

## Bylaw Revisions

| Community Association Signs |   |
|-----------------------------|---|
| <b>Name change</b>          | Recommend changing the name to <b>“Mobile Community Signs”</b> to reflect the range of community-based organizations that may use this larger sign.   |
| <b>Establish user list</b>  | Standardize which user groups may use the larger format sign: <ul style="list-style-type: none"><li>• Community associations, registered not-for-profit or charitable organizations, not-for-profit amateur sport organizations, elementary and secondary schools, universities and colleges, hospitals, and public events hosted by elected officials (open house)</li></ul> |

| Community Identification Signs |  |
|--------------------------------|--|
| <b>Remove from bylaw</b>       | <p>Remove the regulation of Community Identification Signs from the Temporary Signs Bylaw given these sign are (semi) permanent in nature, and require written agreements to be installed on city property. The authority to grant permission is legislated in other bylaws.</p> <p>This ensures the Temporary Signs Bylaw addresses only short-term use signs (no longer than 14 days).</p> |

| Prohibited Highways  |   |
|--|---|
| <b>Identify roads to be added</b>                                    | <p>Updates necessary to reflect city growth and addition of new roads since 1997. Established criteria will determine which roads should be prohibited from temporary sign placement:</p> <ul style="list-style-type: none"><li>• Posted speed limit greater than 60 km/h</li><li>• High vehicle volume roads</li><li>• Lack of safe access</li></ul> |
| <b>Remove list of Prohibited Roadways from the text of the bylaw</b> | List and map will be maintained online, and available to customers at their convenience. Traffic Engineer may update list as required to address any future expansion of the road network.  |

## Sign Height

|   |   |
|---|---|
| <b>Establish height restriction measure</b> | Establish the method of determining sign height as a measurement from the ground or “grade” to establish alignment with the Land Use Bylaw 1P2007 and with other jurisdictions.   |
| <b>Set maximum heights</b>                  | Maintain the maximum height of temporary signs 0.92 metres (3 feet) but as measured from grade.<br><br>Establish the maximum height of the newly established Mobile Community Signs and Election signs as 2.5 meters (8 feet) as measured from grade. |

## Sign Placement

|   |  |
|---|--|
| <b>Prohibit in Playground Zones and School Zones</b>                                | Maintains clear sightlines for both drivers and the pedestrians in these activity areas.   |
| <b>Require minimum distance between signs (same business or owner or candidate)</b> | 20 metre separation. Addresses complaints about proliferation of one owner’s signs in any one location – signs having the same or similar content. Also includes signs from the same candidate (election). |
| <b>Change minimum distance from intersections</b>                                   | With a new height restriction, the small format signs (0.6m <sup>2</sup> ) may be placed 15m away from an intersection, rather than 30m. May encourage greater compliance from businesses and realtors.    |
| <b>Maintain exemption for The City</b>  | Signs used by The City for operational, public safety, display, advertising or ornamental purposes may be placed where necessary to communicate with the public at large.                                  |

## Signs over Roadway

|  |   |
|--|---|
| <b>Prohibit the holding of signs above a roadway</b> | In the interest of the safety of all users of the roadways, prohibit the practice of holding or waving of signs from overpasses or elevated walkways above a roadway. |
|--|---|

## Election Signs

|  |  |
|--|--|
| <b>Establish start date for the Election Period</b>    | Align with election guidelines from when the writ is dropped for Federal and Provincial elections, and when the nominations are closed for Municipal elections |
| <b>Relax time requirement to remove election signs</b> | Extend the requirements related to sign removal to 72 hours (from the current 36 hours) after polls close to align with other jurisdictions.                   |

## Enforcement and Penalties

|   |   |
|---|---|
| <b>Clear language to support enforcement</b>  | Ensure language contained in the bylaw supports successful enforcement, and can hold parties responsible for their actions in the Road Rights of Way (RROW).  |
| <b>Update schedule and value of penalties</b> | Update the penalty values associated with offences related to the bylaw to align with similar penalty values in other bylaws.<br><br>Update the structure of Schedule A of the bylaw, in a manner which aligns with accepted practices. |

## Administrative Updates

### New Permit Process for Mobile Community Signs

|                                  |   |
|----------------------------------|---|
| <b>Adopt annual permit model</b> | <p>Model after current practice used to approve roadway contractors in residential areas. Provide annual city-wide permits to professional sign companies erecting large format temporary signs in the Road Rights of Way (RROW).</p> <p>Sign Companies would receive yearly, colour coded stickers to be placed on their signs similar to what is currently used for the placement of newspaper boxes to denote their status as a permitted operator to enforcement officials.</p> <p>Provisions will also be established to accommodate the single-time sign user or small operator (per location, per sign basis).</p> |
|----------------------------------|---|

|  |   |
|--|---|
| <p><b>Establish a fee for the permit</b></p>   | <p>A fee is required to demonstrate the value of obtaining a permit to operate on the RROW, and helps support voluntary compliance of permit conditions – as failure to follow rules would result in penalties or a loss of permit.</p> <p>Removing the requirement to seek approval for each location and sign message will save the industry time and money. Stakeholders support the addition of a reasonable fee to ensure that proper process, follow up and enforcement occurs.</p> |
| <p><b>Establish sign design guidelines</b></p> | <p>As a condition of the permit, establish design guidelines to ensure sign messaging is clearly readable from the roadway.</p> <p>The logo of the organization may be used, similar to existing rules for signs (banners) over roadways.</p>   |

| <p>Communication</p>                      |   |
|---|---|
| <p><b>Roads</b></p>                       | <p>Ensure Roads staff in the District Offices are informed as to their roles and expectations, and supported to continue to remove temporary signs which impede or interfere with work taking place in the RROW.</p> <p>Integrate the practice of reporting illegal signs or signs which require investigation by Calgary Community Standards through 311 in support of compliance, reduction of sign proliferation and the support of best practices.</p>                          |
| <p><b>Calgary Community Standards</b></p> | <p>Establish a process for communicating and providing up-to-date lists of operators who have been approved for the placement of signs in the Road Rights of Way.</p> <p>Implement a visible permit sticker for Mobile Community Signs that can be clearly seen by Calgary Community Standards officers while on patrol.</p> <p>Update public communications regarding the rules and enforcement of temporary signs to encourage compliance, and to better manage expectations.</p> |