

## Section 13: Permanent Signs

### 13.1 General Sign Regulations

#### 1. Sign Content

- a) All sign content, including text and language, shall comply with the *Canadian Code of Advertising Standards*.
- b) Signs shall not portray or represent any individual, group or concept that is deemed to be demeaning, derogatory, or contrary to public order or common moral standards, as determined by the Development Officer, and in accordance with the *Canadian Code of Advertising Standards*.
- c) Signs shall not resemble the shape and colour of any traffic sign, display the words "STOP", "DANGER" or any other directional words or symbols.
- d) Signs shall not flash, have revolving lights or graphic effects that could be confused as those of an emergency vehicle, or cause a distraction for drivers.

#### 2. Sign Location

- a) All signs shall be located on the same property that the business represented on the sign is located on.
- b) All signs shall have either a minimum clearance of 1.5 metres or a minimum setback of 3 metres from the property line, and they shall not be located within the corner visibility triangle, in accordance with the Traffic Bylaw.
- c) Signs shall not be placed in the following locations:
  - i) On an exterior stairway, fire escape, balcony or point of egress in a way that inhibits pedestrian or vehicular movement, visibility, or if it creates a physical hazard; or
  - ii) Within a right-of-way, median or boulevard.

#### 3. Sign Construction

- a) Signs shall be constructed to a professional standard, and have a minimum of 3 metres in height from grade, or a minimum of 4.64 metres in area. Signs that exceed the minimum height and area shall be designed by a professional engineer.

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- b) Secondary signs, posters, decorations or other similar materials shall not be attached to or hung from a sign.
- c) Signs that are illuminated shall be constructed of non-combustible materials, and the lighting shall be easily controlled and dimmed and directed away from any adjacent right-of-way or neighbouring property.

### 4. Sign Maintenance

- a) Signs associated with any discontinued activity or business shall be appropriately concealed or removed within 30 days of the closure or discontinuation.
- b) Signs shall be maintained to a professional standard. At the discretion of the Development Officer, any sign that is deemed to be damaged, dilapidated or in any other state of repair that may be hazardous shall be repaired or removed. The Development Officer shall advise the sign applicant or the owner, if not the same, in writing, of the required repair or removal of the sign.

### 5. Third Party Advertising

In addition to the regulations contained in Section 13.1 of this Bylaw, and notwithstanding Section 13.1.2(a) of this Bylaw, third party advertising shall be permitted in accordance with the following:

- a) Third party advertising for non-profit organizations or community events shall be permitted on any sign;
- b) For-profit, third party advertising shall be permitted on billboards, in accordance with Section 13.3 of this Bylaw;
- c) For-profit, third party advertising shall be allowed on a freestanding sign, located on the site that directly abuts the principle business location; and
- d) At the discretion of the Department of Public Works, third party advertising may be allowed on transit benches and transit shelters.

### 6. Sign Regulations not Otherwise Specified and City Council Consideration

- a) In a case where a sign regulation or requirement is not listed in this Bylaw, interim regulations or requirements shall be established by the Development Officer; and
- b) A sign permit application may be referred to City Council for consideration where:

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- i) The Development Officer has found it necessary to apply additional regulations or requirements to a sign permit application; or
- ii) At the discretion of the Development Officer, due to the content, location or general nature of the sign permit application, City Council consideration is required; and
- iii) City Council may also apply additional conditions of approval, in accordance with the regulations contained in Section 56(3) of *The Planning and Development Act, 2007*.

### 13.2 Digital Sign

In addition to the regulations contained in Section 13.1 of this Bylaw, signs with digital faces or digital signs shall be administered in accordance with the following regulations:

1. Digital signs shall require City Council approval;
2. The brightness and message speed of a digital sign shall be easily adjustable and shall be at the discretion of the Development Officer;
3. Digital signs shall not broadcast live video or any type of audio;
4. One (1) digital sign shall be permitted per site; and
5. The City shall reserve the right to utilize a digital sign to display emergency or public safety broadcasts, or broadcast information regarding any other emergency situation where the general public may be affected.

### 13.3 Billboards

1. In addition to the regulations contained in Section 13.1.2 of this Bylaw, the location of large and small billboards shall be administered in accordance with the following regulations:
  - a) Billboards shall be located a minimum of 1.5 metres from any building;
  - b) Notwithstanding Section 13.1.2(b) of this Bylaw, billboards shall have a minimum front yard setback of 7.5 metres;
  - c) Billboards shall have a minimum side yard setback of 1.5 metres;
  - d) Notwithstanding Section 13.1.2(b) of this Bylaw, billboards shall have a minimum rear yard setback of 7.5 metres;

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- e) Notwithstanding Section 13.1.2(b) of this Bylaw, small billboards shall have a minimum clearance of 1.5 metres, regardless of location; and
  - f) Notwithstanding Section 13.1.2(b) of this Bylaw, large billboards shall have a minimum clearance of 3 metres, regardless of location.
2. In addition to the regulations contained in Section 13.1 and 13.3 of this Bylaw, large billboards shall be administered in accordance with the following regulations:
- a) Large billboards shall be permitted within the M1 – Heavy Industrial or M3 – Large Lot Light Industrial Zoning Districts, or on City owned property as shown on Schedule A;
  - b) The sign face shall have a maximum area of 18.6 square metres;
  - c) The sign shall have a maximum height of 10.7 metres from grade; and
  - d) Large billboards shall be spaced a minimum of 90 metres apart, except along a provincial highway where the minimum spacing shall be at the discretion of the Ministry of Highways and Infrastructure.
3. In addition to the regulations contained in Section 13.1 and 13.3 of this Bylaw, small billboards shall be administered in accordance with the following regulations:
- a) Small billboards shall be permitted on City owned property as shown on Schedule A;
  - b) The sign face shall have a maximum area of 4.64 square metres; and
  - c) The sign shall have a maximum height of 6.1 metres from grade;

### 13.4 Projection Sign

In addition to the regulations contained in Section 13.1 of this Bylaw, projection signs shall be permitted in any zoning district, and administered in accordance with the following regulations:

- 1. Awning and canopy signs shall be considered a type of projection sign;
- 2. Notwithstanding the regulations contained in Section 13.1.2, the sign shall have a minimum clearance of 2.43 metres;

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3. A projection sign may extend outward from the building face or wall a maximum of 2 metres; and
4. Notwithstanding Section 13.1.2(c) of this Bylaw, and at the discretion of the Development Officer, a projection sign may encroach into a right-of-way where a building has been built to the property line.

### **13.5 Fascia Sign**

In addition to the regulations contained in Section 13.1 of this Bylaw, fascia signs shall be permitted in any zoning district, and administered in accordance with the following regulations:

1. The sign face shall cover a maximum of 25% of the area of the building face or wall, on which the sign is to be located;
2. Notwithstanding the regulations contained in Section 13.1.2, the sign shall have a minimum clearance of 2.42 metres; and
3. Fascia signs shall not extend past, around the corner, or off the abutting side of the building face or wall on which the sign is located.

### **13.6 Feature Sign**

In addition to the regulations contained in Section 13.1 of this Bylaw, feature signs shall be administered in accordance with the following regulations:

1. One (1) feature sign shall be permitted in the Commercial, Industrial, Institutional and Special Zoning Districts, or in a Residential Zoning District at the entrance to a developed residential subdivision with a Multi-Unit Dwelling having six (6) or more units, a Dwelling Group having six (6) or more units, or a Multi-Unit High Rise Dwelling;
2. The sign face shall have a maximum area of 12 square metres;
3. The sign shall have a single maximum dimension of 6 metres in length;
4. The sign shall have a maximum height of 2 metres from grade;
5. The sign may be affixed to a fence, however, it shall not exceed the maximum fence height; and
6. Notwithstanding 13.6.1 and in accordance with Section 13.6.2 through 13.6.5 of this Bylaw, two (2) feature signs may be permitted on a fence where the property frontage exceeds 90 metres.

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### 13.7 Freestanding Sign

In addition to the regulations contained in Section 13.1 of this Bylaw, freestanding signs shall be administered in accordance with the following regulations:

1. Freestanding signs shall be permitted for a Multi-Unit Dwelling of four (4) or more units, a Dwelling Group of four (4) or more units, or a Multi-Unit High Rise Dwelling in a Residential Zoning District or the RMU – Residential Mixed Use Zoning District, and the following shall apply:
  - a) The sign face shall have a maximum area of 2.97 square metres; and
  - b) The sign shall have a maximum height of 3 metres from grade;
2. Freestanding signs shall be permitted for a Day Care Centre, Place of Worship, or Bed and Breakfast Home, located in any zoning district, and the following shall apply:
  - a) The sign face shall have a maximum area of 4.64 square; and
  - b) The sign shall have a maximum height of 3 metres from grade;
3. Freestanding signs shall be permitted in the C1 – Downtown Commercial, C2 – Small Lot Arterial Commercial, Institutional, Industrial and Special Zoning Districts, and the following shall apply:
  - a) The sign face shall have a maximum area of 16 square metres;
  - b) The sign shall have a maximum height of 10.7 metres from grade; and
  - c) In the M3 – Large Lot Light Industrial, Institutional and Special Zoning Districts where more than two (2) signs are located on a single property, the minimum distance between signs shall be 30 metres;
4. Freestanding signs shall be permitted in the C3 – Large Lot Arterial Commercial and C4 – Highway Commercial Zoning Districts; and the following shall apply:
  - a) The sign face shall have a maximum area of 34 square metres;
  - b) The sign shall have a maximum height of 10.7 metres from grade; and

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- c) Where more than two (2) signs are located on a single property, the minimum distance between signs shall be 30 metres; and
5. Freestanding signs shall be permitted in the CMU – Commercial Mixed Use Zoning District and for non-residential developments in the RMU – Residential Mixed Use Zoning District, and the following shall apply:
  - a) The sign face shall have a maximum area of 4.64 square metres;
  - b) The sign shall have a maximum height of 6 metres from grade; and
  - c) At the discretion of the Development Officer, where a property in the CMU – Commercial Mixed Use Zoning District directly abuts a provincial highway or major arterial corridor, the sign regulations for the C3 – Large Lot Arterial Commercial or C4 – Highway Commercial Zoning Districts may be applied.

### 13.8 Roof Sign

In addition to the regulations contained in Section 13.1 of this Bylaw, roof signs may be permitted in the C1 – Downtown Commercial and C2 – Small Lot Arterial Commercial Zoning Districts, in accordance with the following regulations:

1. The sign face shall have a maximum area of 11 square metres; and
2. The sign shall have a maximum height of 6 metres, as measured from the surface of the roof to the top of the sign.

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## Schedule A

### Small and Large Billboard Locations

