



## Changes to Signage Provisions in Zoning By-law No. 300-7

### INTRO

The following are the proposed changes to the existing Zoning By-law No. 300-6, as integrated into the proposed re-adoption, being Zoning By-law No. 300-7. In general, the proposed changes include new signage definitions and a replacement of the provisions within 'Part 10: Signage.'

1. The list of definitions immediately after the cover page is amended by adding the following definitions in alphabetical order:

canopy sign  
directional sign  
directory sign  
dissolving  
electronic message sign  
electronic moving copy  
electronic static copy  
fading  
flashing  
message duration  
message transition  
neighbourhood identification sign  
portable sign  
sandwich sign  
scrolling  
sign copy  
sign, canopy  
sign, directional  
sign, directory  
sign, electronic message  
sign, neighbourhood identification  
sign, portable

2. Section 1 (Definitions) is amended by adding the following definitions in alphabetical order:

**“canopy sign”** means a sign attached to a building or structure which extends outward from the exterior wall of the building or structure, including but not limited to marquees and self-supporting service station canopies.

**“directional sign”** means a sign directing vehicles or pedestrians to an access or driveway on a lot.

**“directory sign”** means a sign listing only the names or business logos of businesses located on a commercial, institutional or industrial site consisting of one or more lots.

**“dissolving”** means a mode of message transition on an electronic message sign accomplished by varying the light intensity or pattern, where the first message gradually appears to dissipate and lose legibility simultaneously with the gradual appearance and legibility of the second message.

**“electronic message sign”** means a sign that uses changing lights to form a sign message or messages in which the sequence of messages and the rate of change can be electronically programmed or modified.

**“electronic moving copy”** means a sign copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other similar electronic technology where the sign copy displays moving images.

**“electronic static copy”** means a sign copy displayed utilizing electronic screens, televisions, computer video monitors, liquid crystal displays, light emitting diode displays, or any other similar electronic technology where the sign copy is fixed for a set period of time, but does not include gas price indicators.

**“fading”** means a mode of message transition on an electronic message sign accomplished by varying the light intensity, where the first message gradually reduces intensity to the point of not being legible and the subsequent message gradually increases intensity to the point of legibility.

**“flashing”** means an intermittent or flashing light source where the identical electronic message sign message is constantly repeated at extremely fast intervals.

**“message duration”** means the period of time that sign copy is displayed on a sign face.

**“message transition”** means the period of time involved for each change of sign copy displayed on a sign face.

**“neighbourhood identification sign”** means a sign that identifies a residential neighbourhood or subdivision.

**“portable sign”** means any sign which is specifically designed or intended to be readily moved from one location to another and which does not rely on a building or fixed concrete foundation for its structural support, and includes sandwich signs and signs commonly known as a “mobile” sign and “inflatable” device tethered to any building, structure, vehicle or other device.

**“sandwich sign”** means a two-sided A-frame style, self-supporting portable sign which is not permanently affixed to the ground. A single panel of a sandwich sign has a maximum area of 0.75 square metres.

**“scrolling”** means a mode of message transition on an electronic message sign where the message appears to move vertically across the display surface.

**“sign copy”** means any colour, graphic, logo, symbol, word, numeral, text, image, message, picture or combination thereof displayed on a sign face.

**“sign, canopy”**, see “canopy sign”.

**“sign, directional”**, see “directional sign”.

**“sign, directory”**, see “directional sign”.

**“sign, electronic message”**, see “electronic message sign”.

**“sign, neighbourhood identification”**, see “neighbourhood identification sign”.

**“sign, portable”**, see “portable sign”.

3. Part 10 (Signs) is repealed and replaced with the following:

## **PART 10 - SIGNS**

### **Signs: conditions and standards**

**92(1)** The following signs, are permitted in any zone

- (a) without the requirement of a development permit, if:
  - (i) in the case of a real estate sale sign, it does not exceed one square metre in area in a residential zone or three square metres in area any other zone;
  - (ii) it is erected by, or under the direction of, a government body;
  - (iii) it is a memorial; or
  - (iv) it announces a candidate for public office.
- (b) with the requirement of a development permit, if in the case of:
  - (i) a directional sign provided:
    - (A) there shall be a maximum of one for each entrance, exit, and drive thru lane;
    - (B) the sign shall not exceed 0.5 metres in area;
    - (C) the sign shall not exceed 1.5 metres in height; and
    - (D) the sign shall have a minimum setback of two metres from a front or flankage lot line.
  - (ii) A sign incidental to a construction project provided it does not exceed nine square metres in area and is removed upon completion of the construction;
  - (iii) A sign identifying a charitable, religious or fraternal organization provided it does not exceed 0.6 square metres in area in a residential zone or three square metres in area any other zone; or
  - (iv) a sign regulating the use of a property provided it does not exceed 0.5 square metres in area.

**92(2)** No sign shall be erected unless in compliance with the following:

- (a) it shall not create a hazard to public safety or health;
- (b) it shall not obstruct the vision of drivers, or detract from the visibility or effectiveness of a traffic sign or control device on streets;
- (c) it shall not obstruct ingress to or egress from a fire escape or other required exit;
- (d) it shall not include electronic moving copy;
- (e) it does not incorporate a searchlight, strobe lights, flashing lights, or emit sounds or be interactive in any way;
- (f) unless it is a portable sign, it shall be permanently affixed to the ground or a building; and
- (g) despite subsection 92(1)(a), the consent of the property owner is attained prior to installing any sign.

### **Non-conforming signs**

**92(3)** If a sign, existing before the adoption of this By-law, is either built or placed contrary to the requirements of the By-law, it may be repaired or renovated and the sign copy may be replaced if the requirements of this By-law or standards that do not conform to this By-law are not further compromised.

**92(4)** Despite subsection 92(3), the requirements of subsection 93(2) and sections 100.1 and 100.2 shall apply to the installation or replacement of an electronic static copy on an existing sign.

### **Development permit exemption for portable and sandwich signs**

**92(5)** A portable sign licensed under the Portable Sign By-law is exempt from the requirement of a development permit, but must adhere to all other requirements of this By-law and the Portable Sign By-law.

**92(6)** A sandwich sign is exempt from the requirement of a development permit, but must adhere to all other requirements of this By-law and the Portable Sign By-law.

### **Sign setback and location**

**93(1)** Subject to section 81, except in the CM Zone, no sign shall be placed, erected or altered within the minimum required setback as set out in Schedule C.

### **Signs in Proximity to Traffic Control Devices**

**93(2)** Despite subsection 93(1), no signs having electronic static copy shall be located within the restriction area of an illuminated traffic control device or illuminated crosswalk, as determined in Schedule C.1.

## **Division 10.1 Types of signs**

### **Freestanding signs**

**94(1)** Except in a residential zone, a freestanding sign is permitted subject to the following:

- (a) it shall not exceed 15 metres in height;
- (b) it shall not exceed 10 square metres in area;
- (c) despite subsection 94(1)(b), in the case of a lot containing three or more businesses, it shall not exceed 20 square metres in area; and
- (d) no more than one freestanding sign shall be permitted for every 100 metres of lot frontage;

**94(2)** Despite subsection 94(1), a freestanding sign may be permitted:

- (a) in a residential zone for a church, but:
  - (i) there shall be no more than one sign per lot;
  - (ii) it shall not be back lit or include an electronic static copy;
  - (iii) it shall not exceed 4.5 square metres in area; and
  - (iv) it shall not exceed three metres in height;
- (b) in a residential zone to identify a multiple unit dwelling or a daycare centre, but:
  - (i) there shall be no more than one sign per lot;
  - (ii) it shall not be back lit or include an electronic static copy;
  - (iii) it shall not exceed 1.5 square metres in area for a multiple unit dwelling;
  - (iv) it shall not exceed 2.5 square metres in area for a daycare centre; and
  - (v) it shall not exceed two metres in height;
- (c) to identify a farm or home business operated in the RA Zone but:
  - (i) there shall be no more than one sign per lot;
  - (ii) it shall not exceed three square metres in area;
  - (iii) it shall not exceed two metres in height; and
  - (iv) it shall not be back lit or include an electronic static copy.

- (d) As a neighbourhood identification sign in a residential zone but it shall:
  - (i) be limited to one for each entrance into the neighbourhood or subdivision;
  - (ii) be limited to identifying the name of the neighbourhood or subdivision where it is situated;
  - (iii) not exceed three square metres in area;
  - (iv) not exceed two metres in height; and
  - (v) not be back lit or include electronic static copy.
- (e) on a lot in the CM Zone fronting on Bridgedale Boulevard or Gunningsville Boulevard but:
  - (i) There shall be no more than one per lot;
  - (ii) It shall not be back lit or include electronic static copy;
  - (iii) It shall not exceed 2.5 square metres in area; and
  - (iv) It shall not exceed two metres in height.

### **Projecting signs**

**95** Except in a residential zone, a projecting sign may be permitted, but:

- (a) it shall not exceed one square metre in area;
- (b) it shall not project more than 1.5 metres from the building wall;
- (c) it shall not be erected less than three metres above the established grade;
- (d) there shall be a maximum of one for every six metres of lot frontage;
- (e) it shall not project more than 0.3 metres above the roof of a building; and
- (f) it shall not be permitted to swing freely on its supports.

### **Wall signs**

**96(1)** A wall sign is permitted in all zones except residential zones if:

- (a) it does not extend beyond the wall on which it is placed; and
- (b) it shall not cover more than one square metre per linear metre of the wall on which the sign is affixed.

**96(2)** Despite any other provision in this By-law, wall signs may be permitted as identification signs for a multiple unit dwelling or a daycare centre, but:

- (a) they shall be placed on no more than two sides of a building and be below the level of the second floor windows;
- (b) they shall not be back lit or include electronic static copy; and
- (c) they shall not exceed 1.5 square metres in area for a multiple unit dwelling and 2.5 square metre for a daycare centre.

### **Canopy signs**

**97** A canopy sign is permitted in all zones except residential zones if it does not exceed two square metres in area for each metre of the exterior length of the canopy.

### **Directory signs**

**98** A directory sign may be permitted in commercial, industrial and community use zones, subject to the following:

- (a) despite subsection 94(1)(a), it shall not exceed 20 square metres in area;
- (b) despite subsection 94(1)(b), it shall not exceed a height of 15 metres in height; and
- (c) not more than one be permitted per entrance to the site.

### **Portable signs**

**99** A portable sign may be permitted in the commercial, industrial, and community use zone subject to the Portable Sign By-law.

### **Sandwich signs**

**100** A sandwich sign may be permitted in all zones, except residential zones, subject to the following:

- (a) not more than one is displayed for each business located thereon;
- (b) each of the two panels of a sandwich sign must have equal dimensions and areas; and
- (b) it does not obstruct pedestrian or vehicular access to the premises.

### **Electronic message signs**

**100.1(1)** A sign with an electronic static copy may be used as part of a freestanding sign, wall sign, projecting sign, canopy sign, or directory sign subject to the following standards:

- (a) The sign shall be a permitted use in the SC, CM and I Zones;
- (b) The sign shall be a particular purpose, subject to terms and conditions as per Municipal Plan Policy 12.1.4, RBS Zone, NC Zone, PRI Zone, OS Zone, ID Zone, or within 30m of any residential zone;
- (c) The message duration shall not be less than 20 seconds;
- (d) The message transition shall be instantaneous;
- (e) Message transition shall not involve any visible effects including but not limited to scrolling, fading, dissolving, intermittent or flashing light, or the illusion of such effects;
- (f) Brightness levels of the sign do not exceed 3.23 lux above ambient light conditions measured at a distance which is determined by the square root of the sign area multiplied by 100;
- (g) The sign shall use automatic dimming technology which automatically adjusts the sign copy's brightness in direct correlation with ambient light conditions; and
- (h) The sign shall be turned off in the case of a malfunction.

**100.1(2)** The portion of the sign devoted to an electronic static copy shall not exceed 50 percent of the maximum allowable area.

**100.1(3)** The application for a development permit shall include an acknowledgement by the owner of the sign that the sign is capable of meeting the conditions in subsections 100.1(1) and 100.1(4).

**Electronic message sign limitations**

**100.1(4)** Electronic static copy shall not be illuminated between the hours of 11:00 p.m. and 7:00 a.m., unless the business is open or in operation during those hours.

**4.** Schedule C.1, as shown on the attachment hereto, is added following Schedule C.