

Signage

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; or
 - 1.1.4 Create any such hazard where it may obstruct vision of vehicular or cycling traffic, use a spotlight or reflector light directed at on-coming traffic, or display moving 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; and
 - 1.4.2 A Temporary Sign.
- 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 Table X.X below:

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 ²
Collector Road	5.0 m ²
Arterial Road	10.0 m ²

Highway	20.0 m ²
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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 Temporary Signs or 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 into the required setback area.
- 1.10 Notwithstanding Table (Separation distance table), Signs identified under Section 5.0 shall be separated from other Signs by 10.0 m.
- 1.11 Signs identified under section 5.0 do not count towards the total allowable Sign Area per parcel under Table (Sign Area table).
- 1.12 Sign placement on the site will be to the satisfaction of the Development Authority, considering 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

3.0 Sign Structure:

Signs along local roads:

- 3.1 The maximum Sign Area for a Sign is 1.0 m².
- 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 m².
- 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 on lots less than 15.0 m in width:

- 3.7 The maximum Sign Area for a Sign is 15.0 m².

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 on lots greater than or equal to 15.0 m in width:

3.10 The maximum Sign Area for a Sign is 20.0 m².

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 m².

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 4000 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 it must be located a minimum of 30.0m from any residential sites. The lighting or Sign shall be directed away from the residential site to the greatest extent possible, to the satisfaction of the Development Authority.

4.6 The separation between two signs with digital displays shall be a minimum of 300m. The Development Authority may require more separation distance, in the opinion of the Development Authority, if the signs have significant impacts on surrounding land uses and traffic.

4.7 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.

4.8 Signs that display a message or change shall not change more frequently than once every 8 seconds.

4.9 Signs must not display motion picture projections or animations.

4.10 Signs shall not negatively impact safety due to illumination, location, or other factors that may be determined by the Development Authority.

4.11 Digital Signs must be directed towards an arterial road or collector road.

4.12 Digital Signs shall not be allowed on any site where residential is the primary use.

4.13 Digital Signs shall not be rotating or revolving.

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.

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