

**BY-LAW #24-2015  
AMENDMENT TO THE LAND USE BYLAW  
TOWN OF SLAVE LAKE**

A BY-LAW OF THE TOWN OF SLAVE LAKE IN THE PROVINCE OF ALBERTA TO AMEND LAND USE BY-LAW #22-2007.

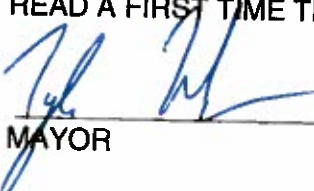
Pursuant to the Municipal Government Act being Chapter M-26 of the Revised Statutes of Alberta, 2000, as amended, the Municipal Council of the Town of Slave Lake, duly assembled, enacts as follows:

1. That Section 53 (C) (1) (b) is replaced with the following:

the sign, excluding signs solely displaying time and temperature, is not located within 70 m of any other Digital Sign facing the same oncoming traffic;

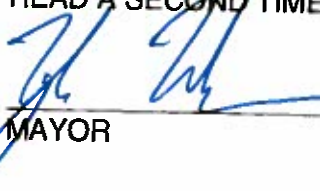
That this Bylaw comes into effect upon the date of its Third and Final Reading.

READ A FIRST TIME THIS 17 DAY OF November 2015.

  
MAYOR

  
CHIEF ADMINISTRATIVE OFFICER

READ A SECOND TIME THIS 15 DAY OF December 2015.

  
MAYOR

  
CHIEF ADMINISTRATIVE OFFICER

READ A THIRD TIME THIS 19 DAY OF January 2016

  
MAYOR

  
CHIEF ADMINISTRATIVE OFFICER

**BY-LAW #24-2015  
AMENDMENT TO THE LAND USE BYLAW  
TOWN OF SLAVE LAKE**

A BY-LAW OF THE TOWN OF SLAVE LAKE IN THE PROVINCE OF ALBERTA TO AMEND LAND USE BY-LAW #22-2007.

Pursuant to the Municipal Government Act being Chapter M-26 of the Revised Statutes of Alberta, 2000, as amended, the Municipal Council of the Town of Slave Lake, duly assembled, enacts as follows:

1. That Section 42 be amended by adding the following:

**"Copy"** means the letters, graphics or characters that make up the message on the sign face.

**"Copy Area"** means the total area within one or more rectangles which enclose the entire limits of the copy.

**"Major Digital Sign"** means a Sign that is remotely changed on or off Site and has a **varying Message Duration that may be less than 6 seconds**. Major Digital Signs incorporate technology or methods allowing the Sign to change copy without having to physically or mechanically replace the Sign face or its components. Major Digital Signs include Animated and Motion Graphics, message transition effects and video messages.

**"Message Duration"** means the period of time Copy is fixed or displayed on a Digital Sign face. Message duration is measured in seconds and rounded to the nearest second.

**"Minor Digital Sign"** means any Sign that is remotely changed on or off site and has a **Message Duration greater than or equal to 6 seconds**. Minor Digital Signs incorporate a technology or method allowing the Sign to change copy without having to physically or mechanically replace the sign face or its components. Minor Digital Signs do not include Animated and Motion Graphics, message transition effects or video messages however do include chasing borders, letters and symbols.

**"Separation Distance"** means the horizontal distance from the proposed sign to the nearest existing sign.

2. That Section 42 be amended by replacing the following:

**"Area of Sign"** means the total superficial area within the outer periphery of a sign and in the case of a sign comprised of individual letters or symbols shall be calculated as the area of a rectangle enclosing the letters or symbols. In the case of double-faced or multi-faced Sign, only half of the area of each face of the Sign used to display advertising copy shall be used in calculating the total Area of Sign.

**“Sign”** means any word, letter, model, picture, symbol, device or representation used as, or which is in the nature of, wholly or in part, an advertisement, announcement or direction, and its supporting structure. This definition does not include Major Digital Sign and Minor Digital Sign.

3. That Section 53 C be replaced with the following:
- (1) For all sign applications for Major or Minor Digital Signs the Development Officer shall review the application in context with the surrounding development, such as (but not limited to) proximity to residential developments, traffic conflict points (i.e. intersections, merge points, exist ramps, curved roadways, or railway crossings), requirements of any statutory plan and existing Digital Signs. The Development Officer shall take into consideration the greatest Area of Sign for all existing and proposed Digital Signs within the development area when determining the separation distance for the proposed Digital Sign.
  - (2) Digital Signs, Major and Minor, shall not be Awning and Canopy Signs, Public Service Signs, Cloth Signs, Roof and Sky Signs, Portable or Temporary Signs and Directional Signs.
  - (3) Digital Signs, Major and Minor, shall be considered discretionary uses and will only be considered for Freestanding Signs, Super Signs, Community Signs, Fascia Signs and Projecting Signs.
  - (4) Minor Digital Signs with a Sign Area of .279 m<sup>2</sup> (3 ft<sup>2</sup>) or less, which solely display time and temperature, are exempt from the regulations with respect to separation distances and are only permitted in Commercial, Industrial and Institutional districts.
  - (5) Digital Signs, Major and Minor:
    - (a) may be located in a Commercial, Industrial or Institutional District;
    - (b) must not display any Third Party or Sponsor Advertising; and
    - (c) must contain Point of Sale Advertising only.
  - (6) Digital Signs, Major and Minor, shall:
    - (a) not physically obstruct the sightlines and view of a traffic control device or signal;
    - (b) not be located in the field of vision near or past the traffic control device or signal;
    - (c) not be located in the field of vision or past other traffic conflict points such as intersections, merge points, exist ramps, curved roadways, or railway crossings; and
    - (d) not have illumination that competes with or dulls the contrast of traffic control devices or signals for oncoming vehicle traffic.
  - (7) Proposed Major or Minor Digital Signs contained within Freestanding, Community and Super Signs must be separated from other Digital Signs contained within Freestanding, Community and Super Signs based on the

total area of Digital Sign(s) that are comprised of sign as follows:

Minimum separation distance from Digital Signs greater than .28 m<sup>2</sup>

(a)	0.28 m <sup>2</sup> - 8 m <sup>2</sup>	70 m
(b)	8 m <sup>2</sup> - 15 m <sup>2</sup>	100 m
(c)	15 m <sup>2</sup> - 20 m <sup>2</sup>	200 m
(d)	20 m <sup>2</sup> - 30 m <sup>2</sup>	300 m

(8) Major Digital Signs:

- (a) must not be located within 100 m of a traffic conflict point such as intersections, merge points, exist ramps, curved roadways, or railway crossings, or a controlled pedestrian crosswalk;
- (b) must not be located within 50 m of a residence;
- (c) must not be located within a playground or school zone.

(9) The area of a Digital Sign shall be in accordance with the regulations set forth for each particular sign classification. For example: a Fascia Sign containing a Digital Sign shall be sized in accordance with Section 49 Fascia Signs.

(10) The Municipal Planning Commission may consider a 25% variance to the separation distance between Minor Digital Signs by increasing the specified Message Duration to a duration time greater than 6 seconds.

(11) The Municipal Planning Commission may consider a 25% variance to the separation distance between Major Digital Signs if a Traffic Impact Assessment is provided that demonstrates the sign will have no negative impacts on neighbouring properties or traffic conflict points.

4. That Section 49 is amended by adding:

Notwithstanding Section 49 (2) the Fascia Sign may contain a Digital Sign with a maximum Area of Sign of 3 m<sup>2</sup> and a maximum sign height of 1.0 m.

5. That Section 53 D (6) is replaced with the following:

- (a) the maximum Area of Sign for a Projecting Sign shall be 3 m<sup>2</sup>;
- (b) the maximum Area of Sign for a Projecting Sign containing a Digital Sign shall be 1.8 m<sup>2</sup> with a maximum sign height of 1.0 m.

6. That Sections 87(3), 88(3), 89(3), 90(3), 91(3), 92(3), 100(3), 101(3), 104(3), 104A (3), 110(3) be amended by adding:

Major Digital Sign  
Minor Digital Sign

That this Bylaw comes into effect upon the date of its Third and Final Reading.