

SHOWHOME WAYFINDING SIGNAGE ON PUBLIC ROAD RIGHTS-OF-WAY GUIDELINES

Definitions and Purpose

The purpose of these guidelines is to provide criteria for the review of requests for the installation of showhome wayfinding signage within public road rights-of-way. They can also be applied when reviewing complaints of existing signage.

These guidelines align with City Council's direction to reduce sign clutter on public lands, in general, and to deal with unauthorized signage along road rights-of-way. Showhome wayfinding signage, beyond what is allowed under Traffic Bylaw 5590 (excerpts forming part of these guidelines), have never been permitted along the roadways within the boulevards.

It is recognized that showhome wayfinding signage can be provided to assist the public in identifying and navigating to or around developing areas of the city. The intent is to allow the installation of privately owned signs without adversely affecting adjacent properties, vehicular access, pedestrian movements, boulevard trees, existing and proposed utilities, and the City's roadway maintenance operations. These guidelines establish reasonable conditions to ensure proposals for the use of public space are acceptable.

There are three levels of showhome wayfinding signage, as follows:

- Along arterial roadways leading to the development;
- Along collector roadways from the closest arterial roadway into the development; and/or
- Along local roadways leading to the showhome or subdivision from the arterial or collector roadways.

The intent is to have an integrated system of signs, of the same colour and style, with consistent wording.

General Criteria

- | | |
|---------------|---|
| Ownership | 1. Each showhome wayfinding sign is owned by the developer, or a group of developers, and may be placed on road rights-of-way if these guidelines are met. |
| Co-ordination | 2. To reduce the number of signs in each ASP area, developers need to co-ordinate the amount and location of the signs. If an arterial and/or collector sign exists, those signs need to be utilized until they are filled with the maximum number of panels. Then, and only then, will additional arterial and/or collector signs be approved. |
| Location | 3. Showhome wayfinding signs are not allowed in front of single family or semi-detached residences or townhomes in such a way that they negatively affect the "quiet enjoyment" of a property owner by being within the primary view of a residence's picture window.

4. Arterial and collector showhome wayfinding sign locations will be submitted by the developer(s) and reviewed and approved by the City (see attached process). Signs for local roadway locations must meet the criteria stipulated in these guidelines, but will not be individually reviewed and approved by the City.

5. Arterial showhome wayfinding signs must be located at least 90 metres apart, and at least 90 metres from the closest intersection. Collector signs must be at least 60 metres apart and 45 metres from the closest intersection.

6. Arterial showhome wayfinding signs can be installed outside of the neighbourhood(s) being identified, subject to Guideline #27. |

- Timing / Duration
7. Showhome wayfinding signs can be installed by the developer following the approval of the Neighbourhood Structure Plan and up to two (2) weeks prior to the opening of any showhome, subject to the City's prior approval of all arterial and/or collector sign locations.
8. Local signage must be removed within seven (7) days of the closure of the showhomes and/or sales centres. If the closures occur during the winter, the posts can remain until May 1 of the following year, but all sign panels must be removed.
- Setbacks
9. Showhome wayfinding signs must be set back from the adjacent roadways, sidewalks, shared use paths, and/or cycle tracks. The minimum setbacks to the edge of the support posts (the sign panels can extend beyond the posts) are as follows:
- 0.5 metres from the side of a sidewalk, shared use path, and/or cycle tracks;
 - 1.75 metres from the back of the curb along a local and/or collector roadway; and/or
 - 2.5 metres from the shoulder of any rural roadway or highway, and any urban arterial roadway.
10. Signs may be angled slightly so that these setbacks can be maintained.
11. Some new neighbourhoods have narrow rights-of-way that limit the widths of the boulevards where the signs can be installed. In those locations, the setbacks, and the offsets outlined in Guideline #16, may be difficult to meet, so specific review and approval of these locations by the City will be necessary. The City suggests that potential sign locations be considered when servicing is being planned, as many locations will be encumbered by numerous utilities and/or other infrastructure.
12. Collector-style signage can be installed along arterial roads if setbacks cannot be met, but these situations require the specific review of and approval by the City.
- Safety Considerations
13. Adequate sightlines must be maintained at all intersections and access locations.
14. Showhome wayfinding signage cannot block the view of any traffic control devices including traffic signs.
15. Showhome wayfinding sign panels cannot extend over a curb or a roadway. Panels may extend over a sidewalk, shared use path, and/or a cycle track (but not a bike lane in a roadway) if a vertical clearance of 2.7 metres is provided from the lowest panel. Any panel that must extend over these facilities must be specifically authorized by the City. All panels must be offset from an adjacent roadway by at least 1.5 metres.
- Offsets
16. Showhome wayfinding signs must be offset from other utility and/or municipal infrastructure as follows:
- 1.5 metre from streetlights;
 - 3.5 metres from any hydrant or fire connection;
 - 3.5 metres from any Stop and/or Yield signs (in addition to respecting the sightlines to these signs at all times);
 - for locations with boulevard walks, from the bus stop pole (head of transit zone) to 15 metres upstream of the traffic flow;
 - 1.5 metres from any water line; and/or
 - 1.0 metre from all other shallow utilities.

Design Guidelines

Sign Restrictions

17. Arterial signage must meet the criteria shown on Enclosure I, as may be amended from time to time.
18. Sign content will be restricted to the City-approved ASP, NSP, or NASP names. Marketing names used by some developers that differ from the approved names cannot be used on these signs.
19. Collector signage must meet the criteria shown on Enclosure II, as may be amended from time to time.
20. Local signage must meet the criteria shown on Enclosure III, as may be amended from time to time.
21. Arterial and collector signs will be restricted to 5 panels – 1 main panel describing the area and up to 4 additional panels with the neighbourhood names and arrows. As changes occur in the neighbourhood, the order of the sign panels can be moved up or down as need be.
22. Advertising on the signs is not permitted. No logos other than the CHBA will be allowed.

Sign Panels

23. Sign panels can be ordered from the City or ordered from an approved 3M supplier to match the existing sheeting specifications. Sign panels manufactured by the City will be manufactured and supplied at cost.
24. Signs panels that include long subdivision names for the text can be 1.5 times the height of a normal panel, but all minimum clearance dimensions must be maintained.

Required Approvals from the City of Edmonton

Permission to Use the Road Right-of-Way

25. An On Street Construction and Maintenance (OSCAM) Permit will be required prior to the installation of any sign or a series of signs along any roadway.
26. Companies failing to adhere to these guidelines and the associated approval processes may be denied future requests and/or have enforcement action initiated by the City.

Other Required Approvals

Support from the Adjacent Landowner(s) and/or Community Groups

27. Proof of the support from the adjacent landowner(s), community leagues, and/or homeowner associations may be requested at the sole discretion of the City for arterial signs. Valid objections by any of the affected individuals and/or groups will be considered, and may alter the proposed location of individuals signs.

Utility Approval

28. All affected utility companies, departments, and agencies may be circulated for comment or approval. Any conditions these groups may have will be incorporated into the approval for each proposal.

Any sign that does not meet these standards will result in enforcement action being initiated by the City, or, if safety issues exist, the sign will be removed by City forces without notification.

NOTE: Signs on private property require a Development Permit from Sustainable Development. Signs on road rights-of-way do not need Development Permits.

SHOWHOME WAYFINDING SIGNAGE ON PUBLIC ROAD RIGHTS-OF-WAY SPECIFICATIONS

These specifications are intended to be read in conjunction with the arterial, collector, and local roads drawings.

Sign Panel Specifications

Panels:

Panels to be centered on the arterial and collector signs.

Background colour: 3M Scotchcal Electro-cut Graphic Film (Burgundy 7725-58) for all arterial and collector sign panels. Black or dark green sign panels will be allowed for local signs upon request, on a case by case basis.

Arterial and collector sign panels to meet current City of Edmonton sign specifications (0.8 gauge aluminum). Local signs to be 5.08cm (2") pressure treated boards (SPF No. 1 / No. 2).

The CHBA logo must be on the community panel for all arterial and collector signs, and on the post for local signs.

Arterial signs:

Community panel with the community name: 0.61m x 1.82m (2' x 6') panel.

Neighbourhood panels: 0.45m x 1.52m (1'-6" x 5') panels

Collector signs:

Community panel with the community name: 0.61m x 1.52m (2' x 5') panel

Neighbourhood panels: 0.45m x 1.22m (1'-6" x 4') panels

Local signs:

All panels: 0.45m x 0.91m (1'-6" x 3') panels – maximum

Note: *Long neighbourhood names can be on panels that are 1.5 times the normal height of a panel.*

Sign text:

Arterial and collector signage font: Clearview 1B type letter style

All text to be centered on the panel, both vertically and horizontally.

Arterial signs:

Community panel with the community name: 20.3cm (8") letters, with 10.2cm (4") letters for any sub-text (i.e. "*The Communities of...*").

Neighbourhood panels: 15.24cm (6") letters

Collector signs:

All panels: 15.24cm (6") letters, with 7.62cm (3") letters for any sub-text (i.e. "*The Communities of...*")

Local signs:

All panels: 15.24cm (6") letters, with 7.62cm (3") letters for any sub-text

Arrows:

Arrows can be on either side of the sign text, at the applicant's discretion.

Arrow size: arterial signs 13.33cm (5¼"); collector and local signs 8.89cm (3½")

Arrow colour: silver

Borders:

Arterial and collector signage – top panel: 1.27cm (½") silver border, with a 1.27cm (½") offset.

Arterial and collector signage – neighbourhood panels: 1.27cm (½") silver border, with a 0.95cm offset.

Local signage – no border necessary.

SHOWHOME WAYFINDING SIGNAGE ON PUBLIC ROAD RIGHTS-OF-WAY

Approval Process

Arterial and/or collector signs:

- Arterial and collector showhome wayfinding signs locations must be submitted for review via e-mail (preferred) to **transportationoperations@edmonton.ca**, by fax to **(780) 496-1071**, or via mail to the address noted above. Individual sign locations should be marked on an ASP or NSP plan (the more detailed the plan is, the quicker approval can be granted). Comments will be provided to the applicant, and once it is determined that the standard conditions can be met, an approval letter will be sent to the applicant. This letter will be kept on file until each sign is removed.
- Upon review of the submission, should Transportation Operations, at its sole discretion, determine that a proposed sign, or a series of signs, could potentially affect an adjacent landowner, a series of landowners, a community league and/or a homeowners' association, the applicant will be advised to provide proof of support from any and all of these groups indicating their concurrence with the wayfinding sign proposal.
- Additionally, all affected utility companies, departments, and agencies *may* be circulated for comment or approval. Any conditions these groups may have will be incorporated into the approval for each proposal.

Local signs:

Showhome wayfinding signage on local roadways that meet the guidelines do not need to be submitted for approval, but any deviation of the approved sign specifications must be approved by Transportation Operations before the sign is ordered.

Transportation Operations will process the application and provide a response within 30 days -- with a targeted timeline of 2 weeks that may be affected by workloads, etc.

Manufacturing Process

Sign panels: Arterial and/or collector sign panels can be ordered from the City by including a request in the initial application. Requests will be forwarded to Traffic Operations so the necessary work orders can be completed and sent to the Sign Shop. Sign panels manufactured by the City will be manufactured and supplied at cost. Alternatively, panels can also be ordered from any approved 3M supplier who must match the existing sheeting specifications.

Posts, brackets, etc.: All other hardware needed for the sign must be supplied by the developer(s).

Installation Process

Permits: An On Street Construction and Maintenance (OSCAM) Permit, or a series of permits, will be required prior to the installation of any sign or a series of signs along any roadway. These Permits are free and can be obtained by calling Transportation Operations at (780) 442-6458 a few days in advance of any installation. Please note that the City reserves the right to set, adjust, or change the approved schedule of work by the applicant (or the contractor) at its sole discretion, acting reasonably, for the purpose of coordinating or managing any major events and/or activities, including restricting the installation during certain time periods. The City shall use its best efforts to provide to the applicant forty-eight (48) hours advance notice of any change to the approved Permit dates and times.

Locates: Once the OSCAM Permit has been obtained, and before any ground disturbance related to the installation of any sign begins, the applicant or their contractor must contact Alberta One-Call (www.albertaonecall.com or 1-800-242-3447) and Shaw Cable (www.digshaw.ca or at 1-866-DIGSHAW (344-7429)) at least two weeks prior to the work beginning to have all utilities located. The locate tickets must be kept on file with the applicant until the signs are eventually removed. *Note: Since the OSCAM Permit may define the dates that the installation(s) can proceed, it would be beneficial to wait for that Permit before having the locates completed. Otherwise, the locate period may expire and the applicant may have to call for locates again.*

Installation: Once the Permits have been obtained and the locates have been completed, the applicant / contractor can install the signs, meeting all specifications and special approval conditions as may be noted in the approval letter. Once the sign is installed, the surrounding area must be cleared of all debris and the boulevard restored.

SHOWHOME WAYFINDING SIGNAGE ON PUBLIC ROAD RIGHTS-OF-WAY

Background information and FAQ's

Developer signs have been on road rights-of-way for many years

This is true, but the only signs that could be legally placed on road right-of-way have been the sandwich board / real estate signs that are allowed under Traffic Bylaw 5590 (excerpts attached for reference). The large signs that have typically been used by the industry have never been authorized to be on road rights-of-way.

Why do the existing signs have to be removed or relocated now?

The City was approached by representatives of both the UDI and CHBA in 2009 to develop some standards and guidelines that would allow some type of showhome wayfinding signage on road rights-of-way. City Council directed the administration to deal with the proliferation of all types of signs around the city in 2010. The showhome wayfinding guidelines were finalized in 2013 (and updated in 2014) following a pilot program that was implemented in a neighbourhood in 2012.

It should be noted that the City began to restrict portable signs on road rights-of-way in 2011. The next type of signs to be dealt with will be commercial real estate signs.

How were these guidelines developed?

The guidelines recognize the benefit to the public of providing directions to showhomes in new areas of the city that have recently been opened, and mirror the approach taken in other jurisdictions – notably Calgary and Phoenix. The working group took into consideration the safety aspects, technical specifications, operational offsets, utility conflicts, and installation implications so that the other users of the road rights-of-way are not impacted and the signage costs are reduced.

The arterial and collector signage standards are designed to be uniform in colour and style to minimize conflict with other types of signs and traffic control devices, and deviations from the guidelines for arterial and collector signs are not possible. Local signage can be customized with the name of the builder or marketing name, but the arterial and collector signage must retain the official neighbourhood names as approved through the Neighbourhood Structure Plan (NSP) or the Neighbourhood Area Structure Plan (NASP) process.

It is recognized that with the amount of underground utilities, narrow boulevards with trees, and surface infrastructure that goes into the road rights-of-way in any new neighbourhood, the number of locations available to install these new wayfinding signs is limited.

When the guidelines were initially issued in 2013, both the UDI and CHBA sent out notices to their members, and the guidelines were included in three separate Sustainable Development newsletters.

Can individual companies put up these new showhome wayfinding signs?

No. The whole intent is to minimize the amount of signs out there, so the developer(s) and builders need to co-ordinate a sign program, for all parties involved in a neighbourhood, on a NSP or NASP level. A co-ordinated sign program will help direct people from nearby arterial roads through to the collector and local roadways, and then to the individual showhomes. The guidelines allow for multiple sign blades per sign, so the number of individual signs can be reduced.

Where can the existing signs go?

Permits can be obtained from the Sustainable Development Department to place signs on private property. Developer and/or homebuilder signs must conform to the existing Traffic Bylaw restrictions, or these guidelines, or be removed.

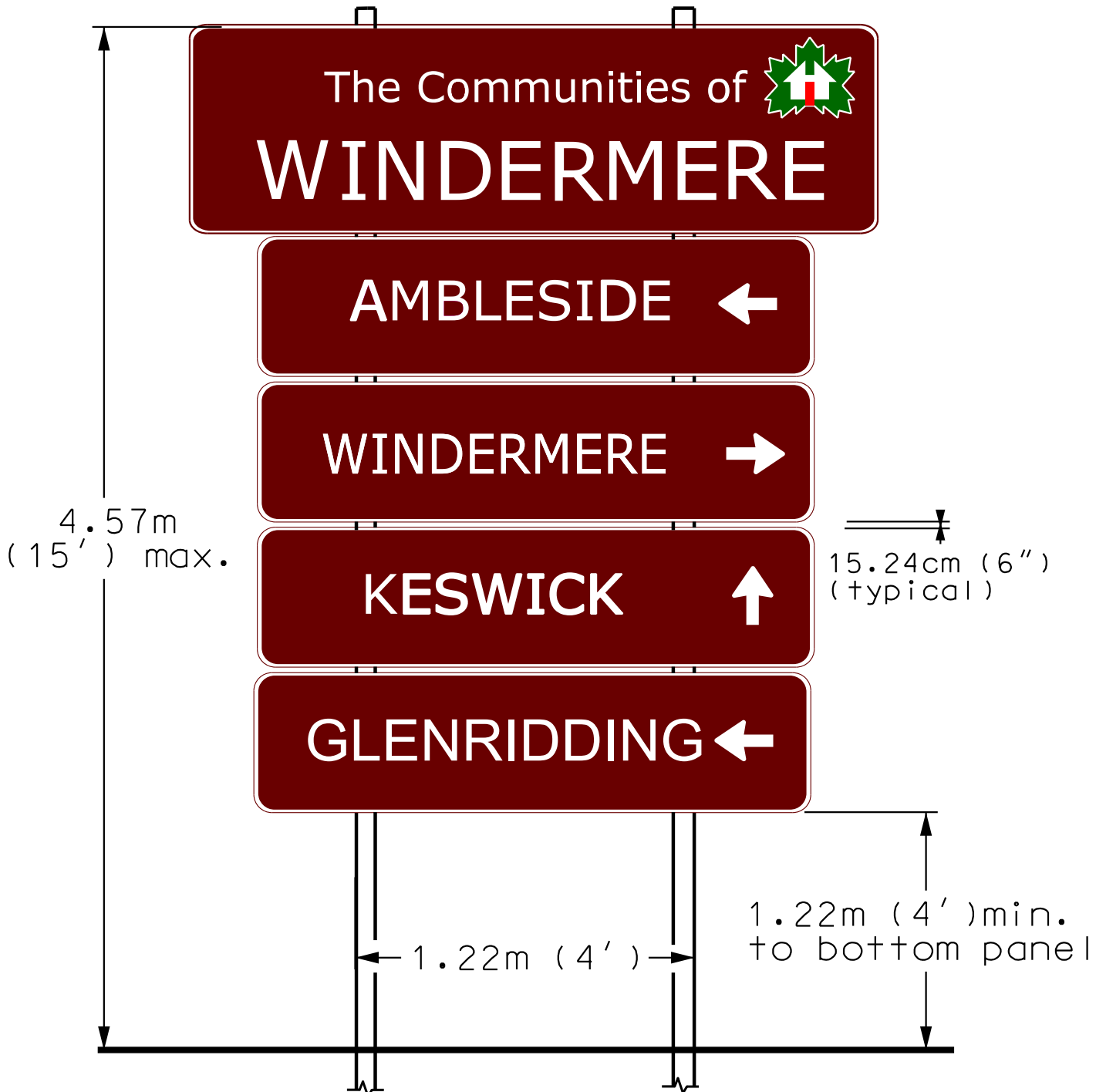
What happens if an existing sign is not removed?

The City will have the sign confiscated and removed, to be stored in the Community Standards Branch's compound until the sign is claimed, or recycled if it is unclaimed.

SHOWHOME WAYFINDING SIGNAGE ON PUBLIC ROAD RIGHTS-OF-WAY
Excerpts from LIST IX of Traffic Bylaw 5590 – *emphasis added*

CONDITIONS FOR PLACEMENTS OF FREE-STANDING SIGNS ON A HIGHWAY

- B. All persons placing or erecting a free-standing sign on a highway to guide pedestrian and vehicular traffic to an open house location shall comply with the following conditions:
1. The sign shall be placed *only on the date of the open house*.
 2. Each sign shall have a *maximum sign face of 0.6 metres wide by 1.0 meter high* and be constructed of a material that is a minimum of 6 millimeters thick.
 3. Each sign shall be mounted on an A-frame or on a stake firmly secured in a grassed boulevard area.
 4. *The maximum number of messages allowable on each sign is four. The messages shall consist of the following with a) and b) being prominent:*
 - a) *Open House*
 - b) *Directional Arrow*
 - c) *Company Identification*
 - d) *Salesperson*
 5. *The sign shall be allowed during the following time periods:*
 - a) *from 1500 hours Friday to 2200 hours Sunday or Statutory Holiday Monday,*
 - b) *from 1500 hours to 2200 hours daily, Monday to Thursday.*
 6. *No more than two signs will be allowed at any particular intersection.*
 7. *The sign shall not be located within 15 metres of an intersection on a local roadway or within 30 metres from an intersection on an arterial roadway.*
 8. The sign shall not be located on roadways (including paved shoulders), centre medians, medians between main roads and service roads, “pork chop” islands, traffic circles, or any islands/medians separating traffic.
- C. All other persons placing or erecting a free-standing sign on a highway for any other purpose must obtain prior written permission from the City Manager. Such permission may be withheld by the City Manager for operational or safety reasons.



15.24cm x 15.24cm (6" x 6") Pressure Treated Posts -- 2.44m (8') deep.
 Holes filled with dry sand, compacted in 30.48cm (12") lifts.

No logos and/or graphics on the sign panels other than the approved CHBA logo.

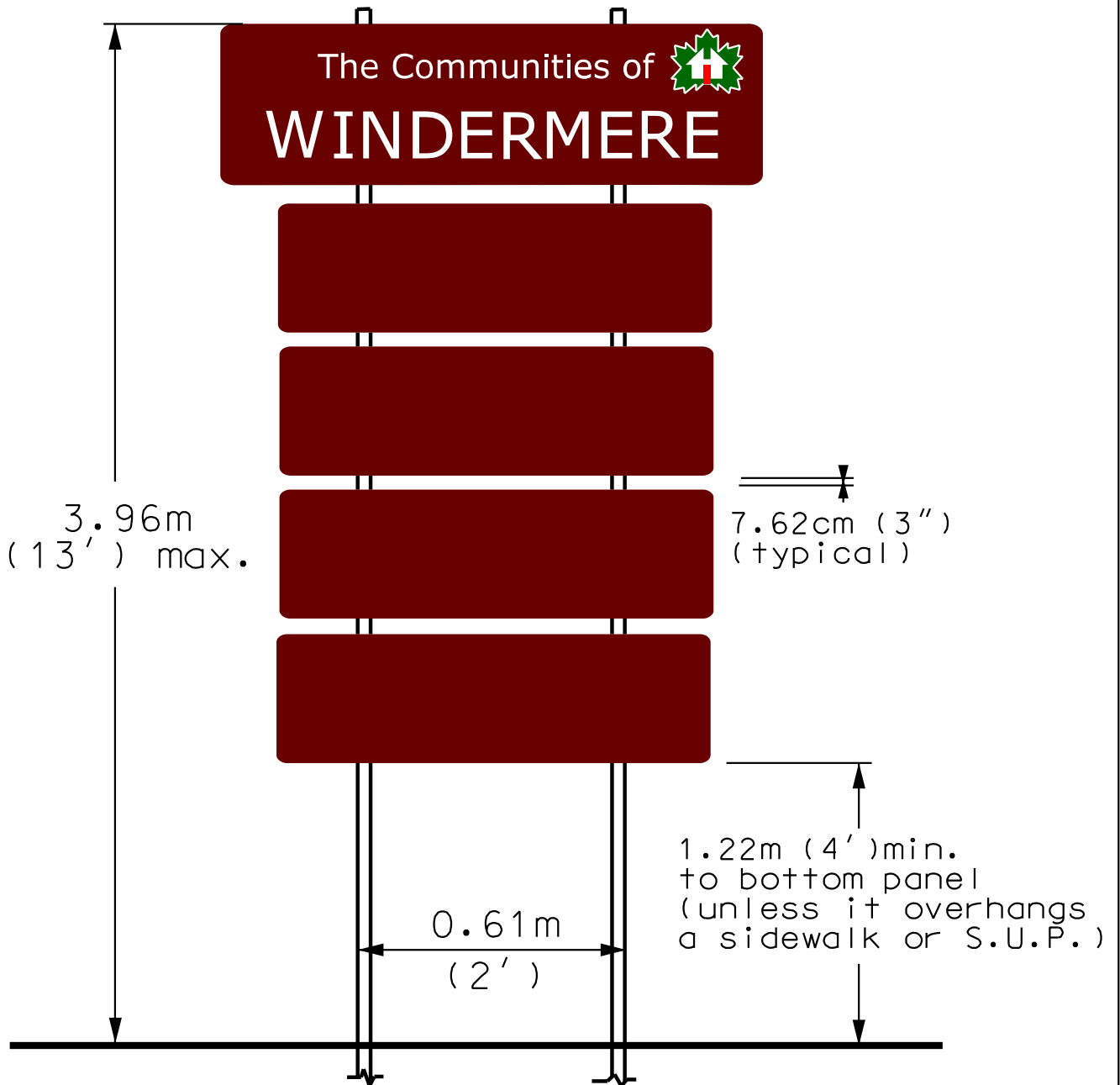
Notes: Background colour is 3M Scotchcal Electro-cut Graphic Film (Burgundy 7725-58).
 Maximum 4 neighbourhood panels per sign.
 All panels to meet current City of Edmonton sign specifications (0.8 guage alum.).

Arterial Showhome Wayfinding Signs		COLOUR	
		SYMBOL	BACKGROUND
Arterial Signs	Top panel - Community name - 0.61m x 1.82m (2' X 6') Panel with 20.3cm (8") letters with 10.2cm (4") letters for any sub-text (i.e. "The Communities of ...")	Silver	Burgundy
	Subsequent panels - Neighbourhood names - 0.45m x 1.52m (1'-6" X 5') panels with 15.24cm (6") letters; all panels centered on the sign.	Silver	Burgundy
Supports	7.62m (25') long (max.) - 15.24cm x 15.24 cm (6" x 6") Pressure Treated Posts	Specifications may be amended from time to time by the City.	

DATE: May 16, 2014
 APPROVED BY: ERP



SHOWHOME WAYFINDING SIGNS
 ENCLOSURE I



15.24cm x 15.24cm (6" x 6") Pressure Treated Posts -- 2.44m (8') deep.
 Holes filled with dry sand, compacted in 30.48cm (12") lifts.

No logos and/or graphics on the sign panels other than the approved CHBA logo.

Notes: Background colour is 3M Scotchlcal Electro-cut Graphic Film (Burgundy 7725-58).
 Maximum 4 neighbourhood panels per sign.
 All panels to be meet current City of Edmonton sign specifications (0.8 guage alum.)

Collector Showhome Wayfinding Signs		COLOUR	
		SYMBOL	BACKGROUND
Collector Signs	Top panel - Community name - 0.61m x 1.52m (2' X 5') Panel with 15.24cm (6") letters with 7.62cm (3") letters for any sub-text (i.e. "The Communities of ...")	Silver	Burgundy
	Subsequent panels - Neighbourhood names - 0.45m x 1.22m (1'-6" X 4') panels with 15.24cm (6") letters; all panels centered on the sign.	Silver	Burgundy
Supports	7.01m (23') long (max.) - 15.24cm x 15.24 cm (6" x 6") Pressure Treated Posts	Specifications may be amended from time to time by the City.	

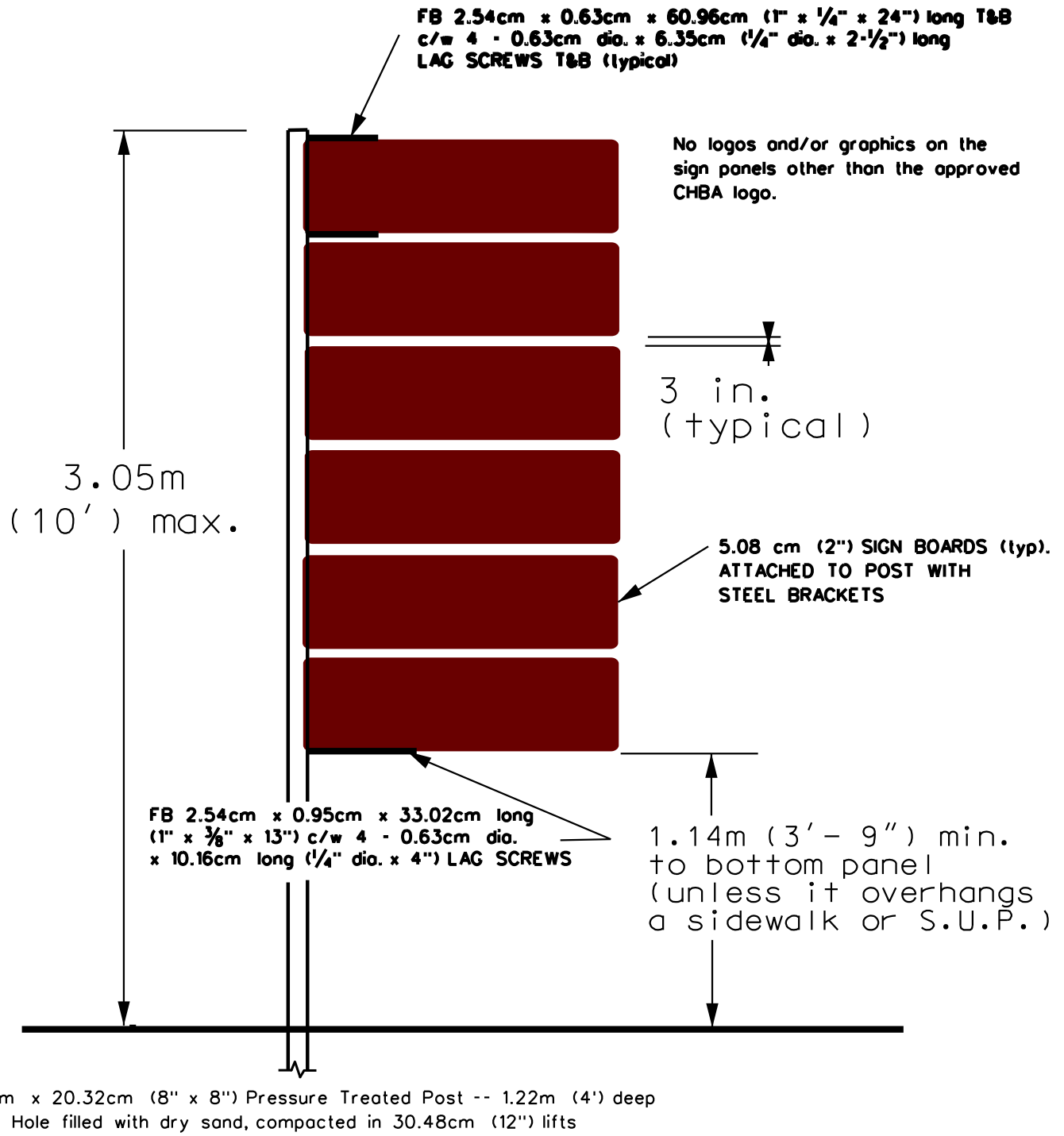
DATE: May 16, 2014

APPROVED BY: ERP



TRANSPORTATION SERVICES

SHOWHOME WAYFINDING SIGNS
ENCLOSURE II



Notes:

Background colour is 3M Scotchcal Electro-cut Graphic Film (Burgundy 7725-58, Black, or Dark Green). Maximum 6 panels per sign.
All panels to be 0.45m x 0.91m (1'-6" x 3') pressure treated boards (SPF No. 1/ No. 2).

Local Showhome Wayfinding Signs		COLOUR	
		SYMBOL	BACKGROUND
Local Signs	All panels -- 0.45m x 0.91m (1'-6" x 3') maximum with 15.24cm (6") letters with 7.62cm (3") letters for any sub-text	Silver	Burgundy (preferred), Black, or Dark Green
Support	4.27m (14') long (max.) - 20.32cm x 20.32cm (8" x 8") Pressure Treated Post	Specifications may be amended from time to time by the City.	

DATE: May 16, 2014

APPROVED BY: ERP



TRANSPORTATION SERVICES

SHOWHOME WAYFINDING SIGNS
ENCLOSURE III