

## **Section 10 Signage Standards and Regulations**

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## **10.1 Introduction**

Signs are a highly visible component of building design and the overall appearance of a site. They are important for the identification of all buildings and developments in Canmore and also serve an advertising role for every business in Town.

The design, size and location of signs can create a powerful image of Canmore for both residents and visitors. The Town regulates signage to establish a level playing field for all businesses by establishing standards that attempt to balance the visibility of signage with an attractive appearance of the community.

The overall intent of these regulations is to assist in making a positive contribution to Canmore's physical appearance in keeping with its spectacular mountain setting.

## **10.2 Design Objectives**

The overall design objective is to develop a set of regulations for the design, placement and size of building signage in Canmore advocating a scale and look that reflects the mountain environment and the Town's history. Signs are a Discretionary rather than a Permitted Use in all Land Use Districts. Therefore, only signs which meet these Design Objectives will be approved by the Town.

Design Objectives and Regulations include:

- a. developing appropriate, visually interesting, well detailed signs
- b. ensuring that all building signs are integrated with building design and reflect and are responsive to the natural surroundings
- c. regulating signs so that they perform only the most essential tasks of clearly identifying the name and general nature of the business. Normally, this would include only the name and/or logo of the business, plus such descriptors as "delicatessen", "clothing and accessories" or "outdoor sports rentals"
- d. arriving at a maximum allowable signage size for all signs
- e. professional design and construction of signs in durable materials

### **10.2.1 Architectural Compatibility**

The design of all signage must take into account the design and finishing materials of the buildings. All signage, whether mounted on a building or freestanding, must be designed and finished in a manner which contributes to the aesthetics of the building, site and district.

Compatibility does not require the colours or materials of the building to be replicated in the signage, but these must be taken into consideration, and signage is to be part of the comprehensive design of a building and site.

### **10.2.2 Materials and Colours**

In order to meet the Design Objectives described in section 10.2 all signs should be designed with colours and materials that will balance visibility with visual enhancement of the site and district. The following ranges of colours and materials will normally be acceptable.

#### 10.2.2.1 Materials

Painted or stained wood, painted or nonferrous metal and, where appropriate, rusted or weathered steel. The Development Authority may consider other materials if the applicant can demonstrate their suitability to meet the intent of the Design Objectives.

#### 10.2.2.2 Colours

Background colours shall be dark tones with lettering and logos using contrasting colours. Colours shall match or complement where possible those in use on the building facade. The Development Authority may consider other colours if the applicant can demonstrate their suitability to meet the intent of the Design Objectives.

#### 10.2.3 Sign Layout

Lettering shall not extend to the edge of the sign and must include a substantial bordering element on the sign face to avoid a feeling of “crowding” on the sign face.

### 10.3 General Signage Regulations

The following regulations apply to all signs. Where district-specific regulations are included, the district regulations shall prevail.

- a. Information such as specific brand names, descriptions of products sold, telephone numbers, website addresses and e-mail addresses are not considered to be among the “essential tasks” signage is intended to perform and are therefore not allowed on signs.
- b. An approved business in a commercial or industrial area is permitted a maximum of two signs per business frontage. The two signs cannot be the same type, but must be a combination of two of the building signage types, unless otherwise specified in the specific signage regulations. Where a business is permitted a chalkboard sign this sign may be in addition to the two permitted signs.
- c. Multi-family residential sites and developments within special districts are permitted to have a maximum of one sign per lot.
- d. A maximum of one externally illuminated sign per business frontage is allowed. Such signs must be illuminated from above with a downward-pointing light fixture.

## 10.4 Permanent Signage in Non-Residential Districts

### 10.4.1 Window Signs

Window signs are directed to pedestrians and are not intended and should not be designed to be viewed from moving vehicles.

- a. Dimensions and Locations
  - i. The top or bottom 10% of the window may be used for window signage
  - ii. Temporary (maximum of 7 days) paper "event" poster up to 0.5m<sup>2</sup> in size may be placed without a permit



- b. Quantity

One sign per window. For the purpose of total number of signs per business frontage, window signs may be interpreted as one sign

- c. Colours and Materials
  - i. Window signs that must be viewed through the glass are permitted to use a wide range of colours in order to achieve an easily visible sign. However, the design and finishing materials of the building must be considered in the selection of colours
  - ii. Vinyl or painted lettering placed directly onto the window surface is preferred

## 10.4.2 Flush-Mounted Signs

10.4.2.1 Signs shall be placed in an approved sign-board area. Alternative locations may be considered if the Development Authority is satisfied that the alternative location meets the Design Objectives of these regulations.

10.4.2.2 Letter Size

- a. For the first letter of a word, the maximum height is 0.3m
- b. Additional letters - the maximum height is 0.2m. For words written in "ALLCAPS", the maximum letter height is 0.2m

10.4.2.3 Dimensions and Locations

- a. Main floor: Maximum area is 1.8m<sup>2</sup>. However, for storefronts exceeding 9.0m in width, an additional 0.1m<sup>2</sup> sign area shall be permitted per 1.5m of width to a maximum of 7.5m<sup>2</sup>.
- b. Second floor: Flush-mounted signs are allowed only in the Town Centre and Gateway Districts where the façade of the building has been specifically designed to accommodate a second floor flush-mounted sign. The maximum area permitted is 0.5m<sup>2</sup>.
- c. Signs shall not project more than 0.15m from the wall.

10.4.2.4 Quantity

No more than one flush-mounted sign per business frontage except where flush-mounted signs are allowed for on the second floor.

10.4.2.5 District Specific Regulations: Bow Valley Trail and Industrial Districts

- a. The maximum letter size for all letters is 0.4m
- b. The maximum size of a flush-mounted sign is 1.8m<sup>2</sup> except where:
  - i. Storefronts up to 9.0m in width. If the applicable sign area has been approved as part of the façade of the original building, the maximum area of a flush-mounted sign may be up to 3.0m<sup>2</sup> where the Development Authority is satisfied that the larger size meets the Design Objectives of these regulations.
  - ii. Storefronts more than 9.0m in width. If the applicable sign area has been approved as part of the façade of the original building, the maximum size of a sign shall be calculated as 3.0m<sup>2</sup> plus 0.1m<sup>2</sup> per 1.5m of storefront width over 9.0m. The maximum sign area may not exceed the size of sign area designed into the façade.



**10.4.3 Freestanding Signs**

10.4.3.1 Dimension and Location

- a. Freestanding signs are not to exceed 3.0m in height
- b. Freestanding signs shall be approved in the Town Centre or Gateway Districts only where the building is setback from the sidewalk by a minimum of 5.0m or unless the sign is less than 0.4m<sup>2</sup> in area
- c. Maximum area for a freestanding sign shall be 2.0m<sup>2</sup>
- d. The minimum setback for the base of the sign from property line is 2.0m
- e. A freestanding sign shall not project within 0.6m of a property line
- f. A “V shaped” (double-sided) sign may be determined to be a single sign, if in the opinion of the Development Authority the impact of the sign is similar to a one single-sided sign



10.4.3.2 Quantity

No more than one freestanding sign is permitted per lot. For the purpose of determining the total number of signs on a site, “monument signs” shall be considered a freestanding sign.

10.4.3.3 Landscaping

There shall be a minimum 2.0m wide landscaped area around all sides of the sign base to the satisfaction of the Development Authority. A landscape plan detailing this must be included with an application for a freestanding sign.

10.4.3.4 Changeable Copy

The area designated for changeable copy signs on freestanding signs is restricted to 20% of the total area of the sign.

10.4.3.5 District Specific Regulations: Bow Valley Trail and Industrial Districts

- a. Freestanding signs shall not exceed the height of the principal building
- b. Primary freestanding signs shall have a maximum height of 4.27m and a maximum sign

- area of 6.0m<sup>2</sup>
- c. The common measuring point for freestanding signs may be determined by using either the road crown elevation of the adjacent road or the height of the ground at the sign base, whichever is higher
  - d. One freestanding sign is permitted per site. Exceptions to this regulation may be made by the Development Authority under the following circumstances:
    - i. A development permit may be approved for additional freestanding signs in instances where two or more businesses are located in a single building or within attached buildings or within a cluster of buildings sharing a common vehicular entrance and exit to a public street
    - ii. A development permit may be approved for a second primary freestanding sign on properties that have frontages on two parallel roads (e.g. Mountain Avenue and Bow Valley Trail)
  - e. A second free standing sign on a site shall not exceed 3.0m in height and shall have a maximum sign area of 3.0m<sup>2</sup>
  - f. Decorative elements, such as roofs or similar appurtenances, may be above the sign area of the sign, but in no circumstances shall the sign height exceed 5.0m for a primary sign or 4.0m for a second sign

**10.4.4 Monument Signs**

A monument sign is a specific type of “freestanding sign” that is primarily used to indicate the name and/or address of a development or subdivision. Monument signs may also be used to advertise the name of a business where the business occupies the majority of the building (e.g. a hotel).



**10.4.4.1 Dimension and Location**

Monument signs are not to exceed a height of 2.0m. Maximum sign area for a monument sign shall be 2.0m<sup>2</sup>. A monument sign shall not project within 2.0m of a property line.

**10.4.4.2 Quantity**

No more than one monument sign is permitted per lot. For the purpose of determining the total number of signs on a site, “monument signs” shall be considered a “freestanding sign”.



**10.4.4.3 Landscaping**

There shall be a minimum 2.0m wide landscaped area around all sides of the sign base, to the satisfaction of the Development Authority. A landscape plan detailing this must be included with an application for a monument sign. For signs 1.0m in height or less, no landscaping is required around the base of the sign.

**10.4.4.4 Town Centre and Gateway Districts**

Monument signs are not permitted unless the building is setback from the sidewalk by a minimum of 5.0m or unless the sign is less than 0.4m<sup>2</sup> in area and does not exceed 1.0m in height.

**10.4.4.5 Bow Valley Trail District and Industrial Districts**

- a. Monument signs are not to exceed a height of 3.0m
- b. Maximum sign area for a monument sign shall be 6.0m<sup>2</sup>
- c. In the Bow Valley Trail area, a second monument sign may be permitted on developments that have double parallel road frontage, provided that there shall be a maximum of two freestanding or monument signs, or a combination thereof
- d. The common measuring point for monument signs may be determined by using either the road crown elevation of the adjacent road or the height of the ground at the sign base whichever is higher



### 10.4.5 Hanging or Projecting Signs

Hanging signs are generally only permitted above private sidewalks and pedestrian areas on private land. Signs may not project over or hang above Town streets and sidewalks unless an Encroachment Agreement for a structural awning has been previously entered into with the Town.

#### 10.4.5.1 Dimensions and Locations

- a. Maximum area of the sign face is 0.5m<sup>2</sup>. The bottom of the sign must be a minimum of 2.4m above grade, and a sign cannot extend above the eave line or parapet
- b. Hanging signs shall be hung at the main floor level and are either placed at right angles to the building or parallel with the facade or hung from a projecting roof
- c. A hanging sign may be allowed on a second floor level for a business on the second floor provided that the development authority is satisfied that the signage is oriented to pedestrian traffic.

#### 10.4.5.2 Quantity

Only one hanging or projecting sign per business is permitted.



### 10.4.6 Murals

As with all other sign types, murals are “discretionary” and shall only be approved on those wall expanses or ground areas approved by the Development Authority specifically for this purpose.



As described in the Community Architectural and Urban Design Standards, the following criteria should be considered by applicants for a mural sign:

- a. Visibility to pedestrians and/or motorists
- b. Proximity to high pedestrian activity areas (e.g. active retail areas), transit stops, places of public gathering, public open spaces and recognized pedestrian routes
- c. Opportunities to expand on existing or future public artworks as part of an existing or proposed multi-artwork concept
- d. Places of special heritage or community significance
- e. Appropriate scale (size) of work for the setting

Development applications to the Town must include a detailed outline of the graphic as well as the proposed colours. Preferred themes are those relating to Canmore’s development as a Town and the natural and cultural heritage. There shall be no product advertising in murals unless the advertisement is considered to be historic in content. Historic advertisements should be maintained and preserved.

When the Town receives a development permit application for a mural sign, the Development Authority may refer the application to the Canmore Community Public Art Committee in accordance with the provisions of Section 1, Administration.

### 10.4.7 Individual Letter Signs

#### 10.4.7.1 Dimensions and Location

The maximum area of an individual letter sign shall be no greater than 1.8m<sup>2</sup>, where the area is measured by drawing a box around the entire sign.

#### 10.4.7.2 Quantity

No more than one individual letter sign per business frontage.

#### 10.4.7.3 Town Centre and Gateway

- a. Letter Sizes: for the first letter of a word, the maximum height is 0.3m
- b. Additional letters - the maximum height is 0.2m. For words written in "ALLCAPS", the maximum letter height is 0.2m
- c. Individual letter signs are permitted on the first floor only
- d. Individual letter signs may be allowed on the fronts of awnings or canopies attached to the first floor where the primary purpose of the canopy is to protect patrons on private property from the elements

#### 10.4.7.4 Bow Valley Trail and Industrial Districts

- a. The maximum sign width is 3.7m
- b. The maximum size for all letters within the sign shall be 0.4m



### 10.4.8 Chalkboard Signs

Chalkboard signs are permitted only in the Town Centre and Gateway Districts and are to be oriented to pedestrians.

#### 10.4.8.1 Design and Size

Maximum total area of the chalkboard is 0.5m<sup>2</sup>. The maximum total sign area including chalkboard is 0.7m<sup>2</sup>.

10.4.8.2 Chalkboard signs shall be flush-mounted near the entrance of the business either mounted on a wall or fence or may be a “freestanding” sign adjacent to a pedestrian walkway and must be entirely within the boundaries of the property of the business. “A”-frame or Inverted “T”-frame style signs are not permitted. The location of the chalkboard sign must be permanent, but the sign itself can be removable.

10.4.8.3 A maximum of one chalkboard sign is permitted per business that fronts directly onto the street regardless of the presence of other approved flush-mounted or freestanding signs. Businesses on the second floor or those located within a building without direct access to the street are not permitted to have a chalkboard sign.



## **10.5 Permanent Signage for Residential Districts**

### **10.5.1 Flush-Mounted Signs**

- 10.5.1.1 A maximum of one flush-mounted wall sign per dwelling unit is permitted that does not exceed 0.2m<sup>2</sup> to identify a home occupation, bed and breakfast, or the occupants of the dwelling.
- 10.5.1.2 A maximum of one flush-mounted wall sign per dwelling unit is permitted that does not exceed 0.2m<sup>2</sup> to identify the street address and occupant of the dwelling.

### **10.5.2 Freestanding Signs**

A maximum of one freestanding sign or one monument sign per dwelling unit is permitted that does not exceed 0.2m<sup>2</sup> to identify the street address and occupant of the dwelling.

### **10.5.3 Monument Signs**

One monument sign or one freestanding sign is permitted for multi-family developments for the purpose of identifying the building or project name and civic address. These must conform to the general regulations for non-residential districts.

### **10.5.4 Individual Letter Signs**

Individual letter signs are permitted in residential districts for the purpose of identifying the name and address of a building. These must conform to the general regulations for non-residential districts.

## **10.6 Regulations for Temporary Signage**

### **10.6.1 Temporary Real Estate Signs**

- 10.6.1.1 For single family and duplex residential property, one on-site freestanding or flush-mounted wall sign per public frontage is permitted, advertising the sale or lease of the subject property. The sign shall not exceed 0.7m<sup>2</sup> in area. For an approved multi-lot subdivision, one sign advertising a show home not exceeding 3.0m<sup>2</sup> in area, and conforming to the design criteria for permanent signage, is permitted. The sign background colour may be white.
- 10.6.1.2 For property designated as multi-family, commercial, industrial, institutional, or urban reserve, a maximum of two freestanding or flush-mounted signs are permitted, one of which does not exceed 1.0m<sup>2</sup> and the other which does not exceed 3.0m<sup>2</sup> in area, advertising the sale or lease of the subject property, or advertising a show home and conforming to the design criteria for permanent signs. Following the issuance of all occupancy certificates for a development, the temporary signs are no longer permitted. Lease or sales signs shall only be permitted within the windows of the individual units. The sign background colour may be white.

### **10.6.2 Offsite Development Direction Sign**

Notwithstanding Subsection 10.7.3, Prohibited Sign Types, the Town may allow developers to provide offsite development directional signs within a street right-of-way. These signs require

the approval of the Town of Canmore.

### **10.6.3 “Open House” Signs on Public Property**

- 10.6.3.1 “Open House” signs for the purpose of guiding traffic to temporary “open houses” for single family, duplex or multi-family residential developments only (not for commercial or mixed use developments) are permitted. Such signs may be in place between 9:00 am and 7:00 pm only and be utilized only for residential units which are for sale and not for “show homes” or “sales offices.”
- 10.6.3.2 The maximum area of open house signs shall be 0.7m<sup>2</sup> per face with a maximum height of 1.0m. The maximum number of signs on public property shall be five (5) signs per open house. Notwithstanding their prohibition in other portions of this bylaw, open house signs may be “A”-Frame style signs.
- 10.6.3.3 “Open House” signs may be placed on public property provided that no part of any sign shall obstruct traffic or lines of sight in any manner and shall not interfere with the safety and convenience of motor vehicles, bicycles, pedestrians or other uses of public streets, boulevards or sidewalks.
- 10.6.3.4 The sign background colour may be white.

### **10.6.4 “Show Home” Signs on Public Property**

- 10.6.4.1 Regulations shall be the same as those for open house signs, except that show home signage requires a Development Permit. As part of the Development Permit application, a comprehensive signage location plan for all show home signs on public property must be submitted to the Town for approval. Signs not placed in an approved location are subject to removal and may result in the revoking of the permit for all off-site show home signage.
- 10.6.4.2 A maximum of one freestanding sign per approved subdivision area is permitted that does not exceed 3.0m<sup>2</sup> in area for the purpose of notifying the public of the approved subdivision design and land use designations.
- 10.6.4.3 The sign background colour may be white.

### **10.6.5 Temporary Construction and Contractor/Business Signs**

- 10.6.5.1 A temporary construction or landscaping sign may be placed on private property where a development is located, without a development permit, provided that the following provisions are met:
- a. A maximum of one (1) freestanding or flush-mounted wall sign
  - b. Two of either of the following: telephone number, e-mail, or website address may be a component of these signs
  - c. Signs meet the design objectives for specific signage types
  - d. Maximum area in residential districts is 1.0m<sup>2</sup> and the maximum area in non-residential districts is 3.0m<sup>2</sup>
  - e. Temporary construction signs are to be removed upon completion of the work or after a

period of 12 months, whichever occurs first

10.6.5.2 The sign background colour may be white.

### **10.6.6 Temporary Event Signs**

These signs are intended to announce special events of a public nature, such as the Canmore Folk Festival, Olympic or Nordic Centre events, ArtSpeak, blood donor clinics and similar community celebrations and events.

10.6.6.1 Signs may be erected for a maximum of two weeks prior to the event and shall be removed within 24 hours following an event. All temporary signs require a Certificate of Signage Conformance prior to installation.

10.6.6.2 The maximum size of a freestanding or banner temporary event sign is dependent on the location and requires a Certificate of Signage Conformance prior to installation.

10.6.6.3 The maximum size of a temporary event paper window sign is 0.5m<sup>2</sup>.

10.6.6.4 Up to two (2) temporary event paper window signs per business frontage are permitted.

10.6.6.5 The sign background colour may be white.

### **10.6.7 Political Campaign Signs**

Political Campaign Signs do not require a Development Permit but when placed on public property shall conform to the following:

10.6.7.1 Maximum size shall be 0.5 m<sup>2</sup>

10.6.7.2 Shall not interfere with the safety or convenience of pedestrians, bicycles and motor vehicle traffic nor with any other use of the public property affected

10.6.7.3 The sign background colour may be white

10.6.7.4 Signs shall be removed within 48 hours of the closing of polls following the election

## **10.7 Prohibited Signs**

### **10.7.1 Interference with Pedestrian or Vehicular Traffic**

No sign shall be erected so as to:

10.7.1.1 Obstruct free and clear vision of vehicular traffic.

10.7.1.2 Interfere with or be confused with an authorized traffic sign, signal or device.

10.7.1.3 Create a vehicular or pedestrian traffic hazard.

10.7.1.4 Overhang a sidewalk or other Town owned property without first receiving approval from the Development Authority and, if required, entering into an Encroachment Agreement with the Town.

### **10.7.2 Other Prohibited Locations**

10.7.2.1 Roof signs and signs mounted on balconies or railings above the main floor.

10.7.2.2 No signs shall be permitted below storefront windows (i.e. in the base panel).

### **10.7.3 Prohibited Sign Types**

The following sign types are prohibited in the Town of Canmore and are considered contrary to Section 10.2, Design Objectives.

10.7.3.1 Mobile signs, including any non-fixed moveable signs such as “A” frame signs (except for temporary real estate signs), inverted “T”-frame, signs with wheels or other forms of signage designed and constructed to be moved on a frequent or regular basis except Chalkboard Signs.

10.7.3.2 Signs with moving parts or flashing lights.

10.7.3.3 Billboards.

10.7.3.4 Obsolete signs and all related structural components (to be removed within 90 days of business closure or relocation).

10.7.3.5 Product advertisement on the exterior of buildings, unless the product is related to the primary activity of the business.

10.7.3.6 Changeable copy signs, except as allowed for in these regulations as part of an approved freestanding or chalkboard sign.

10.7.3.7 Internally lit signs or awnings.

10.7.3.8 Exterior vending machines with internal lighting (e.g. soft drink vending machines).

10.7.3.9 Plastic panel signs.

10.7.3.10 Banners or corporate flags used as permanent signs.

10.7.3.11 Dilapidated signs. These are signs which have decayed or have deteriorated through age, neglect, or misuse and no longer perform their intended function adequately.

10.7.3.12 Continuous sign bands.

10.7.3.13 Inflatable signs.

10.7.3.14 Sign backgrounds with “dayglow”, fluorescent, luminous or reflective materials. Note: Lettering only may be approved in luminous or reflective material by the Development Authority where the type of business and location warrant such lettering.

10.7.3.15 Poster signs unless posted on a Town approved Kiosk or a specific notice board on private property.

10.7.3.16 Electronic Signs.



## 10.8 Development Permit Process

Signs are a Discretionary rather than a Permitted use in the Land Use Bylaw. Therefore, development permits for signs will only be approved when they meet the intent of these signage regulations and Subsection 10.2, Design Objectives.

All signs require development permits, unless specifically exempted below. All approved signs will be issued a Sign Validation Sticker to be affixed to the sign at the time of installation. Any sign not displaying a Sign Validation Sticker may be considered in violation of these Signage Regulations and be subject to the removal of the sign in accordance with the Enforcement subsection of these Regulations and Section 1, Administration.

Applications for a development permit for a sign shall include a coloured rendering, which includes colour specifications (i.e. pantone colour identification system or physical colour match of the proposed sign), dimensioned and drawn to scale, drawings showing the location of the sign on the building and site and the location of any existing signs on the building or site. Refer to Section 1, Administration for additional application requirements.

### 10.8.1 Signs not Requiring Development Permits

The following signs do not require a Development Permit, provided they conform to all signage regulations:

- 10.8.1.1 Signs that have been issued a Certificate of Signage Conformance by the Town.
- 10.8.1.2 A sign that is located inside a building and is not visible from the exterior.
- 10.8.1.3 Signs, notices, placards or bulletins required to be displayed pursuant to provisions of Federal, Provincial or Municipal legislation and by or on behalf of the Federal, Provincial, or Municipal Governments for community awareness or warning purposes.
- 10.8.1.4 A sign that states no more than the address of the building and is no larger than 0.2m<sup>2</sup> in a residential district or 0.5m<sup>2</sup> in all other districts.
- 10.8.1.5 Signs used for Municipal, School Board, Regional Health Authority, Provincial or Federal Political campaigns located on private or public property and meeting the signage regulations.
- 10.8.1.6 Open or closed, vacancy or no vacancy neon signs.
- 10.8.1.7 Signs placed on a premise for the guidance, warning, danger, hazard or restraint of persons.
- 10.8.1.8 Directional signs.
- 10.8.1.9 Temporary Real Estate signs and Open House signs provided the requirements of Sections 10.3, General Signage Regulations and Section 10.6, Regulations for Temporary Signage are met.
- 10.8.1.10 Replacement of individual business signs on an existing freestanding sign, provided that the following provisions are met:
  - a. The addition does not violate any condition of the original Development Permit for the existing sign
  - b. Neither the total sign area nor the height of the sign shall exceed the maximum allowed

in the Bylaw

- c. The addition is architecturally integrated with the design of the existing sign and conforms to the requirements of the Design Objectives of these signage regulations, and
  - d. A Certificate of Signage Conformance has been issued by the Town.
- 10.8.1.11 Temporary construction and contractor/business signs provided the regulations for temporary signage are met.
- 10.8.1.12 Temporary event signs provided a Certificate of Signage Conformance has been issued by the Town.
- 10.8.1.13 Signs associated with an approved Bed and Breakfast or Home Occupation.
- 10.8.1.14 Temporary paper “event” signs up to 0.5m<sup>2</sup> without a permit on the main floor only.
- 10.8.1.15 Temporary Garage Sale signs for residential properties provided the sign is posted for no more than 3 days and is removed within 1 day of the end of the garage sale.
- 10.8.1.16 Where a copy of the table menu is displayed outside an eating establishment, provided total area is less than 0.5m<sup>2</sup>.
- 10.8.1.17 Municipal wayfinding signs. **[2014-04]**

#### **10.8.2 Variances to Signage Regulations**

Notwithstanding the variance provisions in Section 1, Administration, the following variance provisions shall apply to any variances for signage.

- 10.8.2.1 Variances may be granted to the dimensions and design of a sign if, in the opinion of the Development Authority:
- a. the sign would otherwise meet the “Design Objectives” of the Signage Regulations; and
  - b. the sign is scaled appropriately to the building; and
  - c. the sign complements the architecture of the building; or
  - d. a substantial portion of the sign is composed of artwork, and the intent of limiting the size of the written portions of a sign has been adequately addressed.
- 10.8.2.2 Variances to the number and/or location of signs on a site may be granted by the Development Authority provided:
- a. the sign meets the “Design Objectives” of the signage regulations; and
  - b. the site has multiple business frontages; or
  - c. In the opinion of the Development Authority, site constraints would otherwise result in unacceptably poor visibility of a business.
- 10.8.2.3 Variances and Prohibited Signs: No variances may be granted by the Development Officer or the Canmore Planning Commission to permit signs which are defined in these regulations as prohibited under Subsection 10.7.3.

## 10.9 Enforcement

- 10.9.0.1 Signs with development permits approved prior to the adoption of this Bylaw that are not in conformance with these regulations are considered legally non-conforming signs.
- 10.9.0.2 Signs without a Sign Validation Sticker or a development permit or Certificate of Signage Conformance as described in Section 10.8 shall be considered in violation of the Land Use Bylaw and may be ordered to be removed.
- 10.9.0.3 Any sign located on public property that interferes with the work of a Town operation may be removed and disposed of by a Town employee, officer or agent without notice to the owner of the sign.
- 10.9.0.4 Any sign which a Bylaw Enforcement Officer or Development Officer finds in breach of this Bylaw may be removed and impounded. Fees for the impounding and storage of signs shall be charged in accordance with the Town of Canmore fee schedule for the impounding and storage of signs.
- 10.9.0.5 Any sign constructed or installed in a manner that is not in accordance with the approval for that sign, (e.g. where a variation exists from the approved colour or material), shall be considered in violation of the Land Use Bylaw and may be ordered to be removed.
- 10.9.0.6 A sign impounded by the Town and not claimed by the owner within 14 days, may be destroyed by the Town without compensation to the owner.

## 10.10 Definitions

**A-Frame Sign:** means a movable sign not secured or attached to the ground or surface upon which it is located, but supported by its own frame, generally using two boards that are hinged together at one end, or similar moveable forms of signage that are placed on a sidewalk, street or business frontage. "A" frame signs are not permitted with the exception of "open house" and "regulatory" signs.

**Awning or Canopy Sign:** means a sign that is displayed directly on an awning or canopy. Awning or canopy signs are usually made of fabric or are building extensions and are either retractable or permanent. "Bubble" awnings are either squared off or rounded at the sides.

**Banner Sign:** means a sign which is affixed to cloth, paper or other flexible material and is suspended on a wall, roof or other surface or suspended between two poles or other structures.

**Billboard Sign:** means a sign that advertises goods, products, services or facilities which direct persons to a different location from the site where the sign is located.

**Certificate of Signage Conformance:** is a certificate or stamp issued by the Town of Canmore stating that the proposed sign is in conformance with the Land Use Bylaw on the date the certificate was signed. A Certificate of Signage Conformance may be issued for a sign that meets all of the sign regulations of the Land Use Bylaw in place of a Development Permit.

**Changeable Copy Sign:** means a sign with an area that facilitates the periodic change of

information or content.

**Chalkboard Sign:** means a sign with a black background that can be written on with chalk and is attached at a fixed location for the purpose of advertising menus, specials, or events at the business.

**Comprehensive Sign Plan:** means a plan that specifies the location, size, shape, materials, colour, lighting, and design of all existing and proposed signs on a site or development.

**Copy area:** means the entire area within a single square or rectangle or combination of squares or rectangles which encloses the limits of the advertising message or announcement, and which shall include, but not be limited to: decorations related to the specific nature of the advertising message or announcement, and; the area of individual figures or letters calculated on the basis of the smallest squares or rectangles that will enclose the individual letters or figures, and; in the case of a double or multi-face sign, the average of the total area of all sign faces will be counted in copy area calculations.

**Dilapidated Sign:** a sign is dilapidated when 25% or more of the sign face has experienced loss of finish through chipping, fading, or excessive dirt build up; or, if the sign is physically damaged on either the face or its supports so it is no longer structurally safe or located correctly.

**Directional Signs:** means a sign used for the sole purpose of directing an individual to a particular location within a site and shall not include corporate logos or the name of a business (e.g. Reception or Information). Directional signs must be located on the same site as the location that people are being directed to. [2014-04]

**Directory Sign:** means a sign that identifies the names and locations of tenants in a multi-tenant building or in a development made up of a group of buildings. Directory signs must be located on the same property as the tenants listed on the sign. [2014-04]

**Directly Lit Sign:** means a sign that is illuminated from a light source located on or near the exterior of the sign.

**Flush-Mounted Wall Sign:** means a sign that is mounted directly onto the building fascia and is generally located above the business entrance.

**Freestanding Signs:** means a sign that is structurally independent and is not attached to any other building. Free standing signs are generally mounted on a foundation, one pole or suspended between two or more poles.

**Frontage, Business:** for the purpose of determining the location and numbers of signs, means: a building elevation of a commercial business which faces a public street or which contains a functional public entrance to a business establishment located on the ground floor of the building.

**Halo Lighting:** is a specific form of sign lighting for individual letter signs employing LED lights where the LEDs are placed behind the letters and directed towards the building face. Light is

perceived by a viewer after it has reflected off of the building. Light sources for halo lighting should not be visible to a passerby.

**Height of Sign:** means the vertical distance measured from the highest points of the sign or sign structure to grade.

**Indirectly Lit Sign:** means a sign that is illuminated on any face by reflected light.

**Individual Letter Sign:** means a sign that is made up of individual letters that are affixed to a surface (usually the building walls) which functions as the signboard.

**Internally Lit Sign:** means a sign that is illuminated on any sign face from a light source within the sign or behind the sign copy where the face of the sign and/or letters of the sign are translucent.

**LCD or Light Sign:** means a sign that is displayed on a liquid crystal or similar display or through the arrangement of lights. These signs are considered internally lit and are prohibited.

**Mobile Sign:** means a sign that is not permanently attached to the ground or other permanent structures or a sign designed to be transported on wheels, or a sign attached to or painted on a vehicle parked and visible from a public right-of-way, unless such a vehicle is used in the normal day-to-day operations of that business.

**Monument Sign:** is a type of freestanding sign that has a low overall height but substantial visual mass. Monument Signs are mounted on a solid base rather than on one or more poles or standards.

**Municipal Wayfinding Sign:** means a sign constructed by the Town of Canmore or with the Town's permission that is part of the comprehensive municipal wayfinding program. These signs may be on private or public land and may provide direction for people to other locations in the community and not necessarily on the same property as the sign is located. [2014-04]

**Murals:** means a sign that is painted or sculpted onto building walls, generally on the side, and is generally artistic rather than advertisement oriented.

**Poster Sign:** is a sign posted in a public place as an advertisement.

**Product Sign:** means a sign which advertises a product that directly relates to the principle use of such premises (e.g. a shoe store with the word 'shoes'). Such signs may only advertise a generic product, and not a specific brand or product, unless that product is being manufactured on site.

**Projecting or Hanging Sign:** means a sign that is either mounted on a building at right angles to the facade or is hung from a building overhang either parallel or at right angles to the facade.

**Public Notice Sign:** means a sign used by the municipality, or other government body, having a primary purpose of conveying information to the general public for guidance, warning,

danger, hazard, or for the restraint of persons. These signs may be in the form of either an “A” frame sign or a mobile sign.

**Roof Sign:** means a sign that projects above a roofline to which the sign is attached, or is erected upon or above a roof or parapet of a building to which the sign is attached.

**Sign:** means a device, structure, or fixture intended for the advertising of, or calling attention to, any person, business, matter, object, event, or activity.

**Sign Area:** means the entire area of a sign (or in the case of a painted wall sign, the building face) on which copy could be placed and includes any frame or embellishment which forms an integral part of the display. The sign area does not include landscaping, and in the case of a double-face sign, the average of the total area of the sign faces is incorporated in sign area calculations.

**Sign Validation Sticker:** means a sticker issued by the Town, and affixed to an approved sign, that confirms a Development Permit or a Certificate of Signage Conformance has been issued for that sign.

**Sponsor/Brand Sign:** means a sign on which the copy refers to products or merchandise offered for sale, or obtainable at the premises on which the sign is displayed.

**Temporary Sign:** means a sign used to announce or promote specific special events or celebrations of a public nature, such as festivals, concerts, the opening of new commercial premises, sporting events and public activities of a similar nature. Such a sign may be erected for a maximum of two weeks prior to the event and shall be removed within 24 hours following the event.

**Temporary Construction Signs:** means a sign erected by an individual or a firm on the premises undergoing construction, for which the sign user is advertising or furnishing such items as labour, services, materials or financing.

**Temporary Poster Signs:** means a paper sign used generally for the advertisement of concerts or events that may direct people to another off-site location. Such signs are prohibited outside of approved poster sign locations, such as the kiosks downtown.

**Temporary Real Estate Signs:** means a sign used for the advertisement of real estate that is for sale or lease.

**Window Sign:** means a sign that is placed in the window of buildings and can be read from the exterior of the building. This sign type is generally limited to individual letter signs as opposed to continuous sign bands.