



NEW COMMUNITY WAYFINDING GUIDELINES & APPLICATION REQUIREMENTS

Introduction

These guidelines pertain to the use of City of Lethbridge (City) owned Right of Way (ROW) for the purposes of placing wayfinding signage and/or new decorative banners within a developing neighborhood, recognizing their effectiveness in helping the public in navigate to and around new areas of the City, or help with promoting the new community.

The intent is to provide a fair opportunity to developers, while ensuring consistency in signage design and minimizing distractions to motorists.

Purpose

This guideline will outline the application process as well as provide general conditions, clarity, and direction to individuals who would like to understand this process from the perspective of the developer applying to use signage and/or banners (Applicant), a business, or a citizen.

This process supports the City in monitoring and coordinating activities within the ROW in order to:

- Protect and maintain public infrastructure.
- Minimize disruption to businesses, residents and road users (i.e. motorists, cyclists and pedestrians).
- Maintain safety for all users.

Given the City's ever-changing physical and social environment, it is expected that these guidelines will evolve over time. It is the responsibility of those employing the use of this document, to ensure they have the most current and up-to-date version.

Signage & Banner Types

New Community Wayfinding Signs (New Community Signs) are installed on existing, strategically located posts along arterial roadways.

Show Home Wayfinding Blade Signs (Blade Signs) are attached to street light poles located along the arterial or collector roadways approaching the new community.

New Community Decorative Banners (Banners) are attached to street light poles within the new community, they are strictly decorative and non-directional.

New Community Free Standing Wayfinding Signs (Free Standing Signs) are placed in the boulevard space within the new community.

Parade of Homes Event Wayfinding Signs (Parade of Homes Signs) are placed on poles in the boulevard space, or attached to street light poles, for the annual Parade of Homes event connecting all new community show homes across the city.

Application Process

Applications shall be made to the City of Lethbridge Infrastructure Services Department:

- Phone: 311 (403.320.3111) and ask to speak with Frarick Torrento, or
- Email: frarick.torrento@lethbridge.ca

The Applicant shall submit the following:

1. Drawing(s) showing proposed sign type(s) and design(s) including size, colour, shape, etc.
2. Drawing(s) showing proposed location(s), including dimensions showing setbacks from the curb and/or sidewalk.
3. A security deposit of \$2,500 per neighbourhood for Blade Signs, Banners and Free Standing Signs.
4. A valid copy of the developer's general commercial liability insurance with the City of Lethbridge listed as an "Additional Insured", with a minimum of \$2,000,000 coverage.
5. Billing information including contact name, phone number, mailing address, and email address.

Once the application has been received, it will be reviewed to ensure compliance with these guidelines, and a confirmation of approval will be emailed Applicant.

General Conditions

- Applications should be submitted a minimum of two (2) months in advance of the required placement date to ensure desired installation date is met.
- Failure to follow these guidelines may result in future requests being denied and/or deductions from the security deposit as required to correct any deficient work.
- The City reserves the right to require the removal or re-location of any Signs or Banners at any time.
- All Signs and Banners are subject to the Traffic Safety Act.

Additional Conditions

1. Sign design, fabrication, installation, maintenance and removal costs are the responsibility of the Applicant.
2. The Applicant must notify the Parking and Traffic Technician once all signage has been installed so that it may be inspected.
3. The Applicant must notify the Parking and Traffic Technician once all signage has been removed so that a final inspection can be done.
4. Signs and Banners are not allowed within intersections or roundabouts.

5. All Banner and Blade Sign installations and removals must be completed by the City.
 - a. Installation will occur within 15 business days of receiving the banners and brackets, or signs pending:
 - i. Application has been approved
 - ii. Installation and removal costs have been paid in full
6. Signs may not be placed on private property or overhanging private property unless written permission is obtained from the property owner.
7. When building permits have been issued for 90% of the final development phase, the Applicant shall advise the Parking and Traffic Technician so that all Signs and/or Banners may be removed.

New Community Signs

These requirements are in accordance with the criteria in Attachment A

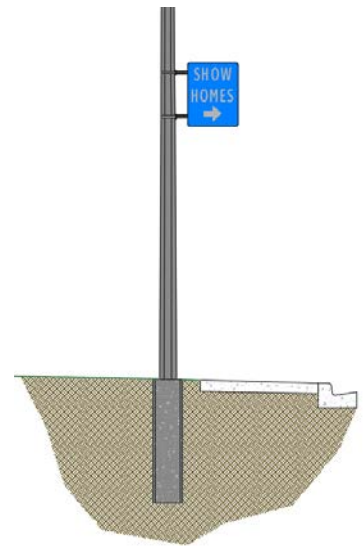
- Sign and placard fabrication, installation and removal is completed by the City following the guidelines set out in the Manual of Uniform Traffic Control Devices (MUTCD) document.
- Signs are restricted to a maximum of five (5) placards identifying the community
- One (1) arrow only on each placard



Blade Signs

These requirements are in accordance with the criteria in Attachment B

- Design Criteria:
 - One (1) arrow only on each sign
 - Font height must be between 100 millimeters to 200 millimeters (4 inches to 8 inches) and be white in colour using an approved font (Clearview or Highway Gothic)
- Signs can be ordered from the City's sign shop at the cost of the Applicant or can be supplied by an approved supplier, and are to be constructed from 12-gauge aluminum panel which must be weather resistant.
 - Signs fabricated by the City of Lethbridge are supplied with the required banded brackets
- For community entrance roads adjacent to either an arterial or collector roadway:
 - **Arterial roadways** may have up to two (2) blade signs located on light standards with a 300 meter separation between each Sign
 - **Collector roadways** may have up to three (3) blade signs located on light standards with a 100 meter separation between each Sign

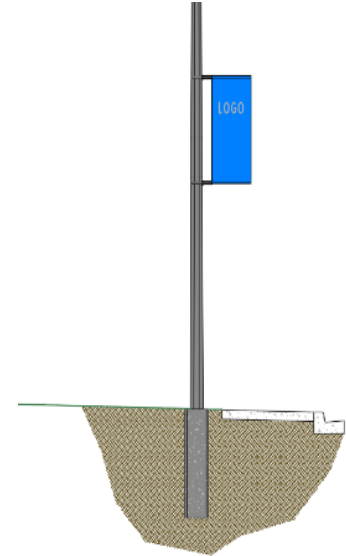


Banners

These requirements are in accordance with the criteria in Attachment C

- Banners may only be installed on collector and/or local roads built by the developer and will not extend to roadways outside of their new community.
- Banners are considered supplemental decorative signage, and as such are not to be used for the purpose of navigating the public to show homes.
- Banner designs are to be completed by the developer.
 - One approved design only for each new community
 - Content related to the new community only
 - Design review is required prior to fabrication to ensure compliance with these guidelines
- Design Criteria:
 - Vertical banners shall be 0.6m x 1.5m (24 inches x 60 inches)
 - The material shall be durable fabric canvas or nylon or coated polyester. Seams shall be stitched, not glued
 - A grommet is required at the top and bottom of each banner
 - Brackets shall be supplied by the Applicant. They shall be of a type approved by Infrastructure Services and be consistent with mounting hardware.

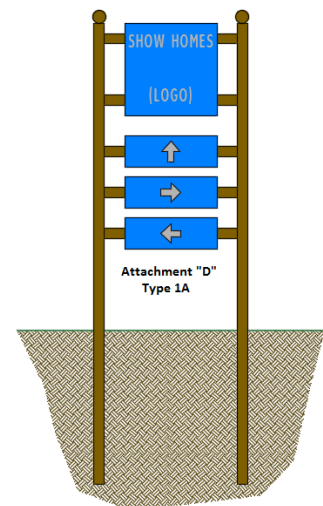
For more information, contact 311 and ask to speak with the Senior Traffic Electrician.
- A maximum of one (1) banner will be allowed on every other light standard.
- Where structural information is not available for the proposed street light pole, the Applicant may be required to provide an Engineer's evaluation of structure capacity.
- The City reserves the right to remove, without notice, any decorative banners which are in a poor or unacceptable physical or visual condition, or which create a hazard, at the cost of the Applicant.



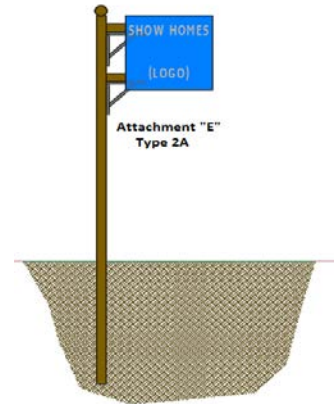
Free Standing Signs

These requirements are in accordance with the criteria on Attachments D, E, F

- Applications can only be made for collector and local roads built by the developer and will not extend to roadways outside of their new community, unless the situation conforms to the Special Conditions portion of these guidelines.
- Design criteria:
 - Font height must be between 100 millimeters to 200 millimeters (4 inches to 8 inches) and be white in colour using an approved font (Clearview or Highway Gothic)



- Shall include a "Show Home" placard
 - No advertising is permitted
 - The developer's crest or logo or that of the Canadian Home Builders Association (CHBA) may be placed above the "Show Homes" placard
 - Marketing names that differ from City approved names are not permitted
- A maximum of 10 signs are allowed per new community, unless the situation conforms to the Special Conditions portion of these guidelines.
 - If working within the work zone of another contractor within the ROW, the Applicant must contact the prime contractor prior to sign installation.



Parade of Homes Signs

Parade of Homes signs are in accordance with the criteria on Attachment G

1. Design criteria:
 - a. Shall include the text "Parade of Homes"
 - b. No advertising is permitted
 - c. The "Parade of Homes" crest or logo or that of the Canadian Home Builders Association (CHBA) may be used
 - d. Font height must be white in colour using an approved font (Clearview or Highway Gothic)
2. Signs may be placed up to one (1) week in advance of the event, and removed within one (1) week of the event completion.
 - a. Any damage to City property resulting from the installation and/or removal of any Parade of Homes Signs is the responsibility of the Applicant, and if not repaired, the City will complete the repair at the cost of the Applicant



Safety Requirements

1. For installations involving a ground disturbance, under the Occupational Health and Safety Act, Regulation and Code; the Alberta Electrical Utility Code; and the Alberta Pipeline Act, field location of all existing utilities is mandatory, and failure to obtain same will INVALIDATE the Permit. Prior to excavating, existing utilities are to be located through the services of:
 - a. Alberta One-Call: 1.800.242.3447
 - b. DigShaw Facility Locate Service: 1.866.DIG.SHAW (344.7429)
 - c. City Parks Irrigation: Contact 311 and request a Parks Irrigation Locate Service (if City owned irrigation lines are present or suspected)
2. The Applicant shall comply with the requirements set out in the City's current Temporary Traffic Control (TTC) Manual, which can be found online at www.lethbridge.ca/ttcmanual.
3. All installations must be located/installed in such a way that they do not impede or create a hazard to vehicles or pedestrians, or block or obstruct existing Traffic Control Devices (TCD's).

4. Installations located adjacent to privately owned parcels may encounter privately owned irrigation lines, and if they are damaged due to any Sign installation, they must be professionally repaired by the Applicant. Contact with the adjacent property owner before any installations is recommended.
5. Locations must be offset from other utility and municipal above ground or at grade infrastructure including:
 - a. 1.5 meters from street light poles
 - b. 5.0 meters from a fire hydrant
 - c. 5.0 meters from Stop or Yield signs and any private access points
 - d. 30.0 meters from any legal crosswalk
 - e. 2.5 meters from any Lethbridge Electric Utility (LEU) transformer
 - f. 1.0 meter from any Telus or Shaw owned pedestal
 - g. 0.5 meters from any sidewalk, pathway or curb
6. Locations must be offset from other utility and municipal underground infrastructure with a minimum horizontal separation (measured from the center of the utility location marker to the edge of the proposed sign), including:
 - a. 1.2 meters from any underground LEU facility
 - b. 1.2 meters from any water line
 - c. 1.2 meters from any ATCO facility
7. All directional signage must be offset from intersections, including:
 - a. 30.0 meters from any arterial roadway intersection
 - b. 20.0 meters from any collector roadway intersection
 - c. 10.0 meters from any local roadway intersection

Special Conditions

Where a new community is only accessible through an existing, established community, special permission may be granted by the City for signage outside of the developing community with the exception of decorative banners.

- Special permission will only be granted for locations within the existing, established community directly adjacent to the new development.
- Free Standing Signs may be placed within 150 meters of two (2) key entry points into the existing established neighbourhood as well as in strategic locations, for directional purposes, leading to the new community.
- Locations where approval is requested will only be considered if the impact on the existing residences is negligible.
- Locations at the rear of the property lines near alleys, adjacent to parks and pathways (near existing street lighting) will be considered.

Fees

New Community Signs: \$750, plus an annual maintenance fee of \$100, per placard

- Post locations have been established in strategic locations. If the Applicant wants posts installed in a new location, a minimum of two (2) placards must be applied for. If only one placard is initially being placed, a fee of \$1,500 will apply. Application fees for Wayfinding signs are \$100 per neighborhood (from one sign to a maximum of 5 signs).

Blade Signs, Free Standing Signs or Banners: \$300 per new community, plus installation fees

- Covers up to 25 individual signs and/or banners
 - Applications with more than 25 individual signs and/or banners are subject to a \$100 fee per 10 additional banners and/or signs
 - Blade Signs have a fee of \$150 per sign installation and \$150 per sign removal, which are to be paid with the application
 - Banners have a fee of \$150 per banner installation and \$150 per banner removal, which are to be paid with the application
- Includes one post-installation and one post-removal inspection
 - If the Signs or Banners are in place in excess of one calendar year, an annual inspection fee of \$300 applies
 - Additional post-installation and/or post-removal inspections carry a fee of \$100 per inspection

Parade of Homes Signs: \$500 per event

- Includes one post-installation and one post-removal inspection
 - If an inspection finds an installation that does not follow the drawings submitted with the original application, a new application must be submitted and a \$300 fee applies, unless the Applicant chooses to correct the deficiency by relocating the signs in question (aligning them with the original drawings submitted in lieu of submitting a revised application), in which case a \$100 fee applies for the second inspection.

Questions? Please contact 311 (403.320.3111) and ask to speak with Frarick Torrento - Parking and Traffic Technician.

Attachments:

Attachment A; "New Communities Wayfinding Sign" Drawing Standard (1 page)

Attachment B; "Wayfinding Blade Sign" Drawing Standard (1 page)

Attachment C; "New Community Decorative Banner" Drawing Standard (1 page)

Attachment D; "New Community Free Standing Wayfinding Sign" Drawing Standard (Type 1A; 1 page)

Attachment E; "New Community Free Standing Wayfinding Sign" Drawing Standard (Type 2A; 1 page)

Attachment F; "New Community Free Standing Wayfinding Sign" Drawing Standard (Type 4A; 1 page)

Attachment G; "Parade of Homes Wayfinding Sign" Drawing Standard (1 page)

Arterial Roadway Signage (New Community Wayfinding Sign Locations; 3 pages)

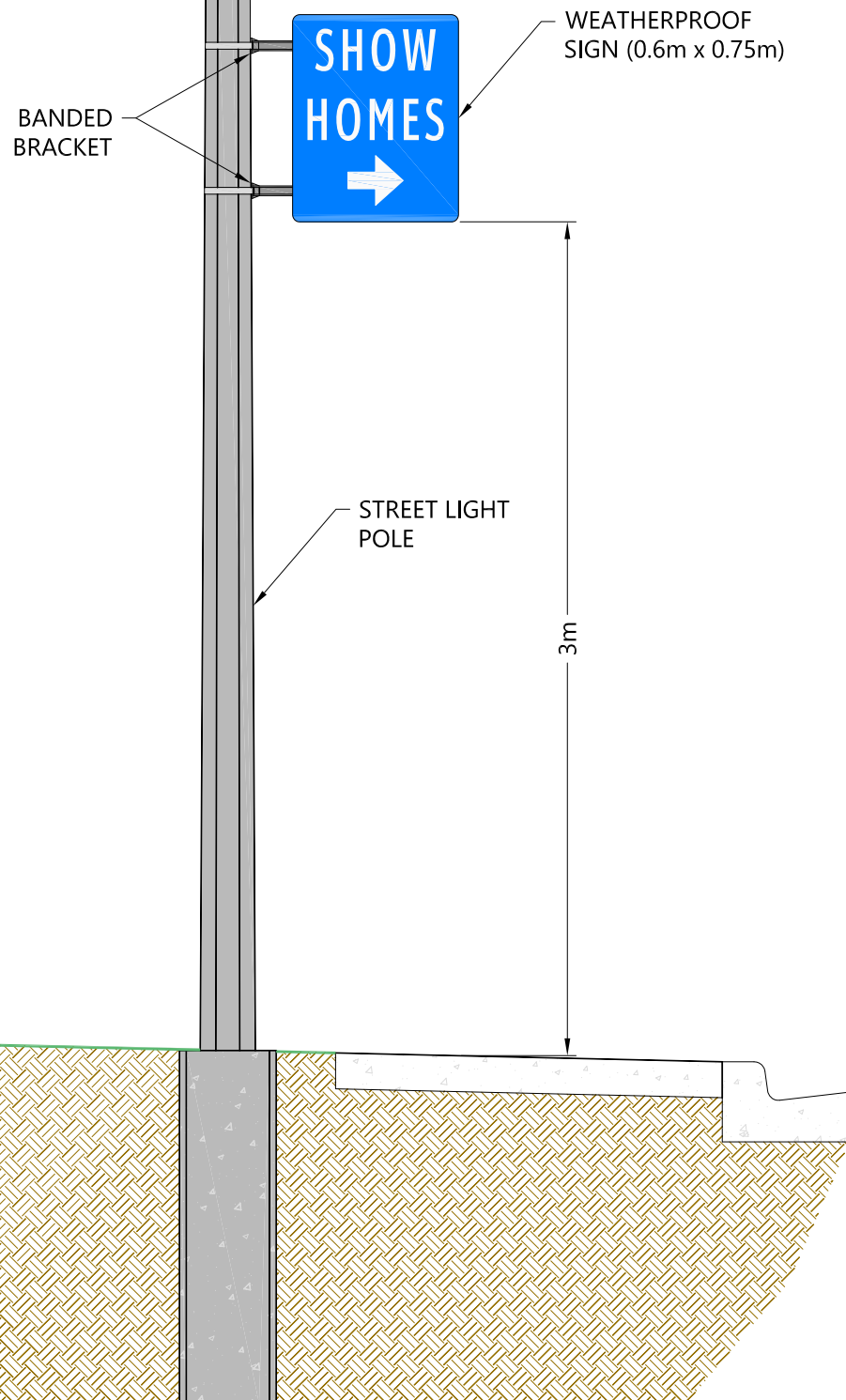
New Community Wayfinding Application (1 page)

Parade of Homes Event Application (1 page)

ATTACHMENT "A" ("New Communities" WAYFINDING SIGN)



ATTACHMENT "B" -
WAYFINDING BLADE SIGN

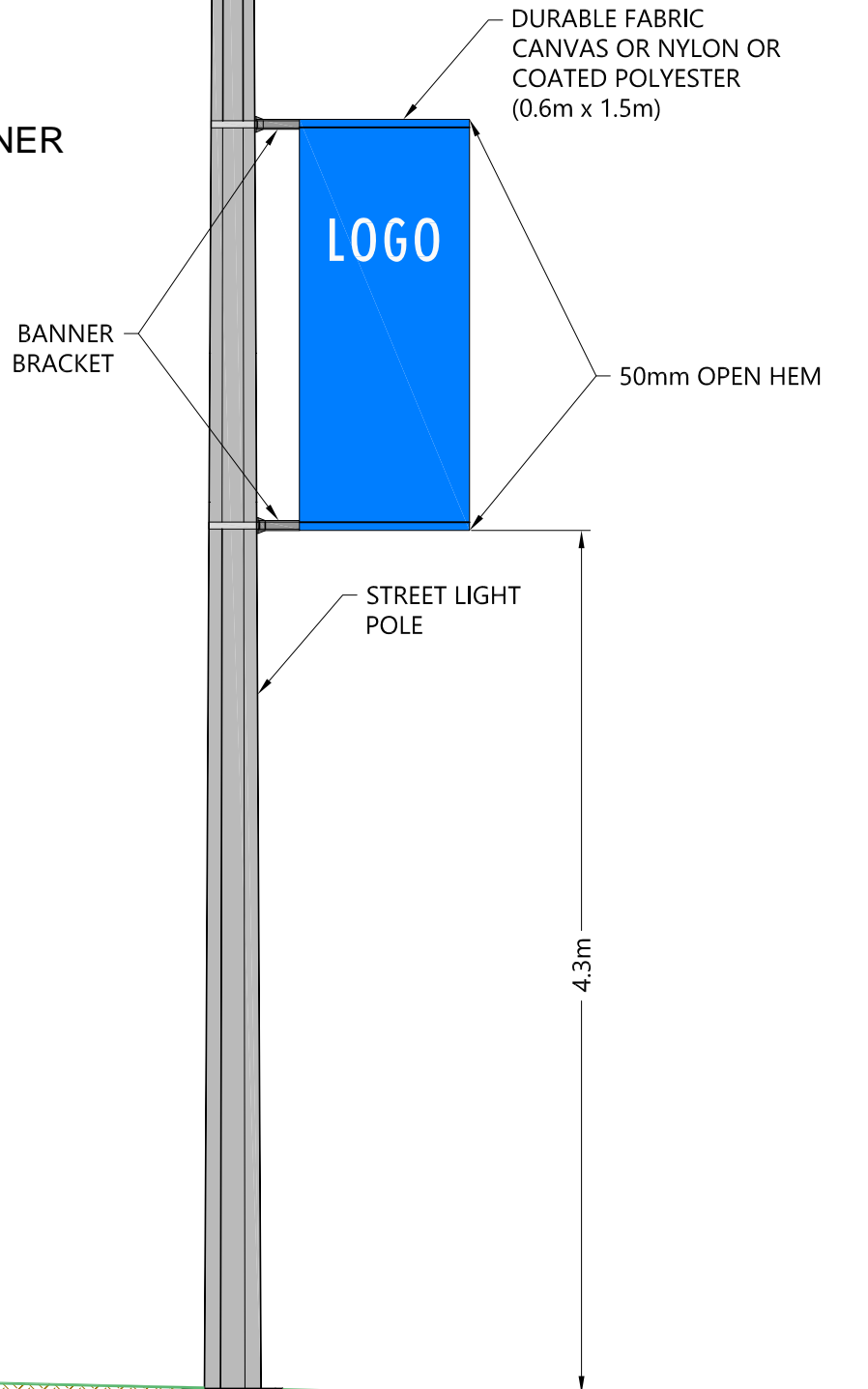


GROUND



WAYFINDING SIGNAGE - TYPE 3

**ATTACHMENT "C" -
NEW COMMUNITY
DECORATIVE BANNER**



BANNER BRACKET

DURABLE FABRIC
CANVAS OR NYLON OR
COATED POLYESTER
(0.6m x 1.5m)

LOGO

50mm OPEN HEM

STREET LIGHT
POLE

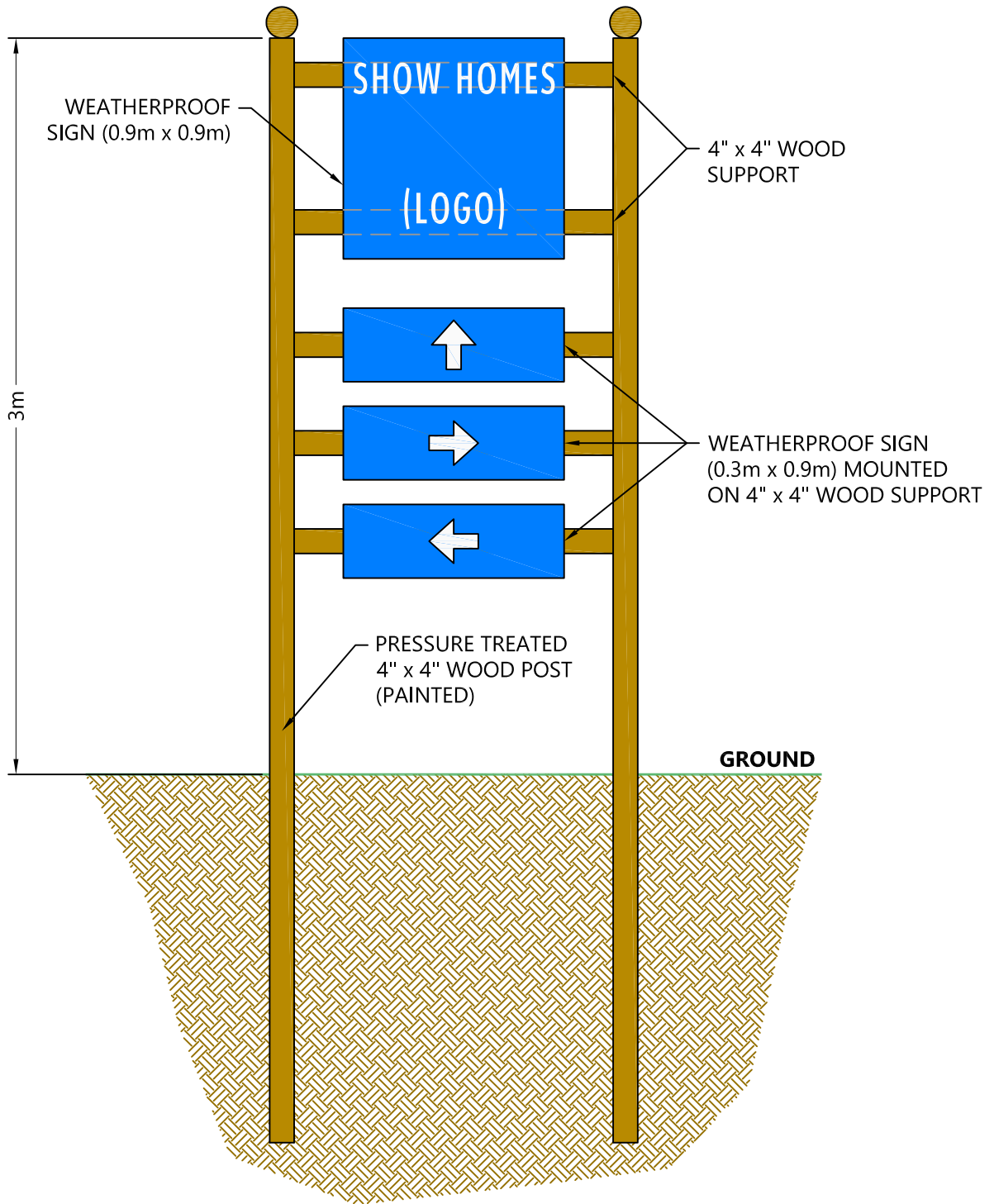
4.3m

Note: Where structural information is not available, applicant may be required to provide an Engineers evaluation of structural capacity

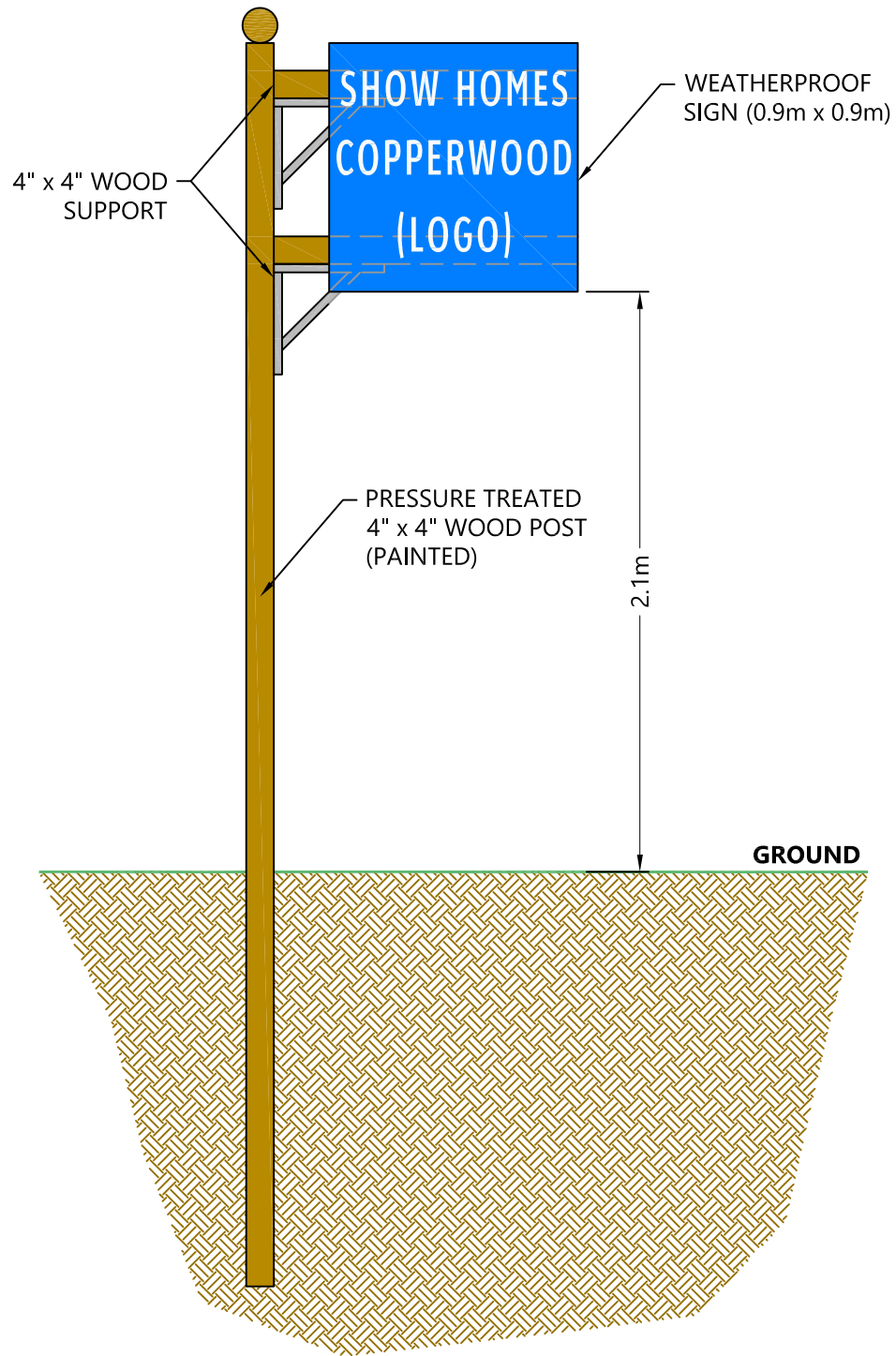


DECORATIVE BANNER

ATTACHMENT "D" - NEW COMMUNITY FREE STANDING WAYFINDING SIGN

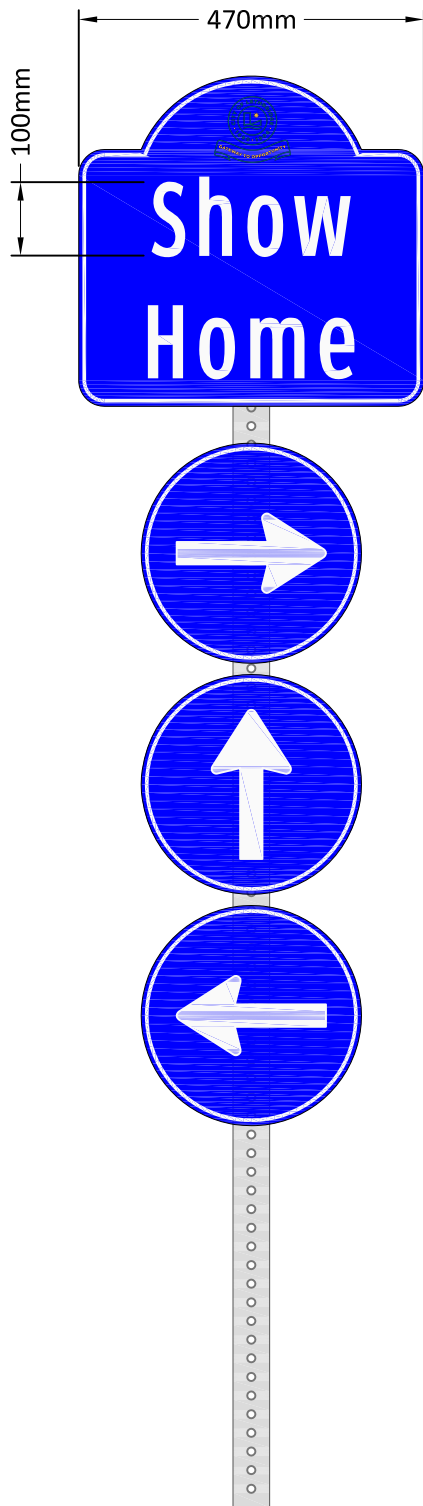


ATTACHMENT "E" - NEW COMMUNITY FREE STANDING WAYFINDING SIGN

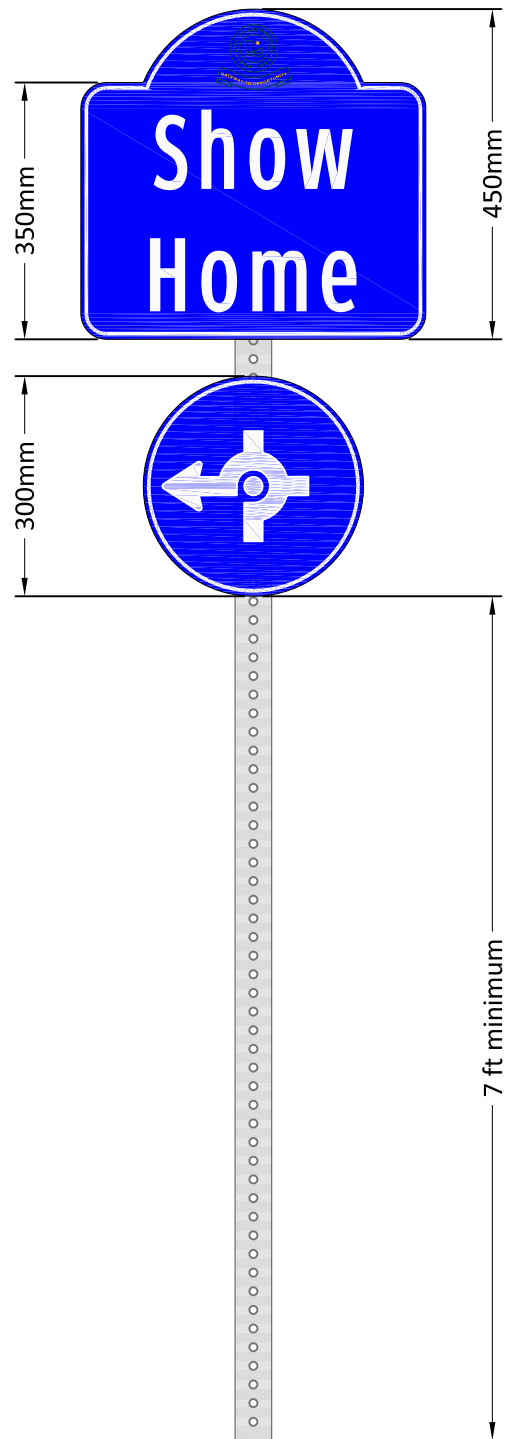


WAYFINDING SIGNAGE - TYPE 2A

ATTACHMENT "F" - NEW COMMUNITY FREE STANDING WAYFINDING SIGN



Main Entrance



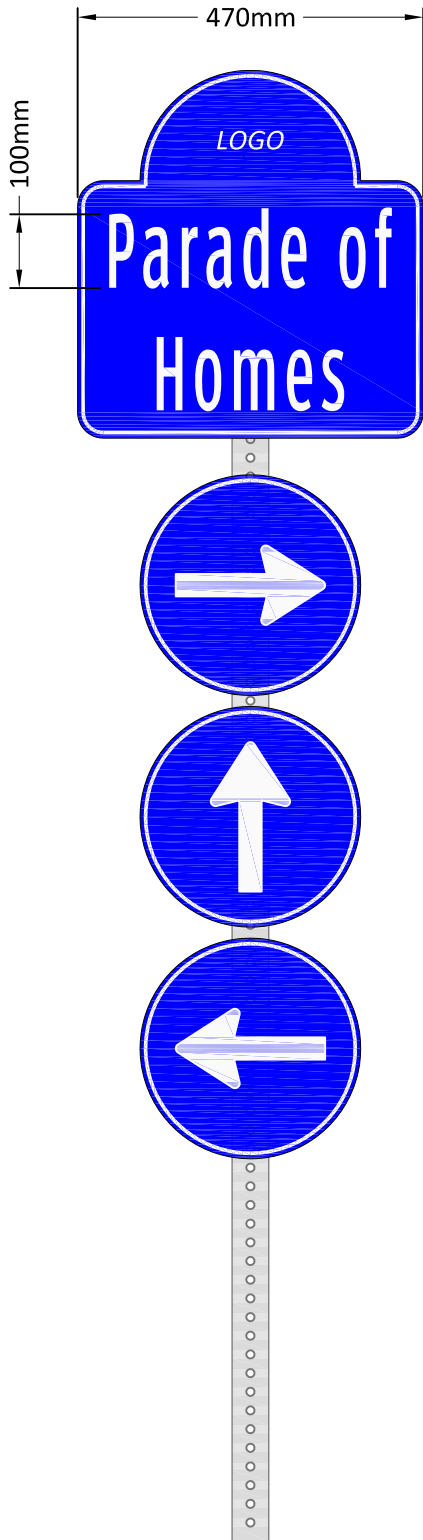
Internal



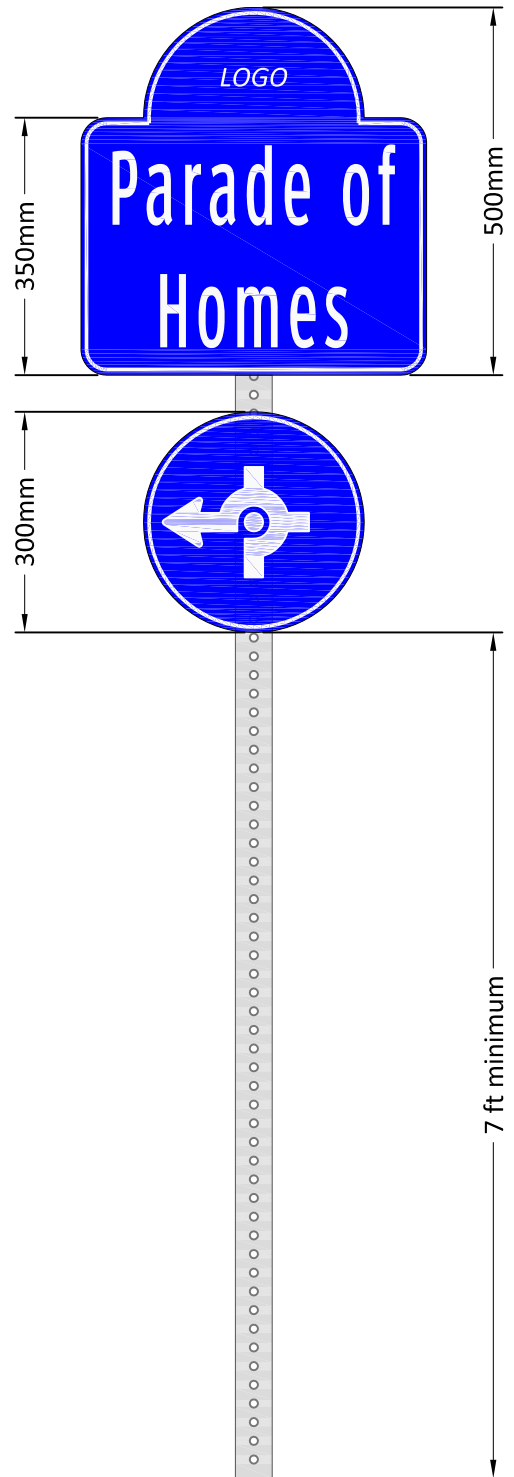
ATTACHMENT "G" -

"PARADE OF HOMES" WAYFINDING SIGN

Sign Font: Clearview



Main Entrance










Internal

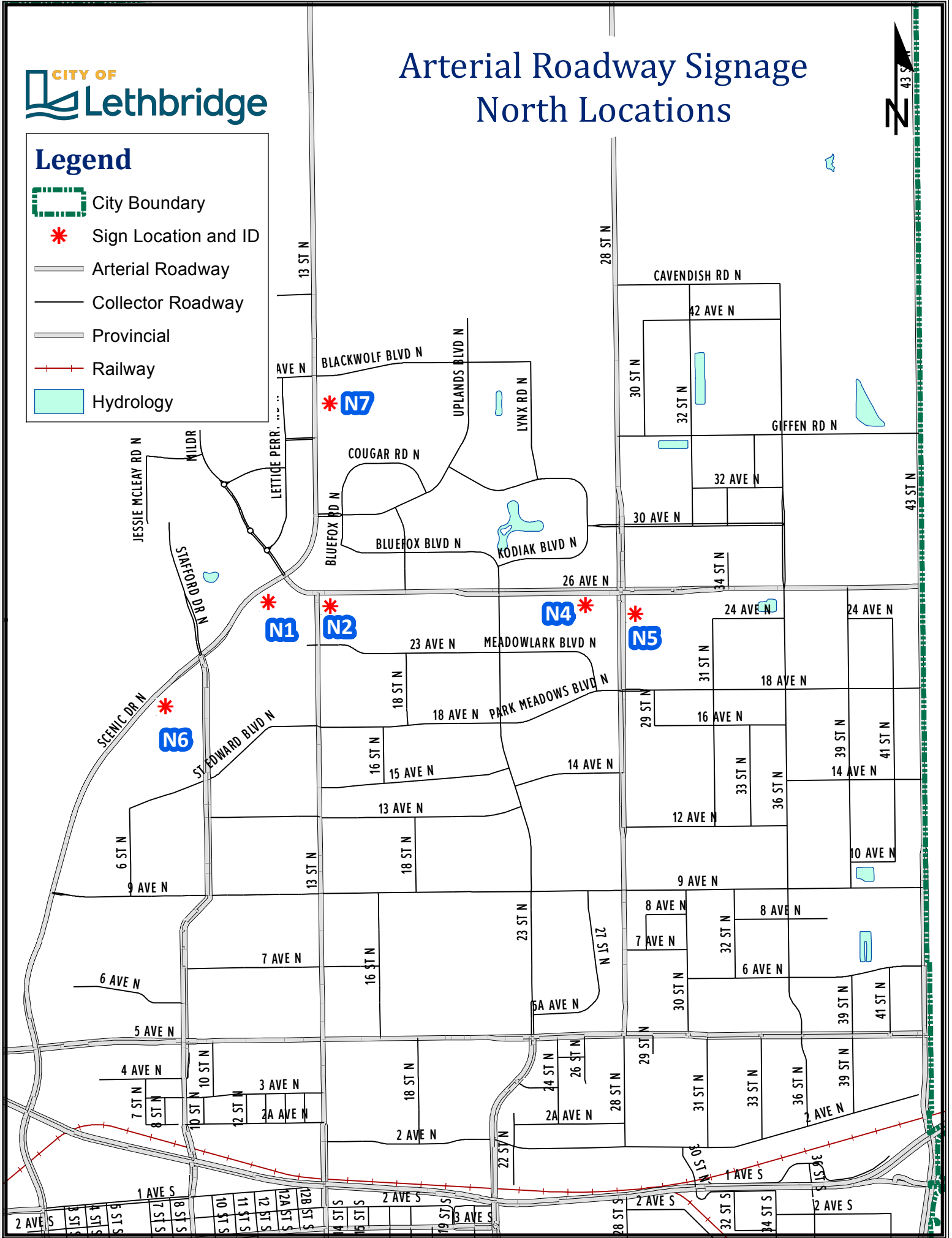


Arterial Roadway Signage North Locations



Legend

-  City Boundary
-  Sign Location and ID
-  Arterial Roadway
-  Collector Roadway
-  Provincial
-  Railway
-  Hydrology

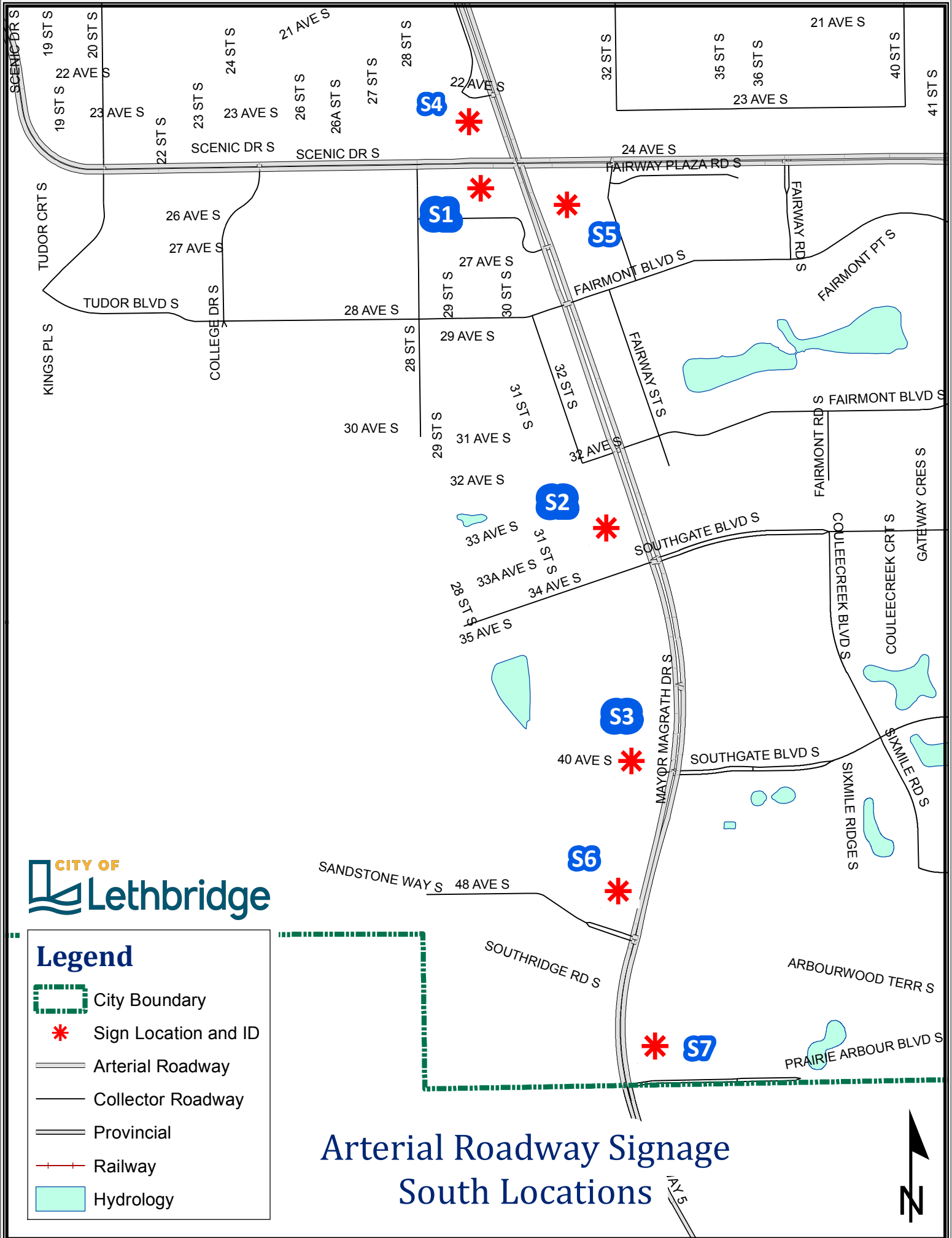


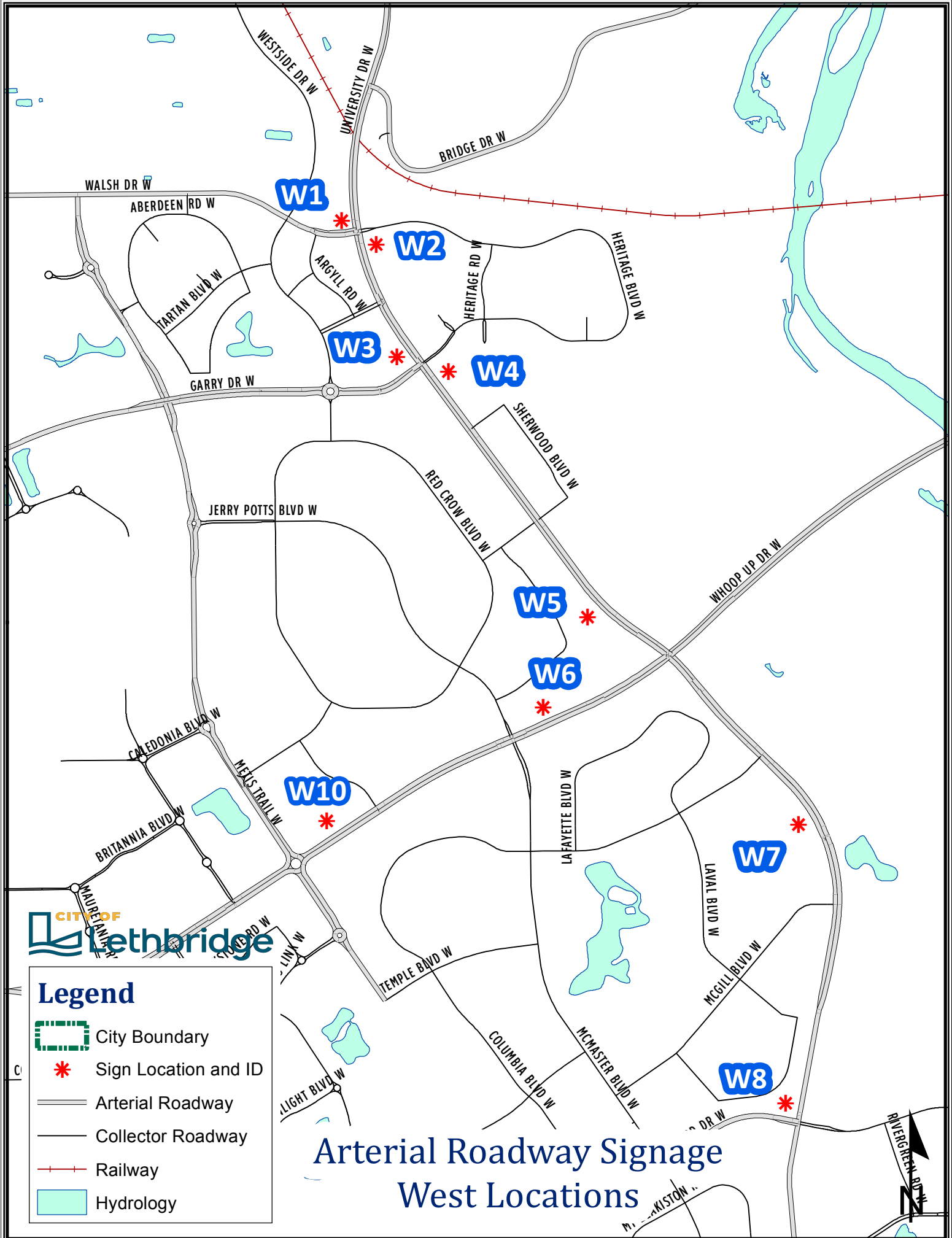


Legend







- City Boundary
- Sign Location and ID
- Arterial Roadway
- Collector Roadway
- Provincial
- Railway
- Hydrology

Arterial Roadway Signage South Locations





Legend

-  City Boundary
-  Sign Location and ID
-  Arterial Roadway
-  Collector Roadway
-  Railway
-  Hydrology

Arterial Roadway Signage West Locations



NEW COMMUNITY WAYFINDING APPLICATION

NAME/DEVELOPER: _____

BILLING ADDRESS: _____

CONTACT INFO (PHONE/EMAIL): _____

NEW COMMUNITY

<input type="checkbox"/>	A. New Community Wayfinding Signs	Number of New Signs _____
	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 15%; text-align: center;"><input type="checkbox"/> N1</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> N2</div> <div style="width: 15%; text-align: center;"><input checked="" type="checkbox"/> N3</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> N4</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> N5</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> N6</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> N7</div> </div> <div style="width: 30%;"></div>	
	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 15%; text-align: center;"><input type="checkbox"/> S1</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> S2</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> S3</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> S4</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> S5</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> S6</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> S7</div> </div> <div style="width: 30%;"></div>	
	<div style="display: flex; flex-wrap: wrap;"> <div style="width: 15%; text-align: center;"><input type="checkbox"/> W1</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> W2</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> W3</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> W4</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> W5</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> W6</div> <div style="width: 15%; text-align: center;"><input type="checkbox"/> W7</div> </div> <div style="width: 30%; display: flex; justify-content: space-around;"> <div style="border: 1px solid black; padding: 2px;">W8</div> <div style="border: 1px solid black; padding: 2px;">W9</div> <div style="border: 1px solid black; padding: 2px;">W10</div> </div>	
<input type="checkbox"/>	B. Show Home Wayfinding Blade Signs	Number of New Signs _____
<input type="checkbox"/>	C. New Community Decorative Banners	Number of New Signs _____
<input type="checkbox"/>	D. New Community Free Standing Wayfinding Signs	Number of New Signs _____

General Information (as per the New Community Wayfinding Guidelines):

- 1 Applications should be submitted a minimum of two (2) months in advance of the required placement date to ensure desired installation date is met.
- 2 Failure to follow the New Community Wayfinding Guidelines may result in future requests being denied and/or deductions from the security deposit as required to correct any deficient work;
- 3 The City reserves the right to require the removal or re-location of any new community wayfinding sign or decorative banner at any time;
- 4 Application fee for new blade signs, free standing signs and/or banner applications is \$300 per new community (plus the cost of installation). If the signs or banners are in place in excess of one calendar year, an annual inspection fee of \$300 per new community applies.
 - * **Show Home Wayfinding Blade Signs** cost \$150 per sign installation and \$150 per sign removal (installation and removal costs must be paid with application);
 - * Cost for Construction, Installation and Maintenance of all **New Community Free Standing Wayfinding Signs** is the responsibility of the applicant once the application has been submitted and approved;
 - * **New Community Decorative Banners** cost \$150 per banner installation and \$150 per banner removal (installation and removal fees must be paid with application);
- 5 **New Community Wayfinding Sign** placards are \$750 each with an annual maintenance fee of \$100 per placard; Application fees for Wayfinding signs is \$100 per neighborhood (from one sign to a maximum of 5 signs). If only one placard is being initially placed a fee of \$1500 will apply.
- 6 A Security Deposit of \$2500 *per neighbourhood* is required for all new free standing sign and/or banner applications;
- 7 Applicant to supply a valid copy of their general commercial liability with the City of Lethbridge noted as an "Additional Insured" with a minimum value of \$2,000,000 liability coverage.

Application Fee: _____

Installation Cost for **New Community Sign** placards: _____

Installation/Removal Cost of **Show Home Blade Signs**: _____

Installation/Removal Costs of **Banners**: _____ TOTAL COST: _____ + GST

Applicant's Signature & Date: _____



PARADE OF HOMES EVENT APPLICATION

APPLICANT: _____

BILLING ADDRESS: _____

CONTACT INFO (PHONE/EMAIL): _____

1. Communities (South): _____

Number of Signs _____

2. Communities (North): _____

Number of Signs _____

3. Communities (West): _____

Number of Signs _____

General Information (as per the New Community Wayfinding Guidelines):

- 1 Applications should be submitted a minimum of two (2) months in advance of the required placement date to ensure desired installation date is met;
- 2 Failure to follow the New Community Wayfinding Guidelines may result in future requests being denied and/or deductions from the security deposit as required to correct any deficient work;
- 3 The City reserves the right to require the removal or re-location of any new community wayfinding sign or decorative banner at any time;
- 4 Application fee for the review of the parade of homes event is \$500, which includes one site inspection for all locations after installation and one site inspection of all locations after removal.
 - * Should an inspection find installation locations do not follow the submitted drawings related to the approved permit, an additional \$300 fee will apply for the review of the required revised application, for re-approval
 - ** If applicant corrects the deficiency by relocating the signs in question (aligning them with the original drawings submitted in lieu of submitting a revised application), a \$100 fee applies for the second inspection (or for each additional site inspection required) to ensure compliance
- 7 Cost for Construction, Installation and Maintenance of all **Parade of Homes** event signs is the responsibility of the applicant once the application has been submitted and approved;
- 8 Applicant to supply a valid copy of their general commercial liability with the City of Lethbridge noted as an "Additional Insured" with a minimum value of \$2,000,000 liability coverage

Application Fee: _____

Additional Site Inspection Fee (\$100/inspection): _____

of additional inspections _____

TOTAL COST: _____ +GST

Applicant's Signature & Date: _____

Questions? Please contact 311 (403.320.3111) and ask to speak with Frarick Torrento or email frarick.torrento@lethbridge.ca