



# PART 7

## SIGN REGULATIONS

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Except as provided for in Part 2, Development Not Requiring A Development Permit, and as stated in Section 2 (Signs Not Requiring a Permit) of this Part below, 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.

### SECTION 1 DEFINITIONS

**For the purpose of this Part, certain terms or words herein shall be interpreted or defined as follows:**

**A-BOARD or SANDWICH BOARD SIGN** means a moveable, portable sign which is set on the ground, built of two 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 one person.

**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.

**BALLOON SIGN** means any inflatable device used or employed as a sign that is anchored to the ground or to a building or structure.

**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.

**BUSINESS FRONTAGE** means:

- (a) any side of a separate property or building which abuts a public street or avenue; or
- (b) in the case of individual business or tenants within a building, any businesses which has separated access to a public street.

**CHANGEABLE COPY** 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.

**DIGITAL SIGN** means sign copy displayed using electronic screens, televisions, computer video monitors, liquid crystal displays, light-emitting diode displays, or any other similar electronic technology. Electronic display signs are also commonly called electronic signs.

**ELECTION or POLITICAL POSTER SIGN** means a temporary sign announcing or supporting candidates or issues in any election or plebiscite.

**FASCIA 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.

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**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.

**ILLUMINATION** means the lighting or exposure of a sign, while **luminosity** means the measurement of the brightness.

**MARQUEE OR CANOPY** means a projection outward from the face of a building, primarily designed to provide protection from climatic elements.

**MARQUEE OR CANOPY SIGN** means a sign attached to a marquee or canopy.

**MERCHANDISING AIDS** means devices used for the display of merchandise and related advertising material.

**MULTI-TENANT SIGN** means any freestanding sign that contains sign content that advertises more than one tenant and/or business on a property or in a building.

**MURAL SIGN** means any picture, scene, painting, 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.

**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.

**OVERHANGING** means that part of a sign which projects over any part of any street, lane or other municipally owned property or right-of-way.

**POINT-OF-SALE ADVERTISING** means advertising which is related to the name of the occupier or firm, the nature of the business conducted and/or the goods produced, and/or the main products and services sold or obtainable at the premises on which the advertising is displayed.

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

**PROJECTING SIGN** means a sign which is attached to a building or structure, other than a canopy sign or fascia sign, so that part of the sign projects more than 0.3 m (1 ft) from the face of the building or structure. This type of sign includes shingle or hanging signs.

**ROOF** means the top enclosure, above or within the vertical walls of a building.

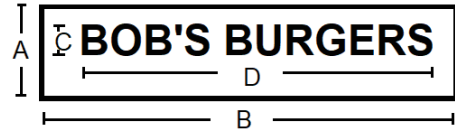
**ROOF SIGN** means any sign erected upon, against, or directly above a roof or on top of or above the parapet of a building but does not include a temporary inflatable sign used for special functions.

**SKY SIGN** means a roof sign comprising individual letters or symbols on an open framework.

**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 areas. 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.

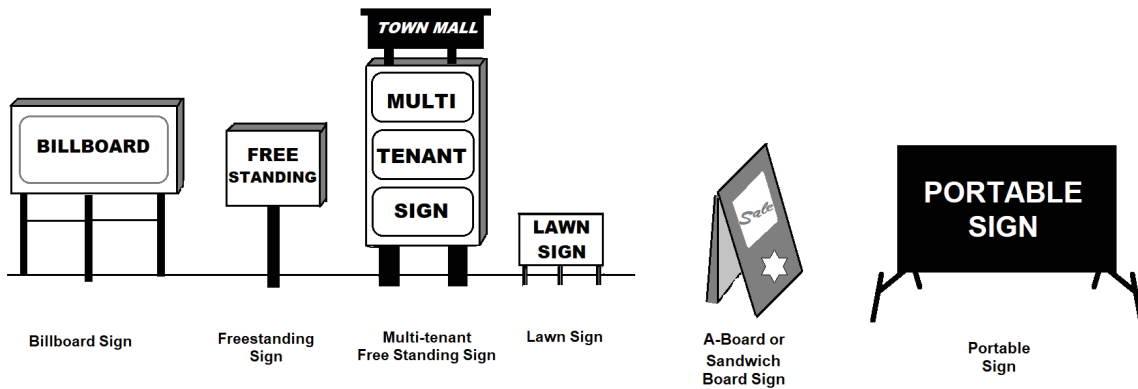


Sign area = length of A x length of B  
 Sign content area = length of C x length of D

**SIGN HEIGHT** means the vertical distance measured from the highest point of the sign or sign structure to the finished grade.

**WINDOW SIGN** means a sign painted on, attached to or installed on a window intended to be viewed from outside the premises.

### SIGN TYPES



## SECTION 2 SIGNS NOT REQUIRING A PERMIT

2.1 The following types of signs exempt from the requirement of a development permit provided the provisions of the Bylaw are met:

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- (a) Signs posted or exhibited inside the interior a building.
  - (b) Signs 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.
  - (c) A statutory or official notice of a function of the Town of Bow Island.
  - (d) Traffic and directional signs authorized by the Town of Bow Island and/or Alberta Provincial Authorities.
  - (e) A sign or signs posted or exhibited solely for the identification of an approved Home Occupation.
  - (f) The erection of a maximum of two on-site signs relating to the sale, lease or rental of the buildings, or land to which they are attached provided that:
    - (i) such signs for any single-unit dwelling or single-unit dwelling site does not exceed 0.46 m<sup>2</sup> (5 sq ft) in area; and
    - (ii) such signs for a multiple dwelling site, a commercial site, or an industrial site does not exceed 0.8 m (9.0 sq ft); and
    - (iii) such signs shall not be illuminated.
  - (g) Campaigns for federal, provincial, municipal or school board elections for no more than thirty (30) days, or such other time as regulated under provincial or federal legislation provided that:
    - (i) such signs are removed within fourteen (14) days after the election date;
    - (ii) the consent of the property owner or occupant is obtained;
    - (iii) such signs do not obstruct or impair vision or traffic;
    - (iv) such signs are not attached to trees or utility poles;
    - (v) such signs indicate the name and address of the sponsor and the person responsible for removal.
  - (h) Signs on land or buildings used for religious, educational, cultural, recreational, medical or similar public or quasi-public purposes, provided that:
    - (i) such signs shall not exceed 1.10 m (12.0 ft) in area; and
    - (ii) there shall be a limit of one sign for each side of the land or buildings on a different street.
  - (i) Signs of building contractors relating to construction work in progress on the land on which such signs are erected, provided that:
    - (i) such signs do not exceed 3.0 m<sup>2</sup> (32 sq ft) in area; and
    - (ii) there shall be a limit of one sign for each boundary of the property under construction which fronts onto a public street; and
    - (iii) such signs shall be removed within fourteen (14) days of occupancy.

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- (j) Signs that advertise community service clubs.
  - (k) Signs or notices of identification in respect of the land or building on which they are displayed, including signs displayed on door plates, door bars or kick plates, and professional business and trade name plates related to the occupants of the land or buildings on which they are displayed, provided that:
    - (i) each notice or name plate shall not exceed 0.18 m<sup>2</sup> (2 sq ft) in area;
    - (ii) there shall be a limit of one notice for each occupant of each firm or company represented within the building, at one entrance on each different street;
  - (l) Any permanent window sign painted on, attached to or installed on a window provided that no more than 60 percent (60%) of the subject window area is covered.
  - (m) Temporary signs referring to sales which are displayed upon the premises upon or within which such sales will be or are being conducted, provided that:
    - (i) the signs shall not be illuminated and shall be constructed of paper, canvas, cardboard, or other light materials or painted on glass and intended to be displayed for a short period of time only;
    - (ii) such signs shall not be erected more than 7 days before the commencement of the sale to which they refer and shall be removed within 7 days of the completion of the said sale;
  - (n) Signs on merchandising aids are exempted, provided that:
    - (i) any device shall be placed wholly within the property lines;
    - (ii) the overall height of any sign shall not be greater than 1.8 m (6 ft) above ground level;
    - (iii) the maximum area of any sign shall not exceed 1.1 m<sup>2</sup> (12 sq ft).
  - (o) Movable signs temporarily placed on a property that are an A-Board or Sandwich Board type or Balloon Signs.

### **SECTION 3      DETAILS OF APPLICATIONS FOR SIGNS**

3.1 Applications for a development permit for a sign shall include the following:

- (a) the official application form be filled-out and signed;
- (b) the application supported by two sets of drawings drawn to scale and dimensioned. Where a building is involved, the scale shall not be smaller than 1:100. In the case of a plot plan, the scale shall not be smaller than 1:300;
- (c) the sign drawings shall include:
  - (i) the location of the sign by elevation drawing or plot plan;
  - (ii) the overall dimensions of the sign;
  - (iii) the proposed text and size of the letters or letter;
  - (iv) the amount of projection from the face of the building;

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- (v) the amount of projection over Town property (if any);
  - (vi) the height of the sign above the Town street or sidewalk, or the height above the average ground level at the face of the building;
  - (vii) the manner of illuminating the sign and any form of animated or intermittent lights that may be embodied in the construction;
  - (viii) the distance that the sign will be erected from the property line and a street intersection if to be sited within 30 m (100 ft) of an intersection.

- 3.2 No person shall erect or place a sign differing from or enlarging the work for which a development permit has been issued. If during the progress of the sign installation, the applicant desires to deviate in any way from the terms of the original approved development permit, the applicant shall notify the Development Officer and submit amended drawings, and if necessary, shall make application to the Development Officer for approval of the plans as amended.
- 3.3 A development permit shall not be required to clean, repair or repaint any sign.

#### **SECTION 4 GENERAL PROVISIONS**

- 4.1 No sign shall be erected which would be in view of the public from public or private property except where a permit has been granted, or where a permit for such a sign is not required pursuant to this Bylaw.
- 4.2 The Development Officer may require by written notice the removal of any sign which in his opinion is, or has become unsightly, or is in such disrepair as to constitute a hazard.
- 4.3 Quality, aesthetic character and finishing of sign construction shall be to the satisfaction of the Development Officer.
- 4.4 Where, in the opinion of the Development Officer, a proposed sign in a commercial or light industrial district might be objectionable to a resident in an adjacent residential district, the Development Officer may impose such other regulations as they feel would protect the interests of residents.
- 4.5 Flashing, animated or interiorly illuminated signs shall not be permitted in developments where in the opinion of the Development Officer they might:
  - (a) affect residents in adjacent housing, or residential districts, or
  - (b) interfere with the interpretation of traffic signs or traffic signal lights or obstruct the vision of a motor vehicle driver.
- 4.6 The area around sign structures shall be kept clean and free of overgrown vegetation, and free from refuse material.
- 4.7 The Development Officer may require an engineer-approved plan prior to the issuance of a sign permit in order to ensure the safety of a sign with respect to design and/or placement.

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- 4.8 With the exception of the special provisions relating to Billboards, all signs shall contain “point-of-sale advertising” only. All other off-premises signage applications shall be referred to the Municipal Planning Commission.
- 4.9 No sign shall be permitted which is attached to a fence, pole, tree or any object in a public street or place.
- 4.10 No sign shall be permitted which is attached to or standing on the ground in any municipal street or property unless it is a Town sign for municipal purposes.
- 4.11 No signs shall be erected so as to obstruct free and clear vision of vehicular traffic or at any location where it may interfere with, or be confused with, any authorized traffic sign, signal or device.
- 4.12 On parcels adjacent to Highway 3, the applicant is responsible for obtaining any required approval or roadside development permit from Alberta Transportation.
- 4.13 When a sign cannot be clearly categorized as one of the sign types as defined in this Bylaw, the application shall be referred to the Municipal Planning Commission who shall determine the sign type and any and all applicable controls.
- 4.14 The Development Authority shall determine the appropriate standards to apply to signage in the Institutional (I) land use district having regard for the various sign type standards outlined in this Part.
- 4.15 Unless otherwise specified in this Bylaw, the maximum number of primary signs permitted on a lot with single frontage is three and with two or more frontages, four. These primary signs may consist of the following types of signs or a combination thereof:
- (a) awning/canopy (see Section 5);
  - (b) fascia or wall (see Section 6);
  - (c) freestanding (see Section 7);
  - (d) projecting and overhanging (see Section 10);
  - (e) roof (see Section 1).

## **SECTION 5 AWNING, CANOPY AND MARQUEE SIGNS**

- 5.1 Awning, canopy and marquee signs shall be considered as fascia signs according to the provisions of Section 6, provided that:
- (a) They shall be attached to the front edge of the awning, canopy or marquee;
  - (b) There are no supporting wires or stays visible from the street; and
  - (c) No portion of the sign shall project below the bottom edge, or more than 46.0 cm (18.0 in) above the top edge, of the awning, canopy, or marquee; and



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- (d) A sign not exceeding 0.30 m (1.0 ft) by 1.2 m (4.0 ft) in outside dimensions may be suspended below an awning, canopy or marquee provided no part of the sign shall be closer than 2.4 m (8.0 ft) to the ground or sidewalk.

## SECTION 6 FASCIA AND FASCIA ROOF SIGNS

- 6.1 Fascia signs shall only be permitted in the districts defined as C1, C2, HT, M1, M2 and M3 on the Land Use District Map. All fascia signs shall correspond to the following:
  - (a) Fascia signs shall not project more than 4.6 cm (18.0 in) above the top of the vertical face of the wall to which they are attached; and
  - (b) Fascia signs shall not exceed in area 25% of the superficial area of the wall comprising the business frontage.
  - (c) Fascia signs proposed on a flank or gable wall which is not a business frontage, as defined, shall be considered by the Development Authority according to the merits of the individual application.
- 6.2 On commercial and industrial buildings which are non-conforming uses in areas designated residential, fascia signs shall be considered by the Development Authority according to the merits of the individual application.
- 6.3 Roof signs shall be considered as fascia signs according to the provisions of this Section, where the following conditions are met:
  - (a) The sign shall be attached to the front edge of the roof and must be mounted securely;
  - (b) There are no supporting wires or stays visible from the street; and
  - (c) No portion of a sign shall project more than 46.0 cm (18.0 in) above the roof.
  - (d) For roof signs that exceed these standards, refer to Section 11, Roof and Sky Signs.

## SECTION 7 FREESTANDING SIGNS AND BILLBOARDS

- 7.1 Within the C1, C2, HT, M1, M2 and M3 Land Use Districts, one **freestanding sign** may be allowed per site as follows:
  - (a) The height of any freestanding sign shall not exceed 9.0 m (30.0 ft) from grade.
  - (b) The freestanding sign shall not project to within 0.6 m (2.0 ft) of a property line, or within 2.0 m (6.5 ft) of overhead utility lines.
  - (c) There shall not be more than one freestanding sign for each business frontage.
  - (d) Where multiple businesses are on a single parcel, within a building, or within a strip-mall or multi-bay building, a multi-tenant freestanding sign may be installed in accordance with the above standards.
- 7.2 **Billboards** shall be at the discretion of the Development Authority and shall be subject to the following conditions:

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- (a) The structure shall not exceed 3.6 m (12.0 ft) in height and 9.7 m (32.0 ft) in length.
  - (b) Any additional bracing shall be contained within the front and rear faces of the billboard.
  - (c) A billboard shall not project to within 0.6 m (2.0 ft) of a property line or be placed on any right-of-way.
  - (d) No billboard shall be erected within 152.0 m (500.0 ft) from any other billboard(s).
  - (e) Only indirect lighting shall be used which excludes flashing or animated lighting.
  - (f) Permits for billboards shall be temporary and shall be renewed each year, prior to the 31st day of January, accompanied by a fee to be set by Council for each renewal permit.
  - (g) A renewal permit shall not be issued for signs which have not, in the opinion of the Development Officer, been maintained in a satisfactory manner.
  - (h) Signs, for which renewal permits are refused or a development permit has not been applied for, shall be removed. The owner shall be issued a Stop Order and enforcement action taken if the sign is not removed within the period specified of the order.

## **SECTION 8 MURAL SIGNS**

- 8.1 All mural signs require a development permit approved by the Municipal Planning Commission except those signs exempted in Section 2.
- 8.2 No more than one mural sign shall be allowed per building unless specifically authorized by the Municipal Planning Commission.
- 8.3 The location, theme, construction materials and size associated with the mural shall be to the satisfaction of the Municipal Planning Commission.
- 8.4 The mural must be a painting or other decorative work (artistic rendering/scene) and no mural shall be created to solely display a commercial message or depiction.
- 8.5 The Municipal Planning Commission may require that the mural content be reflective of the Town's history, heritage, economy, or local event.
- 8.6 Display of text, including a business name or commercial message, within a mural shall not exceed 10 percent (10%) coverage of the wall surface area, up to a maximum coverage size of 9.3 m<sup>2</sup> (100 sq ft).

## **SECTION 9 PORTABLE SIGNS**

- 9.1 A sign development permit will be required prior to placement of all portable signs.
- 9.2 Within the C1, C2, HT, M1, M2 and M3 Land Use Districts, one portable sign may be allowed on each side of a parcel fronting a street.

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- 9.3 The maximum size of a portable sign is not to exceed 1.2 x 2.4 m (4 x 8 ft) in size.
  - 9.4 Permits for portable signs shall be issued as a temporary development not to exceed 12 months unless the Municipal Planning Commission sees merit in granting a permit for a longer period or as a permanent sign development.
  - 9.5 All placements of portable signs within the provincial referral distance of Highway 3 must obtain a roadside development permit approval from Alberta Transportation.

## **SECTION 10 PROJECTING SIGNS**

- 10.1 Projecting signs shall only be permitted in the districts defined as C1, C2, HT, M1, M2 and M3 on the Land Use District Map. All projecting signs shall be erected so that:
  - (a) no part of the sign, excluding that portion which is used for support and which is free of advertising, shall be less than 3.0 m (10.0 ft) above the ground or sidewalk grade;
  - (b) no part of the sign shall project more than 46.0 cm (18.0 in) above the top of the vertical face of the wall to which it is attached;
  - (c) the space between the sign and supporting structure shall not be more than 0.6 m (2.0 ft);
  - (d) there shall be only one projecting sign for each business frontage, provided that, if a business frontage exceeds 15.0 m (50.0 ft), a further projecting sign shall be permitted for each additional 15.0 m (50.0 ft) or portion thereof;
  - (e) the permitted sign area and amount of projection from the face of the building, as follows:
    - (i) a maximum 1.5 m (5 ft) projection with a maximum area of 4.4 m<sup>2</sup> (48 sq ft);
    - (ii) the maximum projection over public property is 1.2 m (4 ft); and
    - (ii) the sign may be no closer than 0.6 m (2 ft) to the edge of the municipal curb or roadway.
  - (f) Support for the sign shall not be provided by an “A” frame.
- 10.2 Approval of any projecting sign under the provisions of this bylaw is conditional upon the owners and occupiers of the premises upon which said sign is located providing to the Town of Bow Island a written waiver of liability or an indemnification agreement for any injury or damage resulting from said sign.
- 10.3 Business owners whose projecting sign encroaches on public property are required to advise their liability insurance provider of the sign.
- 10.4 A sign projecting over Town of Bow Island property will not require the permission of the Town Council if approved by the Municipal Planning Commission or Development Officer.

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## **SECTION 11 ROOF AND SKY SIGNS**

- 11.1 Illuminated roof and sky signs may only be permitted in commercial zones. They shall be considered by the Approving Authority according to the merits of each individual application, provided that:
- (a) The Development Authority shall be satisfied that the purpose of the sign cannot be achieved by another type of sign.
  - (b) No part of the sign, excluding that portion which is used for support and which is free of advertising, shall be less than 1.2 m (4.0 ft) or more than 4.5 m (15.0 ft) above the level of the roof.
  - (c) The sign must refer to the principal use of the building on which it is erected.
  - (d) No more than one roof sign may be permitted per building.
  - (e) Roof signs may be illuminated.
  - (f) No part of a roof sign shall project horizontally beyond any exterior wall, parapet, or roofline of the building upon which it is located.
  - (g) Roof signs may display or communicate information on both sides of the sign.
  - (h) Roof sign area shall not exceed 9.29 m<sup>2</sup> (100 sq ft) in size.
  - (i) Roof signs shall not exceed the maximum building height defined by the Land Use District.
  - (j) All roof signs are required to be connected to the building structure and inspected by a building inspector.
  - (k) All supporting structures visible to the public shall be finished in a manner acceptable to the Development Authority.

## **SECTION 12 A-BOARD OR SANDWICH SIGN**

- 12.1 Notwithstanding that no development permit is required in accordance with Section 2 of this Part, an A-Board sign is subject to the following:
- (a) A-Board signs shall only be allowed in the Commercial and Industrial districts.
  - (b) A-Board signs in Commercial districts shall not exceed 0.6 m (2.0 ft.) in width and 1.0 m (3.28 ft.) in height.
  - (c) A-Board signs shall not impede the safe movement of pedestrian and vehicular traffic.
  - (d) A-Board signs shall not be erected for a period exceeding 12 hours per day.

## **SECTION 13 BALLOON SIGNS**

- 13.1 Notwithstanding that no development permit is required in accordance with Section 2 of this Part, a balloon sign shall:

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- (a) not be permitted in any residential land use district;
  - (b) be securely anchored or fastened to wind resistant ground structures or building fasteners;
  - (c) not be located within the public right-of-way, and not hinder or obstruct pedestrian or vehicle traffic;
  - (d) only be erected for a temporary period not to exceed 90 continuous days in a six-month calendar period; and
  - (e) not be located in proximity to the municipal airport where sightlines or flight paths may be hindered or impeded.

## **SECTION 14 HOME OCCUPATION SIGNS**

- 14.1 Signage for Home Occupations shall only be allowed in conjunction with an approved Home Occupation use in accordance with Part 6, and subject to the following:
- (a) Home Occupation signs are permitted in residential areas for the identification of the business of the home occupation.
  - (b) Only one sign is permitted, and the size of the sign shall be limited to 0.56 m<sup>2</sup> (6 sq ft) and it may be placed in a window or attached to the exterior of the residence on the street side of the residence.
  - (c) No form of commercial advertising related to the Home Occupation shall be displayed on the outside of the building except an unlighted sign to identify the use conducted on the site.
  - (d) Applications for Home Occupation signs will not be considered unless the operator of the home occupation is in possession of a valid Town of Bow Island business license.

## **SECTION 15 ELECTRONIC OR DIGITAL DISPLAY SIGNS**

- 15.1 No more than one Electronic or Digital Display sign may be permitted on a single parcel.
- 15.2 Any sign containing Electronic or Digital Display shall be prohibited from a residential land use district. An exemption to this may be considered by the Development Authority if the signage is for a community group or organization, school, or the municipality and complies with all other sign regulations.
- 15.3 Electronic or Digital Display content on fascia signs shall only be allowed in compliance with this Bylaw.
- 15.4 The sign area of a sign with Electronic or Digital Display shall not exceed 10% of the size of the total building façade on which the sign will be installed, to a maximum of 4.6 m<sup>2</sup> (50 sq ft).

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- 15.5 Signs with Electronic or Digital Display must not be on a building façade that directly faces a residential land use district.
  - 15.6 Signs with Electronic or Digital Display may only include on-premises advertising and/or off-premises advertising for businesses, charitable organizations or service clubs licensed to operate in the Town of Bow Island or are members of the Chamber of Commerce.
  - 15.7 Electronic or Digital Display content must remain in place unchanged for a minimum of 10.0 seconds before switching to new content.
  - 15.8 The maximum transition time between each different Electronic or Digital Display on a sign is 0.25 seconds.
  - 15.9 Electronic or Digital Display content must not include full motion video, movies, Moving Picture Experts Group (MPEG) or any other non-static digital format and the content must not be displayed using any visible effects, including but not limited to: action, motion, fading in or out, dissolving, blinking, intermittent or flashing light, or the illusion of such effects.
  - 15.10 A sign featuring Electronic or Digital Display must be equipped with a functioning ambient light sensor and must be set to operate so as not to exceed the following limits at all times when the Electronic or Digital Display feature is functioning, as measured from the sign face at its maximum brightness:
    - (a) A maximum of 7,500 nits from sunrise to sunset, based on the times established by the sunrise/sunset calculator of the National Research Council of Canada.
    - (b) A maximum of 500 nits from sunset to sunrise, based on the times established by the sunrise/sunset calculator of the National Research Council of Canada.
    - (c) The light levels around the Electronic Display must not at any time exceed the ambient light level by more than 5.0 LUX.
  - 15.11 If a Development Authority determines that the brightness or light level of an Electronic or Digital Display exceeds the limits set out in this Section, the Development Authority may direct the Development Permit holder to change the settings in order to bring the Electronic Display into compliance with this Bylaw.
  - 15.12 If any component of an Electronic or Digital Display fails or malfunctions such that the Electronic Display is no longer operating in compliance with this Bylaw or with the conditions of a Development Permit, the Development Permit holder must ensure that the Electronic or Digital Display is turned off until all components are fixed and operating in compliance.
  - 15.13 The Development Permit holder for a sign featuring an Electronic or Digital Display must ensure that a Development Authority is at all times in possession of the name and telephone contact information of a person(s) having access to the technology controls for the sign, who can be contacted 24 hours a day if the sign malfunctions.

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15.14 Any sign that is illuminated, animated, or a digital and electronic message board (changeable copy) located within 300 metres (1,000 ft.) of a provincial highway right-of-way or within 800 metres (2,625 ft.) of the centreline of a highway and a public road intersection must be approved by Alberta Transportation.

## **SECTION 16 VARIANCES**

Where there are exceptional circumstances or conditions applicable to a particular property to the extent that difficulties or inconsistencies with the general purposes of these regulations may result from their strict and literal interpretation, variances shall be considered by the Municipal Planning Commission according to the merits of the individual application.

## **SECTION 17 EXISTING SIGNS**

These Sign Regulations shall not be applied to signs legally in existence at the date of the adoption of this Bylaw.