



RAILWAY STREET SIGN BLADE POLICY

Council Policy
C 103-25

Administered By:	Administrative and Legislative Services	Policy No:	C 103-25
Approval Date:	May 20, 2025	Effective Date:	May 20, 2025
Approved By:	Council	Resolution No.:	131-2025
Review Date:	May 1, 2028		
References:			

Policy Statement:

The Town of Crossfield identifies the benefits of the Railway Street sign blades to promote the local storefront businesses located along Railway Street and side streets. The use of sign blades along Railway Street is intended to enhance and complement the community, and the aesthetic appeal of Crossfield’s downtown core.

Purpose:

The purpose of this policy is to establish program guidelines and procedures related to Railway Street sign blades, including the application, approval, design, installation and maintenance processes, ensuring a consistent and controlled process for applicants and the Town of Crossfield.

Scope:

This policy applies to the non-compulsory Railway Street Sign Blade program, and outlines the responsibilities, qualifying criteria, procedures, requirements, sign installation, maintenance and removal parameters of the program.

1.0 Definitions

- 1.1 **Applicant:** refers to a Business Owner, individual or party that operates a business on Railway Street or side street and has submitted an application under the Railway Street Sign Blade program.
- 1.2 **Active Business:** refers to a business actively operating in the Town of Crossfield, with a valid up-to-date Business License.
- 1.3 **Chief Administrative Officer CAO:** shall mean the person appointed to the CAO position by the Town of Crossfield Council.
- 1.4 **Railway Street:** refers to The Town of Crossfield’s downtown main street, Railway Street, between Grey Avenue and Chisholm Avenue, where sign

blade business sign advertising is highlighted on the west side of the street.

- 1.5 **Sign Blade or Blade:** refers to a baked enamel placard with decaled font, advertising the name of a storefront business on Railway Street, or on one of the in-scope side streets.
- 1.6 **Town:** means the municipality of the Town of Crossfield, in the province of Alberta.
- 1.7 **Town Personnel:** shall include but is not limited to directors, supervisors, and staff who are employed by the Town of Crossfield, including the Administration and Operations Departments, as well as contractors hired to provide a service on behalf of the Town of Crossfield.
- 1.8 **In-Scope Side Street:** refers to the streets that run perpendicular to Railway Street from Grey Avenue to Chisholm Avenue, between Railway Street and Ross Street.

2.0 Responsibilities

- 2.1 The Administrative Services department is responsible for administering and coordinating the Railway Street Sign Blade program, including the application and approval process.
- 2.2 The Applicant must ensure that all application requirements are met prior to their submission of the Railway Street Sign Blade application.
- 2.3 The Operations department is responsible for the installation and removal of sign blades upon completion and/or termination of an application.
- 2.4 The Applicant remains the owner of the blade and is responsible for maintenance of the blade should any damage or business name change occur.
- 2.5 A Town-authorized graphic/decals vendor will prepare the blades for the approved business at the Applicant's expense.

3.0 Qualification Criteria

- 3.1 To qualify for the Railway Street Sign Blade program, a Business must have a storefront venue operating in the Town of Crossfield, along Railway Street, or, on one of the in-scope side streets that run

perpendicular to Railway Street, between Railway Street and Ross Street.
Refer to Schedule A.

- 3.2 The business must hold an approved Town of Crossfield Development Permit and up to date business license.

4.0 Procedures and Requirements

- 4.1 Applicant must submit their completed application form as identified in Schedule B, to the Town of Crossfield via email to town@crossfieldalberta.com, or in person to the Town office.
- 4.2 The Town of Crossfield sign blade application will be processed and approved on a first-come, first-serve basis, with priority given to in-scope side streets and space availability on each sign.
- 4.3 All costs associated with sign blades, including production/reproduction and maintenance are the sole responsibility of the Business Owner and/or Applicant, and are payable to the Town-approved vendor.
- 4.4 Applications must be submitted no less than 60 days prior to the requested installation date.
- 4.5 Upon application approval, the Town will provide notice to the applicant and the authorized local vendor that the applicant has been approved for a sign blade placard.
- 4.6 The applicant will contact the authorized local vendor directly to complete the application process, including payment.
- 4.6 The phrasing permitted to be listed on sign blades is limited to the business name only. Business logos, designs/indicators and contact information are not permitted on sign blades.
- 4.7 The sign blade font style is based on a pre-determined standard and may not be substituted or changed.
- 4.8 Once the sign blade is completed, the Applicant will deliver the sign blade to Town office at least ten (10) business days prior to the installation date.
- 4.9 The Town Operations department will install the sign blade as indicated on the application form.

5.0 Blade Installation, Maintenance and Removal

- 5.1 Blades may only be installed or removed by Town personnel or designate.
- 5.2 If a business relocates to another location on Railway Street or an in-scope side street, upon written notice given to the Town by the Applicant, Town personnel will relocate the blade within fifteen (15) business days, dependant upon space availability on the sign.
- 5.4 If a business changes its name, the Applicant is responsible to obtain a new sign blade, and upon written notice given to the Town, Town personnel will relocate the blade withing fifteen (15) business days.
- 5.5 If a business is no longer in service, Town personnel will remove the sign blade within ten (10) business days of receiving notice of business closure and the sign blade will be returned to the applicant.
- 5.6 If a business is no longer in service and notice is not provided to the Town, the Town reserves the right to remove the Blade at their discretion. The Town will notify the business to advise of the sign removal and confirm pick up of the sign blade. The Town will retain the sign blade sign for 30 days and if no response, the sign blade sign will be destroyed.

6.0 Liability

- 6.1 The Town will not be held liable for any damages to sign blades arising from the display, installation, maintenance of removal the sign blades.

7.0 Policy Review

- 7.1 The Town is committed to ongoing monitoring and periodic review of this policy and related procedures, as determined by the CAO or their designate.

8.0 Schedules

- 8.1 Schedule A – Sign Blade Locations on Railway Street (updated October 2023).
- 8.2 Schedule B - Railway Street Sign Blade Application Form.

Schedule A – Sign Blade Locations on Railway Street (Updated October 2023)





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Schedule B - Railway Street Sign Blade Application Form

Application Date: _____ Preferred Installation Date: _____

Applicant Name: _____

Business Name: _____

Street Address: _____

Mailing Address: _____

Phone: _____ Email Address: _____

Blade Sign Installation Location:

- | | | |
|--|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Chisholm Ave. | <input type="checkbox"/> Osler Ave. | <input type="checkbox"/> Hammond Ave. |
| <input type="checkbox"/> Nanton Ave. | <input type="checkbox"/> Smith Ave. | <input type="checkbox"/> Grey Ave. |

Applicants Name

Applicants Signature

OFFICE USE

- | | |
|--|--|
| <input type="checkbox"/> Approved Development Permit
Date Approved: _____ | <input type="checkbox"/> Approved Current Business License |
|--|--|

Approved By:

Administration (Print Name)

Administrations Signature