



Canada's Sign Permit Specialists

# SIGN PERMITS: THE EDMONTON EDITION

A HOW-TO GUIDE FOR  
PROFIT AND PEACE OF MIND

Prepared by

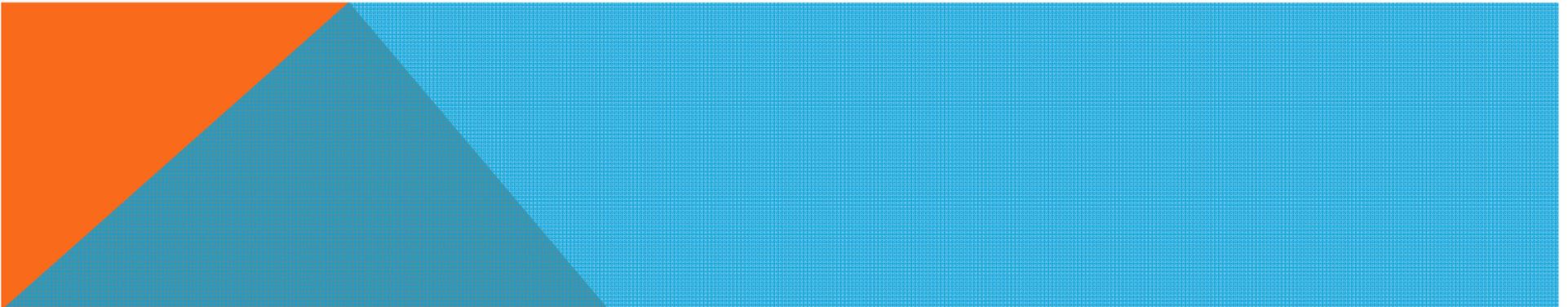


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Providing permit services to the sign industry since 2004

# Topics

- Why we need a permit
- Benefits
- Let's get started: zoning and bylaw check
- Talking with your client
- Preparing an application package
- Almost done: installation and inspection
- How to tell if you need a permit expediter



# Why we need a permit

Almost all municipalities require a permit to install a sign. It's a basic city requirement, just like a business license and an occupancy permit.

The goal of the City is to ensure that signs conform to the sign bylaw and are installed safely.

Did you know, the City of Edmonton requires a permit for...

- Replacement faces in sign cabinets, and
- Window signs that will be displayed for more than 30 days.



# Benefits

Taking out permits allows you to establish a good relationship with City staff

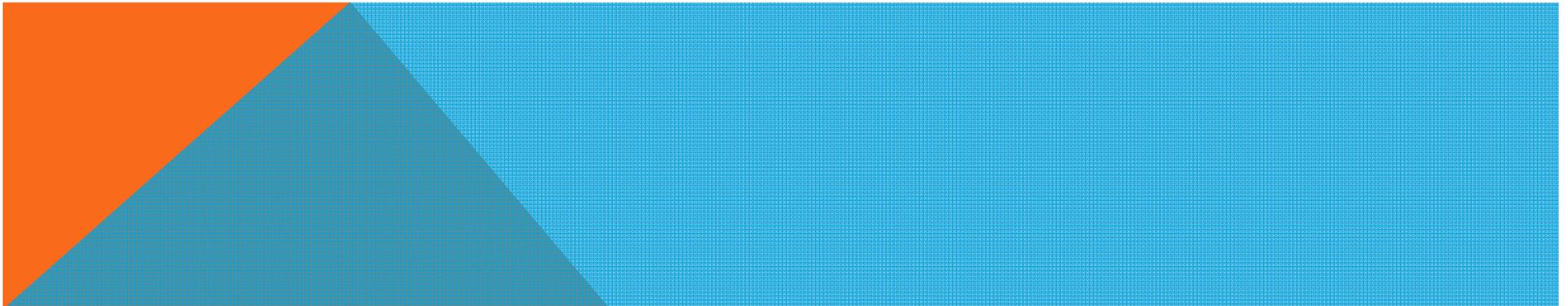
A permit protects your relationship with your client.

A client with a takedown order is an unhappy customer.

Marketing experts suggest businesses provide a value-added service – something special that sets you apart from the competition.

Arranging for the sign permit is exactly that.

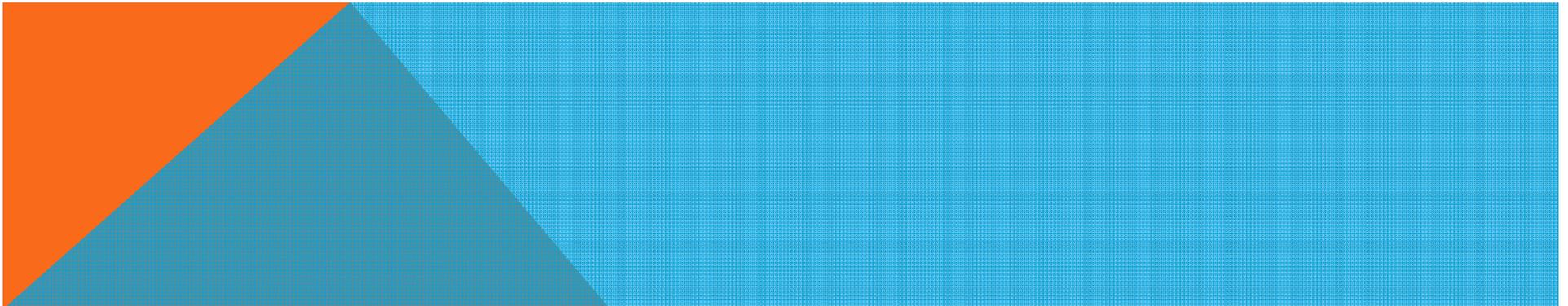
Let your client know that this is an important part of your service, and charge for it accordingly.



# Let's get started!

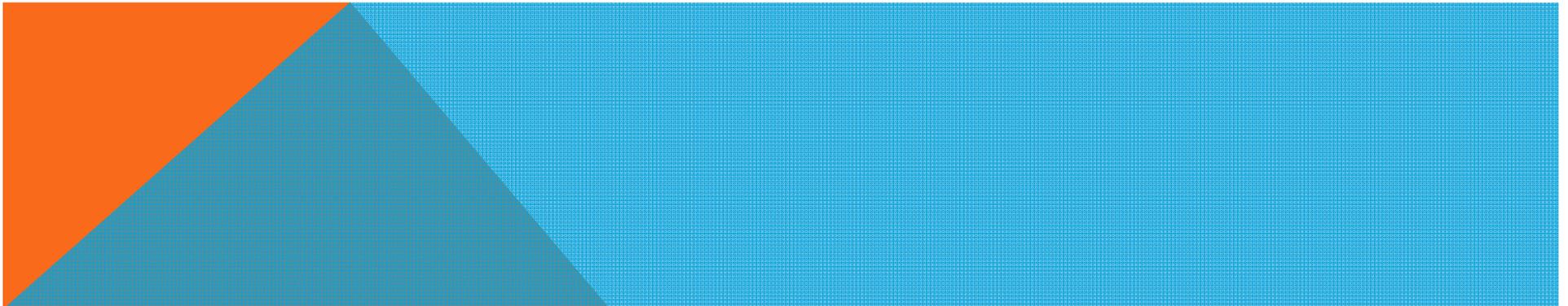
This is an overview of the steps required:

1. Check the zoning on the [City's map page](#)
2. Review the [Zoning Bylaw](#)
  - Check part 1, Section 12.2, for signs that don't require a permit
  - Check part 59 for Sign Regulations, and the appropriate Schedule for the zone
3. Discuss client's plans and ask them to review with their landlord
4. Create sign drawings and get signed approval from the client and the landlord
5. Complete application form and submit package to the city
6. After sign permit is approved, arrange electrical permit
7. Install sign
8. Call City for inspection



# Talking with your client

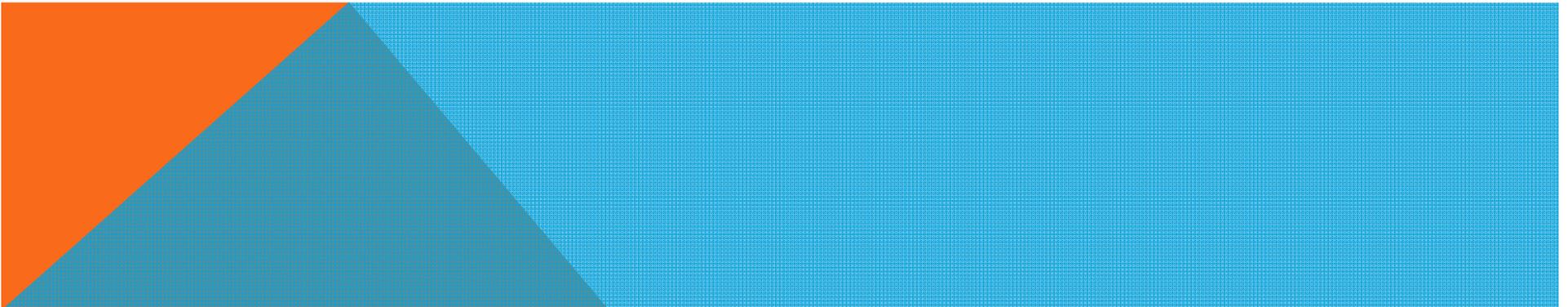
- Once your client has approved the design, refer them to their landlord for approval and signing of the owner's form.
- Let your client know how long the permit process takes. Edmonton has a two-step process: the development permit review may take 4 weeks, and the building permit may be an additional 2 weeks.
- A permit is required for a replacement face in an existing sign.
- A permit is also required for window signs that will be displayed for more than 30 days.
- A freestanding sign may need a sign location plan prepared by an Alberta Land Surveyor.
- An illuminated sign also needs an electrical permit.



# Application package

Typical requirements are:

- Application form
- Approval letter from the property owner
- Coloured and scaled sign drawing
- Elevation drawings or photo mock-ups
- For fascia signs, include a Curb to Property Map with Aerial Imaging
- For freestanding signs, include a sign location plan prepared by an Alberta Land Surveyor
- ASA seal or drawings stamped by an engineer
- Permit fee



# What's an ASA seal?

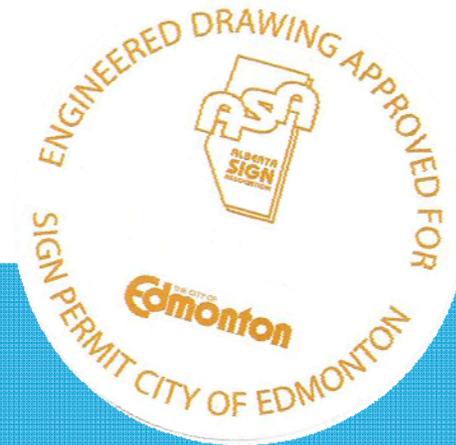
The Alberta Sign Association (ASA) has worked with the City of Edmonton and professional engineers to develop a best practices manual for manufacturing and installing signs.

ASA members who own a manual are eligible to purchase seals to use in place of drawings stamped by an engineer. (Note – the 2017 manual is now available.)

When you use an ASA seal, you are required to follow the specifications set out in the manual.

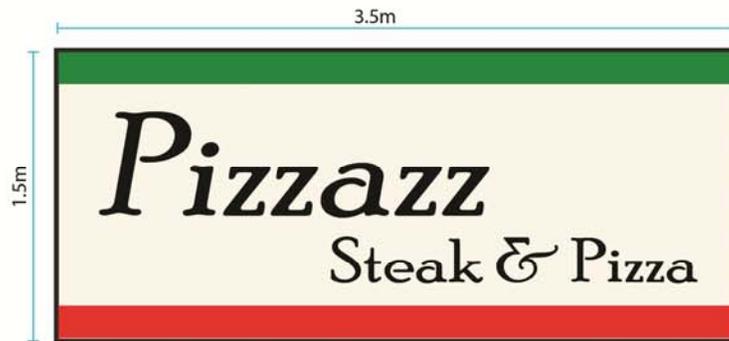
ASA seals will save your clients hundreds of dollars.

If you're not a member of the ASA, join today!



# Coloured and scaled sign drawing

## LED ILLUMINATED SF FASCIA SIGN (STANDARD SIGN DEPTH AND FRAME)



Scale: 1cm = 0.25m

### S/F ILLUMINATED FASCIA SIGN (EXTERIOR)

- 3/16" WHITE POLYCARBONATE FACE WITH 3M TRANSLUCENT VINYL APPLIED FIRST SURFACE
- BACKGROUND TO BE WHITE
- CABINET & RETAINER TO BE PAINTED BLACK
- LED ILLUMINATION

Description of sign  
Materials to be used  
Lighting information

**FIVE STAR**

www.fivestarpermits.com  
240 Parsons Road  
Okanagan Falls BC V0H 1R3  
250.487.1210

Your contact information

Description

Mock-up showing clearance and distance to top of sign



6.0m frontage

Your client's name and address

Pizzazz Steak & Pizza  
10277 Albert Blvd.

# Site plan



THE CITY OF  
**Edmonton** TRANSPORTATION  
OPERATIONS

INFRASTRUCTURE & MAPPING

Date of photography: May 2015  
Printed on: January 25, 2017  
Approximate scale: 1 : 500  
Photo positional accuracy +/- 2 m,  
features may be offset owing to  
height distortion.

Legal Property / Curb Lines  
Photography

produced by: Roadways Design  
Phone: (780) 496-6636  
Fax: (780) 496-3495  
email: mapdesk@gov.edmonton.ab.ca

This plot created by: \$USER\$

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# Almost done...

An illuminated sign requires an electrical permit:

- Arrange for the electrical permit after the sign permit is approved.
- The application is made by the electrical contractor.

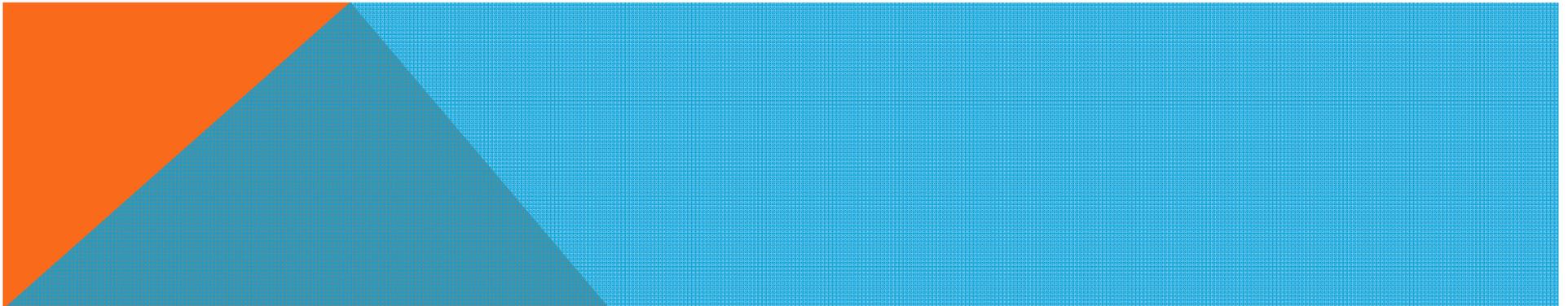
After the sign is installed:

- Contact the city and book an inspection.

**Good job!**

Now it's time to do the Happy Dance.

Always do the Happy Dance.



# How to tell if you need a permit expediter

## 1. *Do you have insomnia?*



At Five Star, we have rigorously trained ourselves to read bylaws while maintaining mental alertness.

## 2. *Do you have an average of 3 to 4 hours to spend on each sign permit application?*

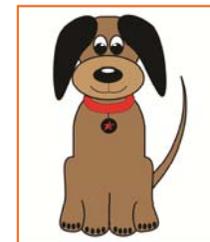
We can't explain why we like to spend our time this way, but we love what we do. It's just one of life's little mysteries.



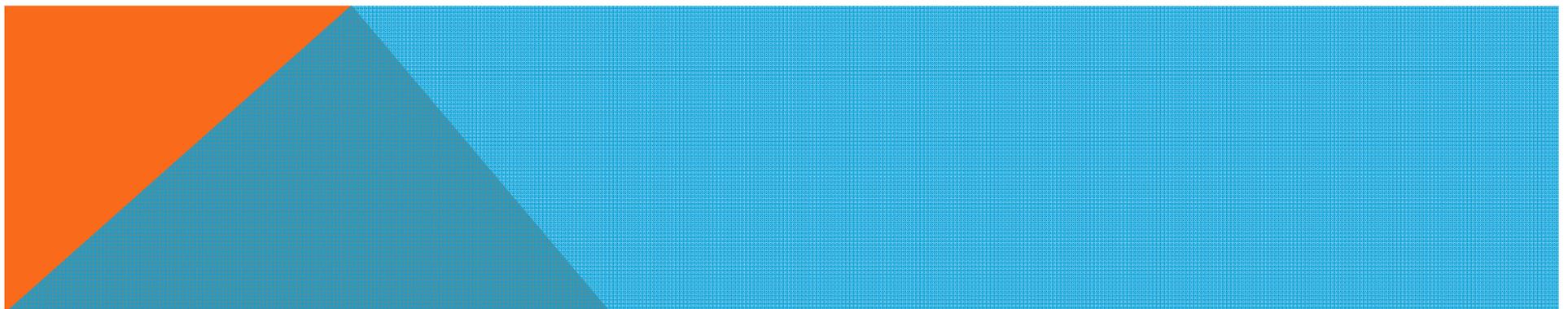
## 3. *Do you need more stress in your life?*

We don't like stress either.

We have developed advanced Permit Expediting Techniques (PET) for increased stress reduction and improved permit outcomes.



So if you would like more free time, less stress, and a better permit experience, give Five Star Permits a call!



*Thank you for reviewing this information.  
Please contact us if you have more questions.*



Canada's Sign Permit Specialists

Five Star Permits  
Cy Atkinson & David Atkinson  
Phone 250.487.1210

[www.FiveStarPermits.com](http://www.FiveStarPermits.com)