

PART 11 – SIGNS

11.1 PURPOSE

- (1) The purpose of this Chapter is to regulate the development and display of signage within the Town of Thorsby. This Chapter provides signage development standards related to:
 - (a) Location.
 - (b) Type.
 - (c) Quantity.
 - (d) Height.
 - (e) Size.

11.2 DEFINITIONS

- (1) For the purpose of this Part the following definitions shall apply, in addition to those contained in Section 2.2:
 - (a) “A-Frame Sign” means a temporary, movable, self-supporting A-shaped sign consisting of two flat surfaces joined at the upper end and resting on the ground
 - (b) “Awning Sign” means a non-illuminated sign painted on the fabric surface supported by an exterior wall of a building
 - (c) “Billboard” means a structure, primarily self-supporting, which is used for the display of general advertising, the subject matter of which is not necessarily related to the use or ownership of the property on which the structure is located
 - (d) “Building Face” means the total area of the wall of a building
 - (e) “Copy” means the text, illustrations and symbols that make up the message on a sign
 - (f) “Freestanding Sign” means a sign on a standard or column permanently attached to the ground and which is not connected in any way to any building or other structure
 - (g) “Identification Sign” any sign which is used to display the address, and name of a building or parcel of land
 - (h) “Illuminated Sign” means any sign illuminated either directly from a source of light incorporated in or connected with the sign, or indirectly from an artificial source
 - (i) “Portable Sign” means a sign, excluding A-board and temporary signs that can be carried or transported from one site to another
 - (j) “Projecting Sign” means a sign, which is attached to a building or structure so that part of the sign projects beyond the face of the building or structure
 - (k) “Real-Estate Sign” means any temporary sign which advertises for the sale, lease, or rent of a building or parcel of land
 - (l) “Roof Sign” means any sign placed on or over a roof

- (m) "Rotating Sign" means any sign or part of a sign which moves in a clockwise or counter-clockwise motion
- (n) "Sign" means any word, letter, model, picture, symbol, device or representation used as, or which is in the nature of, wholly or in part, an advertisement, announcement or direction. Any structure, or portion thereof, which is used primarily to carry, hold, maintain, support or sustain a sign is construed as being part of the sign, and except as provided for in this Bylaw, is subject to all regulations governing signs.
- (o) "Sign Area" means the total surface area within the outer periphery of the said sign, and in the case of a sign comprised of individual letters or symbols, shall be calculated as the area of a rectangle enclosing the letters or symbols. Frames and structural members not bearing advertising matter shall not be included in computation of surface area.
- (p) "Sign Height" means the vertical distance measured from natural grade at the base of the sign to the highest point of such sign.
- (q) "Temporary Sign" means a sign or banner that is not permanently installed or affixed, advertising a product, activity or event on a limited time basis and does not include a portable sign.
- (r) "Third Party Sign" typically associated with a "Billboard Sign" means a sign, which directs attention to a business, commodity, service, or entertainment conducted, sold or offered at a location other than the premise on which the sign is located
- (s) "Vehicle Sign" means a sign mounted, posted or otherwise adhered on or to a motor vehicle, including but not limited to trailers, wagons, tractors, and recreational vehicles
- (t) "Wall Sign" means a sign placed flat and parallel to the face of the building so that no part projects more than one foot from the building
- (u) "Window Sign" means a sign which is painted on or affixed to a window and faces towards an adjacent sidewalk or roadway

11.3 SIGNS

- (1) Sign Permit Required:
 - (a) Except as stated in Section 11.3(2), no sign shall be erected or altered on land or affixed to any exterior surface of a building or structure unless a sign permit for this purpose has been issued by the Development Authority
 - (b) Unless otherwise specified in this Bylaw a permit is required for the following signs:
 - (i) Free standing sign
 - (ii) Wall sign
 - (iii) Canopy sign
 - (iv) Rotating sign
 - (v) Projecting sign
 - (vi) Roof sign
 - (vii) Billboard sign

(viii) Portable sign

(2) Sign Permit Not Required:

- (a) Unless otherwise specified in this Bylaw no sign permit is required for the following signs:
- (i) Signs posted or displayed within the interior space of a building
 - (ii) Signs posted or displayed in or on an operating motor vehicle if the vehicle is not temporarily or permanently parked solely for the purpose of displaying the sign
 - (iii) A statutory or official notice of a function of the Town
 - (iv) Signs posted by a municipal, provincial, or federal government agency
 - (v) Traffic and directional signs authorized by the Town and/or Alberta Provincial Authorities
 - (vi) The erection of campaign signs for federal, provincial, municipal, or school board elections on private properties for no more than thirty (30) days, or such other time as regulated under provincial or federal legislation provided that
 - (1) Such signs are removed within ten (10) days of the election date
 - (2) The consent of the property owner or occupant is obtained
 - (3) Such signs do not obstruct or impair vision or traffic
 - (4) Such signs are not attached to utility poles
 - (5) Such signs indicate the name and address of the sponsor and the person responsible for removal
 - (vii) A non-illuminated sign that is posted or exhibited solely for the identification of the address or name of the land or building on which it is displayed including signs identifying the occupants, if the sign:
 - (1) Does not exceed 1.0 m² in area, and
 - (2) Is posted only at each entrance from which access from a public roadway to the building is provided
 - (3) Does not advertise for a home-based business or bed and breakfast establishment
 - (viii) A non-illuminated sign that is posted or exhibited for sale, lease or rentals of land or a building if the sign:
 - (1) Is 3.0 m² or less in area
 - (2) Is posted only on each side of the building or land facing a different public roadway
 - (ix) Window Sign
 - (x) An A-Frame sign:
 - (1) Provided it is advertising for goods or services which are located for sale or offered on the same lot or on a sidewalk adjacent to the same lot
 - (2) Does not obstruct vehicular or pedestrian traffic
 - (xi) A non-illuminated sign of a building contractor relating to construction work in progress on the land on which such signs are erected, provided that:
 - (1) Such signs are removed within fourteen (14) days of occupancy, and

- (2) Such sign are limited in size to a maximum of 3.0 m², and in number to one sign for each boundary of the property under construction which fronts onto a public street.

11.4 SIGNS PERMIT SUBMISSION

- (1) An application for a Development Permit to structurally alter or erect a Sign that requires a Development Permit shall be made to the Development Authority and shall include the following:
 - (a) A letter of consent from the registered owner of the land or building upon which the sign will be located.
 - (b) A letter outlining the contact information of the owner of the Sign.
 - (c) The location of all existing and proposed Signs on the building façade or on a site plan of the parcel indicating the front and side property lines, setbacks and distances from existing buildings.
 - (d) Two copies of a rendering / illustration of the proposed Sign with dimensions and total Sign Area, height of top and bottom of the Sign above average ground level and thickness of the Sign.
 - (e) Materials, finishes, colours, size of lettering and graphics.
 - (f) Mounting or installation details: the Development Authority may require that a structural drawing be prepared and sealed by a Professional Engineer.
 - (g) Mounting height or clearance to grade.
 - (h) The appropriate fee.

11.5 PROHIBITED LOCATION

- (1) No part of any sign, including any accessory components, shall be located on any roadway, boulevard, or sidewalk. Only 'A-Frame' type signs may be permitted on a sidewalk abutting a business but must first receive the written consent of the Development Authority.
- (2) No part of any sign, including any accessory components, shall be located on any land owned by the Development Authority without a council motion granting use of the land prior to the Development Authority issuing a Development Permit.

11.6 SIGN DEVELOPMENT STANDARDS

- (1) Unless provided elsewhere in this Bylaw, signs shall be erected in accordance with the standards specified in Table 11.6.1.

Table 11.6.1 – Sign Development Standards

Type of Sign	Land Use Designation and Development Standards											
	PS			R1, R2, R3, MHS			C1			C2, M		
	#	H	SA	#	H	SA	#	H	SA	#	H	SA
Freestanding Sign	1	4.0 m	3.0 m ²	1	1.5 m	1.5 m ²	1	10m	10 m ²	1	10 m	12 m ²
Wall Sign	1	N/A	3.0 m ²	1	N/A	1.0 m ²	1 [^]	N/A	20 m ²	1 [^]	N/A	24 m ²
A-Frame Sign	1*	1.0 m	0.7 m ²	Not Permitted			1*	1.0 m	0.7 m ²	1*	1.0 m	0.7 m ²
Temporary Sign	1	4.0 m	3.0 m ²	Not Permitted			1	6.0 m	9.0 m ²	1	6.0 m	9.0 m ²
Canopy Sign	1*	2.5 m ^{**}	1.5 m ²	Not Permitted			1*	2.5 m ^{**}	1.5 m ²	1*	2.5 m ^{**}	1.5 m ²
Rotating Sign	Not permitted			Not Permitted			1	10 m	10 m ²	1	12 m	15 m ²
Projecting Sign	Not permitted			Not Permitted			1	2.5 m ^{**}	1.5 m ²	1	2.5 m ^{**}	1.5 m ²
Roof Sign	Not Permitted			Not Permitted			1	7.5 m	10 m ²	1	10 m	15 m ²
Billboard Sign	Not Permitted			Not Permitted			1	10 m	10 m ²	1	9.5 m	12 m ²
Portable Sign	Not Permitted			Not Permitted			1	2.5 m	3.0m ²	1	2.5 m	3.0 m ²
<p>Key</p> <p># = Refers to the maximum Number of Signs permitted per lot</p> <p>H = Refers to the maximum Sign Height permitted</p> <p>SA = Refers to the maximum Sign Area permitted</p> <p>[^] = Refers to the maximum number of permitted signs per each side of a building facade</p> <p>* = Refers to the maximum number of permitted signs per business on a lot</p> <p>** = Refers to the minimum vertical clearance from grade or, if applicable, a sidewalk to the bottom of the sign</p>												

- (2) In addition to the standards specified in Table 3, the following regulations will also apply:
- (a) Awning/Canopy Sign
 - (i) No portion of the canopy/awning shall be closer than 600 mm to a vertical line drawn from the adjacent curb.
 - (b) Billboard Sign
 - (i) Where a billboard shares a lot with a building, no billboard shall be located in the front or side yard which runs parallel to an adjacent roadway.
 - (ii) Billboards shall be spaced at a distance of 90 metres from one another.
 - (iii) Where a portable sign is serving as a billboard it shall be spaced 45 metres from other portable or permanent signs serving as billboards.
 - (c) Freestanding Signs
 - (i) No freestanding sign shall be located within 10 m of the intersection of lanes/streets, or a street or lane.
 - (ii) For any lot located in the C2 or M designations, one Freestanding Sign shall be permitted for every 90 metres of frontage.
 - (iii) Illuminated Freestanding Signs shall be permitted only in C1, C2 and M designations.
 - (iv) Copy is permitted on both sides of Freestanding Signs, including signs angled up to 90 degrees, therefore allowing the Sign Area to be double the permitted Sign Area.
 - (v) Freestanding Signs shall not be located closer than 1.0 m to any front, rear, or side property line.
 - (vi) In accordance with Alberta Transportation's setback requirements where abutting a highway.
 - (d) Wall Signs
 - (i) Wall signs shall be restricted to the first storey of the building in the R1, R2, R3, MHP, MHS, RCE, PS zone designations.
 - (ii) Wall signs shall not project more than 0.4 m horizontally from the Building Face to which it is attached.
 - (iii) Illuminated Wall Signs shall be permitted only in C1, C2, and M designations.
 - (e) Portable Signs
 - (i) Copy is permitted on both sides of Projecting Signs, therefore allowing the Sign Area to be double the permitted Sign Area.
 - (ii) Maximum one (1) Portable Sign shall be displayed per lot.
 - (iii) Portable Signs shall not be located within a required off street parking space or a driveway.

- (f) Projecting Signs
 - (i) Copy is permitted on both sides of Projecting Signs, therefore allowing the Sign Area to be double the permitted Sign Area.
 - (ii) The height of a Projecting Sign shall refer to the minimum vertical clearance from grade or, if applicable, a sidewalk, and shall be a minimum of 2.5m.

- (g) Temporary Signs
 - (i) Large Temporary Signs relating to the sale or renting of land, the sale of goods or livestock, the carrying out of building or similar work, or announcement of any local event must obtain a development permit and meet the following conditions:
 - (1) Maximum two (2) Temporary Signs not exceeding a total Sign Area of 9.0 m²;
 - (2) Copy is permitted on both sides of the Temporary Sign, including signs angled up to 90 degrees, therefore allowing Sign Area to be double the permitted Sign Area;
 - (3) The maximum Sign Height shall not exceed 6.0 m;
 - (4) The Temporary Sign shall be removed by the advertiser within fifteen (15) days of the completion of the event, sale, or works to which such signs relate.

- (h) Signage for a Bed and Breakfast
 - (i) Each Bed and Breakfast homestay shall provide one (1) on-site Freestanding Sign for the purpose of identification and shall be regulated in accordance with the following requirements:
 - (1) The sign shall be located within the front yard and must be visible from a public road;
 - (2) The sign be attached to either existing fencing or on independent posts to the satisfaction of the Development Authority;
 - (3) The sign shall be constructed using high density plywood or solid wood and shall be finished with high density reflective finish or equivalent, with dye cut lettering or silk screen lettering.

11.7 ADDITIONAL SIGN REGULATIONS

- (1) All signs requiring a sign permit shall follow the development permit process as specified under Section 4.1 of this Bylaw.
- (2) Council may require the removal of any sign, which is in its opinion, has become unsightly, or is in such a state of disrepair as to constitute a hazard.
- (3) Quality, aesthetic character and finishing of sign construction shall be to the satisfaction of the Development Authority.

- (4) Where, in the opinion of the Development Authority, a proposed sign in a Commercial or Industrial District might be objectionable to a resident in any adjacent residential district, the Development Authority may impose such other regulations as they feel would protect the interests of residents.
- (5) Flashing, animated or interiorly illuminated signs shall not be permitted in any district where in the opinion of the Development Authority they might:
 - (a) Affect residents in adjacent housing, or residential districts;
 - (b) Interfere with or obstruct a motor vehicle driver's vision or interpretation of oncoming traffic signs or traffic signal lights.
- (6) Notwithstanding Subsection (5), no person shall exhibit or place an illuminated sign that permits or provides for:
 - (a) A current interrupting or flashing device, unless there is a continuous source of concealed illumination on the translucent portions of the sign;
 - (b) A flashing beacon of a type that is the same or similar to those used by emergency vehicles;
 - (c) A flashing device, animator or revolving beacon within 50.0 m of the intersection of two or more public roadways;
 - (d) A device described in 11.7(5) that would be directly visible from any residential building within a distance of 50.0 m of the sign.
- (7) No person shall erect or place a sign so that it would be considered, in the opinion of the Development Authority, to be a traffic hazard or an obstruction to the vision of persons driving motor vehicles.
 - (a) Billboard signs and electronic signs which are visible from Highway 778, but located outside of the Highway Right-Of-Way, may be circulated to Alberta Transportation at the discretion of the Development Authority.
- (8) Notwithstanding section 11.7(7) no the Development Authority may not approve any signs located within an Alberta Transportation Highway Right-Of-Way without written approval from Alberta Transportation.
- (9) The area around sign structures shall be kept clean and free of overgrown vegetation, and free from refuse material.
- (10) The Development Authority may at their discretion require an engineer-approved plan prior to the issuance of a sign permit in order to ensure the safety of a sign, awning or canopy design and placement.
- (11) Notwithstanding Section 4.1 of this Bylaw, the Development Authority may, with respect to an application for a sign permit,

- (a) Grant a sign permit to an applicant subject to such conditions considered necessary to ensure this Bylaw is complied with;
- (b) Refuse the application.