

	<b>Signage – Shingle Signage Program</b>		<b>Policy #5.6.09</b>
Department Owner:	Planning & Development		
Policy Applies To:	Signage – Shingle Signage Program		
Date Created:	July 8, 2019	Date Approved By Council:	August 12, 2019
Version #:	1.0	Resolution #:	19-122
Last Review Date:	July 22, 2019	Policy(ies) Replaced/Rescinded:	#N/A

**Intent:**

To create uniform shingle signage to direct residents and visitors to local businesses. This signage will use categories instead of logos/names to identify the various products and/or services that each business offers. The intent is for the C1 (Retail Commercial) land use district (downtown core) to use these guidelines for uniform signage, but this policy extends to all Commercial & Industrial land use districts.

**Policy:**

Permit fees (for one shingle sign per business only) will be waived if the business chooses to apply for a shingle sign under this program. The cost of production of the shingle sign will be passed along to the applicant. The applicant will be responsible for the coordination and cost of installation.

**Definition:**

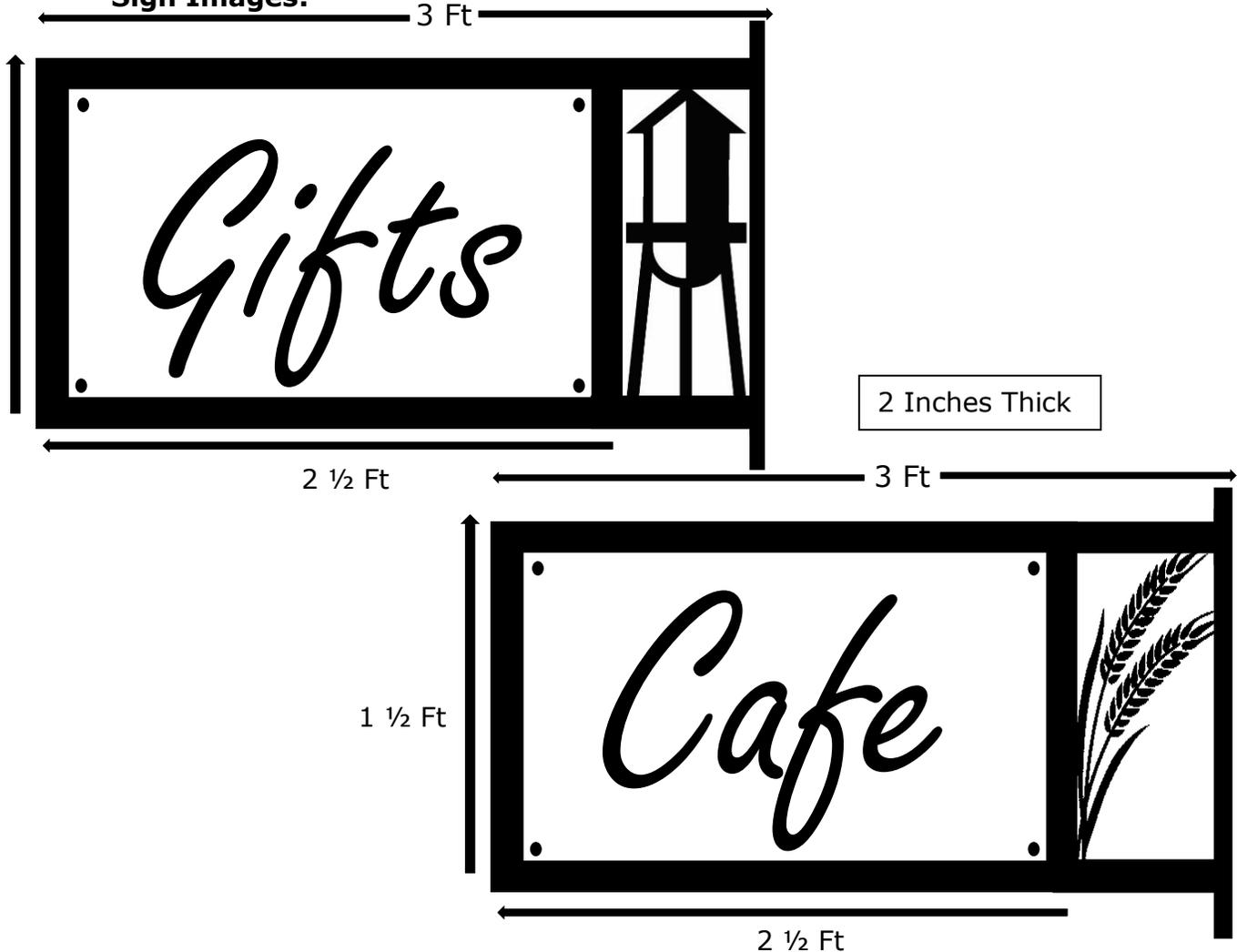
**Shingle Sign** means a small sign, which is either suspended from an overhang, canopy, marquee or awning, or is suspended from a mounting attached directly to the building wall. Shingle signs are generally placed perpendicular to the face of a building.

**Guidelines:**

- All shingle signs must follow the guidelines set out in this policy and the Land Use Bylaw.
- Must be an approved design and clearly state the category of the business, with a category decided by the applicant and approved by the Town of Claresholm Development Department (as per schedule "A").
- May not include any type of logo and may only use colors and fonts that are approved by the Town of Claresholm Development Department.
- The applicant will be able to choose the metal cut out design/graphic that goes beside the name plate of the sign, within reason, and within the manufacturer’s capabilities.
- The frames will be painted black with rust protective paint, and the applicant will have the choice of black, white, or brushed metal for the nameplate with a contrasting color behind, within the manufacturer’s capabilities. The signs will be double sided.

- May not be attached to any structure other than a building.
- May not project more than 36 inches from the building to which it is attached.
- May not contain more than a total of five square feet of display surface, excluding the support structure.
- It may only be installed as high as the eave line of the building surface to which it is attached or 11 feet above grade, whichever is lower.
- It may not be installed lower than seven and one-half feet.
- It may not be internally illuminated.
- It may not be more than four inches or less than one-half inch thick, except reasonably required in connection with some graphic element of the sign.
- Participation in this program will not reduce the number of signs or display surface area permitted per property.

**Sign Images:**





**Schedule "A"**  
**Shingle Sign Program Application**

<b>Date:</b>	
<b>Business Name:</b>	
<b>Description and/or Category desired for sign:</b>	
<b>Design/Graphic/Colors desired for sign:</b>	
<b>Civic Address:</b>	
<b>Mailing Address:</b>	
<b>Sign cost paid:</b>	

<b>Applicant's Signature</b>		<b>Date:</b>	
<b>Building Owners' Approval/Signature</b>		<b>Date:</b>	
<b>Towns' Approval/Signature</b>		<b>Date:</b>	

Sign Example

