



## Guide to Town of Riverview Proposed By-law Signage Provisions

### Overview

The Town is undertaking a review of its signage provisions to help ensure that they are current with best safety practice and protect community aesthetics and neighbourhood character. Signs are currently regulated through the Zoning By-law. This By-law, however, is silent on increasingly popular sign types such as portable and electronic message signs, which remain prohibited under the current regulatory framework.

The proposed by-law signage provisions include:

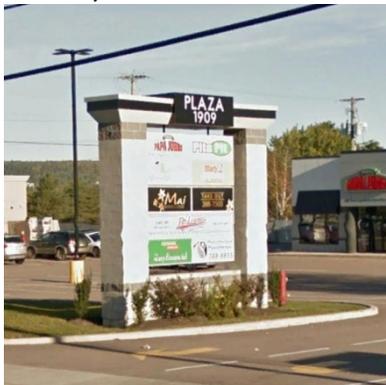
1. Re-adopting the existing Municipal (Development) Plan By-law with an added section on signage policies and proposals;
2. Re-adopting the existing Zoning By-law with a replaced, modernized section on signage provisions; and
3. Adopting a new Portable Sign By-law, which would contain specific provisions for these types of signs.

### Summary of Proposed Changes

The following tables summarize the key proposed changes to signage provisions. Please refer to the proposed by-law documents for a comprehensive outline of the proposed changes.

**Table 1: Freestanding Sign Changes**

(Sub)Section of Proposed Zoning By-law	Proposed Additions/Changes	Rationale	Sign Type Example
94(1)(a) & (b)	Larger sign height (10m to 15m) and area (9m <sup>2</sup> to 10m <sup>2</sup> ) permitted	*See 94(1)(d) below	
94(1)(c)	Double in area (10m <sup>2</sup> to 20m <sup>2</sup> ) permitted where three (3) or more businesses on a lot	Accommodate multi-business lots	
94(1)(d)	Though larger signs are permitted, less are permitted per frontage (1 per 30m to 1 per 100m)	Larger, but fewer freestanding signs are permitted to help maintain community aesthetics	
94(2)(c)	Small signs (3m <sup>2</sup> ) permitted for farm or home business in RA Zone	Accommodate rural businesses	

94(2)(d)	Provides for neighbourhood identification signs	Allow for neighbourhood entrance type signs	Neighbourhood identification 
92(2)(e)	Additional provisions for lots in the CM Zone fronting onto Bridgedale Blvd and Gunningsville Blvd	Help maintain community aesthetics along these corridors	
98	Provides for directory signs	Accommodate multi-business lots	Directory 

**Table 2: Projecting Sign Changes**

(Sub)Section of Proposed Zoning By-law	Proposed Additions/Changes	Rationale	Example
95(a)	Max area reduced (6m <sup>2</sup> to 1m <sup>2</sup> )	Help ensure signs are not overwhelming and take away from built form	Projecting 
95(b)	Projection distance reduced (2.5m to 1.5m)	Safety provision	
95(f)	Prohibit swinging signs	Safety provision	

**Table 3: Wall Sign Changes and New Provisions for Canopy Sign**

<b>(Sub)Section of Proposed Zoning By-law</b>	<b>Proposed Additions/Changes</b>	<b>Rationale</b>	<b>Example</b>
96(1)(b)	Area controlled by length of wall of which the sign is affixed (1m <sup>2</sup> per linear m of wall)	Help ensure signs are not overwhelming and take away from built form	<p>Wall</p> 
96(2)	Permit wall signs as identification signs for multiple unit dwelling or daycare centres	Harmonize with freestanding sign provisions	
97	Provides for canopy signs	Regulate separately from wall signs	<p>Canopy</p> 

Table 4: New Provisions for Portable and Sandwich Signs

(Sub)Section of Proposed Zoning By-law	(Sub)Section of Proposed Portable Sign By-law	Proposed Additions/Changes	Rationale	Example
99		Reference to new Portable Sign By-law		<p>Portable</p> 
92(5)		Development permit exemption for portable signs		
	3. & 7.(4)	License permit required and valid for 30-day period		
	6.(f)	\$25 application fee		
	7.(5)	Maximum of three (3) license permits allowed per year per lot		
100		Provides for sandwich, 'A-frame' signs		<p>Sandwich</p> 
92(6)	13.	Development permit and license permit exemption for sandwich signs		

**Table 5: New Provisions for Electronic Message Sign**

<b>(Sub)Section of Proposed Zoning By-law</b>	<b>Proposed Additions/Changes</b>	<b>Rationale</b>	<b>Example</b>
100.1(1)(a) & (b)	Allowed as a permitted use in primarily commercial and industrial zones; and a conditional use in mixed, parks and institutional zones	Helps protect community aesthetics and includes a trigger for public input and conditions to potentially mitigate neighbourhood impacts	Electronic message 
100.1(1)(c), (d), & (e)	Provisions for message duration and transition	Safety standards as per Transportation Association of Canada (TAC) guidelines	
100.1(1)(f) & (g)	Provisions for message brightness	Safety provisions	
100.1(2)	Electronic message sign shall not exceed 50% of the total size of the host sign	To facilitate on-site information and advertising	
100.1(3)	Acknowledgement letter required	Safety provision; helps ensure adherence to operational provisions	
100.1(4)	Provisions for hours of operation	To facilitate on-site information and advertising	
93(2)	Restriction zone for electronic message signs around traffic control devices, as per Schedule C.1 (attached)	Safety provisions	

**Table 6: New Policy for Billboard Sign**

<b>(Sub)Section of Proposed Municipal Plan By-law</b>	<b>Proposed Additions/Changes</b>	<b>Rationale</b>	<b>Example</b>
Policy 12.1.5 & Proposal 12.1.6	Billboards are not permitted as-of-right in any zone; they may be considered through the Zoning By-law amendment process	Sign type can have a significant impact on streetscape and community aesthetics	Billboard 