

Part Eleven: Sign Development Standards

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Permitted and Discretionary Sign Uses by Land Use District

	Billboard	Building	Dynamic Fascia	Dynamic Freestanding	Freestanding	Electronic Message Fascia	Electronic Message Freestanding
R1		D ¹			D ²		
R1A		D ¹			D ²		
R1N		D ¹			D ²		
RLW		D					
R2		D ¹			D ²		
R3		P ¹			D ²		
R4		D ¹			D ²		
C1		P	D ³	D ³	P		
C1A		P			P		
C2A		P	D	D	P		
C2B		P	D	D	P		
C3		P			D		
C4	D	P	D	D	P		
C5		P	D	D	P		
I1	D	P	D	D	P		
I2	D	P	D	D	P		
I1A /BSR		P			D		
A1		P			D		
P1		D			D		
PS		P	D ⁴	D ⁴	P	D	D
PSR		P			P		
RL-TD		P	D ³	D ³	P		
RL-C		P			P		
RL-PR		D			D		
RL A.C. Overlay		P			P		

NOTE: This table does not include signs exempt from permits, Direct Control District Signs or Site exception signs.

1. Refer to restrictions in Section 11.10(1)
2. Refer to restrictions in Section 11.13(1)
3. Refer to exceptions in Section 11.8.1(5)
4. ¹On Sites over 13.1 hectares in size

11.1 Purpose

- (1) This part regulates the location, size, number, type, form, appearance, construction, alteration repair, and maintenance of Signs to:
 - (a) balance the commercial need for Signs with safety and aesthetics;
 - (b) support local advertising needs by identifying businesses and wayfinding;
 - (c) ensure and maintain public safety;
 - (d) regulate design, size, and type of a Sign in relation to the Building and character of the neighbourhood where the Sign is located;
 - (e) prevent too many Signs and visual clutter to ensure the Signs are effective; and
 - (f) allow a flexible and responsive approach that can adapt to changes in Sign technologies and trends.

11.2 Applicability

- (1) The development standards in this Part shall apply to all Signs within The City except for Signs:
 - (a) inside a Building or Structure not visible from the exterior of the Building;
 - (b) Street and traffic Signs; and
 - (c) required to be displayed:
 - (i) under the provision of federal, provincial, or municipal legislation;
 - (ii) by or on behalf of the federal, provincial, or municipal government; or
 - (iii) on behalf of a department, commission, board, committee, or an official of the federal, provincial, or municipal government.
- (2) All Signs placed on road right-of-ways shall be referred to The City's Engineering Services and may be subject to road right-of-way guidelines, and/or The Special Event Bylaw. The Owner may be required to enter into a License to Occupy Agreement with The City, or apply for a special event permit.

11.3 Signs That Do Not Require a Development Permit

- (1) The following Signs do not require a Development Permit if they comply with this bylaw. Signs that do not comply with these development standards require a Development Permit with a variance:
 - (a) Signs displayed in or on buses, bus shelters, bus stop seats or on garbage or recycling bins located on Streets under an agreement with The City, provided they do not include a Dynamic component. Signs with Electronic Messages that provide information are allowed;
 - (b) the name and/or address of a Building when it is sculptured or formed out of the fabric of the Building Façade;
 - (c) Street numbers or letters displayed on a Site where the total combined Sign Area does not exceed 1.2 m²;
 - (d) the re-erection a Sign that is taken down to maintain or repair the Building Façade or the Sign, provided the Sign is re-erected within 30 days and is not materially altered;
 - (e) an Electronic Message on Signs that provide information on the price of gas and diesel;
 - (f) Community Bulletin Board Signs;
 - (g) Permanent Directional Signs;

- (h) Identification Sign, provided that the total Sign Area does not exceed 0.28 m²;
- (i) Incidental Sign;
- (j) Interpretative Sign;
- (k) Neighbourhood Identification Sign, if part of Development Agreement or License to Occupy Agreement;
- (l) Murals;
- (m) Property Management Sign in a Residential District, if the Copy Area does not exceed 1.0 m²;
- (n) Property Management Sign in a District other than a Residential District, provided that the total Sign Area does not exceed 6.0 m²;
- (o) Recreation Sponsor Sign if the Owner has a contract with The City;
- (p) Temporary Signs;
- (q) Election Signs only during the following time frames and provided that they comply with this bylaw:
 - (i) between nomination day of an election year and the date of the election, in the case of an election under the Local Authorities Election Act;
 - (ii) between the date the election is officially called and the date of the election, in the case of elections for Federal and Provincial public office;
- (r) Permanent Window Signs; and
- (s) notices or Signs guiding, warning or restraining people about the use of the premises, provided that the total Sign Area does not exceed 2.0 m².

11.4 Administration and Authorization

- (1) A Development Permit is required:
 - (a) to put up a Sign, except those listed in Section 11.3 Signs That Do Not Require a Development Permit;
 - (b) to relocate, replace or change the size of a Sign; and
 - (c) to add Illumination to an existing Sign.

11.4.1 Sign Development Permit Requirements

- (1) A Development Permit Application for a Sign shall be accompanied by the applicable fee and the completed application form including:
 - (i) the signature of the registered landowner(s) or their representative(s) or agent;
 - (ii) the name and civic address of:
 - A. the Sign company responsible for the Sign;
 - B. the Owner of the Sign; and
 - C. the registered landowner of the Site or premises upon which the Sign is proposed to be located, altered, or replaced.
 - (iii) drawings to scale showing:
 - A. all Sign and Sign Structure dimensions including Sign Height, Sign Width, and total Sign Area;
 - B. materials;
 - C. finishes;
 - D. colour schemes;
 - E. letter fonts and sizes;
 - F. graphics;
 - G. logos;
 - H. type of illumination;
 - I. Building elevations showing all existing and proposed Building Signs;
 - J. Dynamic or Electronic Messaging component, if applicable.
 - (iv) a Site plan showing:
 - A. compliance with applicable location requirements;
 - B. for any Sign that has a minimum separation from another Sign, the location and distance of the closest Sign subject to the minimum separation requirement, whether on the same Site or not.
 - C. how far the Sign projects from the Building Façade and/or Public Property;
 - D. distance to aerial power lines and other Utilities; and
 - E. the location of the Sign on the Site.
- (2) If the Sign is proposed to be put up on a Site within the HP Historical Preservation Overlay District or the HS Historical Significance Overlay District, the Development Permit Application shall be accompanied by the information described in Section 7.5.2 Historical Preservation Overlay District Regulations and Section 7.6.2 Historical Significance Overlay District Regulations as the case may be.
- (3) If the Sign is proposed to be put up on a Site subject to a Character Statement, the Development Permit Application shall include a letter of intent that contains a statement addressing how the

proposed Sign is compatible with the Immediate Street Context, as identified in the Character Statement.

- (4) The Development Authority may waive the requirement for a separate Development Permit for a Sign where it is satisfied that all required information and details have been provided pursuant to Section 11.4.1(1) with a Development Permit application for a Building or portion of a Building.
- (5) The Development Authority may consider the following when it reviews applications:
 - (a) the scale and design of the area;
 - (b) historical designations;
 - (c) Statutory Plan requirements;
 - (d) streetscape improvements;
 - (e) scale, form, and massing;
 - (f) infrastructure and safety; and
 - (g) proximity to a Residential District.

11.4.2 Conditions of Development Approval for Signs

- (1) In addition to Section 2.10 Conditions of Issuing a Development Permit, the Development Authority may impose the following conditions:
 - (a) If the Development Authority approves a Permanent Sign on or over Public Property:
 - (i) that the Owner must sign an agreement to pay costs and be legally responsible for injuries to a person or damage to property from the presence, collapse, or failure of the Sign; and
 - (ii) that the Owner provide proof of insurance naming The City as co-insured covering bodily injury and property damage for claims related to the Sign for a dollar amount The City specifies.
 - (b) For Illuminated Signs, including Signs with Dynamic or Electronic Message components, any condition needed to mitigate the effects of the Illumination on Sites in a Residential District.

11.4.3 Variances

- (1) ²Despite Section 2.7(i) and 2.8(3) the Development Authority may only vary the following for Signs:
 - (a) Sign Height;
 - (b) Sign Width;
 - (c) permitted number of Signs on a Site, except for the number of Billboard Signs which cannot be varied;
 - (d) the minimum separation distance between Signs, except for Billboard Signs which cannot be varied;
 - (e) ³the restriction of Dynamic Fascia Signs and Dynamic Freestanding Signs within 100.0m of a Site located in or adjacent to a Residential District, subject to the following:

² 3357/B-2019

³ 3357/DD-2018, 3357/B-2019

- (i) without limited the ability of the Development Officer to refer applications to the Commission under Section 2.7(k), the development Officer may approve variances of up to 10%;
- (ii) ⁴the Commission may approve variances between 10.1% and 30%; and
- (iii) ⁵all variances over 30.1% are prohibited.

- (f) total Sign Area;
- (g) ⁶DELETED
- (h) setbacks.

- (2) In determining if a variance is justified, the Development Authority may consider:
 - (a) the size and location of the Site;
 - (b) the design or construction of a Building or a Sign;
 - (c) the Immediate Street Context;
 - (d) whether the proposed Sign would unduly interfere with the amenities of the neighbourhood or materially interfere with or affect the use, enjoyment or value of neighbouring Sites;
 - (e) the heritage value of a Sign or Building;
 - (f) the topography or configuration of the Site;
 - (g) all applicable Council policies and guidelines; and
 - (h) applicable Statutory Plans.
- (3) Notwithstanding any other provision of this bylaw, if necessary for safety reasons, the Development Authority may require greater distance separations between Signs and may increase the minimum display time for Dynamic or Electronic Messaging.

11.4.4 Attaching Conditions to Variances

- (1) Any variance approved by the Development Authority may be temporarily approved and may be subject to conditions including:
 - (a) the removal of existing Sign(s) on a Site;
 - (b) restrictions on the location, number, and type of new and existing Signs on a Site;
 - (c) controls on light levels or hours of operation of Illuminated Signs;
 - (d) other upgrades or changes to existing Signs on Site;
 - (e) safety and construction matters; and
 - (f) Conditions that reflect impacts on adjacent Sites pursuant to Section 640(6) of the *Municipal Government Act*.

⁴ 3357/S-2022

⁵ 3357/S-2022

⁶ 3357/C-2022

11.5 Sign Definitions

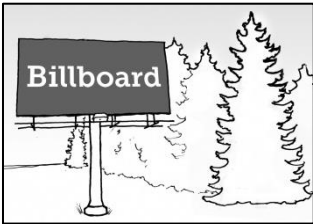
(1) These definitions apply to this Part (Part Eleven: Signs) of the Land Use Bylaw. Other definitions are found in Part 1, Section 1.3 Definitions.

Abut or Abutting means immediately connected to or beside something. For a Site, Abut or Abutting means that the Site physically touches the Abutting Site, and shares a property line with it.

Accessory Tenant is a business that has leased land, Building(s), or space within a Building from the Principal business on a Site.

Architectural Feature is an exterior characteristic of a Building including brackets, columns, pilasters, doors, window and door surrounds, projections, cornices, pediments and balustrade, and similar features or architectural hardware and their paints, finishes, and colours.

⁷**Billboard Sign** means a permanent Sign that is not attached to a Building or Structure where content is allowed for periodic replacement. Billboard Signs shall contain Third Party Advertising, and do not include a dynamic component or electronic messaging.



Building Sign are attached to or connected to, inscribed, marked or painted onto the Façade or outside surface, including windows, of a Building or part of a Building. Building Signs must not include a Dynamic or an Electronic Message. The following Signs are types of Building Signs:

- (1) **Awning/Canopy Sign** is a lightweight Sign that is entirely supported from a Building by a fixed or retractable frame.
- (2) **Fascia Sign** is a Sign that runs parallel to the Building Façade where it is displayed or attached, but does not include a Painted Wall Sign or a Permanent Window Sign.
- (3) **Identification Sign** is a Sign that identifies, by name or symbol, the Building or Site where the Sign is placed. Information may include the name, address, and number of the Building.
- (4) **Painted Wall Sign** is a Sign that is painted, inscribed, or marked directly on a Building Façade.
- (5) **Permanent Window Sign** is a Sign which is permanently posted, painted on, attached to, or placed in or on a window or otherwise exposed so it is visible from the outside of the Building.
- (6) **Projecting Sign** is a Sign which projects or hangs from a Building. It may be perpendicular or parallel to a Façade.



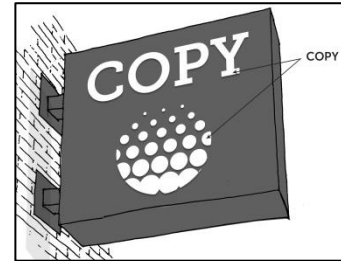
⁷ Correction 2

- (7) Any other Sign that, in the Development Authority’s opinion, has a similar definition and would be similarly regulated to the Signs above.

Community Bulletin Board Sign is a Sign used to post community information and event notices.

Copy means all logos, letters, numbers, graphics or characters on a Sign.

Copy Area means the area, measured in square metres, that encompasses all the Copy on a Sign, excluding Structure that supports the Sign.



Developing Community means a quarter section of land, or a portion thereof, undergoing a transition from a rural use to an urban use or redevelopment by way, but not limited to, the installation of new utilities, Streets, public amenities, allocation of residential, commercial, and/or industrial land uses until such time that the land is developed, as determined by the Development Authority.

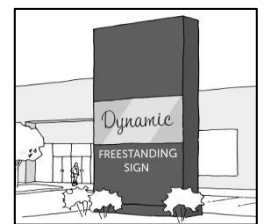
⁸**Dynamic** means components of a Sign that move or appear to move or change and includes but is not limited to, displays incorporating technology or methods allowing the image on the Copy Area to change, such as rotating panels, LED lights manipulated through digital input, laser projection, or digital ink.

Dynamic Sign is a general term to describe Dynamic Fascia Signs and Dynamic Freestanding Signs.

Dynamic Fascia Sign is a Fascia Sign with features that move or appear to move or change, and includes any display that incorporates a technology or method allowing the image on the Sign Area to change such as rotating panels, LED lights manipulated through digital input, or digital ink. Dynamic Fascia Signs must not display videos.



Dynamic Freestanding Sign is a Freestanding Sign with features that move or appear to move or change, and includes any display that incorporates a technology or method allowing the image on the Copy Area to change such as rotating panels, LED lights manipulated through digital input, or digital ink. Dynamic Freestanding Signs must not display videos.



Electronic Message means alpha-numeric text, scrolling text, or characters that change through electronically controlled changing lights or digital programming. Electronic Messages must not have any other Dynamic components, or display videos or images.

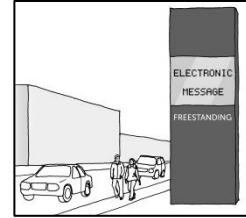
Electronic Message Sign is a general term to describe Electronic Message Fascia Signs and Electronic Message Freestanding Signs.

Electronic Message Fascia Sign is a Fascia Sign with a portion of it that displays text, scrolling text, or characters, through electronically controlled changing lights or digital programming. Electronic Message Fascia Signs must not display videos.

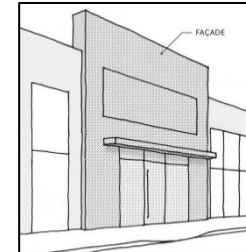


⁸ 3357/J-2023

Electronic Message Freestanding Sign is a Freestanding Sign with a portion that displays text, scrolling text, or characters, through electronically controlled changing lights or digital programming. Electronic Message Freestanding Signs must not display videos.



Façade means the side of a Building below the eaves, generally the side of a Building or Structure facing a Street exposed to public view.



First Party Advertising means Copy that promotes goods, services, or activities available on the Site where the Sign is located.

Freestanding Sign is a Sign that has independent supports placed in the ground that is not part of a Building or Structure.



⁹**Ground Sign** means a general term to describe Permanent Signs that are not affixed, plastered, etc. on Buildings. Examples of Ground Signs include, but are not limited to Freestanding Signs, or Neighbourhood Identification Signs, but do not include Billboard Signs.

Identification Sign is a Sign that identifies the occupant, business or the Site by name, symbol, or logo. It may include the name, number, and address of the Building, institution, or person, but may not include any additional advertising content.

Illumination or **Illuminated** means the use of artificial light to:

- (1) reflect off the surface of a Sign (external illumination);
- (2) project through the surface of a Sign (internal illumination); or
- (3) project from behind the surface of a Sign (backlit).

Incidental Sign is a Sign, typically inside the Site, used to inform the public about facilities or services on the premises. Incidental Signs may include Signs for restrooms, hours of operation (including open and closed Signs), acceptable credit cards, advertising on gas pumps, and recycling containers.

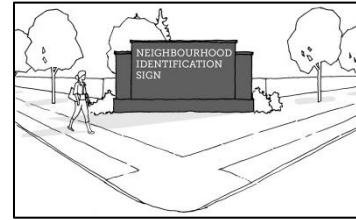
Interpretive Sign is a Sign used to inform and educate the public of a Site's heritage, cultural, or environmental significance.

Multi-Tenant means 2 or more businesses or 2 or more residential units within a complex that either share a common parking area or that occupy a single Building or separate Buildings that are physically or functionally related.

Mural is a piece of art that is painted or otherwise applied to the Façade or other integral part of a Building. A Mural is not a Sign because it is for public display only and does not include advertising.

⁹ Correction 2

Neighbourhood Identification Sign means a Sign that identifies the name of a neighbourhood and may contain a logo, symbol or map which is related to the community name.



Owner is the person responsible for the Sign, whose name appears on the Development Permit for the Sign.

Permanent Directional Sign is a Sign used to identify the distance and/or direction to a place of business or other premises indicated on the Sign.

Permanent Sign is a Sign that is permanently fastened to a Building or ground and intended to exist indefinitely at the Site.

Property Management Sign is a Sign that identifies the party or agent responsible for the management of the Site and any sales, leasing, or rental information.

Recreation Sponsor Sign means a Sign located on sports field fencing, an Accessory Building, or a Structure such as dugouts, bleachers, or media towers that advertises the sponsor's business, or the event or team being sponsored.

Sign is a visual tool, including its Structure that communicates using words, numbers, pictures, graphics or logos to:

- (1) attract attention or convey information;
- (2) provide direction; or
- (3) promote a product, business, activity, service, or idea.

¹⁰**Sign Area** means the entire surface area of a Sign on which advertising copy could be placed and includes any frame or embellishment which forms an integral part of the display, but does not include landscaping. In the case of a double-face or multi-face Sign, the average of the total area of all Sign faces, unless otherwise stated.

Sign Depth is the thickness of the Sign Area or projection measured from the front of the Sign to the back or backing of the Sign.

Sign Height is the vertical height of the Sign measured from the ground to the top of the Sign.

Sign Structure is the supporting Structure of a Sign, such as a single pole, Sign frame, or Façade, or an integral part of a Building.

Sign Width is the width of the Sign, measured from 1 side of the Sign to the other at the point of greatest horizontal distance.

¹⁰ Correction 2

Sponsor Recognition means the recognition of a corporation, person or other entity which has donated money, goods or services to the landowner on which the Sign is located or which has entered into an agreement to pay money to the landowner in exchange for public recognition of the contribution, which recognition may consist of one or more of the following: an expression of thanks, the sponsor’s name, brand, logo, tagline, website information or phone numbers.

Temporary Sign is a Sign that is not intended to be permanent and is allowed for a limited time by the applicable development standards. Temporary Signs must not display Dynamic or Electronic Messages. The following are Temporary Signs:

- (1) **Banner Sign** is a Sign made out of lightweight material, which may be enclosed in a rigid frame and secured or mounted to allow movement caused by the wind.
- (2) **Construction Sign** is a Sign used to identify a construction project, the owner, general contractor, sub-trades, architect, engineers, and others associated with the design, planning, and Development of a project under construction.
- (3) **Election Sign** is a Sign used to promote a candidate, position, or party during a municipal, school board, provincial or federal election or a referendum or plebiscite.
- (4) **Flag Sign** is a Sign that is made of lightweight, flexible material attached to a freestanding pole or to a Structure placed in or on the ground. It may have 1 or 2 sides of Copy.
- (5) **Future Development Sign** is a Sign used to identify a new community identified in a Neighbourhood Area Structure Plan, and the developer(s) or builder(s) associated with the project. It may include information on the amenities, design, staging, and timing of the proposed Development.
- (6) **Portable Sign** is a flat, easily movable Sign with independent supports. It may have 1 or 2 sides of Copy.
- (7) **Real Estate Sign** is a Sign that advertises real estate that is “for sale”, “for lease”, “for rent”, or “sold”, or an “open house”.
- (8) **Show Home Sign** is a Sign that advertises the Building as a Show Home or a prize in a raffle or contest.
- (9) **Sidewalk Sign** is a small self-supporting sign set on or in the ground and includes A-shaped or sandwich board Signs and signs advertising garage sales.
- (10) **Special Event Sign** is a Sign that advertises a temporary event, like the farmers market, exhibition, fair, carnival, festival, a recreational competition, or other similar event or activity, and which has a valid Special Events Permit issued by The City.
- (11) **Temporary Directional Sign** is a temporary Sign used to identify the location of a Show Home, Developing Community, and/or provide a means to reach a destination.



- (12) **Temporary Window Sign** is a Sign temporarily posted, painted on, attached to, or placed in or on a window or otherwise exposed so it is visible from the outside of the Building.
- (13) Any other Sign that, in the Development Authority’s opinion, has a similar definition and would be similarly regulated to the Signs above.

Third Party Advertising means Copy that promotes goods, products, services, or activities not sold, produced, or offered on the Site where the Sign is located. This does not include the name of a sponsor on Signs on a Building.

Window Area includes all contiguous panels of glass, including panes of glass that would be contiguous if not separated by mullions (the bars between panes of glass).

11.6 General Development Standards for All Signs

The following development standards pertain to all Signs, unless otherwise stated.

- (1) Signs shall not:
 - (a) obstruct or interfere with the visibility of a traffic control device;
 - (b) obstruct or interfere with the natural lighting, air intake, or ventilation of a Building;
 - (c) emit sound or noise;
 - (d) obstruct or interfere with vehicular or pedestrian traffic; or
 - (e) contain Third Party Advertising.
- (2) Where a Development Permit has been issued for a Development that encompasses more than 1 Site, Signs may be placed or located on the land as if the Development was placed or located on a single Site, as determined by the Development Authority.
- (3) Signs shall be removed immediately when the use ceases to exist on the Site, except Freestanding Signs and support Structures intended for re-use.

11.6.1 Sign Location and Placement

- (1) Signs shall be located a minimum of:
 - (a) 1.0 m back from an existing or future curb line;
 - (b) 0.3 m from the inside edge of any sidewalk;
 - (c) 3.0 m from any Site access; and
 - (d) 1.0 m from a Boundary, when located on private property.
- (2) All Signs placed on fences shall be securely fastened to the fence.
- (3) Signs shall not be located in or on parking space or loading spaces or in a way that reduces the number of parking stalls or loading spaces required by this bylaw or an approved Development Permit.
- (4) Where this Part requires a Sign to be located or placed a minimum distance from something else, no part of the Sign may fall within the applicable minimum distance.
- (5) Signs located within a corner viability triangle must comply with Section 3.11 Restrictions on Corner Sign Lines.

11.6.2 Sign Height and Projections

- (1) Where this Part specifies a maximum Sign Height, the Sign Height is measured from the ground to the highest point of the Sign.
- (2) All Signs projecting over a sidewalk or a Street must maintain at least 2.8 m clearance to the lowest point of the Sign.

11.6.3 Design

- (1) When considering an application for a Sign that is a Discretionary Use, the Development Authority must consider the following:
 - (a) whether the design, size and type of the proposed Sign is compatible with or will enhance the design and general character of the Building it will be located on;
 - (b) whether the proposed Sign reflects or maintains the Immediate Street Context; and
 - (c) whether the proposed Sign respects the purpose or intent of any Sign Overlay District it is located in.
- (2) A Sign should not cover or obstruct an Architectural Feature.
- (3) Where possible, Signs should be designed or placed on a Building so that the body of the Sign conceals the Sign Structure and no guide wires, bracing or similar support elements are visible from a Street or other public right-of-way.

11.6.4 Calculation of Sign Area

- (1) The Development Authority shall calculate the Sign Area of a Sign without an identifiable frame or border by measuring the smallest rectangle which frames the entire Copy.
- (2) For a double-faced Sign, the Development Authority shall only use 1 face for the purposes of determining Sign Area.
- (3) This Part specifies a maximum allowable Sign Area based on a percentage of the area of Building Façade within a Multi-Tenant Development. The Development Authority calculates the maximum Sign Area by considering the height of the Building, and the width of the tenant's leased premises.

11.6.5 Illumination

- (1) Signs may be Illuminated.
- (2) Signs that are Illuminated shall not:
 - (a) shine or reflect light directly onto adjacent properties; or
 - (b) create hazards for pedestrian or vehicular traffic; or
 - (c) be of an intensity or brightness that would interfere with the space, comfort, convenience, and general welfare of residents or occupants of adjacent Sites or with vehicular traffic.
- (3) Signs with external Illumination shall:
 - (a) be equipped with a shield directing light toward the Sign; and
 - (b) be positioned in a manner that directs the light directly onto the Sign and minimizes glare.
- (4) Internally Illuminated Signs shall have the light source concealed from direct view.

11.6.6 Maintenance

- (1) Every Owner shall maintain all Signs in good repair, in safe condition, and free of visible deterioration by:
 - (a) ensuring all exposed Sign and Sign Structure surfaces are covered with a durable, weather resistant, protective finish;
 - (b) repainting or refinishing as often as necessary to prevent peeling or flaking of paint or corrosion, or fading from light exposure;
 - (c) confirming all lights, bulbs, tubes and other forms of Illumination are functioning properly; and
 - (d) keeping Signs intact and operative and preventing them from deteriorating, peeling, breaking or cracking.

11.7 Signs on Public Property

- (1) Signs in road right-of-ways:
 - (a) Signs shall not be located within a road right-of-way if they:
 - (i) create a hazard;
 - (ii) span across a street or lane;
 - (iii) obstruct or interfere with road maintenance; or
 - (iv) impede access to utilities, sidewalks, or bus stops.
 - (b) Signs allowed in road right-of-ways :
 - (i) may require a valid License to Occupy Agreement with The City;
 - (ii) must meet any road right-of-way guidelines set by The City's Engineering Department; and
 - (iii) may be subject to The Special Event Bylaw.
- (2) Signs on Public Property that has a Land Use District Attributed to it:
 - (a) No Sign may be placed on Public Property that has a land use district attributed to it without the consent of The City.
 - (b) Signs located or placed on Public Property with a land use district attributed to it may be subject to The Special Event Bylaw.

11.8 Sign Overlay Districts

- (1) An overlay is an area of The City with particular needs. As a result, requirements for that area are specific to the overlay and may differ from the development standards that would otherwise apply. The development standards in this Sign Overlay section take precedence over other regulations in this Part if the two conflict.
- (2) For the purposes of this Part, the following Sign Overlay Districts are established:
 - (a) Downtown Sign Overlay District;
 - (b) Residential Proximity Sign Overlay District; and
 - (c) Developing Community Sign Overlay District.

11.8.1 Downtown Sign Overlay District

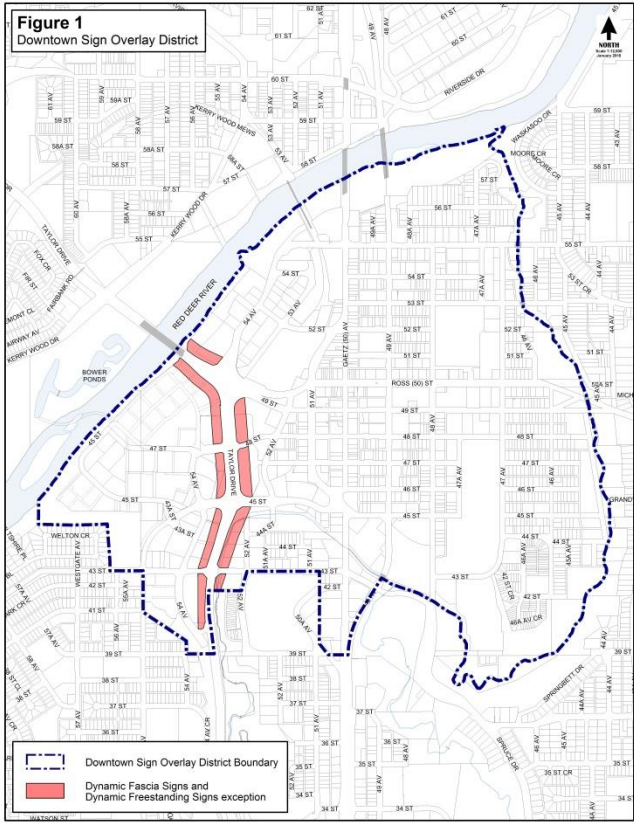
- (1) The Downtown Sign Overlay District includes all Sites identified within the district boundary shown on Figure 1.

- (2) Downtown Sign Overlay District Intent

- (a) The purpose of the Downtown Sign Overlay District is to maintain the character of the downtown and improve pedestrians’ experience by:
 - (i) supporting commercial activity through appropriate identification of business and directional signage;
 - (ii) regulating Signs for public safety; and
 - (iii) ensuring that the design, size, and type of a Sign respects the design of the Building and character of the neighbourhood where the Sign is located.

- (3) The following Signs are not allowed within the Downtown Sign Overlay District, except on sites listed in Section 11.8.1(4):

- (a) Billboards;
- (b) Dynamic Fascia Signs;
- (c) Dynamic Freestanding Signs;
- (d) Electronic Message Fascia Signs; and
- (e) Electronic Message Freestanding Signs.



- (4) Dynamic Fascia Signs and Dynamic Freestanding Signs are Discretionary Uses on those Sites adjacent to Taylor Drive within the following Districts:
 - (a) Riverlands Taylor Drive (RL-TD),
 - (b) C1 Commercial (City Centre),
 - (c) DC(6),
 - (d) DC(9), and
 - (e) DC(28) Districtsas shown in red on Figure 1, provided that the Dynamic Fascia Signs and Dynamic Freestanding Signs are placed on a Building Façade or a portion of a Yard abutting Taylor Drive.

11.8.2 Residential Proximity Sign Overlay District

- (1) The Residential Proximity Sign Overlay District prohibits Billboard Signs, Dynamic Fascia Signs, and Dynamic Freestanding Signs within 100.0 m of a Site located in or adjacent to a Residential District.
 - (a) ¹¹The Development Authority may allow a variance to the 100.0m prohibition for Dynamic Signs in accordance with Section 11.4.3 Variances.
- (2) ¹²This Overlay District applies to Signs that are allowed within 100.0m of a Site located in or adjacent to a Residential District.
- (3) The intent of the Residential Proximity Sign Overlay District is to ensure the design, size, and type of allowable Signs located near Residential Districts support commercial and public service activity while being sensitive to the residential context.
- (4) Signs within the Residential Proximity Sign Overlay District shall adhere to the following development standards:
 - (a) ¹³Only external spot lighting is allowed, unless the Sign faces a Street. The exceptions to this development standard are Electronic Message Signs and Dynamic Signs.
 - (b) Electronic Message Fascia Signs and Electronic Message Freestanding Signs shall not be illuminated between 10:00 p.m. and 6:00 a.m.;
 - (c) Sign Area shall not face a Residential District; and
 - (d) Maximum Sign Height shall be 7.5 m, unless otherwise specified in this part.

11.8.3 Developing Community Sign Overlay District

- (1) This Section 11.8.3 sets out the development standards applicable to Developing Communities.
- (2) The intent of the Developing Community Sign Overlay District is to allow for Signs that market and advertise new communities and their Developments.
- (3) Temporary Directional Signs in Residential Districts in this Overlay shall adhere to the following:

¹¹ 3357/DD-2018, 3357/B-2019

¹² 3357/DD-2018

¹³ 3357/DD-2018

- (a) Only 2 Temporary Directional Signs are allowed per Site;
 - (i) additional Temporary Directional Signs may be allowed, at the discretion of the Development Authority, where the need for the requested additional Temporary Directional Signs has been demonstrated by the applicant;
 - (b) Maximum Sign Height is 0.9 m;
 - (c) Maximum Sign Width is 0.6 m; and
 - (d) Sign Area shall not exceed 0.6 m².
- (4) Temporary Directional Signs in all other Districts in this Overlay shall adhere to the following:
- (a) Only 4 Temporary Directional Signs are allowed per Site;
 - (i) additional Temporary Directional Signs may be allowed, at the discretion of the Development Authority, where the need for the requested additional Temporary Directional Signs has been demonstrated by the applicant;
 - (b) Maximum Sign Height is 1.5 m;
 - (c) Maximum Sign Width is 0.9 m; and
 - (d) Maximum Sign Area shall not exceed 1.4 m².
- (5) Flag Signs
- (a) Flag Signs must comply with Section 11.17.4, unless otherwise stated in this Part.
 - (b) Flag Signs used with a Show Home must be Ground Signs and are limited to:
 - (i) 3 Flag Signs on a Site less than 0.25 hectares and with a Frontage of 30.0 m or less;
 - (ii) 4 Flag Signs on a Site less than 0.25 hectares and with a Frontage greater than 30.0 m;
 - (iii) 5 Flag Signs on a Site greater than 0.25 hectares and less than 1.0 hectares; or
 - (iv) 6 Flag Signs on a Site greater than 1.0 hectares.
 - (c) Maximum Sign Height is 6.0 m;
 - (d) Maximum Sign Area shall not exceed 5.0 m².
 - (e) Flag Signs are not included in calculating the total Sign Area for Show Home Signs on a Site.
 - (f) Flag Signs used with a Show Home shall be removed upon whichever occurs first:
 - (i) removal of the Show Home for which it is advertising; or
 - (ii) occupancy of the Show Home it is advertising; or
 - (iii) 3 years pass from the date of the Development Permit for the Show Home.
- (6) Future Development Signs
- (a) Future Development Sign may be placed on a Site where a permit has been approved for a Development or where an agreement has been entered into with The City, and at the discretion of the Development Authority;
 - (b) Maximum Sign Areas
 - (i) Maximum Sign Area shall not exceed 12.0 m²
 - (ii) If the Sign is located more than 100.0 m from a Street, the maximum Sign Area shall not exceed 19.0 m².

11.9 ¹⁴Billboard Signs

- (1) General Regulations for Billboard Signs:
 - (a) The design and size of a Billboard Sign should be compatible with or enhance the design, construction, and general character of the Building on the Site which it is located on and should respect the Immediate Street Context it is located in.
 - (b) A Development Permit for a Billboard Sign that will replace a Billboard Sign approved prior to December 11, 2017, may only be approved if the proposed Billboard Sign will be no larger than the previously approved Billboard Sign, and

¹⁴ Correction 2

the proposed Billboard Sign will result in a visual improvement to the Immediate Street Context.

- (c)** Billboard Signs shall not be internally illuminated, or illuminated by light projecting from behind the surface of the Sign face.
- (d)** Billboard Signs that are illuminated shall:
 - (i)** be equipped with a shield directing light towards the Sign; and
 - (ii)** be positioned in a manner that directs the light directly onto the Billboard Sign and minimizes the glare.
- (e)** Billboard Signs that are illuminated shall not:
 - (i)** shine or reflect light directly onto adjacent properties or in the direction of oncoming traffic;
 - (ii)** create hazards for pedestrian or vehicle traffic; or
 - (iii)** be of an intensity or brightness that would interfere with the space, comfort, convenience, and general welfare of residents or occupants of adjacent Sites or with vehicular traffic.
- (f)** Billboard Signs shall not include dynamic or electronic messaging.
- (g)** Where the back of a Billboard Sign is visible to pedestrian or vehicle traffic, the Development Authority may:
 - (i)** require a second face; or
 - (ii)** require the back to be enclosed.
- (h)** A Development Permit for a Billboard Sign may only be issued for a period not exceeding 3 years.

(2) Location Criteria

- (a)** Billboard Signs shall only be located along a Boundary adjacent to an Arterial Road, except for those Sites described in subsection (ii) below.
- (b)** ¹⁵Billboard Signs are prohibited:
 - (i)** within the Major Entry Areas Overlay District;
 - (ii)** within 100.0m radius of a Residential District; and
 - (iii)** facing a Major Corridor as defined in Section 7.15.2(b)

(3) Siting Criteria

- (a) Not more than 1 Billboard Sign may be located on a Site
- (b) Billboard Signs shall not be placed in or on a required parking space or loading space and shall not be placed so as to reduce the number of required parking stalls or loading spaces, pursuant to this Bylaw of an approved Development Permit.
- (c) Billboard Signs shall be located a minimum of:
 - (i) 500.0 m radius from another Billboard Sign. If a 500.0 m radius is drawn around Billboard Signs, none of the 500.0 m radius' shall overlap; and
 - (ii) 10.0 m from another Ground Sign.
- (d) A Billboard Sign shall be located such that no portion is closer than 3.0 m from any Site Boundary.
- (e) If deemed necessary for safety reasons, the Development Authority may require greater distance separations between Signs.

(4) Billboard Sign Sizes

- (a) The maximum height of a Billboard Sign is 6.1 m;
- (b) The Maximum width of a Billboard Sign is 6.1 m; and
- (c) The maximum Sign Area of a Billboard Sign shall not exceed 19.0m², and only 1 face of a double sided Billboard Sign may be used to calculate the Sign Area.

(5) No Variances

- (a) ¹⁶The Location Criteria listed in 11.9(2) and the Siting Criteria listed in 11.9(3) shall not be varied by the Development Authority.

11.10 Building Sign Development Standards

- (1) Building Signs in Residential Districts may be considered on Sites with the following Principal uses:
 - (a) Assisted Living Facility;
 - (b) Bed & Breakfasts;
 - (c) Day Care Facility;
 - (d) Day Care Adult;
 - (e) Multiple Family Building;
 - (f) municipal services (limited to police, emergency services, and/or utilities);

¹⁵ 3357/L-2020

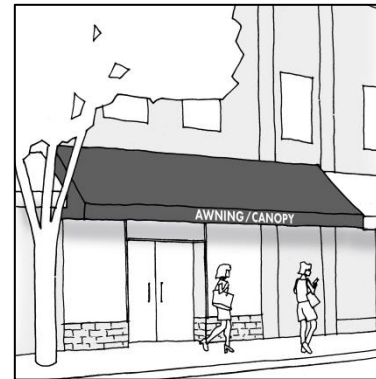
¹⁶ 3357/S-2019

- (g) places of worship or assembly;
- (h) Public and Quasi-Public Building;
- (i) Temporary Care Facility; and
- (j) ¹⁷Low Impact Commercial Use

- (2) The following development standards apply to all Building Signs, unless otherwise stated :
 - (a) Sign Height shall not exceed the height of the Principal Building on the Site, or the average overall height of the Principal Building where the height of the Principal Building is not uniform; and
 - (b) The maximum Sign Area shall not exceed 15% of the area of the Building Façade on which it is located.

11.10.1 Awning/Canopy Sign Development Standards

- (1) General development standards for Awning/Canopy Signs
 - (a) Awning/Canopy Signs may be attached to the sides and front of an awning or canopy, and may extend the entire length and width of the awning or canopy;
 - (b) Copy shall be located on the valance portion of the Awning/Canopy Sign;
 - (c) Signs under an awning or canopy may be hung provided such Signs shall:
 - (i) not extend beyond the sides or front of the awning/canopy;
 - (ii) not exceed a vertical dimension of 1.5 m;
 - (iii) Awning/Canopy Signs and any Sign under an awning/canopy shall not project more than 3.0 m from the Building or Structure which it is attached to.
 - (d) The maximum Sign Area of an Awning/Canopy Sign shall not exceed 50% of the awning/canopy.



11.10.2 Fascia Sign Development Standards

- (1) General development standards for Fascia Signs
 - (a) Fascia Signs shall be used to identify the name of the use, business or occupant of a Building or commercial unit on which the Sign is located.
 - (b) Fascia Signs may consist of individual letters, symbols, or logos that are attached directly to the Building; and
 - (c) Building Signs shall not project more than 0.3 m from the Building Façade they are attached to.



11.10.3 Painted Wall Sign Development Standards

- (1) General development standards for Painted Wall Signs
 - (a) Painted Wall Signs are limited to 1 per Building.
 - (b) A Painted Wall Sign may:
 - (i) cover up to 30% of the front of the Building; and
 - (ii) cover up to 60% of a secondary Building Façade.
 - (c) Not more than 10% of a Painted Wall Sign can be text that advertises the name of the business or a logo associated with the business.



11.10.4 Permanent Window Sign Development Standards

- (1) General development standards for Permanent Window Signs:
 - (a) Permanent Window Signs may only be placed on the first and second storey windows of a Building.
- (2) Permanent Window Sign Sizes
 - (a) Maximum Sign Area shall not exceed 50% of the Window Area of the Building Façade on which it is located.



11.10.5 Projecting Sign Development Standards

- (1) Projecting Sign Sizes
 - (a) Maximum Sign Height is 1.5 m;
 - (b) Maximum Sign Width is 1.0 m;
 - (c) Maximum Sign Area shall not exceed 4.5 m²; and
 - (d) The maximum projection is 3.0 m from the face of the Building or Structure to which it is attached.



11.11 Dynamic Sign and Electronic Message Sign Development Standards

(1) General development standards for Dynamic Signs and Electronic Message Signs

- (a) Dynamic Fascia Signs and Electronic Message Fascia Signs are subject to the development standards in Section 11.10.2, Fascia Sign Development Standards.
- (b) ¹⁸Dynamic Freestanding Signs and Electronic Message Freestanding Signs are subject to the regulations in Section 11.13 Freestanding Sign Development Standards, except for the Siting Criteria in 11.13(2)(a) which does not apply.
- (c) Dynamic Signs and Electronic Message Signs may display Public Service Announcements;
- (d) Dynamic Signs and Electronic Message Signs shall have an adjustable brightness level and shall maintain a level of brightness acceptable to the Development Authority.
- (e) Maximum Sign Illumination shall be 350 nits between sunset and sunrise.



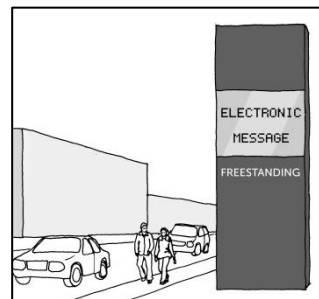
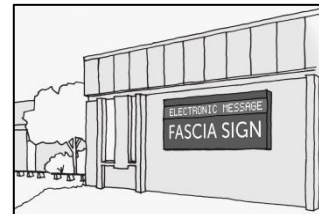
(2) Location Criteria

- (a) ¹⁹Dynamic Signs and Electronic Message Signs shall only be located along a Boundary that faces an Arterial Road or Collector Road, except for those Sites described in subsection (b) below
- (b) ²⁰Dynamic Signs and Electronic Message Signs are prohibited:
 - (i) Within the Major Entry Areas Overlay District;
 - (ii) ²¹In the Downtown Sign Overlay District, except where allowed under Section 11.8.1(4);
 - (iii) ²²Within the Residential Proximity Sign Overlay District (except Electronic Message Signs and where a variance for a Dynamic Sign has been approved by the Development Authority); and
 - (iv) Facing a Major Corridor as defined in Section 7.15.2(b)



(3) Siting Criteria

- (a) Dynamic Signs and Electronic Message Signs shall direct the Dynamic and Electronic Message portions towards the on-coming traffic on the high volume Street, as determined by the Development Authority.
- (b) Dynamic Signs and Electronic Message Signs shall be located a minimum of 300.0 m from another Dynamic Sign or Electronic Message Sign.



¹⁸ 3357/L-2020

¹⁹ 3357/L-2020

²⁰ 3357/L-2020

²¹ 3357/DD-2018

²² 3357/DD-2018

- (c) ²³Dynamic Freestanding Signs and Electronic Message Freestanding Signs shall be located a minimum of 100.0m from a Freestanding Sign, excluding Dynamic Freestanding Signs and Electronic Message Freestanding Signs.
- (4) Sign Sizes
 - (a) The Dynamic and Electronic Message portion of either a Dynamic or Electronic Fascia Sign or a Dynamic or Electronic Freestanding Sign shall not exceed 9.0 m².
 - (b) All other size maximums are determined by Section 11.10 Building Sign Development Standards or Section 11.13 Freestanding Sign Development Standards.
 - (5) Display Time and Transitions
 - (a) Dynamic Signs shall display messages for a minimum time period of 3 seconds.
 - (b) Electronic Message Signs shall display messages for a minimum time period of 20 seconds.
 - (c) When Copy changes on a Dynamic Sign or Electronic Message Sign, the transition:
 - (i) must be instantaneous;
 - (ii) must not include effects like motion, dissolving, blinking, flashing or intermittent lights, video, or the illusion of such effects.
 - (6) PS Sites
 - (a) On PS Public Service (Institutional or Government) Sites over 17.1 hectares in size, the entire Dynamic or Electronic Message Freestanding Sign may display Sponsor Recognition if words to the effect of: “Proudly Recognizing our Donors and Sponsors” are displayed on the Sign.
 - (b) ²⁴On PS Public Service (Institutional or Government) Sites over 13.1 hectares and under 17.0 hectares in size there may only be one Dynamic Sign per Principal Building on the PS Sites.
 - (c) ²²On PS Public Service (Institutional or Government) Sites under 13.0 hectares in size:
 - (i) 1 Electronic Message Fascia Sign or 1 Electronic Message Freestanding Sign may be approved. These Electronic Signs must not be lit between 9:00 p.m. and 6:00 a.m.
 - (ii) Dynamic Signs are prohibited.

11.12 Community Bulletin Board Sign Development Standards

- (1) General development standards for Community Bulletin Board Signs
 - (a) Community Bulletin Board Signs may be located at the entrances into a neighbourhood, subject to the party entering into an agreement with The City;
 - (b) Community Bulletin Board Signs shall only display neighbourhood information, advertising and bulletins, announce events, and provide general interest information; and
 - (c) Community Bulletin Board Signs shall not be internally illuminated.
- (2) Community Bulletin Board Sign Sizes
 - (a) Maximum Sign Height is 2.5 m;
 - (b) Maximum Sign Width is 1.5 m; and
 - (c) Maximum Sign Area shall not exceed 4.0 m².

²³ 3357/L-2020

²⁴ 3357/S-2022

11.13 Freestanding Sign Development Standards

- (1) Freestanding Signs in Residential Districts may be considered on Sites with the following Principal uses:
- (a) Assisted Living Facility;
 - (b) Day Care Facility;
 - (c) Day Care Adult;
 - (d) Multiple Family Building;
 - (e) municipal services (limited to police, emergency services, and/or utilities);
 - (f) places of worship or assembly;
 - (g) Public and Quasi-Public Building;
 - (h) Temporary Care Facility; and
 - (i) ²⁵Low Impact Commercial Use



- (2) ²⁶Siting Criteria
- (a) Freestanding Signs shall be located a minimum of 100.0 m from any other Freestanding Sign on the same Site.
- (3) ²⁷DELETED
- (4) Freestanding Sign Sizes
- (a) The maximum Sign Width for Freestanding Signs is:
 - (i) In DC(9), DC(10), DC(16), DC(18), and DC(26) and in other Residential Districts in conjunction with a principal use listed in 11.13(1):
 - A. The maximum width is 2.5 m.
 - (ii) In all other Districts:
 - A. The maximum width is 4.0 m.
 - (b) The maximum Sign Heights and Sign Areas are prescribed in Table 1 below:

Table 1

Districts	Maximum Sign Height	Maximum Sign Area
Residential Districts		
Residential Districts, subject to Section 11.13(1)	3.0 m	3.0 m ²
Commercial Districts		
C1	9.0 m	12.0 m ²
C1A	9.0 m	12.0 m ²
C2A	<ul style="list-style-type: none"> • 9.0 m where the Site is adjacent to an Arterial Road. • 25.0 m where the Site is adjacent to a service road. 	<ul style="list-style-type: none"> • First Sign: 36.0 m², • Additional Signs: 25.0 m²

²⁵ 3357/S-2019

²⁶ 3357/C-2022

²⁷ 3357/C-2022

Table 1

Districts	Maximum Sign Height	Maximum Sign Area
C2B	9.0 m	12.0 m ²
C3	4.5 m	5.0 m ²
C4	<ul style="list-style-type: none"> 9.0 m where the Site is adjacent to an Arterial Road 25.0 m where the Site is adjacent to a service road 	<ul style="list-style-type: none"> 18.5m² where the Site is adjacent to an Arterial Road 25.0 m² where the Site is adjacent to a service road
C5	9.0 m	12.0m ²
Riverlands Districts		
Riverlands Districts	9.0 m	12.0 m ²
PS Public Service (Institutional or Government) Districts		
Sites 8.0 hectares in size or under	4.5 m	5.0 m ²
Sites 8.1 hectares – 17.1 hectares	9.0 m	9.0 m ²
Sites 17.1 hectares in size or over	9.0 m	18.5 m ²
Direct Control Districts		
DC(1)	9.0 m	12.0 m ²
DC(2)	<ul style="list-style-type: none"> 12.0 m where the Site is adjacent to an Arterial Road 25.0 m where the Site is adjacent to a service road 	<ul style="list-style-type: none"> 18.5m² where the Site is adjacent to an Arterial Road 25.0 m² where the Site is adjacent to a service road
DC(3)	9.0 m	12.0 m ²
DC(8)	<ul style="list-style-type: none"> 12.0 m where the Site is adjacent to an Arterial Road 25.0 m where the Site is adjacent to a service road 	<ul style="list-style-type: none"> 18.5m² where the Site is adjacent to an Arterial Road 25.0 m² where the Site is adjacent to a service road
DC(9)	3.0 m	3.0 m ²
DC(10)	3.0 m	3.0 m ²
DC(11)	9.0 m	12.0 m ²
DC(12)	9.0 m	12.0 m ²
DC(15)	9.0 m	12.0 m ²
DC(16)	3.0 m	3.0 m ²
DC(18)	3.0 m	3.0 m ²
DC(19)	9.0 m	12.0 m ²
DC(20)	9.0 m	12.0 m ²
DC(22)	4.5 m	5.0 m ²
²⁸ DC(24) Deleted	Deleted	Deleted
DC(25)	<ul style="list-style-type: none"> 9.0 m where the Site is adjacent to an Arterial Road, 	<ul style="list-style-type: none"> First Sign: 36.0 m², Additional Signs: 25.0 m²

²⁸ 3357/N-2019

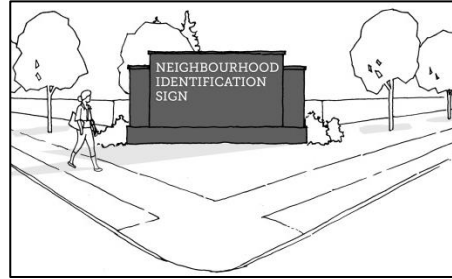
Table 1

Districts	Maximum Sign Height	Maximum Sign Area
	<ul style="list-style-type: none"> • 25.0 m where the Site is adjacent to a service road 	
DC(26)	3.0 m	3.0 m ²
DC(27)	<ul style="list-style-type: none"> • 12.0 m where the Site is adjacent to an Arterial Road, • 25.0 m where the Site is adjacent to a service road 	<ul style="list-style-type: none"> • 18.5m² where the Site is adjacent to an Arterial Road • 25.0 m² where the Site is adjacent to a service road
DC(28)	9.0 m	12.0 m ²
DC(31)	4.5 m	5.0 m ²
Industrial Districts		
I1	9.0 m	12.0 m ²
I2	9.0 m	12.0 m ²
I1A/BSR	4.5 m	5.0 m ²
²⁹ I1B/AD	9.0m	12.0m ²
Other Districts		
A1	4.5 m	2.0 m ²
P1	4.5 m	5.0 m ²

²⁹ 3357/N-2019

11.14 Neighbourhood Identification Sign Development Standards

- (1) General development standards for Neighbourhood Identification Signs
 - (a) Neighbourhood Identification Signs may be located at the entrances into a neighbourhood, subject to the party entering into an agreement with The City;
 - (b) Neighbourhood Identification Signs shall be for neighbourhood identification purposes only and contain no advertising other than the name and logo of the developer; and
 - (c) Neighbourhood Identification Signs shall not be internally illuminated.



11.15 Permanent Directional Sign Development Standards

- (1) General development standards for Permanent Directional Signs
 - (a) Permanent Directional Signs may only be put up in Commercial Districts and Industrial Districts.
- (2) Permanent Directional Sign Sizes
 - (a) Maximum Sign Area shall not exceed 1.4 m².

11.16 Recreation Sponsor Sign Development Standards

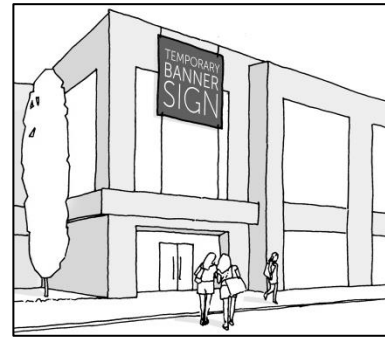
- (1) Recreation Sponsor Sign Sizes
 - (a) Recreation Sponsor Signs located on fences shall not cover more than 50% of the fence perimeter, and shall not obstruct gates or access points or protrude past the side edges, above, or below the fence;
 - (b) The maximum Sign Area of a Recreation Sponsor Sign located on a Building or Structure shall not exceed 10% of the area of the Building Facade it is located on.

11.17 Temporary Sign Development Standards

- (1) The following development standards apply to all Temporary Signs:
 - (a) 3 Temporary Signs may be put up on a Site with Frontage of 30.0 m or less; and
 - (b) 1 additional Temporary Sign may be put up for every additional 10.0 m frontage, to a maximum of 6 Temporary Signs per Site.
 - (c) ³⁰Unless otherwise stated by this bylaw, or if a Development Permit with a variance authorizing additional time is issued by the Development Authority, a Temporary Sign shall not remain at a Site for longer than 90 consecutive days and for no more than 180 days within a calendar year.

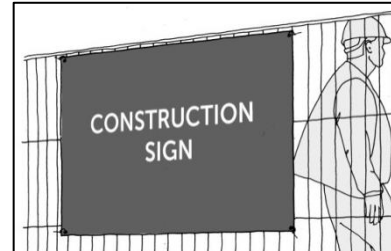
11.17.1 Banner Sign Development Standards

- (1) General development standards for Banner Signs
 - (a) Banner Signs may only be put up in the Developing Community Sign Overlay District, and Commercial and Industrial Districts.
- (2) Banner Sign Sizes
 - (a) Maximum Sign Height is 0.9 m;
 - (b) Maximum Sign Width is 6.0 m; and
 - (c) Maximum Sign Area shall not exceed 6.0 m².



11.17.2 Construction Sign Development Standards

- (1) General development standards for Construction Signs
 - (a) Construction Signs must not be put up before the issuance of a Development Permit and must be taken down within 1 month of completion of construction;
 - (b) In no case shall a Construction Sign be placed for more than 18 months.
- (2) Construction Sign Sizes in a Residential District
 - (a) Maximum Sign Height is 1.83 m;
 - (b) Maximum Sign Width is 2.44 m; and
 - (c) Maximum Sign Area shall not exceed 3.0 m².
- (3) Construction Signs Sizes in all other Districts
 - (a) Maximum Sign Height is 4.0 m;
 - (b) Maximum Sign Width is 4.88 m; and
 - (c) Maximum Sign Area shall not exceed 12.0 m².

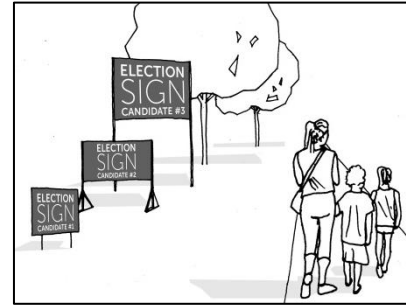


11.17.3 Election Sign Development Standards

- (1) Election signs may be placed on private or public property (with the approval of the owner/public authority).

³⁰ 3357/F-2019

- (a) Election signs are permitted on municipal property only as designated by The City Council.
- (b) Election signs must be located at least 3.0 m from the back of sidewalk or if there is no sidewalk, the back of curb.
- (c) Election signs on public property may not exceed 3.0 m² in size nor 3.6 m in height.
- (d) Only one Election Sign per candidate, per designated sign location approved by Council resolution, is permitted.
- (e) If a candidate fails to remove his or her election signs within 48 hours after the voting stations close on election day, the Designated Officers may remove them and the candidate shall be liable for the cost of removal.
- (f) When an election sign interferes with work being carried out by City work crews or contractors doing work on behalf of The City, the crews may remove and dispose of such signs.
- (g) Designated Officers employed by The City may remove any election signs which have been erected, affixed, posted or placed on any City property in contravention of this bylaw.
- (h) A candidate whose name appears on an election sign which is in contravention of this bylaw shall be guilty of an offence under this bylaw.



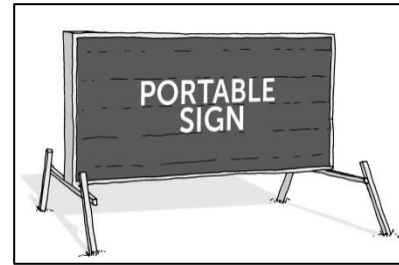
11.17.4 Flag Sign Development Standards

- (1) General development standards for Flag Signs
 - (a) Flag Signs are only allowed in The Developing Community Sign Overlay District, Commercial Districts, Industrial Districts, and in Residential Districts in conjunction with a Principal Use listed in Section 11.10(1).
 - (b) A Flag Sign may be decorative, celebratory, or used for First Party Advertising.
- (2) Flag Sign Sizes
 - (a) Maximum Sign Height:
 - (i) Pole mounted Flag Sign: 6.0 m
 - (ii) Roof mounted Flag Sign: 3.0 m from the top of the roof;
 - (b) Maximum Sign Width: 0.9 m; and
 - (c) Maximum Sign Area: 5.0 m².



11.17.5 Portable Sign Development Standards

- (1) General development standards for Portable Signs
 - (a) ³¹In addition to Section 11.17(1)(c), a Site shall remain free of all Portable Signs for a minimum of 30 consecutive days before another Portable Sign may be placed at that Site.
 - (b) Portable Signs are only allowed in Residential Districts in conjunction with a Principal use listed in Section 11.10(1).
- (2) Siting Criteria
 - (a) Portable Signs shall be located a minimum of:
 - (i) 1.5 m from any Site Boundary;
 - (ii) 3.0 m from any access/egress to or from a Site; and
 - (iii) 100.0 m from another Portable Sign.
- (3) Portable Sign Sizes
 - (a) Maximum Sign Height: 3.0 m;
 - (b) Maximum Sign Width: 2.4 m; and
 - (c) Maximum Sign Area: 4.0 m².

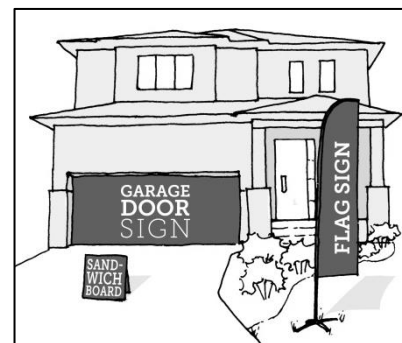


11.17.6 Real Estate Sign Development Standards

- (1) Real Estate Sign Sizes in a Residential District
 - (a) Maximum Sign Height: 0.6 m;
 - (b) Maximum Sign Width: 0.9 m; and
 - (c) Maximum Sign Area: 0.6 m².
- (2) Real Estate Sign Sizes in all Other Districts
 - (a) Maximum Sign Height: 2.44 m;
 - (b) Maximum Sign Width: 1.83 m; and
 - (c) Maximum Sign Area: 4.5 m².

11.17.7 Show Home Sign Development Standards

- (1) General development standards for Show Home Signs
 - (a) A Show Home Sign may be a Banner Sign, Flag Sign, Sidewalk Sign, or similar Sign, but must not be placed above the eaves.
- (2) Siting Criteria
 - (a) Only 3 Show Home Signs are allowed per Site.
 - (b) Additional Show Home Signs may be allowed, at the discretion of the Development Authority, but only if another Show Home is not within the Immediate Street Context.



³¹ 3357/F-2019

11.17.8 Sidewalk Sign Development Standards

- (1) Sidewalk Signs used to advertise businesses
 - (a) Sidewalk Signs shall only be displayed during the business hours of the business the Sign is advertising.
- (2) Sidewalk Signs used as Real Estate Signs
 - (a) Sidewalk Signs shall only include a directional arrow, the phrase “open house” and the name and/or logo of the real estate company hosting the open house; and
 - (b) Sidewalk Signs shall be placed no more than 3 hours prior to an open house and no later than 3 hours after an open house.
- (3) Sidewalk Signs used for a garage sale
 - (a) Sidewalk Signs shall be placed no more than 48 hours prior to a garage sale;
 - (b) Sidewalk Signs shall be removed within 24 hours after the conclusion of the garage sale; and
 - (c) Sidewalk Signs shall be placed a total of no more than 72 consecutive hours; and
 - (d) There are not more than 3 garage sale events per year from any 1 Dwelling Unit.
- (4) Sidewalk Sign Sizes
 - (a) Maximum Sign Height: 1.0 m;
 - (b) Maximum Sign Width: 1.0 m; and
 - (c) Maximum Sign Area: 1.0 m².



11.17.9 Special Event Sign Development Standards

- (1) General development standards for Special Event Signs
 - (a) Special Event Signs are subject to the Special Event Bylaw and shall only contain information specific to a special event.
- (2) Special Event Sign Sizes
 - (a) Maximum Sign Height: 0.9 m;
 - (b) Maximum Sign Width: 0.9 m; and
 - (c) Maximum Sign Area: 0.6 m².

11.17.10 Temporary Directional Sign Development Standards

- (1) Temporary Directional Sign Sizes
 - (a) Maximum Sign Area: 1.4 m².

11.17.11 Temporary Window Sign Development Standards

- (1) General development standards for Temporary Window Signs
 - (a) All Temporary Window Signs are subject to the development standards in Section 11.10.4 Permanent Window Sign Development Standards.