

## Signage (LUB Update)

### Definitions:

#### Copy:

Means the letters, graphics or characters that make up the message on the Sign face.

#### Sign Height:

Means the distance measured from the lowest point of finished ground directly under the Sign to the highest point of the Sign.

#### Sign Width:

Means the distance measured as the furthest distance across the face of the Sign and perpendicular to the height of the Sign, including the structure and other component parts.

#### Digital Signs:

Means a Sign that contains digital Copy and may include static images, message transition effects, or other electronic methods of displaying a message, image, or display for the purpose of advertising.

#### Sign Area:

Means the entire area of the Sign on which Copy is intended to be placed. In the case of a double-faced or multi-faced Sign, each area of each face of the Sign used to display advertising Copy must be used in calculating the total Sign Area.

#### Motor Vehicle Signs:

Means a Sign that is attached to the body or frame of a vehicle. This does not include decals and wraps.

#### Sign:

A visual medium used to convey information by words, pictures, images, graphics, emblems, symbols or any device used for the purpose of providing direction, identification, advertisement, business promotion, or the promotion of a person, product, activity, service, event or idea. These may be portrayed in a digital or static format.

### 1.0 General regulations:

1.1 A Sign must be constructed so that it does not:

- 1.1.1 Due to its position, shape, colour, format or illumination, obstruct the view of, or be confused with, official traffic signage, signals or devices;
- 1.1.2 Interfere with site access or circulation;
- 1.1.3 Display lights resembling the flashing lights associated with those used by police, fire rescue, ambulance and other emergency vehicles; and/or
- 1.1.4 Create any such hazard where it may obstruct free and clear vision of vehicular or cycling traffic, or be located, or use of a spotlight or reflector light directed at on-coming traffic or display travelling or flashing messages that create a hazard to traffic on a Street where the Sign is visible, as determined by the Development Authority.

1.2 No person shall erect, enlarge, or relocate any Sign unless a development permit has been issued by the Development Authority or the Sign is specifically exempted from requiring a development permit.

1.3 Unless otherwise stated in this Bylaw, Signs are not allowed on Fences or Privacy Screens.

1.4 A Sign above a vehicle access, driveway, drive aisle or path of travel intended for pedestrians or other forms of travel, must maintain a minimum vertical clearance of 2.5 m, except that this does not apply to:

- 1.4.1 a Sign that is above a vehicle access, Driveway or Drive Aisle that is an emergency vehicle access route, in which case the minimum clearance must be 5.0 m.

1.5 Landscaping that is removed or damaged to erect or install a sign shall be replaced.

1.6 Signs shall be separated from other Signs in compliance with the separation distances based upon the abutting street listed in the below chart:

Table X.X Sign Separation Distance	
Place Type	Separation Distance
Local Road	20.0 m
Collector Road	40.0 m
Arterial Road	80.0 m
Highways	150.0 m

1.7 For every 20.0 m of linear frontage abutting a street not including a lane, a site shall be allowed to display a total amount of Sign Area based on the abutting street type in compliance with the below chart:

Table X.X Sign Area	
Place Type	Sign Area
Local Road	1.0 m <sup>2</sup>
Collector Road	5.0 m <sup>2</sup>
Arterial Road	10.0 m <sup>2</sup>
Highway	20.0 m <sup>2</sup>

The amount of Sign Area allowed per site shall be prorated based on the total linear frontage of a site. Total Sign Area available to a site does not include the Sign Area of Signs identified under Section 5.0.

1.8 Signs must be setback a minimum 1.0 m from any property line.

1.9 A Sign shall not project beyond the setback area.

- 1.10 The Development Authority, when considering a development permit application for a Sign, must have regard for the visual harmony and compatibility of the proposed Sign with the architectural character and finish of the development and with the design, location and appearance of other Signs and buildings.
- 1.11 Notwithstanding Table (Separation distance chart), Signs identified under Section 5.0 shall be separated from other Signs by 10.0 m.
- 1.12 Signs identified under section 5.0 do not count towards the total allowable Sign Area per parcel under Table (Sign Area chart).
- 1.13 Sign placement on the site will be to the satisfaction of the Development Authority, taking into account the Place Type and abutting development. The Development Authority, when considering a development permit application for a Sign, must have regard for the visual harmony and compatibility of the proposed Sign with the architectural character and finish of the development and with the design, location and appearance of other Signs and buildings.

## **2.0 Application for Signs:**

2.1 Applicants shall provide the following information in addition to the requirements for a Development Permit Application when applying for a Development Permit for a sign:

- 2.1.1 All the dimensions of the Sign structure, including height and width;
- 2.1.2 Sign Area;
- 2.1.3 Design of the Sign Area;
- 2.1.4 Details of sign illumination;
- 2.1.5 Details of construction and finishing;
- 2.1.6 Method of support;
- 2.1.7 Site plan showing Sign location and distance in relation to property boundaries, buildings and other Signs on-site and the adjacent properties; and
- 2.1.8 For proposed Signs within the Downtown area a statement must be included that explains how the Sign achieves a human scale and people-focused design.

## **3.0 Sign Structure:**

### **Signs along local roads:**

- 3.1 The maximum Sign Area for a Sign is 1.0 m<sup>2</sup>.
- 3.2 The maximum height for a Sign is 1.0 m.
- 3.3 The maximum width for a Sign is 2.0 m.

### **Signs along collector roads:**

- 3.4 The maximum Sign Area for a Sign is 4.0 m<sup>2</sup>.
- 3.5 The maximum height for a Sign is 3.0 m.
- 3.6 The maximum width for a Sign is 3.0 m.

### **Signs along arterial roads less than 15.0 m in width:**

- 3.7 The maximum Sign Area for a Sign is 15.0 m<sup>2</sup>.
- 3.8 The maximum height for a Sign is 6.0 m.
- 3.9 The maximum width for a Sign is 3.0 m.

### **Signs along arterial roads greater than or equal to 15.0 m in width:**

- 3.10 The maximum Sign Area for a Sign is 20.0 m<sup>2</sup>.
- 3.11 The maximum height for a Sign is 10.0 m.
- 3.12 The maximum width for a Sign is 4.0 m.

### **Signs along highways:**

- 3.13 The maximum Sign Area for a Sign is 30.0 m<sup>2</sup>.
- 3.14 The maximum height for a Sign is 12.0 m.
- 3.15 The maximum width for a Sign is 8.0 m.

## **4.0 Sign Illumination and Digital Display Regulations:**

- 4.1 The intensity of exposed bulbs on a Sign must not exceed 1100 lumens.
- 4.2 Signs must not exceed a brightness level of:
  - 4.2.1 400 nits when measured from the Sign at its maximum brightness, between sunset and sunrise; and
  - 4.2.2 7500 nits when measured from the Sign at its maximum brightness, between sunrise and sunset.
- 4.3 The design and character of an Illuminated or Digital Sign on any site shall be to the satisfaction of the Development Authority who may take into consideration any of the following aspects:
  - 4.3.1 Compatibility with the general architectural character and theme of the area; and
  - 4.3.2 Streetscape improvements.
- 4.4 An illuminated or Digital Sign must not:
  - 4.4.1 Face, shine or reflect light onto abutting or adjacent uses; or
  - 4.4.2 Be flashing or strobing.
- 4.5 Where a Sign is illuminated or digital, and is located within 30.0m of a site with an approved residential use, the lighting or Sign shall be directed away from the residential use to the greatest extent possible, to the satisfaction of the Development Authority.
- 4.6 Signs located adjacent or abutting local or collector roads may be illuminated, except that illumination sources must be external to the Sign and must be directed towards the Sign.
- 4.7 Signs that display a message or change shall not change more frequently than once every 8 seconds.
- 4.8 Signs must not display motion picture projections or animations.
- 4.9 Signs shall not negatively impact safety due to illumination, location, or other factors that may be determined by the Development Authority.

- 4.10 Digital Signs must be directed towards an arterial road or collector road.
- 4.11 Digital Signs shall not be allowed on any site where residential is the primary use.
- 4.12 Digital Signs shall not be rotating or revolving.

#### **5.0 Signs not requiring a Development Permit:**

- 5.1 A Sign set upon the ground and has no external supporting structure, and shall:
  - 5.1.1 Not exceed 1.0 m in height;
  - 5.1.2 Not exceed 0.6 m in width;
  - 5.1.3 Be made of weather resistant materials; and
  - 5.1.4 Only be displayed during the business hours of the applicable business.
- 5.2 A Sign constructed of a strip of fabric or plastic and shall:
  - 5.2.1 Not be permanently anchored and can be readily removed;
  - 5.2.2 Not exceed a height of 3.0 m;
  - 5.2.3 Not exceed a width of 1.0 m;
  - 5.2.4 The sign may be placed on a flag pole structure not exceeding 15.0 m in height; and
  - 5.2.5 Be displayed for a maximum of 28 days.
- 5.3 A Sign for on-site construction of a development to direct, notify, or advertise construction, and shall:
  - 5.3.1 Not exceed 2.0 m<sup>2</sup> in Sign Area;
  - 5.3.2 Not exceed 6.0 m in height; and
  - 5.3.3 Be removed after construction is completed.
- 5.4 A Sign for election purposes shall:
  - 5.4.1 Not exceed 0.6 m<sup>2</sup> in area; and
  - 5.4.2 Be removed three (3) days after the closing of polls on election day.
- 5.5 A Sign for garage sales and the advertising of household goods from a garage or yard and shall:
  - 5.5.1 Not exceed 0.6 m<sup>2</sup> in Sign Area; and
  - 5.5.2 Be displayed for no more than two (2) days before or after the date of the sale.
- 5.6 A Sign constructed for inflatable purposes and made with flexible material or fabric that is made to take on a three-dimensional shape when filled and shall:
  - 5.6.1 Be allowed only for the promotion of the opening of a non-residential use, and displayed for a maximum of 28 days;
  - 5.6.2 Be allowed only on sites where there is an approved development permit issued;
  - 5.6.3 Not exceed 3.0 m in height;
  - 5.6.4 Not exceed 0.5 m in width; and
  - 5.6.5 Not be displayed if faded, torn or tattered.
- 5.7 A Sign indicating the intention of land to be subdivided and shall:
  - 5.7.1 Not exceed 4 m<sup>2</sup> in Sign Area;
  - 5.7.2 Not exceed 3.0 m in height;
  - 5.7.3 Not exceed 3.0 m in width;
  - 5.7.4 Not exceed a maximum consecutive duration of 365 days, after which the sign shall be removed for a minimum of 30 consecutive days. Re-placement of the Sign shall be permitted within the same subdivision area. The maximum period for which this type of Sign may be displayed within the subdivision area shall be 36 months; and
  - 5.7.5 Not exceed one (1) Sign per subdivision area.
- 5.8 A Sign used to display the sale, lease, or rent of a building or lot, and shall:
  - 5.8.1 Not exceed 1.0 m<sup>2</sup> in Sign Area;
  - 5.8.2 Not exceed 2.0 m in height;
  - 5.8.3 Not exceed 1.0 m in width; and
  - 5.8.4 Be displayed for no more than two (2) days after the sale, successful lease, or renting of the intended building or lot, and shall not exceed 24 consecutive months of display.
- 5.9 A Sign used to display notice of rezoning, and shall:
  - 5.9.1 Not exceed 1.0m<sup>2</sup> in Sign Area;
  - 5.9.2 Not exceed 2.0 m in height
  - 5.9.3 Not exceed 1.0 m in width; and
  - 5.9.4 Be removed seven (7) days after the public hearing is held.
- 5.10 A Sign affixed to the interior of a window within a building shall:
  - 5.10.1 Not exceed 10% of the window area.
- 5.11 A Sign displaying municipal address numbers that is displayed on the premises to which they refer and shall:
  - 5.11.1 Not exceed 0.5 m<sup>2</sup> in Sign Area;
  - 5.11.2 Not exceed 1.0 m in height; and
  - 5.11.3 Not exceed 1.0 m in width.

#### **6.0 Prohibited Signs:**

- 6.1 A Sign that displays copy that is full motion video, motion picture, moving picture experts group (MPEG), or any other digital video format.
- 6.2 Motor Vehicle Signs.