

**Operational Services Briefing to
Community Development Committee
2024 November 27**

**ISC: UNRESTRICTED
CD2024-1255**

Enforcement of Temporary Signs Progress Update

PURPOSE OF BRIEFING

This briefing provides an update on the enforcement of temporary signs in Calgary. Past reports to Council have communicated the changes in the service delivery model for management of temporary signs and proposed amendments to Temporary Signs On Highways Bylaw 29M97. Council directed Administration to provide an update by Q4 2024 and Administration is pleased to highlight the successful implementation of these changes. These efforts have enhanced community aesthetics, reduced sign clutter, improved travel sightlines and positively influenced public perceptions of safety.

SUPPORTING INFORMATION

The aim is to strike a balance between allowing advertising with the impacts of temporary signage on community vibrancy and public safety. Through an improved process and diligent efforts, The City has achieved city-wide compliance rates of over 95% for temporary signage. The primary changes leading to this successful outcome included:

- Establishing dedicated crews with clear procedures for sign removal
- Addressing the existing backlog of illegal signage city-wide
- Deploying Calgary Parking staff to monitor compliance and issue warning/education notices
- Creating a new public service request for temporary sign removal
- Revising the Prohibited Roadways list based on community/sign industry input
- Revising the Temporary Signs On Highways Bylaw 29M97 to increase fines

Since creating a service request for sign removal, over 2,000 have been received (Attachment 1). Initial request response times in April 2024 took over three weeks due to the existing backlog of signs and lower overall compliance levels. As of October 2024, average response times were within two days, reflecting high compliance. Calgary Parking’s monitoring contributed to improved compliance levels and an educational approach was undertaken to reach desired outcomes. More than 400 investigations were completed and resulted in 215 warning notices being issued. Over 8,000 hours have been allocated to sign removal and enforcement since the Bylaw amendment. This has not impacted our capacity to deliver core services, as urgent needs were assessed by operational crews and triaged appropriately.

Capacity to provide a consistent level of maintenance using existing resources resulted in over 11,400 non-compliant signs being removed of which 1,215 signs (10%), required impounding. Currently, the volume of signs that require impounding is relatively low, and most concerns now involve disposable signs, which require fewer resources to respond to.

The changes to the delivery model have demonstrated an improved capacity to better address community concerns and have been recognized by both Council and Calgarians. The high levels of compliance will continue to be achieved through these recent improvements.

ATTACHMENT

1. Service Request Overview and Compliance Examples

Author: Adam Pawlak, Mobility Business Unit, Operational Services
General Manager Doug Morgan concurs with the information in this Briefing.