

## SIGN ADVERTISING ON LEASE/LOC SITES

This advisor provides information on the policy and approvals required for community association and social recreation group signs (including digital and third party advertising) on City owned lands with a Lease or License of Occupation (LOC).

### Introduction

When a community partner is considering installing a sign, they must comply with all Federal, Provincial, and Municipal legislation including laws, bylaws, rules, orders or regulations.

Signs are regulated in the land use bylaw through a system of classes. Each class contains different types of signs and these sign classes are listed in the various land use districts as either permitted or discretionary uses. There are rules for each specific sign class and each type of sign that:

- Set the maximum size, height and quantity of signage on private property.
- Designate where a sign may be located on private property.
- Specify how copy can be displayed (electronic means or using static lettering).
- Specify how far apart certain types of signs must be from a street, a building or each other on a parcel.
- Restrict locations of certain types of signs on certain roads within the city of Calgary to maintain an aesthetic quality to the urban real (such as Third Party Advertising Signs or Temporary Signs).

Signs have the ability to proliferate, as such their rules and policies are intended to take this into account along with possible safety concerns and the aesthetic impact of each sign on communities. It is the development permit process that is used to evaluate the appropriateness of proposed signs.

### What is the development approval process for signs?

Unless specifically exempt from the requirement to obtain a development permit, all signs, structures for signs and any enlargement, relocation, erection, construction or alteration of a sign, requires a development permit. Some types of signs are issued temporary approvals. Please contact **403.268.5311** (Planning and Development) to identify the correct sign classification and the organization's land parcel. The planning department will be able to advise whether the permit will be considered a permitted or discretionary use and which CARL (complete application requirement list) is required.

### Third-party and digital signs:

If an organization wants a third-party sign and/or digital sign placed on the outside of their facility or on the Lease/LOC lands, please note the following:

Third-party signs can fall under two classifications;  
Sign – Class F (Third Party Advertising Sign)  
Sign – Class G (Digital Third Party Advertising Sign)

Both sign classes have temporary approval timeframes of 1, 3, or 5 years depending on the discretion of the file manager. These signs can be approved on the face of a building or as part of a new or retrofit of a freestanding sign application.

As of March 1, 2013, Bylaw number [4P2013](#) came into effect which amended the land use bylaw 1P2007 to include regulation pertaining to digital message signs and third party advertising signs.

### **Third-party indoor signs or inward facing on field fencing**

Community associations and social recreation groups may generate revenue by selling sign advertising space within their facility, along rink boards and fence lines. As long as the signage is inside the facility or faces the field area inside the fence line, this is permitted.

If the organization is considering sponsorship of any assets, reference should be made to the [Municipal Naming Rights Policy - Schedule G: Requirements for the Sale of Naming Rights for City Owned, Partner Operated Assets](#).

### **Use of Advertising Space**

The Organization shall have the exclusive right to sell advertising for all potential mediums (subject to the approval of the designated as named) in the Lease/LOC area. The organization shall only display advertising copy that is of an acceptable, high moral standard, and is not contrary to public order and good taste. The City reserves the right to approve or refuse advertising at any time, especially in situations where the locations are deemed inappropriate. All advertising copy must comply with the [Canadian Code of Advertising Standards](#) and [Gender Portrayal Guidelines](#). The appointed designate may prohibit and prevent the printing of any advertising artwork that, in their opinion, may be deemed objectionable. **Advertisements for the sale of liquor, tobacco and/or related products are not permitted unless approved by the appointed designate in the Lease/LOC.**

### **Detailed Specifications for Site Advertising**

#### **Overall guidelines:**

- All outdoor advertising must face playing surfaces of rinks and/or fields away from direct view of residential homes.
- Houses that are within “line of site” of the outdoor advertising must be informed of the size and type (who) of advertising prior to its installation.
- It is the responsibility of the organization to address any major objections.
- Signs shall be painted on 6 mm core-plast.
- Fastening points to be reinforced with 3/8” plywood or particle board.
- Signs must be securely fastened onto fences in accordance with safety standards and regulations. Alternative materials and fastening systems may be used only on prior approval of the appointed designate within the Lease/LOC.
- Installation and maintenance of all signs on Lease/LOC sites will be the sole responsibility of the organization.