



DRAYTON VALLEY

*'Pulling Together'*

# SIGNAGE BYLAW 2007/23/D

FIRST READING:	August 29, 2007
PUBLIC HEARING:	October 10, 2007
SECOND READING:	October 10, 2007
THIRD & FINAL READING:	October 10, 2007





**DRAYTON VALLEY**

*'Pulling Together'*

**BYLAW NO. 2007/23/D**

**BEING THE BYLAW FOR THE REGULATION OF ALL SIGNAGE WITHIN THE TOWN OF DRAYTON VALLEY.**

**WHEREAS** and pursuant to Section 7 of the *Municipal Government Act*, R.S.A. 2000, c. M-26, as amended, Council may pass bylaws for municipal purposes respecting, *inter alia*, the following matters:

- a) the safety, health and welfare of people and the protection of people and property.
- b) people, activities and things in, on or near a public place or place that is open to the public.
- c) businesses, business activities and persons engaged in business.
- d) public utilities

**AND WHEREAS** pursuant to s. 8 of the MGA Council may, in bylaw, *inter alia*:

- a) Regulate or prohibit;
- b) Provide for a system of licenses, permits or approvals, including any or all of the following:
  - i) Establishing fees for licenses, permits and approvals, including fees for licenses, permits and approvals that may be in the nature of a reasonable tax for the activity authorized or for the purpose of raising revenue;
  - ii) Establishing fees for licenses, permits and approvals that are higher for persons or businesses who do not reside or maintain a place of business in the municipality;
  - iii) Prohibiting any development, activity, industry, business or thing until a license, permit or approval has been granted;
  - iv) Providing that terms and conditions may be imposed on any license, permit or approval, the nature of the terms and conditions and who may impose them;
  - v) Setting out the conditions that must be met before a license, permit or approval is granted or renewed, the nature of the conditions and who may impose them;

- vi) Providing for the duration of licenses, permits and approvals and their suspension or cancellation for failure to comply with a term or condition or the bylaw or for any other reason specified in the bylaw.
- vii) For the enforcement of bylaws;

**AND WHEREAS** Council for the Town deems it advisable to enact this Bylaw for the above mentioned purposes;

**NOW THEREFORE**, the Council of the Town, duly assembled, hereby enacts as follows:

**1. TITLE**

This Bylaw may be cited as “The Signage Bylaw” of the Town of Drayton Valley.

**2. DEFINITIONS**

- 2.1 *Accessory building* means a building separate and subordinate to the main building, the use of which is incidental to that main building and is located on the same lot.
- 2.2 *Applicant* means an owner, agent or any person, firm, or company required to obtain or having obtained a development permit.
- 2.3 *Application* means an application for a development permit made under section 10 of the Land Use Bylaw 2007/24/D.
- 2.4 *Awning* means a roof-like shelter of canvas or other material extending over a doorway, from the top of a window, over a deck, etc., in order to provide protection, as from the sun.
- 2.5 *Awning or canopy sign* means a sign incorporated upon or in and forming part of an awning.
- 2.6 *Billboard* means a freestanding sign attached permanently and securely to the ground, engineered and maintained to the satisfaction of the Development Authority. Usually designed to hold a changeable message and generally used for off-site and commercial advertising.
- 2.7 *Building permit* means a permit authorizing construction issued under the Safety Codes Act.
- 2.8 *Canopy* means a protective roof-like covering, often of canvas, mounted on a frame over a walkway or door.

- 2.9 *Commercial* means a land use except residential, institutional or industrial.
- 2.10 *Council* means the Council of the Town of Drayton Valley.
- 2.11 *Developer* means a person, agent, firm, or company required to obtain or having obtained a development permit.
- 2.12 *Development permit* means a document authorizing development issued under this bylaw.
- 2.13 *Double fronting* means adjacent to two streets (but not lanes).
- 2.14 *Easement* means a right to use land, generally for access to other property, or as a right-of-way for a public utility.
- 2.15 *Flanking street* means a street adjacent to the side of a lot.
- 2.16 *Flanking yard* means the portion of a site extending from the side wall of the main building to a flanking street, measured at right angles to the side property boundary.
- 2.17 *Freestanding sign* means a sign anchored into the ground and not attached to a building.
- 2.18 *Front* means, in the case of a corner lot, the shorter side.
- 2.19 *Front yard* means that portion of the site extending across the full width of the lot from the front property boundary of the lot to the nearest portion of the exterior wall of the building, and shall be measured at right angles to the front property boundary. Where a lot abuts two or more streets, the narrowest frontage is deemed to be the front of the lot.
- 2.20 *Home business* means a business, trade, craft occupation, storage activity, or other commercial operation in a residential building on a scale greater than a home office.
- 2.21 *House or housing* means a place for human habitation.
- 2.22 *Lane* means a public thoroughfare shown on a registered plan which provides a secondary means of access to a lot.
- 2.23 *Lot* means an individual lot or parcel (including a condominium lot) for which a title has been issued under the Land Titles Act, or, where two or more lots are “tied” for assessment purposes, or are included in a single title, the area encompassed by the two or more lots. Where the context requires (for example when determining parking requirements), *lot* includes a condominium unit.

- 2.24 *Municipality* means the Town of Drayton Valley.
- 2.25 *Owner* means, in addition to the meanings set out in the Act, a purchaser of the fee simple estate in the land under an agreement for sale that is the subject of a caveat registered against the Certificate of Title of the land, and any assignee of the purchaser's interest that is the subject of a caveat registered against the Certificate of Title.
- 2.26 *Portable sign* means a sign which is not permanently attached to the ground or to a building, and which is capable of being moved from place to place.
- 2.27 *Projecting Sign* means a sign attached to and supported by a building and which extends at least 0.4m (16") at right angles to the building, but excludes a canopy sign.
- 2.28 *Public property* means land owned or managed by a government or municipality and used by the public for athletics, recreation and entertainment.
- 2.29 *Public use* means the use of land or a building by a government agency, school board, or regional health authority.
- 2.30 *Rear yard* means that portion of the site extending across the full width of the lot from the rear property boundary of the lot to the nearest portion of the exterior wall of the building, and shall be measured at right angles to the rear property line.
- 2.31 *Registered owner* of a property means the owner as defined in the Act.
- 2.32 *Road right-of-way* means the entire width of the designated road or lane shown on a township plan, road plan, or plan of subdivision, and not only the built travelling surface.
- 2.33 *Roof Sign* means a sign located on, against, or above the roof of a building.
- 2.34 *Setback* means the distance between the closest part of the footings of a building and the front, side, or rear property line of the lot, measured at right angles to that property line.
- 2.35 *Side yard* means that portion of the site extending from the front yard to the rear yard and lying between the side property boundary of the lot and the nearest portion of the exterior wall of the footings of the building, measured at right angles to the side property boundary. See also flanking yard.
- 2.36 *Sign* means an object or device primarily intended to advertise or call attention to any person, matter, thing, or event.

- 2.37 *Site* means one or more lots for which a single development permit is made, and may include streets, lanes, walkways, and other land on which development is proposed.
- 2.38 *Temporary sign* means a sign which will remain for a limited time, which shall be specified in the development permit.
- 2.39 *Use* means a use of land or a building as determined by the Development Authority, or on appeal by the Subdivision and Development Appeal Board.
- 2.40 *Wall or Fascia sign* means a sign secured flat on a wall so that no part extends more than 0.4m (16") from the building.
- 2.41 *Yard* means the open space between the outside footings or ground level wall of the main building on a lot, and the boundaries of that lot.

### **3. GENERAL**

All signs require a sign permit unless otherwise specified under this Bylaw.

### **4. EXEMPTIONS**

- 4.1 No sign permit is required for the following signs:
- 4.1.2 In all but residential land use districts, a sign which is posted or exhibited inside a building;
- 4.1.3 A sign posted or exhibited in or on an operating motor vehicle if the vehicle is not temporarily or permanently parked solely for the purpose of displaying the sign and where such vehicle signage is in the opinion of the Development Authority of an appropriate size and colour;
- 4.1.4 A statutory or official notice of a function or activity of the municipality or a senior government;
- 4.1.5 A traffic or directional sign authorized by the municipality;
- 4.1.6 Campaigns signs for federal, provincial, municipal, or school board elections on private or public lots for no more than thirty days, or such other time as regulated under provincial or federal legislation provided that:

- a) such signs are removed, or caused to be removed by the owner of the Lot on which the sign is situated, one day after the election date;
- b) the consent of the Lot owner or occupant is obtained;
- c) such signs do not obstruct or impair vision or traffic; and
- d) such signs are not attached to utility poles.

4.2 A temporary sign, if the temporary sign:

4.2.1 is limited to advertising a lawn sale, garage sale or other special event, or the location of real estate for the purpose of public viewing together with the name/logo of the associated realtor(s)/real estate company(ies),

4.2.2 is located on private property or is to be situated within a roadway right-of-way or public property designated for such purposes by resolution of council,

4.2.3 is not larger than  $0.55\text{m}^2$ , and

4.2.4 is removed from the Lot or roadway right-of-way (or other public property which has been designated, by resolution of Council, for such purposes) within 72 hours of it being erected on the Lot.

4.3 A sign that is posted or exhibited for sale, lease or rental of land or a building sign

4.3.1 is  $1.0\text{m}^2$  or less in area, and

4.3.2 is posted only on each side of the building or land facing a different public roadway.

4.4 A sign of a building contractor relating to construction work in progress on land on which such signs are erected, provided that

4.4.1 such signs shall be removed within fourteen days of occupancy, and

4.4.2 such signs shall be limited in size to a maximum of  $2.0\text{m}^2$  and limited in number to one sign per residential Lot under construction, and one sign for each boundary of a commercial or industrial Lot under construction which fronts onto a public street.

- 4.5 A community-oriented and/or public service-type cloth sign, authorized by the Development Authority that is proposed to cross a public roadway provided the sign is located at least 6.5metres above the public roadway.

## **5. OBTAINING A PERMIT**

- 5.1 All signs requiring a sign permit shall follow the development permit process as specified under section 10 of the Land Use Bylaw, which states as follows:

### **“10. APPLICATION FOR A DEVELOPMENT PERMIT**

- 10.1 An application for a development permit shall be made to the Development Authority in writing on the appropriate form, signed by the owner or his authorized agent, and shall be accompanied by:

10.1.1 the legal description and municipal address of the property,

10.1.2 a current copy of the land title *[to check for easements, covenants, etc]*,

10.1.3 a statement of the former, present, and proposed use of the lot and any buildings on it,

10.1.4 a site plan or plans drawn to scale and showing:

the boundaries of the lot,  
the adjacent streets and their names,  
the locations of existing and proposed buildings and roof overhangs,  
any front, rear, and side yards,  
provision for off-street loading and vehicle parking, and access and egress points to the site,  
easements and utilities, and the proposed connections to utilities,  
existing and proposed fire hydrants,  
the existing and proposed site grading and drainage,  
proposed landscaping,  
any oil or gas wells or pipelines within 100 metres,

10.1.5 the estimated commencement and completion dates of any construction,

10.1.6 in the case of a manufactured home, its CSA number or other unique identifier,

10.1.7 the estimated cost of the project or contract price,

10.1.8 permission for the Development Authority to enter the site,  
and

10.1.9 the appropriate fee.

10.2. The Development Authority may also require

10.2.1 drawings or renderings of any proposed building with  
details of the finish of the building and the landscaping of  
the lot,

10.2.2 a real property report drawn by an Alberta Land Surveyor,  
if there is any doubt as to the boundaries of the lot,

10.2.3 engineering and other reports to prove the safety and  
suitability of the site for the purpose intended, including a  
declaration that the site is free from contamination,

10.2.4 a traffic impact assessment, and

10.2.5 any other information which he deems necessary to make  
an informed decision on the proposed development.

10.3 Pursuant to section 640(5) of the Act, when an application for a  
development permit or change of land use designation has been  
refused, the Development Authority may refuse to accept another  
application on the same property and for the same or similar use of  
the land by the same or any other applicant for six months after the  
date of previous refusal, unless the circumstances have changed  
sufficiently to warrant otherwise.”

5.2 The Development Authority may, with respect to an application for a sign permit:

5.2.1 grant a sign permit subject to such conditions considered necessary  
to ensure this Bylaw is complied with, or

5.2.2 refuse the application.

5.3 A sign permit may be issued if:

5.3.1 the sign, with the exception of billboard signs, only advertises or  
draws attention to goods or services sold or provided on the Lot on  
which the sign is located, or

5.3.2 the sign is an announcement for a particular public community  
event and will be removed after the occurrence of that event; or

- 5.3.3 the sign is for the identification of a neighbourhood and is to be placed at the major entry points of the neighbourhood, or
  - 5.3.4 the sign is for the identification of a land use district contained within the geographic area shown on the sign, or
  - 5.3.5 the sign is specifically permitted by this Bylaw and complies with this Part of the Bylaw in all respects.
- 5.4 The Development Authority may, at his/her discretion, require an engineer-approved plan prior to the issuance of a sign permit in order to ensure the safe design and placement of a sign, awning or canopy.
- 5.5 Quality, aesthetic character and finishing of sign construction shall be to the satisfaction of the Development Authority.
- 5.6 No person shall erect or place a sign so that it would be, in the opinion of the Development Authority, a traffic hazard or obstruct the vision of vehicular traffic.
- 5.7 Flashing, animated or interiorly illuminated signs should not be permitted in any land use district where, in the opinion of the Development Authority, they might:
- 5.7.1 affect residents in adjacent housing or residential land use districts, or
  - 5.7.2 interfere with or obstruct a motor vehicle driver's vision or interpretation of oncoming traffic signs or traffic signal lights.
- 5.8 The area around sign structures shall be kept clean and free of overgrown vegetation and free from refuse material.
- 5.9 The Development Authority may require the removal of any sign which, in his opinion, is or has become unsightly or is in such a state of disrepair as to constitute a hazard.
- 5.10 All signs requiring a Development Permit may also require a Building Permit, and shall follow the building permit process for signage.

## **6. FREESTANDING SIGNS**

- 6.1 **In residential land use districts** the following provisions apply:
- 6.1.1 One identification freestanding sign may be allowed to identify the name of an apartment, multi-family complex, mobile home park or a subdivision, and which does not:

- a) exceed 2.0 m<sup>2</sup> in area, or
  - b) project within 0.6 metres from the Lot line, or
  - c) exceed 3.5 metres in height.
- 6.1.2 Freestanding signs identifying the name of the community, neighbourhood or subdivision shall blend in with the architecture or development theme of the surrounding area.
- 6.1.3 A neighbourhood identification sign shall not contain advertisement in any form but may contain the name or logo of the company or companies which developed the neighbourhood.
- 6.2 **In non-residential land use districts, the following shall apply:**
- 6.2.1 One freestanding sign may be allowed per Lot and where a Lot has in excess of 90 metres of frontage, and one additional freestanding sign may be erected for each additional 90 metres, or portion thereof, of street frontage abutting the development portion of the said Lot.
  - 6.2.2 Where a Lot is considered to be double fronting by the Development Authority, each frontage may have a freestanding sign provided that the signs are no closer than 90 metres apart.
  - 6.2.3 The height of a freestanding sign shall not exceed 9.1 metres above ground level, or within 2.0 metres of overhead utility lines, whichever is lower.
- 6.3 A sign that is posted or exhibited solely for the identification of the land or building on which it is displayed including signs for professional, corporate or trade nameplates identifying the occupants, if the sign:
- 6.3.1 does not exceed one square metre in area, and
  - 6.3.2 is posted only at each entrance from which access from a public roadway to the building is provided.

## **7. BILLBOARD SIGNS**

- 7.1 Billboard signs must be compatible with the general architectural lines and forms of adjacent development.
- 7.2 All billboard signs must be of high quality construction.

- 7.3 All billboard signs must be positioned so that they do not severely obstruct the horizon line when viewed from vehicular traffic traveling past them from any direction.
- 7.4 The advertisement copy may be posted, glued, painted or otherwise fastened to the billboard in order to permit periodic replacement.
- 7.5 A billboard facing, including border and trim but excluding the base, apron, supports or other structural members shall not exceed 18.5 m<sup>2</sup> in area.
- 7.6 The maximum size of a billboard referred to above applies to each facing of a billboard structure and facings may be placed back-to-back or in a V-shaped configuration.
- 7.7 A billboard sign shall not be located within 150 metres of any other billboard sign on the same side of the road.
- 7.8 A billboard sign, including any overhangs, shall be set back at least 5 metres from the property line.
- 7.9 Despite the foregoing section, a billboard bearing only community service advertising may be located within the right of way of a public road with the consent of the road authority.
- 7.10 The Development Authority shall ensure that a billboard located at the intersection of any roadway with another public roadway is setback an appropriate distance for the purpose of safe and efficient movement of traffic.
- 7.11 Billboard facings may be illuminated by a constant source of light only, and shall not be lit by a flashing, animated or intermittent light source.
- 7.12 Billboards shall be erected only on lots adjacent to Highway 22, 50 Street, and 50 Avenue.

## **8. AWNING AND CANOPY SIGNS**

- 8.1 In a residential land use district, awnings or canopies shall not be attached to or be constructed so as to be considered a part of any sign other than a house or apartment name sign.
- 8.2 Subject to the foregoing, awning or canopy signs may be permitted in all but residential land use districts.
- 8.3 An awning or canopy sign shall have a clearance of not less than 3.0 metres between the bottom of the canopy or awning and the sidewalk, walkway or ground level.

- 8.4 Where the front portion of a building extends or is allowed to extend out to the front Lot line, the canopy or awning sign shall not project more than 2.0 metres over the sidewalk, and in no case shall any support pillar or pole forming part of the awning or canopy sign project beyond the front Lot line.
- 8.5 Notwithstanding the foregoing, no canopy or awning sign shall be permitted where in the opinion of the Development Authority the canopy or awning obstructs the free movement or access to pedestrians or vehicles, or repairs to overhead utility lines.

## **9. PROJECTING SIGNS**

- 9.1 In Commercial districts:
- 9.1.1 On any building located less than 6.0 metres from the property line, not more than one projecting sign, 2.3 m<sup>2</sup> or less in area, shall be erected; and
- 9.1.2 No part of the sign shall extend more than 2.0 metres above the parapet of the building, extend more than 2.0 metres from the face of the building, or be less than 3.0 metres above the ground or sidewalk.
- 9.2 In Industrial districts, projecting signs shall be erected so that:
- 9.2.1 No part of the sign is less than 3.0 metres above the ground or sidewalk;
- 9.2.2 No part of the sign projects more than 2.5 metres over public property, or come within 0.6 metres of the curb or edge of a roadway;
- 9.2.3 No part of the sign projects more than 1.0 metres above the top of the vertical face of the wall to which it is attached;
- 9.2.4 The space between the sign and supporting wall no more than 0.6 metres;
- 9.2.5 No more than one projecting sign is permitted for each business frontage;
- 9.2.6 The permitted area of the sign is related to the amount of projection from the face of the building, as follows:

	Amount of Projection	Maximum Area of Sign
	2.5 m	2.3 m <sup>2</sup>
	1.8 m	3.2 m <sup>2</sup>
	1.2 m	5.6 m <sup>2</sup>
	1.0 m or less	7.0 m <sup>2</sup>
9.2.7	The area of the sign shall be computed exclusive of supports and structural members provided that such supports and structural members are free of advertising and are so constructed that they do not form part of the advertisement; and	
9.2.8	Supports shall not be provided by an A-frame.	

## **10. ROOF SIGNS**

- 10.1 Roof signs may be allowed in all land use districts except residential land use districts.
- 10.2 No more than one roof sign is permitted for each business frontage
- 10.3 No portion of a sign shall overhang the roof on which it is located.
- 10.4 No supporting structures shall be visible to the public unless finished in an aesthetically pleasing manner at the discretion of the Development Authority.

## **11. WALL AND FASCIA SIGNS**

- 11.1 In residential districts, one non-illuminated fascia sign or nameplate may be used to identify a home business, and this sign shall be no greater than 0.275 m<sup>2</sup> (3 square feet) in area.
- 11.2 Wall and fascia signs for commercial and industrial buildings which contain more than one occupant business shall be permitted one fascia sign to indicate the name and nature of the occupancy for each individual commercial or industrial unit within the development. Additionally:
  - 11.2.1.1 The sign shall not exceed a height of 1.5 metres and a horizontal dimension greater than the length of the bay which the proprietor's sign identifies. In no case shall the fascia sign exceed 30% of area of the building face or bay which the sign identifies.

- 11.2.1.2 Fascia and wall signs for a commercial or industrial building containing more than one bay shall maintain the same character and size throughout the building face and from bay to bay.
- 11.3 A wall sign for a single-unit development (one business only) in a commercial or industrial land use district shall not exceed an area of more than 45% of the wall to which it is attached.
- 11.4 Notwithstanding the foregoing section, developments which are considered by the Development Authority to be double fronting may apply for a fascia sign permit for the second fronting building face.
- 11.5 Notwithstanding the foregoing sections, for developments containing more than two storeys, fascia signs shall only be permitted on the building face below the third storey offices and bays.
- 11.6 A wall sign shall not extend beyond the limits of the wall to which it is attached.
- 11.7 Notwithstanding the foregoing, a mural which does not advertise any business may encompass 100% of the wall to which it is painted.
- 11.8 Any identification wall signs with non-illuminated letters up to but not exceeding 0.7 metres in height, nor 0.4 m<sup>2</sup> in area, are not restricted and may be permitted in addition to regulated signs.

## **12. TEMPORARY SIGNS**

- 12.1 The proposed location of any temporary sign shall be reviewed by the municipal Bylaw Enforcement Officer and no permit shall be issued without his consent.
- 12.2 Temporary signs may be allowed in all land use districts provided the following requirements and provisions are adhered to:
  - 12.2.1 No temporary sign shall be located within sight triangles, or so that it causes a traffic hazard, or conflicts with parking, loading, or walkway areas, or
  - 12.2.2 No temporary sign shall be located within roadway rights-of-way or on public property, except where such roadway rights-of-way or other public property has been designated for such purposes by resolution of Council, or
  - 12.2.3 No temporary sign shall have a flashing device, animator or flashing beacon attached to or operating in connection with it.

- 12.3 A development permit is required for inflatable signs and may be issued subject to the requirements and provisions of this Bylaw and, in addition, according to the following:
- 12.3.1 such signs shall be affixed securely;
  - 12.3.2 such signs shall be a minimum of 10 metres from utility lines and road rights-of-way;
  - 12.3.3 the size, height and siting of such signs shall be at the discretion of the Development Authority in accordance with this Bylaw.

### **13. PORTABLE SIGNS**

- 13.1 The proposed location of a portable sign shall be reviewed by the municipal bylaw enforcement officer and no permit shall be issued without his consent.
- 13.2 Portable signs are not allowed in residential districts, but are discretionary within all other land use districts.
- 13.3 No more than one portable sign may be placed on a lot for each 100 metres of frontage.
- 13.4 Portable signs shall be located at least 3 metres back from the curb line, and in locations where they do not obstruct visibility for passing vehicles.

### **14. REAL ESTATE DEVELOPMENT SIGNS**

A real estate development sign is a sign at the entrance of an area under development, which advertises the locations, prices, land use classes, and other features of the lots offered for sale, which may be approved subject to the following conditions:

Maximum sign area:	25 square metres
Maximum height:	7.5 metres
Minimum setback from curb line:	1.5 metres, plus 0.5 metres for every square metres of sign area
Minimum setback from side and rear lot lines:	6 metres
Minimum distance from any other freestanding sign:	30 metres
Illumination:	the sign shall not be lit internally or externally between 10:00 pm and dawn
Life or permit:	three years, renewable

**15. BANNER SIGNS**

Location: A banner sign shall be permitted only as a fascia sign.  
Life of permit: Sixty days, renewable

This Bylaw shall have force and come into effect from and after the date of third reading thereof.

READ A FIRST TIME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2007, A. D.

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
TOWN MANAGER

PUBLIC HEARING HELD THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2007, A.D.

READ A SECOND TIME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2007, A. D.

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
TOWN MANAGER

READ A THIRD AND FINAL TIME THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2007, A. D.

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
TOWN MANAGER