

New Community Wayfinding & Land Use

Information Signage Guidelines

1.0 Purpose and Intent

The purpose of these guidelines is to provide criteria for the review of requests for the installation of Wayfinding signage within public road right of ways (ROW'S) and on private property adjacent to ROW's. It is recognized that Wayfinding signage can assist the public in navigating to and around newly developing areas of the City. The intent is to allow the installation of privately owned wayfinding signs in City road right-of-ways that do not negatively affect adjacent properties, boulevard trees, utilities, pedestrians or create driver distraction.

2.0 General Information

2.1 *Wayfinding Types*

There are three types of Wayfinding Signage:

1. Along arterial roadways leading to a developing area (Attachment B).
2. Along arterial or collector roadways from the closest arterial roadway and into the development (Attachment C).
3. Along neighbourhood roadways leading to the show home or new subdivision from the nearest arterial roadway (Attachments D and E).

2.2 *Ownership*

Wayfinding signage is owned by the developer(s) and may be placed on road right of ways if they meet these guidelines. Application forms are provided in this document as Attachment A and can be made either individually or on a neighborhood basis.

2.3 *Locations*

- Arterial Wayfinding sign locations will be submitted by the applicant and will be reviewed and constructed by Infrastructure Services.
- Arterial and Neighbourhood blade signs placed on Street lights will be designed and submitted by the applicant and will be reviewed, approved and installed by the City.
- Neighborhood sign locations must meet the criteria outlined in these guidelines and will be designed and submitted by the applicant and will be reviewed and approved by the City. Installation will be conducted by the applicant, including all utility checks.
- Wayfinding signage is not allowed directly in front of existing single-detached, semi-detached homes or townhomes in a way that they are in view from the adjacent homes picture window.
- Wayfinding signs shall be set back from intersections a minimum of 30 m for arterial roads, 20 m from Collector roads and 10 m for local roads.

- A minimum 0.5 metres separation from the sidewalk or pathway is required. All installations must be located/installed in such a way that they are neither an impediment nor hazard to pedestrians.
- All installations must be located/installed in such a way that they do not impede or obstruct existing traffic control devices.
- All Wayfinding signs must be offset from other utility and municipal infrastructure including:
 - 1.5 m from Street lights
 - 5.0 m from a fire hydrant
 - 5.0 m from Stop or Yield Signs and any private access points
 - 2.5 m from any water or sewer lines or other shallow utilities
- Wayfinding signage is not allowed in roundabouts.

2.4 Timing/Duration

- Wayfinding signs can be installed by the Developer following approval of an Outline Plan (OP) and up to two weeks prior to the opening of show homes and subject to prior approval having been granted by Infrastructure Services.
- Wayfinding signs are permitted on an annual basis and are charged a rate based on the use of the right of way, the inspection of installed signs, and an annual inspection of signs.
- Wayfinding signs in developing neighbourhood shall be removed by the applicant when building permits have been issued for 90% of the final development phase.
- Failure to remove signs will result in any costs incurred by the City of Lethbridge for removal being charged to the developer and may result in future signage permit requests being denied.

3.0 Permit Process

3.1 Sign Applications

1. Contact and/or meet with Infrastructure Services to discuss the application.
2. Complete the application form attached to these guidelines as Attachment A.
3. Provide proof of valid insurance. Indemnification insurance with general commercial liability coverage of at least \$2,000,000 for all signage identified and identifying the City of Lethbridge as an Additional Insured.
4. Provide payment and security.

Upon submission and review of the application Infrastructure Services may issue the Sign Installation Permit.

3.2 Sign Installation

- All signs shall be installed in such a manner that the support structure will not be adversely affected by climatic conditions and must be weather resistant.

- Utility Locates are required prior to the installation of any signs below grade.
- Signs may not be placed on private property or overhanging private property.
- Proof of support from adjacent property owners may be requested by Infrastructure Services for signs located on Arterial Roadways. Relocation may be required in the sole discretion of Infrastructure Services.
- Any damages to City Property that result from sign installation are the responsibility of the applicant.
- The applicant must notify Infrastructure Services once all signage has been installed so that it may be inspected.

3.3 Sign Removals

- The applicant must notify Infrastructure Services once all signage has been removed.
- The City reserves the right to require the removal or re-location of signage.
- Failure to follow these guidelines may result in future requests being denied and/or forfeiture of securities as required to correct any deficient work.
- Any damages to City Property that result from the sign removal are the responsibility of the applicant.

4.0 Sign Design Guidelines

4.1 General

- Sign Content is restricted to the City approved ASP or OP names. Marketing names that differ from City approved names cannot be used on signage.
- Sign content should be clear and legible for the posted speed¹.
- Font height should be generally between 100 mm to 200 mm (4 to 8 in) and be white or black in approved font style.
- Signs can be ordered from Infrastructure Services or can be supplied by an approved supplier. They should be constructed from aluminum or plastic and must be weather resistant for the elements.
- No more than 10 signs in total are allowed per new community².
- Signs can only be used during the time upon which a subdivision is active.

4.2 Arterial Signs

Arterial Wayfinding Signs are restricted to Five Panels identifying the Community with an arrow. All sign placards shall be ordered alphabetically. A Header defining “New Communities” shall be placed on top all of which must be in accordance with the criteria shown on Attachment B.

¹ Please refer to the latest edition of the Manual of Uniform Traffic Control Devices for specific guidance.

² Variation to this minimum may be granted by Infrastructure Services when the location of show homes warrants (see Section 5).

On Arterial Roadways leading to a new community entrance road up to two **Arterial Blade Signs** may be located on light standards, located at least 30 m from an intersection and 300m between each blade sign in accordance with the criteria shown on Attachment C.

4.3 Neighborhood Roadway Signs

- Neighborhood Roadway Wayfinding signs shall include a “Show Homes” placard.
- A Developers Crest or Logo or that of the CHBA may be placed above the “Show Homes” placard.
- No advertising is allowed on the signs.
- Neighborhood Roadway Signs shall meet the criteria shown on Attachment D and E.
- On collector roads within the neighborhood up to three blade signs may be located on light standards, located 20 m from an intersection with a minimum 100m between each blade sign in accordance with the criteria on Attachment C.

4.4 Parade of Homes

Signage for the Annual Parade of Homes shall be designed and located in accordance with the criteria shown on Attachment F.

5.0 Special Circumstances/Locations

- In circumstances where a development is accessible through a partially completed community that is, Blade Signage in accordance with Attachment C or Neighborhood Wayfinding Signage in accordance with Attachment D and E may be allowed.
- Where a development is only accessible through an existing, established community, special permission may be granted by the City for signage outside of the New Community.
 - Special permission will only be granted for locations within the existing, established community directly adjacent to the New Community.
 - Wayfinding signage may be placed within 150 meters of 2 key entry points into the existing established community.
 - Wayfinding signage may be placed in strategic locations along the route for New Community directional purposes only.
 - Locations where approval is requested will only be considered if the impact on the existing residences is negligible.
 - Locations at the rear of property lines near alleyways, adjacent to parks and pathways and some existing street lighting will be considered.

6.0 Other Information Signage

6.1 Area Structure Plan Neighbourhood Plan Signs

Upon the approval of an Area Structure Plan (ASP) Bylaw by City Council the developer may erect Neighbourhood Plan Signage (see Attachment G) at the main entranceway to the new ASP area. The Sign should include:

- The Land Use Concept
- Date of ASP Bylaw Approval
- Developer's name and contact information
- Builder's Group names (if applicable)
- City of Lethbridge contact information

The Sign shall be made of durable materials that can withstand the elements and are to be no larger than 1.2 m by 2.4 m (4 ft by 8 ft). All sign content and sign locations must be approved by the City of Lethbridge. A Neighbourhood Plan Sign must provide current information and be well maintained. These signs may be installed either on public ROW's or private property. Details on ASP Neighbourhood Signage are outlined in the Area Structure Plan (ASP) Guidelines.

6.2 Land Use (Zone) Signage

The approved land uses (zones) for an area contained within an Outline Plan and approved through amendment to the Land Use Bylaw by City Council shall be placed by the entranceway of each new Outline Plan stage (see Attachment H). The Land Use Sign should include:

- Land Use Zones
- Date of Approval of Land Use Zones
- Developer's name and contact information
- City of Lethbridge contact information

The Sign shall be made of durable materials that can withstand the elements and be no larger than 0.6 m by 1.2 m (2 ft by 4 ft). All sign content and sign locations must be approved by the City of Lethbridge. All sign information must be kept current and be well maintained. These signs may be installed either on public ROW's or private property. Details on Land Use Zoning Signs are outlined in the Subdivision Servicing Agreement.

6.3 Land Use Bylaw Amendment (Re-zoning) Signage


When an amendment is proposed to the land use bylaw to change a property's current zoning to an alternative zoning, the Development Authority may require the erection of a Land Use Bylaw Amendment Sign in accordance with the Land Use Bylaw and following the Guidelines outlined on Attachment I. These signs are restricted to private property and are governed by the Land Use Bylaw (permit through Planning and Development Services).

6.4 Developer Marketing Signs

In an new community area where the Developer Owns vacant property fronting a roadway and where no subdivision or other development has been approved, a Developer may erect “Developer Marketing Signs”, subject to the requirements of the Land Use Bylaw, the issuance of a Development Permit and in accordance with the Guidelines set out on Attachment J. These signs are restricted to private property and are governed by the Land Use Bylaw (permit through Planning and Development Services). Please note that Developer Marketing Signs will be addressed through revisions to the Land Use Bylaw 5700.

Attachment A

Application For
Right of Way Signage Installation Permit

WAYFINDING Application Form							
<div style="background-color: black; color: white; padding: 2px;">APPLICANT</div> <p>NAME/DEVELOPER: _____</p> <p>BILLING ADDRESS: _____</p> <p>EMAIL: _____ Ph: () - _____</p>	 <p>CITY OF Lethbridge Infrastructure Services Stafford Centre 304 Stafford Dr N Lethbridge, AB T1H 2A6 Ph: 403-320-3076</p>						
<div style="background-color: black; color: white; padding: 2px;">PURPOSE</div> <p>DEVELOPMENT _____</p> <p><input checked="" type="checkbox"/> 1. Arterial Signage (maps attached)</p> <p style="margin-left: 40px;">North <input type="checkbox"/> N1 <input type="checkbox"/> N2 <input type="checkbox"/> N3 <input type="checkbox"/> N4 <input type="checkbox"/> N5</p> <p style="margin-left: 40px;">South <input type="checkbox"/> S1 <input type="checkbox"/> S2 <input type="checkbox"/> S3</p> <p style="margin-left: 40px;">West <input type="checkbox"/> W1 <input type="checkbox"/> W2 <input type="checkbox"/> W3 <input type="checkbox"/> W4 <input type="checkbox"/> W5 <input type="checkbox"/> W6 <input type="checkbox"/> W7 <input type="checkbox"/> W8 <input type="checkbox"/> W9</p> <p style="margin-left: 40px;">Number of Items _____</p> <p><input checked="" type="checkbox"/> 2. Neighborhood Free Standing Signage*</p> <p style="margin-left: 40px;">Number of Items _____</p> <p><input checked="" type="checkbox"/> 3. Arterial / Neighborhood Street Light Blade Signs*</p> <p style="margin-left: 40px;">Number of Items _____</p> <p><input checked="" type="checkbox"/> 4. Parade of Home Signage*</p> <p style="margin-left: 40px;">Number of Items _____</p> <p><input checked="" type="checkbox"/> 5. Area Structure Plan (ASP) Signs & Outline Plan (OP) Signs*</p> <p style="margin-left: 40px;">Number of Items _____</p> <p style="text-align: right; font-size: small;">* Locations required with application submission.</p>							
<div style="background-color: black; color: white; padding: 2px;">PAYMENT</div> <p><small>* Application Fee for Wayfinding Signs is \$100 per neighborhood (from one sign to a maximum of 10 signs).</small></p> <p><small>* Cost for New Arterial Placards is \$750 (installed by the City of Lethbridge) plus an annual maintenance fee of \$100 per placard.</small></p> <p><small>* Cost for Construction and Maintenance of Street Light Blade Signs, responsibility of applicant. Installation/Removal done by City of Lethbridge with a fee of \$100.</small></p> <p><small>* Cost for Construction, Installation and Maintenance of all other Wayfinding Signs is the responsibility of the applicant once the application has been submitted and approved (if vehicle or pedestrians traffic will be affected by any installation, please contact the ROW Coordinator @ 403.320.3150 or Traffic Technologist @ 403.320.3183 prior to installation).</small></p> <p><small>* A Security Deposit of \$2500 per neighborhood is required with application</small></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">a) Application Fee: _____</td> <td rowspan="5" style="width: 40%; text-align: center; vertical-align: middle;"> <div style="background-color: black; color: white; padding: 10px; font-weight: bold; font-size: 1.2em;">Payment Amount</div> <p style="font-size: x-small; margin-top: 5px;">Please include a cheque made in the value shown (above) with this application</p> </td> </tr> <tr> <td>b) Installation Cost for New Arterial Placards: _____</td> </tr> <tr> <td>c) Installation Cost of Street Light Blade Signs: _____</td> </tr> <tr> <td>d) Annual Maintenance Charge for Arterial Placards: _____</td> </tr> <tr> <td>e) Total Cost: \$ _____ + 5% GST</td> </tr> </table> <p><input checked="" type="checkbox"/> Copy of Insurance Received <small>(City of Lethbridge to be added as an additional insured. It is also the applicants responsibility to ensure the City of Lethbridge is updated annually with valid insurance)</small></p> <p><input checked="" type="checkbox"/> Security Deposit Received</p>		a) Application Fee: _____	<div style="background-color: black; color: white; padding: 10px; font-weight: bold; font-size: 1.2em;">Payment Amount</div> <p style="font-size: x-small; margin-top: 5px;">Please include a cheque made in the value shown (above) with this application</p>	b) Installation Cost for New Arterial Placards: _____	c) Installation Cost of Street Light Blade Signs: _____	d) Annual Maintenance Charge for Arterial Placards: _____	e) Total Cost: \$ _____ + 5% GST
a) Application Fee: _____	<div style="background-color: black; color: white; padding: 10px; font-weight: bold; font-size: 1.2em;">Payment Amount</div> <p style="font-size: x-small; margin-top: 5px;">Please include a cheque made in the value shown (above) with this application</p>						
b) Installation Cost for New Arterial Placards: _____							
c) Installation Cost of Street Light Blade Signs: _____							
d) Annual Maintenance Charge for Arterial Placards: _____							
e) Total Cost: \$ _____ + 5% GST							
<p>Applicant Signature: _____ Date: _____</p> <p>Infrastructure Services Approval: _____ Date: _____</p>							
<p>FOIP: The personal information requested is being collected for the purpose of processing the permit, and is being collected under the authority of the Freedom of Information and Protection of Privacy Act (the Act) and is protected by the Act. It will be disclosed to City of Lethbridge Infrastructure for the purpose of processing the permit. If you have any questions about the collection, use or disclosure, contact Darwin Juell, Transportation Manager, 910 – 4 Ave. S., Lethbridge, AB, T1J 0P6, 403-320-3076.</p>							

Contact: Infrastructure Services

Right-of Way Coordinator 304 Stafford Drive North Lethbridge, Alberta, T1H 2A6 Phone: (403) 320-3150 Fax: (403) 320-4026	or	Traffic Technologist 304 Stafford Drive North Lethbridge, Alberta, T1H 2A6 Phone: (403) 320-3183 Fax: (403) 320-4026
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