

# Schedule C

## SIGN REGULATIONS

### C.1 Purpose

The purpose of this schedule is to ensure that signs:

- (a) do not disrupt the orderly and safe flow of vehicular and pedestrian traffic;
- (b) do not unduly interfere with the amenities of the district in which they are located;
- (c) do not materially interfere with or affect the use, enjoyment or value of neighbouring properties; and
- (d) do not create visual or aesthetic blight.

### C.2 Applicability

- (1) This schedule shall apply to all signs that are posted, placed or erected on both private property and public property.
- (2) Unless otherwise indicated herein, the Traffic Bylaw regulates signage that is posted, placed or erected on City highways.
- (3) Notwithstanding subsection (1), this schedule does not apply to municipal signs or signs that are posted, placed or erected in accordance with a contractual arrangement between the City and another party.

### C.3 Definitions

In this schedule,

- (a) **"A-board sign"** means an A-shaped, temporary sign with no external supporting structure that is set upon, but not attached to, the ground;
- (b) **"attention getting device"** means any pennant, flag, valance, propeller, spinner, streamer, searchlight, mascot, message, ornamentation or sign not otherwise defined under this section that is displayed in any manner for the purpose of drawing attention to a business or fundraising activity. Lights or other ornamentations associated with the holiday season, if displayed between November 15<sup>th</sup> and January 15<sup>th</sup> of the following year, shall not be considered attention getting devices;
- (c) **"awning"** means a light, detachable roof-like structure covered by fabric or other flexible material supported from a building by a fixed or retractable frame;
- (d) **"awning sign"** means a sign incorporated upon or within an awning;
- (e) **"balloon sign"** means a temporary air-inflated sign;
- (f) **"banner sign"** means a temporary sign constructed from a non-rigid fabric in a banner style which is attached to a pole or other structure;

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- (g) **"billboard"** means a sign displaying only third party advertising;
- (h) **"canopy"** means a fixed structure (comprised of a roof and supporting apparatus) that provides overhead shelter and is attached to and extends from a building;
- (i) **"canopy sign"** means a sign incorporated upon or within a canopy;
- (j) **"changeable copy"** means that portion of a sign upon which copy (including time and temperature displays) may be changed manually through the utilization of attachable characters, or changed automatically through the electronic switching of lamp banks or illuminated tubes;
- (k) **"community notice board"** means a structure erected by the City for the purpose of posting temporary community notices;
- (l) **"construction site identification sign"** means a temporary sign erected on a construction site for the purpose of advertising or providing information related to the referenced construction project;
- (m) **"developer marketing sign"** means a temporary sign promoting vacant lots or show homes within a subdivision;
- (n) **"development directional sign"** means a temporary sign placed or erected for the purpose of guiding or directing pedestrian or vehicular traffic to new subdivisions, new home areas, or show homes;
- (o) **"directional sign"** means a sign directing pedestrian or vehicular traffic, including ingress and egress signs and parking signs;
- (p) **"election sign"** means a temporary federal, provincial, municipal or school election sign or any other temporary sign connected with the holding of an election conducted in accordance with federal, provincial or municipal law. For the purposes of this schedule, a sign connected with a scheduled vote of the electorate (a process referred to by the Local Authorities Election Act, RSA 200, c. L-21) shall be considered an election sign;
- (q) **"electronic message sign"** means a sign or part of a sign upon which programmable or electronic switching of changeable copy is displayed. A video sign shall not be considered an electronic message sign;
- (r) **"fascia sign"** means a sign attached, etched or painted on a building. A wall mural shall not be considered a fascia sign;
- (s) **"flashing sign"** means a sign that contains an intermittent or flashing light source. An electronic message sign shall not be considered a flashing sign;
- (t) **"freestanding sign"** means a sign anchored into the ground and not attached to a building;
- (u) **"highway"** means any thoroughfare, street, road, trail, avenue, parkway, driveway, viaduct, lane, alley, square, bridge, causeway, trestleway or other place or any part of any of them, whether publicly or privately

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owned, that the public is ordinarily entitled or permitted to use for the passage or parking of vehicles and includes:

- (i) a sidewalk, including a boulevard adjacent to the sidewalk;
- (ii) if a ditch lies adjacent to and parallel with the roadway, the ditch; and
- (iii) if a highway right of way is contained between fences or between a fence and one side of the roadway, all the land between the fences, or all the land between the fence and the edge of the roadway, as the case may be;

but does not include a place declared by a provincial regulation not to be a highway;

- (v) **"illumination"** means the lighting of any sign by artificial means;
- (w) **"low profile sign"** means a freestanding sign not exceeding 2 m in height that incorporates a design and building material accentuating the architectural theme of the building or buildings adjacent to its location. A low profile sign's area shall not exceed 2.5 sq. m;
- (x) **"mascot"** means a person or automaton dressed in costume or holding signage for the purpose of attracting attention to a business or fundraising activity;
- (y) **"moped"** is as defined in the *Use of Highway and Rules of the Road Regulation* A.R. 304-2002;
- (y) **"motor vehicle sign"** means a sign, placed on or attached to the side of or within a motor vehicle, which sign advertises the business for which the motor vehicle is being used. A motor vehicle sign also includes 'for sale' signs posted on or within the vehicle solely for the purpose of selling said vehicle;
- (z) **"multiple tenant sign"** means a sign for advertising two or more on-site developments or businesses;
- (aa) **"municipal sign"** means a sign erected or placed by or on behalf of the City;
- (bb) **"municipal violation tag"** means a City-issued notice or ticket that alleges a Bylaw offence and provides a person with the opportunity to pay an amount to the City in lieu of prosecution for the offence;
- (cc) **"neighbourhood identification sign"** means a sign that displays the name of a City neighbourhood or business park;
- (dd) **"peace officer"** is as defined in the *Provincial Offences Procedures Act* RSA 2000, c.P-34;
- (ee) **"pedestrian-oriented"** means designed, scaled and located in such a way that the primary purpose of the sign is to provide information to pedestrians and bicyclists;

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- (ff) **"portable sign"** means a temporary sign, with changeable copy, designed to be readily relocated;
- (gg) **"private property"** means property that is not defined hereunder as public property;
- (hh) **"projecting sign"** means a sign that is attached to, supported by, and extends at least 0.5 m outward from, a building. Neither a canopy sign nor an awning sign shall be considered a projecting sign;
- (ii) **"promotional advertising sign"** means a temporary sign displayed for the purpose of advertising temporary events or activities including, but not limited to, grand openings, sales and new or discounted products;
- (jj) **"provincial violation ticket"** means a "violation ticket" as defined in the *Provincial Offences Procedures Act* RSA 2000, c.P-34;
- (kk) **"public property"** means, except for highways, any property owned, held or controlled by the City or other public authority;
- (ll) **"real estate sign"** means a temporary sign erected or placed for the purpose of advertising real property for sale or rent;
- (mm) **"roadway"** means that portion of highway normally intended for motor vehicle passage;
- (nn) **"roof sign"** means a sign attached to the roof of a building or parapet of a building;
- (oo) **"self-supported"** means supported by one or more columns, uprights, or braces in or upon the ground that are not attached to, and do not form part of, a building;
- (pp) **"sign"** means a device or structure erected or placed for the purpose of providing direction or providing information on such things as a development, business, product, service, location, event or person;
- (qq) **"sign area"** means the areas of a sign that are available for copy (excluding the main support structure). The sign area of a multiple faced sign is the area of one face;
- (rr) **"sign height"** means the vertical distance measured at right angles from the highest point of the sign or sign structure to the finished grade directly below;
- (ss) **"temporary sign"** means a sign, not permanently installed or in a fixed position, that advertises a business, site, event or activity for a limited period of time;
- (tt) **"third party advertising"** means the advertising of a business, commodity, service or entertainment product that is conducted, sold or offered elsewhere than on the site upon which the sign is located;
- (uu) **"traffic control device"** means any sign, signal, marking or device placed, marked or erected by the City for the purpose of regulating, warning or guiding traffic;

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- (vv) **"video sign"** means a sign that projects messages, figures (animated and otherwise) or other images on a sign face for the purpose of drawing attention to a particular business or use;
- (ww) **"walkway decal"** means a sign adhered to a travel surface that is designated for pedestrian use;
- (xx) **"wall-mounted"** means attached to the wall of a building;
- (yy) **"window sign"** means a sign placed on or inside a window that faces outward and is intended to be seen from the outside.

### C.4 General Regulations

- (1) Notwithstanding any other provision of this schedule,
  - (a) signs shall not be constructed or located such that they may be confused with or detract from a traffic control device, municipal sign or other municipal device;
  - (b) signs shall not be constructed or located such that they interfere with the safe or orderly movement of pedestrians or motor vehicles or the sight lines required under this or any other bylaw;
  - (c) a sign must not employ motion picture projections;
  - (d) video signs, walkway decals, flashing signs and attention getting devices are not permissible within the City;
  - (e) a sign displaying a neighbourhood name must be consistent with any City neighbourhood naming policy;
  - (f) a sign height must not exceed the maximum building height allowed in the applicable district;
  - (g) the illumination of a sign must not negatively affect, nor pose a safety hazard to, an adjacent site or area;
  - (h) wiring and conduits for electrified signs must be concealed from view;
  - (i) signs must be designed and constructed to ensure:
    - (i) the durability of the sign (taking into account whether it is a permanent or temporary sign);
    - (ii) the compatibility of the sign with adjacent development; and
    - (iii) the compatibility of the sign with the architecture of the on-site building frontage;
  - (j) if a sign fits within 2 or more sign categories then:
    - (ii) it shall be a permitted use if it is a permitted use under each sign category;

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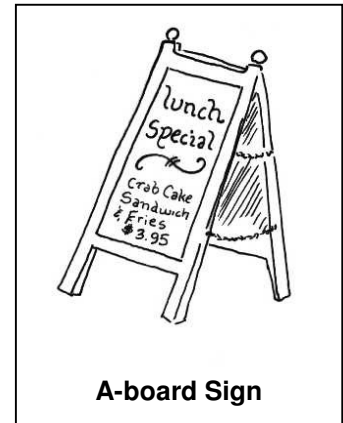
- (ii) it shall be a discretionary use if it is a discretionary use under at least 1 sign category; and
  - (iii) it shall comply with all regulations applicable to each category of sign.
- (k) signs on public property in a residential district must:
- (i) not exceed 1.5 sq. m in sign area, unless otherwise authorized under this Bylaw;
  - (ii) not exceed 3 m in sign height, unless otherwise authorized under this Bylaw; and
  - (iii) be self-supported or wall-mounted signs, unless otherwise authorized under this Bylaw;
- (l) with the exception of motor vehicle signs, all signs displayed on or within trailers, motor vehicles, or other moving vehicles are prohibited in all districts;
- (m) when a sign has been erected or displayed without the issuance of a required development permit, processing fees for the required development permit will be doubled.
- (2) Unless otherwise stated hereunder, all signs must have a development permit in compliance with Part 3 of this Bylaw.

### C.6 Regulations For Specific Types of Signs

#### (1) A-Board Sign

An A-Board sign is a permitted use in industrial or commercial districts, and no development permit is required, provided the sign:

- (a) does not exceed 0.8 sq. m in sign area;
- (b) does not exceed 1 m in sign height; and
- (c) is not located on a public utility lot; and
- (d) maintains a separation distance of 10 m from another A-Board sign.

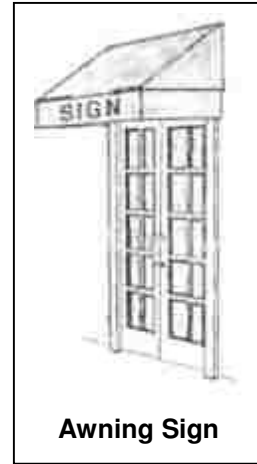


#### (2) Awning and Canopy Signs

- (a) Subject to the issuance of a development permit, awning and canopy signs:
  - (i) may be located in commercial, industrial, ICC, PS or IF districts; and
  - (ii) may be located in a district zoned for multiple dwelling units provided that such signs are limited to on-site name and address identification.

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- (b) An awning or canopy sign must:
- (i) not exceed a maximum vertical dimension of 1.5 m, unless otherwise stated;
  - (ii) on a 1-storey building, not extend more than 300 mm above the roof or parapet;
  - (iii) on a building with more than 1 storey, not extend more than 750 mm above the floor of the second storey (and in any event, must not extend over the bottom of any second storey window sill);
  - (iv) provide a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign; and
  - (v) not extend beyond the width of the building frontage except where the sign is wrapped around a corner, in which case it must extend for a distance that is equal to the width of the sign.



### (3) Balloon Sign

- (a) As a discretionary use subject to the issuance of a development permit, a balloon sign may be located in the C2, CC and CIS districts.
- (b) A development permit for a balloon sign is valid for a maximum of 30 consecutive days. Following the expiration of the development permit, the site shall remain free of balloon signs for a minimum of 30 consecutive days. Balloon signs may be displayed on a site for a maximum of 90 days in a calendar year.
- (c) If mounted on the ground surface of a site, a balloon sign:
  - (i) must not exceed 8 m in height;
  - (ii) 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 m from all property lines); and
  - (iii) must not interfere with the access to or from the site.
- (d) If mounted on a building, the vertical dimension of a balloon sign plus the building height must not exceed the maximum height allowances in the district.
- (e) A balloon sign may be illuminated.
- (f) No more than 1 roof mounted balloon sign is allowed per site, and a balloon sign be located at least 150 m from another balloon sign.
- (g) A balloon sign shall not be located within 30 m of a residential district.

### (4) Banner Sign

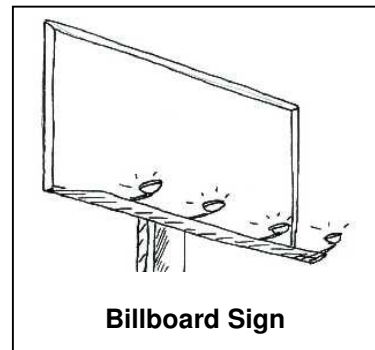
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- (a) A banner sign is a permitted use in the P, PS, IF, industrial and commercial districts (other than the BW, ICC, BP, BPT, DCMU, DCNUV or MC districts), and no development permit is required provided the sign is: **(BL32/2006)**
- (i) used solely to advertise a non-profit or charity event; and
  - (ii) placed on a site for a period not exceeding 48 total hours in a calendar month. **(BL27/2005; BL42/2005)**
- (b) Notwithstanding subsection (a), upon the issuance of a development permit, a banner sign may be placed for more than 48 hours in the P district provided the sign is used to advertise a non-profit or charity event.
- (c) Upon the issuance of a development permit, a banner sign may be placed in the C2, CC and industrial districts.
- (d) A development permit for a banner sign is valid for a maximum of 30 consecutive days. Following the expiration of the development permit, the site shall remain free of banner signs for a minimum of 30 consecutive days. Banner signs can be displayed on a site for a maximum of 90 days in a calendar year.
- (e) A banner sign that is attached to the side of a building must comply with the dimensional regulations for fascia signs.



### (5) Billboards

- (a) As a discretionary use subject to the issuance of a development permit, a billboard may be located in the CC and industrial districts, and adjacent to, but not on, the roadways that are shown on Figure 24.
- (b) A billboard must:
- (i) be a self-supported or wall-mounted sign;
  - (ii) not exceed 30 sq. m in sign area;
  - (iii) not exceed 8 m in sign height;
  - (iv) be located a minimum of 30.5 m from a roadway intersection;
  - (v) be located a minimum of 100 m from an R1, P, PS or IF district;
  - (vi) be located a minimum of 150 m from another billboard;
  - (vii) be located a minimum of 25 m from any freestanding sign;
  - (viii) subject to subsection (iv), be located a minimum of 3 m from all property lines adjoining a highway; and



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- (ix) not project beyond the boundary of a site upon which the billboard is located.

### (6) Construction Site Identification Sign

- (a) A construction site identification sign is a permitted use in all districts, and no development permit is required, provided that the sign:
  - (i) is a self-supported or wall-mounted sign;
  - (ii) does not exceed 3.5 m in sign height;
  - (iii) does not exceed 5 sq. m in sign area; and
  - (iv) is not erected for a period longer than 12 months from the issuance of a building permit relating to the construction project.
- (b) No more than 2 construction site identification signs are allowed per site.

### (7) Development Directional Sign

- (a) A development directional sign is a permitted use in R1, R2, R3, R3A, C1, C2, CC, CIS, BPT and BP districts, and no development permit is required provided that the sign is located adjacent to the roadways listed in Schedule B. **(BL27/2005)**
- (b) Subject to the issuance of a development permit, development directional signs may be allowed on a public utility lot or in a UR district for a period of time specified by the Development Officer.
- (c) A development directional sign must:
  - (i) be a self-supported sign;
  - (ii) not exceed 1.5 sq. m in sign area;
  - (iii) not exceed 3 m in sign height; and,
  - (iv) be located a minimum of 30.5 m from a roadway intersection.

### (8) Developer Marketing Sign

- (a) A developer marketing sign is a permitted use in a residential district, and no permit is required provided that the sign:
  - (i) is a self-supported sign;
  - (ii) is not illuminated;
  - (iii) is located in a subdivision or development that is subject to a subsisting development agreement;
  - (iv) does not exceed 3 sq. m in sign area; and
  - (v) does not exceed 3 m in sign height.
- (b) No more than 2 developer marketing signs are allowed per site.

### (9) Directional Sign

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- (a) Subject to the issuance of a development permit, directional signs may be located in commercial, industrial, R3, R3A, P, PS and IF districts.
- (b) A directional sign must:
  - (i) be a self-supported or wall-mounted sign;
  - (ii) not exceed 3 sq. m in sign area;
  - (iii) not exceed 2.5 m in sign height; and
  - (iv) be located a minimum of 30.5 m from a roadway intersection.
- (c) In the ICC, DCMU and DCNUV Districts, pedestrian-oriented directional signage may be utilized to clearly delineate pedestrian walkways, to provide directions, or to provide control where vehicular and pedestrian conflicts are deemed likely to occur. **(BL42/2005; BL32/2006)**
- (d) A directional sign shall not include advertising copy, with the exception of a logogram.

### (10) Electronic Message Sign

- (a) An electronic message sign is a permitted use in C1, C2, CC or CIS and no development permit is required, provided that the sign is located in a window.
- (b) Subject to the issuance of a development permit, electronic message signs may be located:
  - (i) in CC, C2, PS, IF and CIS districts provided that the sign is a self-supported or wall-mounted sign; or
  - (ii) in IF, PS, MC, BP, BPT, DCMU, DCNUV or BW districts provided that the sign is located in a window. **(BL27/2005; BL42/2005; BL32/2006)**

### (11) Election Signs

Election signs are permitted uses in all districts and no development permits are required provided that:

- (a) the signs are posted:
  - (i) with respect to municipal and school elections, only between 12:00 noon on nomination day and 24 hours after the closing of polling stations; and
  - (ii) with respect to provincial and federal elections, only between 12:00 noon on the day when an election writ is handed down and 24 hours after the closing of polling stations;
- (b) in a residential district, the signs must:
  - (i) not exceed 1.5 sq. m in sign area;
  - (ii) not exceed 3 m in sign height; and
  - (iii) be self-supported or wall-mounted signs.

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- (c) the signs may not be placed or erected within 30.5 m of any roadway intersection; and
- (d) the signs may not be posted on or within any City-owned or occupied facility, or on or within any site upon which a City-owned facility is situated.

### (12) Fascia Sign

- (a) A fascia sign is a permitted use in all districts and no development permit is required provided that the sign:
  - (i) does not exceed 0.5 sq. m in sign area; and
  - (ii) does not advertise a home occupation or home office or business.
- (b) Subject to the issuance of a development permit, a fascia sign in excess of 0.5 sq. m in sign area may be located:
  - (i) in commercial, industrial and UR districts;
  - (ii) in P, PS, IF, and residential districts zoned for multiple dwelling units, provided that the sign is for on-site name and address identification only;
  - (iii) in Areas A and B of the ICC district; and
  - (iv) in Area B of the DCNUV district. **(BL32/2006)**
- (c) A fascia sign:
  - (i) must have a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign;
  - (ii) must not extend more than 300 mm in height above a building or parapet; and
  - (iii) must not extend more than 400 mm outward from the supporting building's frontage; and
  - (iv) in the ICC, DCMU and DCNUV districts: **(BL42/2005; BL32/2006)**
    - (A) must not be above the roof line, except where the sign forms part of an architectural feature designed to the satisfaction of the Development Officer;
    - (B) must be similar in proportion, construction materials and placement to that of other fascia signs located on a building's facade;
    - (C) must not obscure architectural elements of the building; and
    - (D) if the sign incorporates copy, such copy must be limited to the name of the business and its logogram.

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- (d) The specific provisions under this subsection (12) are applicable only where they do not conflict with any other part of this schedule.

### (13) Freestanding Sign

- (a) Subject to the issuance of a development permit, a freestanding sign is a permitted use in:
- (i) commercial and industrial districts;
  - (ii) P, PS, IF and UR districts; and
  - (iii) residential districts zoned for multiple dwelling units provided that the sign is for name and address identification only.
- (b) A freestanding sign must:
- (i) not exceed 7.5 sq. m in sign area unless the site upon which the sign is located has a frontage wider than 30 m (in which case the sign may be up to 1.2 sq. m larger for each additional 10 m of frontage);
  - (ii) not exceed 10 m in sign height;
  - (iii) be located a minimum of 3 m from all property lines adjoining a highway; and
  - (iv) not project beyond the boundary of the site upon which it is located.
- (c) In a commercial district, a freestanding sign must be separated by a minimum of 25 m from any other freestanding sign or a billboard.
- (d) In the ICC district:
- (i) a freestanding sign must be separated by a minimum of 75 m from another freestanding sign or a billboard; and
  - (ii) up to 25% of the sign area of a freestanding sign (as determined by the Development Officer) must employ changeable copy.
- (e) In the BP, BPT, DCMU and DCNUV Districts, all freestanding signs shall be low profile signs. **(BL27/2005; BL42/2005; BL32/2006)**
- (f) No more than 1 freestanding sign is allowed per site.
- (g) Notwithstanding subsection (f), a maximum of 3 freestanding signs may be permitted on a site measuring at least 1 ha or consisting (at least partially) of a commercial building that measures at least 10,000 sq. m in floor area, provided that:
- (i) the site is located in a C2, CC or industrial district; and
  - (ii) at least 1 of the signs is a multiple tenant sign.
- (h) Notwithstanding subsection (f), a maximum of 2 freestanding signs may be permitted on a site that measures between 0.5 ha and 1 ha, provided that:

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- (i) the site is located in a C2, CC or industrial district;
  - (ii) the site contains a commercial building with more than 4000 sq. m in floor area; and
  - (iii) at least 1 of the signs is a multiple tenant sign.
- (i) In all districts where portable signs are permitted, a freestanding sign employing changeable copy may take the place of a portable sign allowed on a site. Each freestanding sign employing changeable copy may exceed the maximum allowable freestanding sign area by 20% in order to accommodate the changeable copy portion of the freestanding sign.
- (j) The specific provisions under this subsection (13) are applicable only where they do not conflict with any other part of this schedule.

### **(14) Neighbourhood Identification Sign**

- (a) Subject to the issuance of a development permit, neighbourhood identification signs may be located in all districts.
- (b) A neighbourhood identification sign must:
- (i) be a self-supported sign;
  - (ii) not exceed 6 sq. m in sign area;
  - (iii) not exceed 3 m in sign height; and
  - (iv) in accordance with City policy, incorporate the neighbourhood name specified by the relevant plans or bylaw.
- (c) A neighbourhood identification sign may incorporate the logogram of the developer.

### **(15) Portable Sign**

- (a) A portable sign is a permitted use in C1, C2, CC, ICC, and CIS Districts.
- (b) At the discretion of the Development Officer, portable signs may be located in UR, P, PS and IF districts.
- (c) Portable signs must:
- (i) not exceed 5 sq. m in sign area;
  - (ii) not exceed 2.5 m in sign height;
  - (iii) be located no less than 1.5 m from any property line; and
  - (iv) maintain a separation distance of 30 m from another portable sign.
- (d) In C2 and CC districts, portable signs are limited to a maximum of 1 sign for sites with frontages up to 30 m.

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- (e) In C2 and CC districts, portable signs are limited to a maximum of 2 signs per site for sites with frontages greater than 30 m, but in no case is more than 1 sign per business allowed.
- (f) In the ICC district, a portable sign must be separated by a minimum of 400 m from another portable sign. **(BL13/2006)**
- (g) A development permit for a portable sign is valid for a maximum of 90 days.

### (16) Projecting Sign

- (a) Subject to the issuance of a development permit, a projecting sign is a permitted use in CC, C1, C2, MC, BW, PS, IF, DCMU, DCNUV and industrial districts. **(BL42/2005; BL32/2006)**
- (b) A projecting sign must:
  - (i) not exceed 0.5 sq. m in sign area;
  - (ii) be placed so that the distance between the nearest edge of the sign and the building to which it is attached does not exceed 0.35 m;
  - (iii) provide a minimum vertical clearance of 2.5 m from finished grade to the bottom of the sign;
  - (iv) have clearance from any electrical power lines or other utilities and provide for safe pedestrian movement or any other activities or use underneath the projecting sign;
  - (v) except for corner locations, be located at right angles to the building facade;
  - (vi) complement the architecture and coordinate with other streetscape improvements and development;
  - (vii) on a 1-storey building, not extend more than 300 mm above the roof or parapet;
  - (viii) on a building with more than 1 storey, not extend more than 750 mm above the floor of the second storey (and in any event, must not extend over the bottom of any 2<sup>nd</sup> storey window sill).

### (17) Promotional Advertising Sign

- (a) Promotional advertising signs are permitted uses in the C2, CC and CIS districts and no development permit is required, provided that:
  - (i) the sign does not exceed 2.5 sq. m in sign area;
  - (ii) the sign is located a minimum of 1.5 m from all property lines adjoining a highway; and
  - (iii) the sign advertises an event, service or product available on the site.
- (b) Two promotional advertising signs are allowed for every 30 m of site frontage (up to a maximum of 6 signs allowed per site).

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- (c) Promotional advertising signs are not allowed when any other temporary sign is displayed on a site.

### (18) Real Estate Sign

- (a) A real estate sign is a permitted use in all districts, and no development permit is required, provided:

- (i) that the sign is a self-supported or wall-mounted sign;
- (ii) that the sign does not exceed 3 m in sign height; and
- (iii) that the sign advertises only the site upon which the sign is located.



- (b) No more than 2 real estate signs are allowed per site.
- (c) In a residential district, each real estate sign must:
  - (i) not be illuminated; and
  - (ii) not exceed 1.5 sq. m in sign area.

### (19) Roof Sign

- (a) Subject to the issuance of a development permit, a roof sign is a permitted use in CC and CIS districts.
- (b) A roof sign must not exceed 8 sq. m in sign area.
- (c) The maximum vertical dimension of a roof sign is 3 m, however the vertical dimension of the sign plus the building height must not exceed the maximum height allowances in the district.
- (d) No more than 1 roof sign is allowed per building.
- (e) A roof sign shall not overhang a building.
- (f) A roof sign may be illuminated.

### (20) Other Signs

Subject to any other applicable provision of this schedule, a development permit is not required for:

- (a) signs posted or exhibited inside a building;
- (b) window signs, provided they are not for the purpose of advertising a home occupation or home office;
- (c) motor vehicle signs, provided the vehicle is not temporarily or permanently parked for the purpose of displaying the sign;

## Schedule C

- (d) signs located on a community notice board;
- (e) signs erected pursuant to a development agreement; and
- (f) emergency or warning signs placed on a public building, lot or utility right of way.

### C.7 Enforcement

#### (1) Removal and Impoundment of Signs

- (a) In addition to pursuing any other remedy referenced under this schedule, a peace officer may cause to be immediately removed and/or impounded any sign:
  - (i) placed in contravention of a provision of this schedule;
  - (ii) where, in his or her opinion, the sign is in a state of extensive disrepair; or
  - (iii) where safety concerns or emergency conditions may justify such removal.
- (b) A sign removed under subsection (a) shall be delivered to an storage facility where it will remain impounded until claimed by an individual, business or organization referenced on the sign.
- (c) If an impounded sign is not reclaimed within 30 days of the individual, business, or organization (as referenced under subsection [b]) being notified (either verbally or in writing) of the sign's removal, the City may dispose of the sign in any manner it deems appropriate.

#### (2) Offence

- (a) Any owner, lessee, tenant or occupant of land or a building (or portion thereof) who places (or allows or causes to be placed) a sign upon such land or building (or portion thereof) in contravention of this schedule has committed an offence.
- (b) With respect to a sign placed or erected in contravention of this schedule on public property that is not subject to a lease or license of occupation, the appearance of the name of an individual, business or organization on the sign, whether for the purpose of declaring ownership of the sign or advertising thereon, is prima facie proof that the individual, business or organization caused or permitted the sign to be placed on the property, and that individual, business or organization shall be deemed responsible for the referenced contravention.

#### (3) Continuing Offence

In the case of an offence that is of a continuing nature, a contravention of a provision of this schedule constitutes a separate offence with respect to each day, or part thereof, during which the contravention continues, and a person committing such an offence is liable to a fine in an amount not less than that established by this Bylaw for each such separate offence.

#### (4) Fines and Penalties

## Schedule C

(a) The commission of an offence is punishable by the imposition of a fine in an amount not exceeding \$10,000.00, and to an order of imprisonment for not more than one (1) year, or both.

(b) The fine for an offence under this schedule is \$110.00.

### **(5) Municipal Violation Tag**

(a) A peace officer may issue, with respect to an offence under this schedule, a municipal violation tag specifying the fine amount established by this schedule.

(b) Where a municipal violation tag is issued with respect to the offence, the fine amount indicated thereon may be paid in lieu of prosecution.

### **(6) Provincial Violation Ticket**

(a) A peace officer may issue, with respect to an offence under this schedule, a provincial violation ticket:

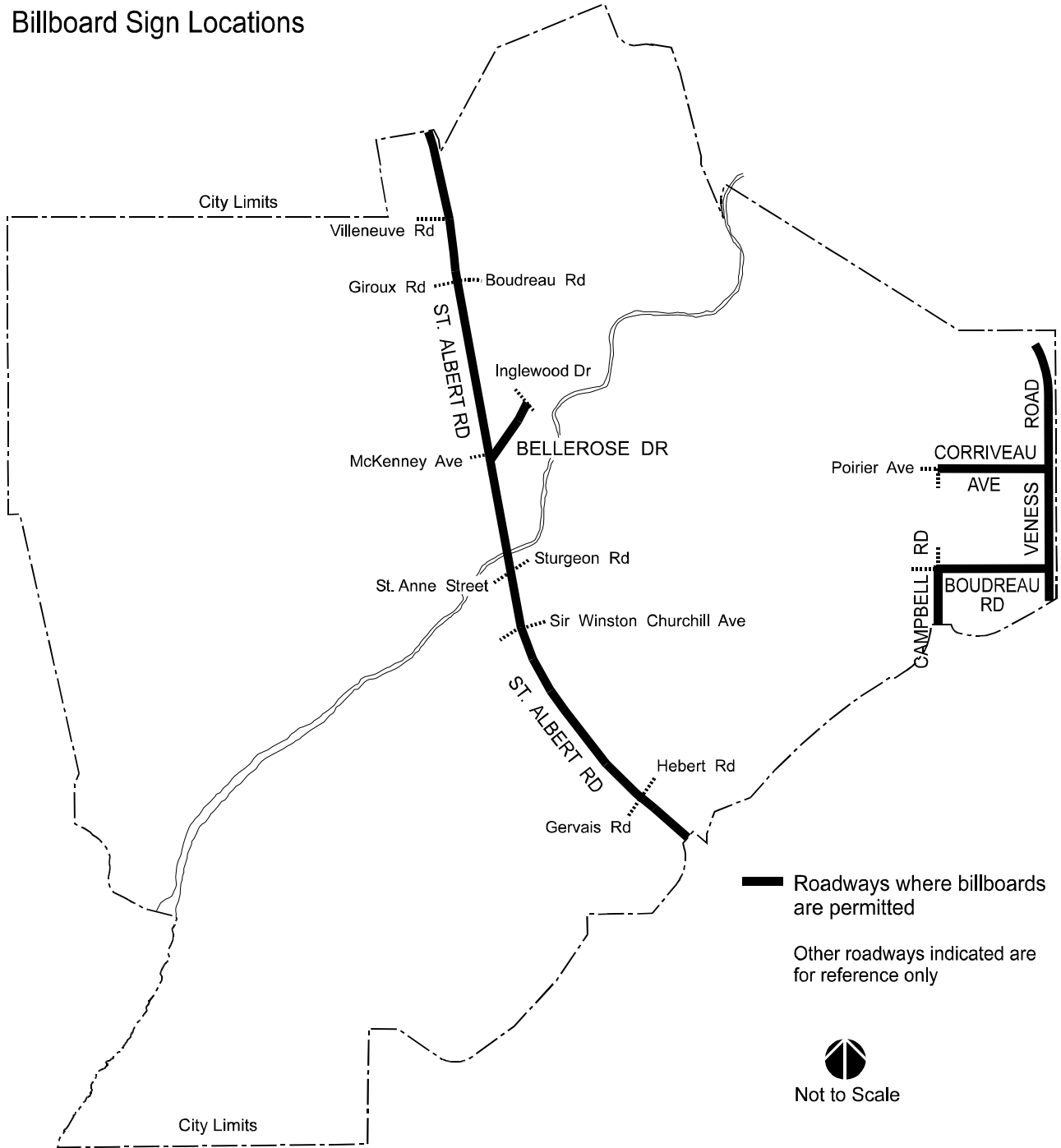
(i) specifying the fine amount established by this schedule; or

(ii) requiring an appearance in court without the option of making a voluntary payment.

(b) Where a provincial violation ticket specifies a fine amount in accordance with this schedule, a voluntary payment equal to the specified fine amount may be made.

# Schedule C

## Billboard Sign Locations



**Figure 24 (BL7/2007)**  
**Billboard Sign Locations**