



Guidelines Temporary Signs Advertising Community Groups and Community Events and for Marking Walk/Run Routes

The goal of this guideline document for temporary signs is to provide guidelines for the Town in determining when and how it is appropriate to approve the erection of temporary signs to advertise community groups and community events on Town-owned property and for marking walk/run routes on Town-owned property .

The Town wishes to support community groups / community events and recognizes that they are a vital part of the community. The Town understands that it is critical for community groups / community events to have the ability to get their message out to the public. That is why the Town included a provision for temporary signs for community events. According to the Land Use Bylaw, temporary signs "*to advertise any community event, and with a maximum sign area of 6 square metres*" are permitted.

However, the permitted style(s) of the sign, the allowable location(s), the maximum length of time permitted, and a definition of "community event" were not included in the Land Use Bylaw. This document provides guidelines for the approval of temporary signs for community groups / community events on Town-owned property. This guideline document does not apply to businesses. Businesses must restrict their signage to their own property so as not to violate the Land Use Bylaw prohibition on third-party signage.

It is ultimately the Town's intention to include opportunities for community groups / community events to advertise on permanent freestanding structures as part of the Wayfinding Signage project. That project is currently underway. This guideline document for banner signs, therefore, is an interim measure that would become redundant once the permanent structures are installed and are ready to be booked.

Walk/run applications are administered under the Public Realm Policy (ECDEV-POL-100-00) and the Special Events Procedure (ECDEV-PRO-100-00). The location of the proposed lawn signs to mark the routes will be reviewed as part of these applications. The Public Realm Policy and the Special Events Procedure are planned to be updated to include the lawn signs. Once that update is adopted by Council, this guideline document for lawn signs will be redundant.

1.0 Permitted signage style(s)

Banner signs on Town-owned fences displaying messages for community groups / community events may be approved for a limited period of time by Town administration.

Lawn signs on Town-owned boulevards marking the route of an organized walk/run may be approved for a limited period of time by Town administration.

2.0 Definitions

2.1 A **Banner Sign** is a sign constructed of flexible material that can be affixed to a fence following issuance of a permission letter from Town administration for a specified period of time. The maximum sign area is six square metres.

2.2 A **Lawn Sign** is a temporary double-or single-faced sign inserted into the Town's boulevard following issuance of a permission letter from Town administration for a specified period of time to temporarily mark a walk/run route. The maximum sign area is 1 square metre.

2.3 A **Community Event** is an event hosted by a non-profit organization, society, charity, sports league, place of worship, school board, government body, or organized group of citizens whose main intention is not for the purposes of promoting a for-profit business. A Community Event may occur on private property or within the public realm.

2.4 A **Community Group** is a non-profit organization, society, charity, sports league, place of worship, school board, government body, or organized group of citizens.

3.0 Length of time permitted

Town administration should limit the duration of the temporary banner sign to no more than two (2) weeks with a minimum of two (2) weeks before that same group or event is able to repost the banner. The purpose of this rule is to ensure that the banners remain temporary and that all interested groups / events have an opportunity.

However, Town administration has the discretion to grant longer time periods for events that go on for longer time periods (e.g. the Farmers' Market).

Town administration has the discretion to waive the 2-week interim period if no other community groups / community events are requesting the space.

Town administration should ensure that the removal date is no longer than 2 days after the event is finished to ensure that the messages are timely.

Lawn signs to label a walk/run route should not be set up more than 3 days before the event and taken down no more than 2 days after the event, but discretion may be considered on a case-by-case basis.

4.0 Approved locations

Banner signs may only be allowed on the following Town-owned fences.

1. The Operations Yard fence (640 7 St. NW)
2. The Fence north of Centre St. bridge
3. The Former mini-putt site fence (1204 10 St. SE)

See *Attachment 1* for location and photos.

Banner signs advertising community groups / community events shall not be allowed on private property that is owned / occupied by a third party as that would be considered third-party advertising and third-party advertising is prohibited by the Land Use Bylaw.

Locations of lawn signs marking routes for walk/run events must be noted clearly on a map submitted as part of the application. Town administration will review the proposed locations and the route itself (e.g. for pedestrian safety). The signs should only be located on Town-owned property. Some discretion may be considered if the private property owner provides written permission.

5.0 Maximum number of signs permitted

The number of banner signs per fence is limited to avoid causing a visual distraction.

1. Operations Yard fence – maximum of five (5) signs at a time.
2. Fence north of Centre St. bridge – maximum of two (2) signs at a time.
3. Former mini-putt site fence – a maximum of four (4) signs at a time.

The community group / community event is limited to a maximum of three (3) banner signs within the community but no more than one (1) per fence.

There is no specific limit to the number of lawn signs that may be used to label a walk/run route. However, Town administration may use their discretion in their review of the proposed lawn sign placement.

Banner Sign Application

The applicant shall fill in a Temporary Community Banner Signage application form. The applicant will be asked for the following information:

1. Applicant contact information
2. Community group / community event information
3. Proposed installation date, proposed removal date, date(s) of event (if applicable)
4. Preferred location (may choose up to 3 locations)
5. Signage diagram showing
 - The design including dimensions (in metric), all proposed messages and dates on the banner sign. The sign should be easy to read to minimize distractions.
 - The material of the banner sign (materials need to be weather resistant and minimize glare)
 - Dimensions of the sign (maximum size is 6 sq. m)
 - The method that the banner will be affixed to the fence (plastic ties are recommended. Town administration may consider a different method on a case-by-case basis).

Lawn Sign for walk/run routes Application

Lawn signs for walk/run routes will be part of the Special Events application. As part of the Special Events application, applicants will be asked for a map showing their proposed route and where the signs will be located.

Variance

There is no process for varying a guideline document. If discretion is not noted in this document, Town administration may request direction from the Committee of the Whole.

Authority

The Municipal Government Act, RSA 2000, provides municipalities the right to grant use of their property through the following provisions:

61(1) A municipality may grant rights, exclusive or otherwise, with respect to its property, including property under the direction, control and management of the municipality.

61(2) A municipality may charge fees, tolls and charges for the use of its property, including property under the direction, control and management of the municipality.

Circulation/Review of Application

Town administration will not circulate banner sign applications that comply with this guideline document. Town administration will issue a permission letter specifying the location, installation date, and removal date.

Town staff will continue to circulate all applications for walk/run route signs internally as per the Special Events application process.

Responsibility

Installation

Banner signs

- It is the responsibility of the individual who applied for the temporary banner sign(s) (or a proxy of their choosing) affix the banner sign to the fence. It/they will be affixed with plastic ties. If the applicant would like Town administration to consider a different method, that must be requested and reviewed by Town administration and applicable internal divisions on a case-by-case basis.

Lawn signs (to mark walk/run routes)

- It is the responsibility of the individual who applied for the lawn signs to mark walk/run routes (or a proxy of their choosing) install the lawn signs into the Town boulevards in the locations as approved by Town administration.

Removal

It is the responsibility of the individual who applied for the temporary sign(s) (or a proxy of their choosing) to remove the sign(s) by the date specified on the letter of permission issued by the Town.

Damage

The Town is not liable for any damage to the sign(s) that may occur (e.g. weather-related, vandalism, etc.).

Enforcement

Should an applicant fail to remove the sign(s) by the specified date, a member of the Town of High River staff may remove the sign(s). Similar to Section 4.18.4 of the Land Use Bylaw, Town administration will provide a written notice of the impoundment to the signage applicant. Similar to Section 4.18.5 of the Land Use Bylaw, Town administration may cause the sign(s) to be destroyed or disposed of without incurring any obligation to compensate any party for the destruction or disposal of the sign within fourteen (14) days of issuing the notice.

Fee

There is no fee for the initial banner sign(s) or for the initial lawn sign(s) that meet the parameters of this guideline document.

However, should the applicant fail to remove their sign(s) by the specified deadline and Town administration remove the sign, an application fee in the amount of \$50.00 will be collected the next

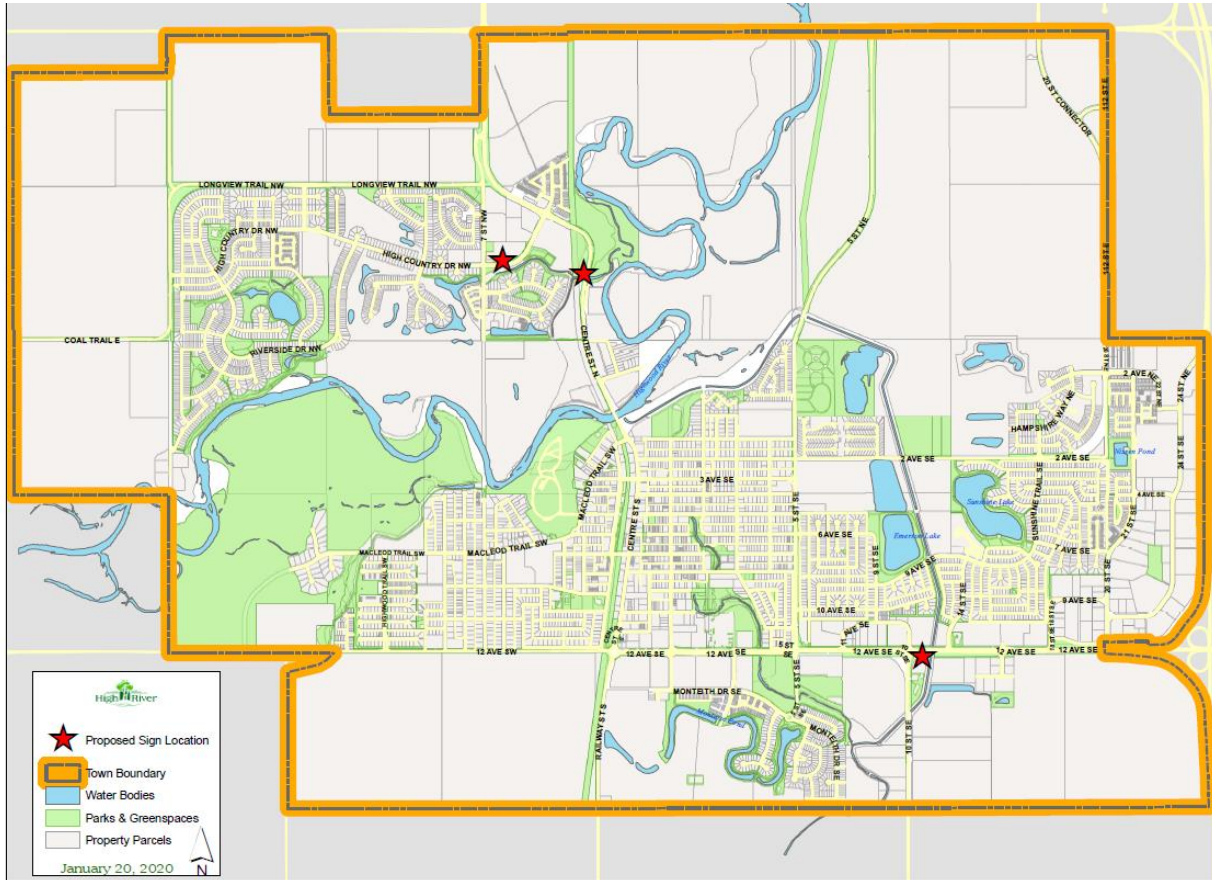
time that community group/community event wishes to post signage. If that applicant does ensure that the next sign(s) is/are removed by the specified date that next time, the applicant will not need to pay the fee for their following application.

Next Steps

This guideline document for banner signs will become redundant after the permanent signage structures for community groups / community events has been installed and is ready to be booked as part of the Wayfinding Signage Project.

This guideline document for lawn signs will become redundant when Public Realm Policy (ECDEV-POL-100-00) and the Special Events Procedure (ECDEV-PRO-100-00) are updated.

Attachment 1: Approved locations for temporary banner signs for community groups and community events



Proposed Locations for Temporary Banner Signs



Proposed Location 1: 640 7 St NW – Town of High River Operations Yard



Proposed Location 2: Fence north of Centre St. Bridge



Proposed Location 3: Former Mini-Putt Site - 1204 10 St. SE

