

PART 10 – SIGN REGULATIONS

SECTION 93 PURPOSE

- (1) The purpose of the Sign Regulations is to achieve consistency with the policy direction of the Municipal Development Plan, and to regulate Signs so that the visual impact of signs is consistent with the design, character, and appearance of buildings in the City. The Sign Regulations will regulate:
 - (a) The size and location for each Sign type; and
 - (b) The number of Signs allowed on each Site.

SECTION 94 SIGN PERMITTING

- (1) Except as provided in this Section, all Signs require a Development Permit and all Signs are considered a Permitted Use in Districts, except for Billboards and Balloon Signs, which are considered a Discretionary Use, where Signs are a Use available by the terms of this Bylaw. In reviewing applications for Sign Development Permits, the Development Officer may consider, without limitation and in addition to the specific requirements of this Bylaw, the nature and design of the proposed Sign, the impacts of the proposed Sign on surrounding properties and the community, and the number and type of Signs located or proposed to be located in the vicinity of the proposed Sign. In granting a Development Permit in respect of a Sign, the Development Officer may impose such conditions and restrictions as may, in the Development Officer's discretion, be necessary or desirable, in mitigating the impact of the Sign on neighbouring properties and the community. Such restrictions may include, amongst other things, a time limitation on the duration of the Development Permit, requirements for Landscaping, specific design requirements and limitations on the hours during which a Sign may be illuminated.

(Bylaw C-942-15, Jan. 29, 2016)

- (2) Except as otherwise provided in this Bylaw, the enlargement, relocation, erection, construction, or alteration of a Sign requires a Development Permit.
- (3) Where a Development Permit for a Sign is required, the Development Officer shall consider and process the application in accordance with the requirements of this Bylaw.

SECTION 95 SIGN DEFINITIONS

For convenience, the following definitions that relate to Signs are included in this Section. Please refer to Section 7 of this Bylaw for all other definitions.

A-BOARD SIGN

A Temporary Sign that is A-shaped and is set upon the ground. An A-Board Sign has no external supporting structure, and is generally less than 0.3 m² in total size. A-Board Signs are also known as sandwich board signs.



ADVERTISING SIGN

A Sign which refers to the goods or services produced, offered for sale, or obtainable at the premises on which the Sign is displayed.

ANIMATED SIGN

A Sign that uses movement or change of lighting to depict action or create special effects or a pictorial scene but does not include a clock.

AUXILIARY SIGN

A Sign of any type which is attached to the face, copy, backing, lighting, or supporting structure of any Sign.

AWNING OR CANOPY SIGN

A Permanent Sign attached to or constructed in or on the face of an awning or canopy but does not include an Under Canopy Sign.



BACK-LIT SIGN

Any Sign type that is illuminated from the rear of the Sign face.

BALLOON SIGN

An inflated, three dimensional, stationary device that is affixed or anchored to the ground or a structure. A Balloon Sign is a Temporary Sign. (Bylaw C-981-16, Jan. 25, 2017)

BANNER

A Temporary Sign of lightweight, flexible fabric or material mounted to a pole, structure or Building and does not include national, provincial or municipal flags.

BILLBOARD SIGN

A Permanent Sign that contains only Third Party Advertising.



CHANGEABLE MESSAGE SIGN

Any sign type that has a changeable message whether the message is changed by electronic or other means.

CONSTRUCTION SITE SIGN

A Temporary Sign erected by an individual or a firm on the premises undergoing construction, for which the Sign user is advertising or furnishing such item as labour, service, materials, or financing.

CONTINUOUS SIGN BAND SIGN

A Fascia Sign containing Copy for two or more tenants or occupants, and all the Sign panels appear to be continuous and not physically separate from each other.

COPY

Any image, message or other representation displayed on a Sign.

DEVELOPMENT MARKETING SIGNS

A Temporary Sign for the purpose of promoting neighbourhoods, shopping centres, or industrial parks under development.

DIRECTIONAL SIGN

A Sign which:

- (a) Directs the public to or denotes the name of any Street, route, educational institution, public building, or historical site;
- (b) Directs or regulates traffic;
- (c) Denotes any public or transportation facility; or
- (d) Is located on a Site which gives direction to a private premise or its vehicular use area.

DIGITAL COPY

Copy changed remotely by electronic means.

ENFORCEMENT OFFICER

Any person designated by Council or the Chief Administrative Officer to enforce the Sign Regulations of this Bylaw.

EXTERNAL SIGN

Any Sign that is placed outside of a Building.

FASCIA SIGN

A permanent Sign constructed of rigid and durable material attached flush to, or marked, painted or inscribed on a vertical surface of a principal Building, but does not include a Billboard Sign or a Mural.

(Bylaw C-900-15, Feb. 23, 2015)
(Bylaw C-1057-18, March 18, 2019)



FEATHER SIGN

A wind activated feather, blade or teardrop shaped sign of flexible and durable material attached to a support pole that is normally inserted into a receptacle in the ground. A Feather Sign is a temporary sign.

(Bylaw C-1057-18, March 18, 2019)

FENCE SIGN

A Temporary or Permanent Sign attached to a fence.

FLASHING SIGN

A Sign which contains an intermittent or flashing light source but does not include an electronic Changeable Message Sign;

FREESTANDING SIGN

A Permanent Sign that is supported independently of a Building wall or structure but does not include a Temporary Sign. Freestanding Signs do not include Billboard Signs.

HANGING SIGN

A Sign suspended from a structure which may include a canopy and an arch.

IDENTIFICATION SIGN

A Sign which identifies by name or symbol the occupant, the business, or the Site on which the Sign is placed.

ILLUMINATION

The lighting of any Sign by artificial means.

INDIVIDUAL LETTER SIGN

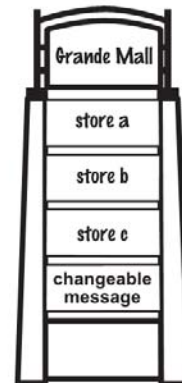
A Sign that is made up of individual letters that are affixed to a surface which functions as the Sign Board.

MURAL

A Sign that is painted or sculpted onto a Building wall and considered artistic rather than advertising and does not contain any Product Advertising.

MULTI-TENANT SIGN

A Sign containing Copy for two or more tenants or occupants located on the same non-residential Site or in the same non-residential Building.



NEIGHBOURHOOD IDENTIFICATION SIGN

A Sign which states the name of a community area and may contain a logo or symbol which is related to the community name.



OWNER

Means one or more of the following:

- (a) The owner of the Sign and any person who is described on the Sign;
- (b) The person whose name, address or telephone number appears on the Sign;
- (c) The person who created the Sign;
- (d) The person who installed the Sign;
- (e) The person who is in lawful control of the Sign; or



- (f) The person who is the subject of or otherwise benefits from the message of the Sign.

For the purposes of this Bylaw there may be more than one owner of the Sign.

PERMANENT SIGN

Any Sign that is anchored to a footing extending below grade or affixed to, or painted on, a Building or other structure. A Permanent Sign may include changeable Copy.

PAINTED WALL SIGN

A Sign which is painted directly upon any outside surface of a Building or other integral part of a Building and may contain product advertising.

PORTABLE SIGN

Any Sign not permanently attached to the ground or other permanent structure, or a Sign designed to be transported, including but not limited to Signs designed to be moved on wheels, balloons, and inflatable devices used as Signs. A Portable Sign is a Temporary Sign.

PRODUCT ADVERTISING

A logo, symbol, message, or a product facsimile placed upon any External Sign, as defined in this Bylaw, where a specific product is advertised for sale.

PROJECTING SIGN

A Sign which projects from a structure or a Building face but does not include a Canopy Sign or an Awning Sign.



REAL ESTATE SIGN

A Temporary Sign advertising real estate that is for sale, lease, or rent.

ROOF SIGN

A Sign which projects above the top eaves or is erected upon a roof of a Building to which the Sign is attached.

ROTATING SIGN

A Sign or portion of a Sign which moves in a revolving manner but does not include a clock.

SIGN

A device, structure, or fixture intended for advertising or calling attention to any person, matter, object, or event.

SIGN AREA

The entire area of a Sign, measured to the outer perimeter of the Sign, but does not include the supports, where applicable.

SIGN HEIGHT

The vertical distance measured from the finished ground surface directly under the Sign to the highest point of the Sign.

STRUCTURE

Any Building, platform, shed, trailer, shelter, wall, Fence, sound attenuation wall, bridge, pedestrian overpass, tree, traffic control device, fire hydrant, utility pole, or light standard.

TEMPORARY SIGN

A Sign which is not in a permanently installed or affixed position, advertising a location, product, event, or activity on a limited time basis.

THIRD PARTY ADVERTISING SIGN

A Sign to which Advertising Copy is pasted, glued, painted or otherwise fastened for its periodic replacement, if desired, and includes poster panels and painted bulletins. Such advertising does not apply to the premises or any use on the premises where the Sign is displayed or posted and does not include Copy that includes sponsorships when sign is associated with a publically owned or operated Building, facility or Development.

(Bylaw C-1057-18, March 18, 2019)

UNDER CANOPY SIGN

A Permanent Sign which is suspended beneath a canopy.

UNSIGHTLY SIGN

Any Permanent Sign or Temporary Sign or part thereof or its location, which is characterized by visual evidence of the Sign having been defaced in any manner, or of a lack of maintenance and upkeep, or by the accumulation of any rubbish, refuse, scraps of paper, garbage or any other type of waste material.

VEHICLE SIGN

A Sign or Signs attached to or painted on vehicles and trailers parked and visible from a public right-of-way and whose primary purpose is advertising unless said vehicles are used in the normal day-to-day operation of a business. Vehicle Signs do not include signs placed in the windows of vehicles for the purpose of the sale of that vehicle or to direct traffic to a nearby garage sale. (Bylaw C-981-16, Jan. 25, 2017)

WINDOW SIGN

A Sign that is painted on, attached to, or installed inside a window for the purpose of being viewed from outside the premises.

SECTION 96 SIGNS NOT REQUIRING A DEVELOPMENT PERMIT

- (1) Unless otherwise provided, Development Permits are not required for the Signs identified in this Section of the Bylaw. Such Signs shall otherwise comply with the provisions of this Bylaw and must be carried out or performed in accordance with all other applicable legislation, regulations and bylaws.
- (2) Election candidate Signs displayed by or on behalf of a candidate participating in any federal, provincial or municipal election, provided such signs are displayed no earlier than noon on a nomination day/election writ day, and removed within 5 days after the election.
- (3) Signs, notices, placards, flags, Banner Signs, or bulletins displayed:
 - (a) Pursuant to the provisions of federal, provincial or municipal legislation;
 - (b) By or on behalf of the federal, provincial or municipal government;
 - (c) On behalf of a department, a commission, a board, a committee, or an official of the federal, provincial or municipal government;
 - (d) One Sign per public entrance displaying the name or address of a Building when it is sculptured or formed out of or in the fabric of the Building face and is not illuminated;
 - (e) Freestanding Signs or Fascia Signs not exceeding 0.1 m² in area, measured to the outside edges of the Copy area, for the guidance, warning or restraint of persons;
 - (f) On private property for a maximum of twenty-one consecutive days, for the purpose of advertising a business that is performing work on-site, provided that the total Sign Area does not exceed 6.0 m², or 0.4 m² for a residential site

with one or two dwellings on said site. For this purpose, one Sign is permitted on a Site;

(Bylaw C-900-15, Feb. 23, 2015)

- (g) A non-illuminated Fascia Sign attached to a residential Dwelling or Accessory Buildings and stating no more than the name of the Building or the name of the persons occupying the Building or both, provided that the total Sign Area does not exceed 0.4 m²;
- (h) One Fascia Sign, which is attached to a non-residential Building, does not exceed 0.85 m² and states no more than the following:
 - (i) The name or address of the Building;
 - (ii) The name of the person, institution or business occupying the Building; and
 - (iii) The type of business carried on in the Building.
- (i) A combination of numbers and letters for the purpose of street addressing where together the total Sign Area is less than 1.0 m²;
- (j) Signs located within a window intended to be viewed from outside the Building, which in the C1 – City Centre Commercial District and the C4 – Integrated Mixed Use District shall not obscure more than 25% of the window;
- (k) A non-illuminated Under-Canopy sign, provided that:
 - (i) The total Sign Area per side does not exceed 0.4 m²; and
 - (ii) The minimum clearance, measured from the ground to the bottom edge of the Sign, shall be 2.44 m.
- (l) A non-illuminated Awning or Canopy Sign, provided that the total Sign Area does not exceed 0.75 m²;
- (m) The incorporation of an additional panel or panels on a Freestanding Sign which conforms to this Bylaw provided:
 - (i) The additional panel or panels are the same length as existing panels and are located within the limits of the existing Sign Area;
 - (ii) The total Sign Area and Height of the Sign do not exceed the maximum set out in this Bylaw;
 - (iii) The Height of the Sign does not exceed the Height of the original Sign; and

- (iv) The addition of a Sign panel does not conflict with any of the conditions of the existing Development Permit for the Sign other than a condition that the Sign comply with the approved drawings.
- (n) Replacement of an existing Awning or Canopy Sign by another Awning or Canopy Sign at the same location provided:
 - (i) Both Sign and structure conform with this Bylaw;
 - (ii) The new Sign is installed within six months of the removal of the existing Sign;
 - (iii) The new Sign Area is either equal to or less than the existing Sign Area; and
 - (iv) The maximum projection of a new framework shall not exceed that of the existing Awning or Canopy Sign framework.
- (o) Real Estate signs, provided:
 - (i) The Sign conforms with this Bylaw; and
 - (ii) The maximum number of Signs is two per site, comprised of a Freestanding, a Fence, or a Fascia sign, or a combination of them, each of which shall not exceed 6.0 m² in area and 3.0 m in Height and is intended for:
 - a. Advertising the sale or lease of a non-residential or Multi-Unit residential Dwelling or property; or
 - b. Identifying construction of a new Building or demolition project for which a Development Permit has been issued; or
 - c. Advertising the sale of lots in a subdivision containing 2.0 ha or more; or
 - (iii) The maximum number of Signs is two per site, comprised of a Freestanding, an A-Board, or a Fence Sign, or a combination of them, each of which shall not exceed 0.4 m² in area and 1.0 m in height and is intended for:
 - a. Advertising the sale or lease of Single Detached Dwelling, Duplex, Semi-Detached Dwelling, or Row Housing;
 - b. Advertising the sale or lease of a Building or property; or
 - c. Identifying construction of a new Building or demolition project for which a Development Permit has been issued; or

- (iv) One Fascia, Freestanding, or A-Board Sign intended for advertising an open house with such Sign being placed on location for a maximum period of forty-eight hours.
- (4) Replacement of an existing Freestanding Sign by another Freestanding Sign on the same base, provided:
- (a) Both Signs conform with this Bylaw;
 - (b) The new Sign is installed within six months of the removal of the existing Sign;
 - (c) The new Sign Area is either equal to or less than the existing Sign Area; and
 - (d) The existing Sign support or a similar replacement is used, and the new Sign is mounted at a height equal to or lower than the existing Sign Height.
- (5) One A-Board Sign that does not exceed 0.4 m² in area per side and is intended for advertising events occurring on that Site.

SECTION 97 DEVELOPMENT PERMIT REQUIREMENTS

- (1) An application for a Development Permit for a Sign shall be made to the Development Officer by the owner of the Sign, as defined in Section 12 of this Bylaw, or its authorized agent on the appropriate form supplied by the City;
- (2) Notwithstanding Section 12 of this Bylaw, an application for a Development Permit for Signs shall be accompanied by the following:
- (a) A completed Development Permit application form;
 - (b) Application fee as prescribed by the Schedule of Fees Bylaw;
 - (c) A letter of authorization from the Registered Owner of the property or the Registered Owner's authorized agent;
 - (d) A replica of the proposed Sign, drawn to scale showing:
 - (i) All dimensions of the Sign structure, including the Sign Height and projection of the Signs attached to Buildings;
 - (ii) The Sign Area and area of the Copy face(s);
 - (iii) The design of the Copy face;
 - (iv) The manner of all Sign illumination;

- (v) The type of construction and finish to be utilized;
 - (vi) The method of supporting or attaching the Sign and;
 - (vii) In the case of a Freestanding Sign, a Site plan showing the Sign location in relationship to Site lines and utility and overland drainage rights-of-way, parking and Buildings and an elevation plan showing the Sign Height in relationship to the Height of the Principal Building;
 - (viii) In the case of a Fascia Sign, the façade elevation with dimensions for the elevation on which the Sign will be placed.
- (e) Such additional information as the Development Officer deems necessary including, but not necessarily limited to the following:
- (i) A copy of a current certificate of title, issued within fifteen business days prior to the application date, for the Site upon which the Sign is to be located,
 - (ii) A minimum of two photographs taken from different angles that adequately show:
 - a. The proposed location of the Sign;
 - b. Abutting Sites;
 - c. All Signs, including but not limited to, Signs on any Building, within 30.0 m of the location of the proposed Sign;
 - (iii) A Real Property Report to verify the location of an existing Building and improvements on the Site.
- (f) The Development Officer may require extra copies of the Sign replica or other supporting information;
- (3) An application for a Development Permit for a Sign shall not be considered complete and final and received for processing by the City until the Development Officer determines that all the requirements of this Section have been satisfied.

SECTION 98 GENERAL REGULATIONS FOR SIGNS

- (1) Except as provided in Subsection (2), the maximum number of Temporary Signs and Permanent Signs per Site, excluding Signs listed in Section 96, shall be as follows:
- (a) For Multi-Unit (residential) Dwellings, one Sign per Street access;
 - (b) For non-residential developments, one Permanent and one Temporary sign for every 90.0 m of frontage or fraction thereof.

- (2) The Development Officer will determine the maximum number of Fascia and Directional Signs that will be allowed for each Development, which are not included in the total number of Signs allowed in (1) above
- (3) Signage shall be integrated as part of the Building design and be complementary to the exterior finishes.
- (4) Signage shall be manufactured to the standards followed by a professional Sign painter, have a painted finish, be neat and clean, and be maintained as such.
- (5) A Sign shall not be erected, operated, used, or maintained if:
 - (a) Its position, shape, colour, format, or illumination may be confused with an official traffic Sign, signal or device or other official Sign; or
 - (b) It displays flashing lights.
- (6) Signs shall not be placed so as to reduce the number of Parking Stalls or Loading Spaces or to obstruct the use of the Parking Facilities or loading areas, required pursuant to an approved Development Permit.
- (7) Whenever a panel on a Multi-Tenant Sign is removed, the Sign owner shall replace it with a blank panel until such time as a new tenant requires it.
- (8) A person shall not:
 - (a) Attach or hang an Auxiliary Sign or other material to, on, above, or below a Sign unless otherwise provided for in this Bylaw;
 - (b) Attach to any Sign an extension or portable device other than Sign hangers shown on the plans for which the Development Permit is issued; or
 - (c) Make alterations to any Sign in any way, unless otherwise provided for in this Bylaw, without first obtaining the required Development Permits.
- (9) When a Sign no longer fulfills its function under the terms of the Development Permit, the Development Officer shall notify the Registered Owner of the property and may order the removal of the Sign, and the Owner of the Sign shall:
 - (a) Remove the Sign and all related structural components including removing or screening exposed base and foundations to the satisfaction of the Development Officer within the time specified on the removal notice;
 - (b) Restore the immediate area around the Sign, to the satisfaction of the Development Officer, including the ground or any Building to which the Sign was attached, as close as possible to its original form prior to the installation of the Sign; and

- (c) Bear all costs related to such removal or restoration.
- (10) When a Sign is placed on a Site without an approved Development Permit, the Development Officer shall notify the Registered Owner and require a Development Permit be sought. Should the Registered Owner not comply within the time specified, the Development Officer may order the removal of such a Sign, and the owner of the Sign shall:
- (a) Remove the Sign and all related structural components including removing or screening exposed base and foundations to the satisfaction of the Development Officer within the time specified period on the removal notice;
 - (b) Restore the immediate area around the Sign, to the satisfaction of the Development Officer, including the ground or any Building to which the Sign was attached, as close as possible to its original form prior to the installation of the Sign; and
 - (c) Bear all costs related to such removal or restoration.
 - (d) Failure to remove the Sign within the specified period of time is a breach of this Bylaw.
- (11) No one shall erect or permit to be erected or remain on City property, any Temporary Sign other than in accordance with this Bylaw.
- (12) Any Sign located on City property without City approval will be removed and disposed of by an Enforcement Officer or a City employee at the direction of an Enforcement Officer following notice to the Owner of the Sign.
- (13) Any Sign which obstructs the view of any portion of a traffic control device or traffic control signal, which resembles an official traffic control device, or which poses a potential hazard to traffic may be removed and disposed of by the Development Officer or an Enforcement Officer acting at the direction of the Development Officer following notice to the owner of the Sign.
- (14) If an Enforcement Officer considers a Sign to have become unsightly or to have caused any safety hazard on City property, or to be in contravention of this Bylaw, the Enforcement Officer may remove the Sign following notice to the Owner of the Sign. Further, the City may recover the costs of the removal and/or storage of any Sign and the clean-up of any affected municipal property. Any such Sign unclaimed within fourteen days of its removal may be disposed of at the discretion of the Enforcement Officer.
- (15) A Sign background shall not be fluorescent, day glow, luminous, or reflective.
- (16) A Sign may not project over public lands unless the Development Officer grants permission to the Owner to do so, in which event:

- (a) The Owner shall enter into a License of Occupation with the City; and
- (b) File with the City, in a form satisfactory to the City's Solicitors, a public liability and property damage policy issued by an insurance company providing coverage for the City in an amount to be determined by the City which shall:
 - (i) Insure in respect of loss or damage to property or personal injury or death sustained by one or more persons;
 - (ii) Indemnify against liabilities, claims, actions, loss, damages, judgments, costs, and expenses which may accrue to or be suffered by the City or by any person by reason of the erection, installation, suspension, or alteration, and the maintenance and use of the Sign;
 - (iii) Be maintained in force by the owner of the Sign until the sign has been taken down and removed; and
 - (iv) Name the City as co-insured and contain a cross liability provision.
- (17) Signs shall be illuminated only by steady, stationary, shielded and shaded light sources directed solely at the Sign, or internal to it so that the light intensity or brightness does not create either a nuisance to adjacent property or a traffic hazard for motorists or pedestrians.
- (18) No exposed reflective-type bulb and no strobe light or incandescent lamp shall be used on the exterior surface of any Sign.
- (19) Whenever external illumination is used for a Sign, the source of light shall be located, shielded, and directed in such a manner that the light source is not visible from a Street or Residential District.
- (20) The light source of an internally illuminated Sign shall not be visible from any Street or from adjacent Sites.
- (21) Signs on City owned property, excluding road right-of-way, shall be permitted when the sign copy is used to advertise community events or non-profit groups.
- (22) On Sites where the M1 – General Industrial District, C2 – Vehicle Oriented Commercial District or C3 – Neighbourhood Retail and Service District are applied, and where a Development comprises of more than one Site, any Multi-tenant Signs may provide Off-site advertising for businesses that are located within the Development. This shall also apply to any P1-Parks and Recreation District Sites where the land use is a golf course and the sign is located along an arterial roadway.

(Bylaw C-865-13, Feb. 10, 2014)
 (Bylaw C-1057-18, March 18, 2019)

SECTION 99 A-BOARD SIGNS (EXCLUDING REAL ESTATE SIGNS)

- (1) May be allowed in non-residential Districts, not including the UR – Urban Reserve District.
- (2) Shall not exceed a dimension of 1.0 m² per side.
- (3) Shall be located wholly within private property and not on City lands.
- (4) Shall be allowed one per business on a Site.
- (5) Shall not be erected for a period exceeding the operating hours of the business.
- (6) Shall not be located in landscaped areas.
- (7) Shall not impede pedestrian or vehicle circulation.

SECTION 100 BALLOON SIGNS

- (1) One Balloon Sign is allowed per business for a maximum of seven days within a six month period in the M1 – General Industrial District and the C2 – Vehicle Oriented Commercial District.
- (2) There shall be a minimum distance of 150.0 m between Balloon Signs.
- (3) Balloon Signs shall not be Illuminated.
- (4) If mounted on the ground surface of a Site, a Balloon Sign:
 - (a) Shall not exceed 8.0 m in Height;
 - (b) Must be located at least 1.5 m from all property lines (with the exception of a Corner Lot where the Sign must be set back a minimum of 6.0 m from all property lines); and
 - (c) Must not interfere with access to or from the Site.
- (5) If mounted on the roof of a Building:
 - (a) The vertical height of the Balloon Sign plus the Height of the Building shall not exceed the maximum Height allowances in the District applied to the Site; and
 - (b) Shall be located no closer than 30.0 m from the boundary of any residential District.
- (6) The method of securing the Balloon Sign is by a series of tethers anchored or affixed to the ground or the roof of a Building.

SECTION 101 BANNERS AND NON-GOVERNMENT-ISSUED FLAGS

- (1) May be allowed in non-residential Districts, not including the UR – Urban Reserve District.
- (2) Banners and non-government-issued flags shall comply with the provisions of this Bylaw related to Temporary Signs.
- (3) A Banner shall advertise a specific event, and shall be displayed for a period not exceeding thirty consecutive days and, upon expiry of that period, shall be removed.
- (4) A business may display one Banner in a twelve month period.

SECTION 102 BILLBOARD SIGNS

- (1) One billboard sign is allowed per quarter section along Highways 16 and 16A within land in the UR – Urban Reserve District only. (Bylaw C-839-13, Feb. 25, 2013)
- (2) The minimum distance that a Billboard Sign shall be from a Site to which a residential district is applied, is 250.0 m.
- (3) The maximum copy and sign area of a Billboard Sign shall be 18.5 m².
- (4) No part of the Billboard Sign that is highway oriented and within 200.0 m of the edge of the pavement shall be more than 7.5 m above the highway, or 15.0 m above the Grade of the Site of the Sign, whichever is the lowest.

SECTION 103 CHANGEABLE MESSAGE SIGNS

- (1) Changeable Message Signs may be allowed, and this method of communicating a message may be used on A-Board Signs, Billboard Signs, Freestanding Signs, Fascia Signs, Portable Signs, and Projecting Signs.

SECTION 104 DEVELOPMENT MARKETING SIGNS

- (1) Development Marketing Sign is a Temporary Freestanding Sign and shall comply with the following:
 - (a) Allowed in the UR – Urban Reserve District only.
 - (b) Shall not exceed 4.7 m² in Sign Area.
 - (c) Shall have a maximum Height of 3.0 m.
 - (d) The Sign is to be located in the same neighbourhood as the subdivision described on the Copy.

- (e) Limited to two Signs per quarter section.
- (f) Development Permit is valid for one year.

SECTION 105 DIGITAL COPY

- (1) Freestanding Signs, Multi-Tenant Signs and Billboards may incorporate Digital Copy into any or all of the allowable Copy area as prescribed by this Bylaw.
- (2) Any Sign containing Digital Copy:
 - (a) Shall be designed and placed such that they do not face or project into any residential area;
 - (b) Shall be equipped with automatic light level control devices and ambient light monitors to ensure that evening brightness levels do not exceed 0.3 foot candles above ambient light conditions and that evening brightness levels do not exceed 400 nits;
 - (c) Shall display only static images of no less than six seconds duration each; and
 - (d) Shall present no flashing or transitional effects between the display of static images.

SECTION 106 FASCIA SIGNS

- (1) Fascia Signs are allowed in non-residential Districts only, not including the UR – Urban Reserve District.
- (2) The maximum coverage area of a Fascia Sign shall be:
 - (a) Twenty percent of the Building face that includes the main entrance to the Building; and
 - (b) Five percent for all other Building faces.
- (3) The building face is defined by the lower and upper limits of the Building wall.
- (4) A Fascia Sign shall not extend above the eave line of any Building elevation.
- (5) A Fascia Sign exceeding a Height of 1.5 m and with a Sign Area greater than 10.0 m² shall be limited to individual letters or shapes. The letters or shapes shall be either fixed directly to the Building without a sign-backing panel or mounted by an architecturally compatible method, to the satisfaction of a Development Officer.

SECTION 107 FENCE SIGNS

- (1) Fence Signs shall include only temporary Real Estate Signs and Signs identifying Multi-Unit Residential Dwellings.
- (2) Notwithstanding Section 107(1) Fence Signs are permitted on Sites in the M1 – General Industrial District as a Permanent Sign.
- (3) Each Sign shall be securely attached to the Fence.
- (4) The maximum Sign Area shall be 1.1 m².
- (5) Where the Sign is attached to the body of the Fence, the top edge of the Sign shall coincide with or be below the top edge of the Fence.
- (6) Where the Sign is attached to an entry feature of the Fence, such as an archway:
 - (a) The top edge of the Sign shall coincide with or be below the top edge of the entry feature; and
 - (b) The Sign shall have a minimum clearance of 2.44 m, measured from the ground to the bottom edge of the Sign.

SECTION 108 FREESTANDING SIGNS

- (1) Except as otherwise provided, Freestanding Signs are permitted in Commercial, Industrial Districts, and the R2 – Mixed Medium to High Density Residential District, RMHC – Residential Manufactured Home Court District, PS – Public Service Institutional District and P1 – Parks and Recreation District.
- (2) Freestanding Signs are permitted in the C1 – City Centre District, and the C4 – Integrated Mixed Use District where a Fascia Sign is not possible.
- (3) In Commercial and Industrial Districts and the PS – Public Service Institutional District, the total Copy area of a Freestanding Sign shall not exceed 0.3 m² in area for each metre of Street Frontage of the Site, to a maximum of 17.0 m². The Copy area of a Freestanding Sign face may be increased by a variance of no more than ten percent of the maximum allowable area for the Site only for the purposes of providing an area for changeable Copy or Digital Copy. In all other districts cited above, the maximum sign area is 3 m².
(Bylaw C-900-15, Feb. 23, 2015)
- (4) The minimum setback to any portion of a Freestanding Sign shall be 0.75 m from the property line.
- (5) The maximum Sign Height of Freestanding Signs shall be:
 - (a) 9.1 m in the C2 – Vehicle Oriented Commercial District, and M1 – General Industrial District;

- (b) 4.5 m in the C3 Neighbourhood Retail and Service District; and
- (c) 2.5 m in the R2 – Mixed Medium to High Density Residential District, RMHC – Residential Manufactured Home Court District, PS – Public Service Institutional District, P1 – Parks and Recreation District and C1 – City Centre Commercial District.

(Bylaw C-1104-19, May 29, 2020)

- (6) Freestanding Signs shall have a low profile landscaped area of 1.0 m around the base of the Sign. The Landscaping shall not interfere with the visibility of the Sign Copy or traffic.

(Bylaw C-942-15, Jan. 29, 2016)

SECTION 109 HANGING SIGNS

- (1) Hanging Signs are allowed in commercial Districts only.
- (2) Each Hanging Sign shall be spaced a minimum of 2.0 m from any other Hanging Sign.
- (3) The minimum clearance, measured from the ground to the bottom edge of the Hanging Sign, shall be 2.44 m.
- (4) The maximum vertical dimension of the Sign shall be 0.3 m.
- (5) The maximum Sign Area per side shall be 1.5 m².

SECTION 110 NEIGHBOURHOOD IDENTIFICATION SIGNS

- (1) Neighbourhood Identification Signs are allowed in residential Districts only, not including the UR – Urban Reserve District.
- (2) Unless provision for a Neighbourhood Identification Sign is included in a Development Agreement for the applicable subdivision approval, Neighbourhood Identification Signs shall:
 - (a) Have a maximum Sign Area of 9.3 m²;
 - (b) Have a maximum Sign Height of 4.6 m;
 - (c) Contain only the name of the community, neighbourhood or subdivision area and can contain symbols or logos related to the name;
 - (d) Be of low profile;
 - (e) Blend in with the architecture or theme of the surrounding area;

- (f) Shall be limited to a maximum of one per Street entrance into the community area; and
- (g) Shall not contain the logo, symbol or name of any developer(s) or builder(s).

SECTION 111 PORTABLE SIGNS

- (1) Portable Signs are allowed in all Industrial, and Commercial Districts, and the P1 – Parks and Recreation District and the PS – Public Service Institutional District.
- (2) The Development Officer may approve a Development Permit for a Portable Sign for one period not exceeding 365 days.
- (3) Notwithstanding (2) above, on Sites with more than 90.0 m of Frontage, a Portable Sign may be approved for location upon a different section of the Frontage subject to the limitations of Section 98, General Regulations for Signs.
- (4) The maximum Sign Area on one side of a Portable Sign shall be 5.0 m².

SECTION 112 PROJECTING SIGNS

- (1) Projecting Signs are allowed in non-residential Districts, not including the UR – Urban Reserve District.
- (2) Each Projecting Signs shall be spaced a minimum of 2.0 m from any other Projecting Sign.
- (3) The maximum Sign Area per side of a Projecting Sign shall be 2.23 m².
- (4) The top of the Sign shall not project above the eave line or the roofline, the top of the second Storey window head, or 6.0 m above Grade, whichever is the least.
- (5) The edge of the Sign nearest the Building shall not be located more than 300.0 mm from the Building face.
- (6) Visible means of support for Projecting Signs shall be architecturally integrated with the Building upon which they are located to the satisfaction of the Development Officer.
- (7) A Projecting Sign shall not project more than 2.0 m from the Building face.

SECTION 113 PROHIBITED SIGNS

Unless otherwise provided for under this Bylaw, the following Sign types are prohibited within the City.

- (1) Signs that interfere with traffic lines-of-sight;
- (2) Continuous Sign Band Signs;
- (3) Animated Signs;
- (4) Flashing Signs;
- (5) Rotating or moving signs (not including clocks);
- (6) Signs associated with Home Occupations;
- (7) Child Care Services signs in residential districts;
- (8) Third Party Advertising other than Billboard Sign; and
- (9) Vehicle Signs.

(Bylaw C-981-16, Jan. 25, 2017)

SECTION 113A ROOF SIGNS

- (1) A Roof Sign is a Discretionary Use in the M1 – General Industrial District where there is no opportunity for a Free Standing or Fascia Sign, or where those Signs would not be visible from the Street.
- (2) A Roof Sign shall not exceed 25% of the Height of the Building, and the Roof Sign shall be included in the calculation of the total Building Height.
- (3) No portion of a Roof Sign shall protrude beyond the eaves of the roof on which it is located.

(Bylaw C-900-15, Feb. 23, 2015)

SECTION 113B FEATHER SIGNS

- (1) Feather Signs are allowed in the M1 – General Industrial District and C2 - Vehicle Oriented Commercial District.
- (2) The Development Officer may approve a Development Permit for up to three signs for one period not exceeding 30 days in a 12 month period.
- (3) The maximum Sign Area shall be 3.0 m² and the maximum height shall be 3.0 m.
- (4) Feather Signs must be secured and stabilized so as to withstand wind gusts, or be removed during windy conditions.
- (5) Feather Signs shall not interfere with either pedestrian or vehicular sight lines or obstruct views to any existing business or existing permanent sign.

(Bylaw C-1057-18, March 18, 2019)