



**CORPORATE POLICY MANUAL**

Section:	Planning & Development	13
Sub-Section:	Technical and Urban Design Guidelines	6950
Title:	SIGN DESIGN GUIDELINE	1

**\*\* POLICY SUPERSEDED BY SIGN BYLAW 7532 \*\***

**POLICY**

The following policy governs the review of sign applications for commercial and industrial properties within designated permit areas.

**1. Applicability**

- 1.1. This policy applies to all new or altered signs for commercial and industrial businesses within development permit areas designated in an Official Community Plan.
- 1.2. This policy does not apply to commercial or industrial signs painted on windows, internally mounted to hang in windows, any commercial or industrial sign not visible from any road or lane, realty signs identifying land or buildings for sale, lease or rent or temporary signs.
- 1.3. The District of North Vancouver Sign Bylaw No. 3317 and amendments thereto applies and is to be read in conjunction with the design guidelines contained in this Policy.

**2. Minor Development Permits Not Required**

In accordance with the District Official Community Plan, Schedule B, Guideline 4.2.19, minor development permits for signage are not required when in the case of a new sign or the alteration of the structure of an existing sign, the proposed sign complies with the general and area specific design guidelines contained within this Policy.

**3. Application/Approval**

- 3.1. Prior to issuance of a Sign Permit by the Permits and Licences Department for a commercial or industrial sign, plans for all new signage or structural alterations to existing signage shall be reviewed by the Planning Department against the applicable sign design guidelines.
- 3.2. If the sign complies with the applicable sign design guidelines, the sign may be considered for approval by the Director of Planning and Development Services prior to the issuance of any Sign Permit.
- 3.3. A permit for a commercial or industrial sign within a development permit area will not be issued by the Permits and Licences Department without the prior approval of the Director of Planning and Development Services.

**4. Conflict**

Where a free-standing fascia, awning or canopy sign does not comply with the applicable sign design guidelines and the applicant is not willing or unable to alter the design to comply with the design guidelines, the applicant may submit an application for a minor development permit for signage to the Planning Department which will be analyzed by Planning and Permits and Licences staff and forwarded to Council for consideration prior to issuance of a Sign Permit.

**5. Unauthorized Signs**

Persons installing or erecting signage covered by this policy without the prior approval of the Director of Planning and Development Services and a valid sign permit shall be subject to the enforcement provisions of the Sign Bylaw.

6. **Sign Design Guidelines**

- 6.1. In accordance with this policy, all commercial and industrial signage to be installed or erected within a designated development permit area, shall comply with the following general and area specific design guidelines.
- 6.2. Area specific design guidelines shall supersede any general guidelines.

7. **General Guidelines**

- 7.1. The following general design guidelines shall apply to all commercial and industrial signs within designated development permit areas:
  - 7.1.1. Signs shall not detract from the form of any building but rather enhance their architectural features with careful attention to detail, materials, size and location.
  - 7.1.2. Redundancy of signage is to be avoided. Repetitive signage on one building facade is not permitted.
  - 7.1.3. Signs, canopies or awnings shall not project above the roof line or roof parapet of the building on which they are located.
  - 7.1.4. Sign copy shall be limited to the business name except where secondary copy is necessary to identify the business or is otherwise permitted under area specific guidelines.
  - 7.1.5. Signage shall not involve flashing, rotating, oscillating or running lighting or any moving parts or emit audible sounds. Readograph or similar signs and changeable copy signs, except where permitted as temporary signs, are not permitted.
  - 7.1.6. In the case of a multi-tenant building, new or altered signage shall be consistent with the shape and style of existing signage.
  - 7.1.7. Where there is an existing sign band, new or altered signage shall be limited to that sign band.
  - 7.1.8. Projecting signs suspended from or anchored to the wall of a building are not acceptable. This guideline does not apply to signs suspended beneath a canopy or awning as permitted under area specific guidelines.
  - 7.1.9. No signage of any type including the display of products is permitted on the roof of a building or structure.
- 7.2. **Free-standing Signage:**
  - 7.2.1. Free-standing signs are not permitted on sites with a frontage of less than 20m (66 ft).
  - 7.2.2. Free-standing signs shall be located within a planter box or landscaped area.
  - 7.2.3. Free-standing sign structures shall be limited to a maximum height of 3m (10 ft) above grade including the height of any berming or planter boxes, a width of 2.44 m (8ft) and a total sign face area of 4.65 sq m (50 sq ft), except where area specific guidelines establish a smaller size.
  - 7.2.4. Not more than one free-standing business or tenant identification sign is permitted except where a development abuts two streets in which case, a second, smaller sign not exceeding 1.83 m (6 ft) in height and 1.83m (6 ft) in width may be permitted adjacent to the flanking street. Such signs may not exceed a total sign face area of 2.78 sq m (30 sq ft) on each side of the sign.
  - 7.2.5. Free-standing signs identifying parking and/or site entrances are permitted in addition to any free-standing business or tenant identification signage but any such signage

may not exceed a height of 1.2m (4 ft), a width of 0.6m (2 ft) and a total sign face area of 0.37 sq m (4 sq ft).

### **7.3. Fascia Signs**

- 7.3.1. Fascia signs shall be located on the building facade or other element of the building specifically designed for signage purposes but, in the case of a multi-storey building, may not be installed above the floor level of the second storey.
- 7.3.2. Businesses fronting on two streets may not have more than one principal fascia sign which is restricted to the principal facade of the building as defined by the main entrance to the business. Signage may be permitted on secondary flanking street facades as established under area specific guidelines.
- 7.3.3. Sign canisters, integrated sign bands or surface-mounted letters may not exceed a height of 0.6m (2 ft) or occupy more than 6 m (20 ft) or 75% of the length of the business frontage whichever is the lesser.
- 7.3.4. On internally illuminated signs, only the copy may be illuminated.

### **7.4. Awning Signs**

- 7.4.1. On multi-tenant buildings, awnings shall be of a consistent shape and size.
- 7.4.2. Awnings may not exceed a vertical height of 1.5m (5 ft) measured from the bottom of any valance or lowest point of the awning to the uppermost point. Awnings may not project more than 1.5m (5 ft) from the face of the building on which it is installed.
- 7.4.3. An awning may not project above the roof line or parapet of the building on which it is located.
- 7.4.4. Sign copy is permitted on the principal surface of an awning or an awning valance but in any event, shall be contained within a rectangle not exceeding 1.22m (4 ft) in height and 6m (20 ft) or 75% of the width of the premises for which it is required whichever is the lesser.
- 7.4.5. Awning valances may be used for secondary sign copy.
- 7.4.6. Only corporate logos or symbols are permitted on the ends of awnings.
- 7.4.7. Awnings may not be illuminated except where permitted in area specific guidelines.
- 7.4.8. Where more than one awning is provided for one business, repetitive sign copy is not permitted on each awning.
- 7.4.9. Awning signage is not permitted in combination with fascia signage.

### **7.5. Canopy Signs**

- 7.5.1. On multi-tenant buildings with existing canopy signage, new signage shall be of a consistent shape and size.
- 7.5.2. Where signage is installed on the front fascia of the canopy, it may not project above or below the fascia, shall not exceed a height of 0.6m (2 ft) and extend more than 75% of the length of the business frontage for which it is required.
- 7.5.3. On illuminated signs, only the sign copy may be illuminated.

### **7.6. Projecting Signage**

Projecting signs suspended from or anchored to the wall of a building or hanging from beneath an awning or canopy are not permitted except in accordance with area specific guidelines.

## **8. MARINE DRIVE/LYNN VALLEY SIGN DESIGN GUIDELINES**

The following sign design guidelines apply to all commercial and industrial properties within the limits of the Marine Drive Corridor Official Community Plan and all commercial properties within the limits of the Lynn Valley Core Area Official Plan.

### **8.1. Free-standing Signage:**

- 8.1.1. Free-standing signs may be routed, carved or sculptured from or painted on metal, enamel, acrylic or non-translucent material, or consist of exposed neon tubing or individual surface-mounted letters. Free-standing signs may not be painted on a wood surface.
- 8.1.2. Free-standing signs may be lit internally or frontally from above or below the sign structure provided that such illumination does not cause glare or interfere with traffic signals or movements.

### **8.2. Fascia Signage**

- 8.2.1. Free-signs shall be routed, carved or sculptured from or painted on metal, enamel, acrylic or non-translucent material or consist of individual surface-mounted letters or exposed neon tubing.
- 8.2.2. Secondary signage on a flanking street may not exceed a height of 0.6m (2 ft) or a length of 3m (10 ft). In the case of a corporate logo or symbol, such sign shall not exceed a total sign face area of 0.74 sq. m (8 sq ft).

### **8.3. Awning Signage:**

- 8.3.1. Awnings may be illuminated provided that such illumination is internal and designed to avoid glare or interfere with traffic signals or movements.
- 8.3.2. Sign copy on awning valances may not exceed 0.25m (10 inches) in height and may not extend more than 50% of the length of the awning.

### **8.4. Canopy Signage:**

- 8.4.1. Canopy signage shall be limited to the front or end fascias. No signage of any type is permitted to be mounted or painted on the roof surface of the canopy.
- 8.4.2. Canopy signage may not be used in conjunction with fascia signage.
- 8.4.3. Canopy signage may not extend above or below the canopy fascia with the exception of a logo or symbol which may project to a maximum of 0.3m (1 ft) above the canopy fascia.

## **9. DEEP COVE/EDGEMONT VILLAGE/QUEENSDALE SIGN DESIGN GUIDELINES**

The following design guidelines shall apply to the commercial properties within the limits of the Deep Cove Official Community Plan, Edgemont Village and the Queensdale area and shall be read in conjunction with the above general sign design guidelines.

### **9.1. Free-Standing Signage**

- 9.1.1. Free-standing signs are permitted only in the case of multi-tenant buildings on lots not less than 15m (50 ft) in width and not more than one free-standing sign is permitted. Free-standing signs identifying parking entrances are excluded from this guideline.
- 9.1.2. The free standing sign structure is limited to 1.5m (5 ft) in height as measured from grade and 1.5m (5 ft) in width with a sign face of not more than 1.86 sq m (20 sq ft) on each side of the sign.
- 9.1.3. Free-standing sign structures identifying parking entrances shall not exceed a height of 1.0m (3 ft) and a width of 1.0m (3 ft) with a total sign face area not exceeding 0.2 sq.

m (2.15 sq ft) on each sign face.

- 9.1.4. Free-standing signs, including parking entry signs, shall be routed, carved or sculptured from wood or metal, routed from a non-translucent material, painted on a wood, metal or enamel surface or, consist of individual lettering mounted on a wood, metal or enamel surface. Signage consisting of exposed neon tubing or illuminated, open-faced channel letters is not acceptable in the Deep Cove area.

9.2. **Fascia Signage**

- 9.2.1. Businesses fronting on two streets may not have more than one fascia sign which is restricted to the principal facade of the building as defined by the main entrance to the business except that a corporate logo or symbol not exceeding 0.37 sq. m (4 sq ft) in area is permitted on a secondary flanking street facade.

- 9.2.2. Sign canisters, integrated sign bands or surface-mounted lettering may not exceed a height of 0.6m (2 ft) and a length of 6m (20 ft) or 75% of the width of the individual business for which it is required, whichever is the lesser.

- 9.2.3. On illuminated signs, only the sign copy may be illuminated.

9.3. **Awning Signage**

- 9.3.1. Awnings may not be illuminated unless any existing awnings on the building are illuminated. Illumination, where permitted, shall be internal and designed to illuminate only the sign copy and avoid glare when viewed from the street and adjacent properties.

- 9.3.2. The colour of an awning shall be complementary to any existing awnings and the building.

- 9.3.3. Sign copy on the principal surface of an awning shall not exceed a height of 1m (3 ft) and extend more than 3m (10 ft) or 75% of the length of the awning on which it is located whichever is the lesser.

- 9.3.4. Sign copy on a valance shall not exceed 0.2m (8 inches) in height or a total area of 50% of the area of the valance.

9.4. **Canopy Signage**

- 9.4.1. Canopy signage is limited to the front fascia of the canopy and may not extend above the height of the canopy fascia.

- 9.4.2. Canopy fascia signage is limited to 0.46m (1.5 ft) in height and 6m (20 ft) in length or 75% of the width of the canopy whichever is the lesser.

- 9.4.3. On multi-tenant buildings where there is an existing canopy with no signage on the fascia, new signage will be restricted to the building facade.

- 9.4.4. On illuminated signs, only the sign copy may be illuminated.

- 9.4.5. Canopy signage must be carved, routed or sculptured from wood or metal, routed from a non-translucent material, painted on a wood, metal or enamel surface or, consist of individual lettering mounted on a wood, metal or enamel surface. Exposed neon tubing or illuminated, open-faced channel letters is not permitted in Deep Cove.

9.5. **Under-Awning or -Canopy Signage**

- 9.5.1. Projecting or hanging signs are permitted beneath awnings or canopies only.

- 9.5.2. Where permitted, projecting or hanging signs may not exceed a height of 0.46m (1.5 ft) and a width of 0.6m (2 ft).

- 9.5.3. Projecting or hanging signs must be routed, carved or sculptured from wood or metal or painted on a wood, metal or enamel surface.
- 9.5.4. Only one projecting or hanging sign is permitted on one street frontage for each business and on such signs, copy shall be limited to the name of the business.

**REASON FOR POLICY:**

To allow for faster processing of sign permit applications for signs which comply with the sign design guidelines.

**AUTHORITY TO ACT**

Delegated to Staff

Approval Date:	October 3, 1994	Approved by	Executive Committee
1. Amendment Date:	December 11, 1995	Approved by:	Regular Council
2. Superseded Date:	September 26, 2005	Approved by:	Regular Council