SIGNS

What Is a Sign?

A sign is an object or device intended to advertise or call attention to any person, matter, thing, or event.

Does a Sign Require a Development Permit?

A development permit is required for all signs except:

- A sign which concerns an election.

- A sign not visible from a public road or park.

- A sign erected by a government or school authority.

- A sign that identifies the address or function of a building or parcel.

- A sign advertising a sale or event taking place that day.

- A sign that shows the parcel is for sale or rent.

- A signs that advertise a business or activity taking place on that parcel.

- A sign that advertises a product, service or commodity offered for sale or rent on that parcel.

- A freestanding sign excepting a billboard.

- A building sign, which includes but is not limited to canopy signs, fascia signs, window signs or painted wall signs.

The size, style, number and location of the sign must meet the requirements of the Land Use Bylaw. Where there are no regulations governing the size, style, number, purpose, content or location of sign, a development permit may be issued after consideration by the Town.

A development permit may not be issued for any sign that would be a danger to traffic, property or public safety.

Sign Requirements

Freestanding Sign Requirements

A freestanding sign is any kind of sign that is a stand-alone structure and has independent supports placed in the ground. Freestanding signs advertise the business on a site. A billboard is a freestanding sign that is typically larger and for the purpose of advertising businesses and items not related to the location of the sign.

- A freestanding sign may be placed closer to a road than the main building, as long as the sign is entirely contained within the parcel and does not interfere with the sight line for drivers.

- The maximum height of a freestanding sign shall not exceed the maximum building height of the land use district.

The image above is an example of a freestanding sign.

The image above is an example of a billboard.

Fascia Sign Requirements

Fascia signs shall not exceed 15% of the building wall area they are placed on.

Projecting Sign Requirements

A sign overhanging municipal property shall be constructed and maintained so that it is not a hazard to people, traffic or property. Signs encroaching over a road shall require an encroachment agreement and insurance.

Residential District Sign Requirements

- A sign may not exceed 1m^2 (10 ft.^{2}) or 3m^2 (32 ft.^{2}) on church property and shall not be illuminated, fluorescent or moving.

- A sign advertising a home occupation shall be attached to the wall of the building that contains the occupation.

- A sign shall be in good taste and compatible with the character of the neighbourhood.

- A sign advertising off-site commercial activities shall not be permitted.

Sign Requirements on Undeveloped Lands Adjacent to Highways

- Only a billboard or sign that does not require a development permit shall be placed within 200m of Highway 2A and 53 in the Urban Reserve District (UR).

- Billboards on either side of a highway shall be separated by at least 200m.

- Vehicles or trailers parked for more than 7 days on a parcel adjacent to a highway, and bearing advertising material, are deemed to be signs but not billboards.

- All signs and billboards must meet with Alberta Transportation and Utilities approval.

More Questions?

Further information may be obtained by contacting the Development Services Department through the contact information below. For all requirements, restrictions and exemptions, please consult the Land Use Bylaw which may be downloaded from the Town of Ponoka website: https://www.ponoka.ca

CALL BEFORE YOU DIG
To have your utility lines located.
There is no cost for this service.
1-800-242-3447

Please note: This information sheet has no legal status and cannot be used as an official interpretation of the various bylaws, codes and regulations currently in effect. The Town of Ponoka accepts no responsibility for persons relying solely on this information.