE SIGN** means a sign that is not permanently affixed to a building, structure, or the ground and does not include A-Board signs as defined in this Bylaw.

**1A – PORTABLE SIGN TYPE A** means a portable sign not projected by using electronic content or animation.



**1B – PORTABLE SIGN TYPE B** means a portable sign projected by using electronic content or animation.



- (a) All portable signs require a development permit except those signs exempted in Schedule 13, Section 5 (Signs Not Requiring A Permit).
- (b) Portable signs projected using animation, digital or electronic changeable copy shall be at the discretion of the Municipal Planning Commission.
- (c) Portable signs shall be allowed for the announcement of special events, sales, or circumstances where a sign is needed for short specified time periods.
- (d) A development permit for a portable sign will be valid for a period of no longer than **60 days**.
- (e) Once the permit has expired for a portable sign at a location address, application for another portable 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 portable sign is removed, whichever is the later of the two dates.
- (f) Portable 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.
- (g) The sign area of a portable sign shall not exceed  **$3.7 \text{ m}^2 (40 \text{ ft}^2)$**   **$8.9 \text{ m}^2 (96 \text{ ft}^2)$** .

## 6. FASCIA SIGNS

**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.



Coaldale examples of fascia signs

- (a) All fascia signs require a development permit except those signs exempted in Schedule 13, Section 5 (Signs Not Requiring A Permit).
- (b) The total maximum sign area permitted for fascia signs is 20 percent of the area formed by each building face or bay.
- (c) A fascia sign shall not project more than 0.3 m (1 ft.) from the face of a building.
- (d) 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.
- (e) 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.

## 7. BILLBOARD SIGNS

**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.



- (a) All billboard signs require a development permit except those signs exempted in Schedule 13, Section 5 (Signs Not Requiring A Permit).
- (b) Billboard signs shall be limited to lots immediately adjacent to Highway 3 within Town limits.
- (c) There shall be a 300 m (984 ft.) separation distance between billboard signs on the same side of the highway.
- (d) There shall be a 300 m (984 ft.) separation distance between billboard signs on opposite sides of the highway.

- (e) Where signs are adjacent to the provincial highway where speeds are 100 km/h, the minimum distance between billboards on the same side of the roadway shall be 1,000 m (3,280 ft.), unless otherwise authorized by Alberta Transportation.
- (f) The permitted maximum sign area shall be restricted to 18.6 m<sup>2</sup> (200 ft<sup>2</sup>).
- (g) Signs shall be located so as to not become a visual obstruction or other traffic hazard.
- (h) No billboard sign shall be illuminated unless the source of light is steady and suitably shielded.
- (i) Any electrical power supply to billboard signs shall be located underground.
- (j) ~~Billboard signs shall not have animation, electronic changeable copy or any moving or rotating parts.~~
- (k) A billboard sign shall not conflict with the development and land use guidelines of the surrounding streetscape or the architecture of any nearby buildings and adjacent land uses.
- (l) Billboards shall be constructed of high-quality construction materials and be maintained in a satisfactory state of repair.
- (m) The Designated Officer shall refer any billboard sign applications to Alberta Transportation for comment.
- (n) The applicant shall be responsible for obtaining any other necessary municipal, provincial or federal permits.
- (o) ~~Billboard signs shall be removed by their owner once development commences on the subject site.~~
- (p) Billboards with Changeable Content shall be compliant with the following:
  - i. Copy Display = Static Copy
  - ii. Dwell Time, minimum = 8 seconds
  - iii. Transition Time = instantaneous
  - iv. Transition Effects = none
  - v. Sequential Messages = none
- (q) For Billboards with Changeable Content, the Copy-face shall continuously and automatically adjust to Ambient Light conditions by the following (measured at 10.0m from the Copy-face):
  - i. Ambient Light level + a maximum of 6.5 lux
  - ii. To a maximum luminance of:
    - Dawn to dusk = 7500 nits
    - Dusk to dawn = 300 nits
- (r) Emergency Alert Messages may be displayed upon a Billboard with Changeable Content upon request by the Town and need not be compliant with the requirements of Section 8(7)(p).
- (s) In case of a malfunction, the Changeable Content shall be automatically frozen in one position of the Copy-face shall display a black screen.