

- (v) Such additional information as the Development Authority deems necessary including, but not necessarily limited to the following:
 - A) A copy of a current certificate of title for the land upon which the sign is to be located,
 - B) A minimum of two photographs taken from different angles that adequately show:
 - I) The proposed location of the sign;
 - II) Adjoining properties;
 - III) All signs, including but not limited to signs on any building, within 30 m of the proposed sign;
 - C) A Real Property Report to verify the location of an existing building and improvements on the property.
- (vi) The Development Authority may require extra copies of the sign replica or other supporting information;
- c) An application for a development permit for signs shall not be considered complete and final and received for processing by the Town until the Development Authority determines that all the requirements of Section 32.2.3 have been satisfied.

34.3.0 GENERAL RULES FOR SIGNS

34.3.1 Signs will be allowed in the various Land Use Districts in accordance with Table 34.3.1, this Bylaw, and the Lists of Permitted and Discretionary Uses in each Land Use District.

34.3.2 The maximum number of temporary and permanent signs, excluding signs listed in Sections 342.2.2(a) and (b), fascia and directional signs and menu boards, shall be as follows:

- a) For multi-unit residential developments, 3;
- b) For multi-tenant non-residential developments, containing:
 - (i) two (2) to five (5) tenants, 3;
 - (ii) six (6) to ten (10) tenants, 5;
 - (iii) eleven (11) to fifteen (15) tenants, 8;
 - (iv) more than fifteen (15) tenants, 10.

The Development Authority will determine the maximum number of fascia and directional signs and menu boards that will be allowed for each development.

34.3.3 Except as otherwise provided in this Bylaw, all lots in the Commercial and Industrial Districts may be allowed a maximum of two (2) permanent freestanding signs, at the discretion of the Development Authority.

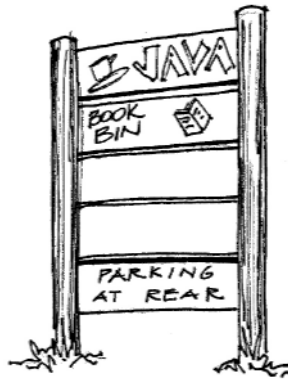
34.3.4 Signage shall be integrated as part of the building design and be complementary to the exterior finishes.

34.3.5 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.

- 34.3.6 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 lights, which may be mistaken for the flashing lights customarily associated with danger or with those used by police, fire, ambulance, or other emergency vehicles.

34.3.7 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 or loading areas, required pursuant to an approved development permit.

34.3.8 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.



(Multi-Tenant Sign)

- 34.3.9 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;
 - b) attach to any sign an extension or portable device other than sign hangers shown on the plans accompanying the development permit;
 - c) make alterations to any sign in any way, unless otherwise provided for in this Bylaw without first obtaining the required Town permits.

34.3.10 When a sign no longer fulfils its function under the terms of the development permit, the Development Authority shall notify the landowner 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 Authority within a specified period of time from receipt of such a removal notice;
- b) restore the immediate area around the sign, to the satisfaction of the Development Authority, 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;
- c) bear all costs related to such removal or restoration.

34.3.11 When a sign is placed on a lot without an approved development permit, the Development Authority shall notify the owner and require a development

permit be sought. Should the owner not comply within the time specified, the Development Authority shall 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 Authority within a specified period of time from receipt of such a removal notice;
- b) restore the immediate area around the sign, to the satisfaction of the Development Authority, 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;
- c) bear all costs related to such removal or restoration.

34.3.12 No one shall erect or permit to be erected or remain on Town property, any temporary sign other than in accordance with this Bylaw.

34.3.13 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 Authority or an Enforcement Officer acting at the direction of the Development Authority following notice to the owner of the sign.

34.3.14 Any sign located on Town property without Town approval will be removed and disposed of by an Enforcement Officer or a Town employee at the direction of an Enforcement Officer following notice to the owner of the sign.

34.3.15 If an Enforcement Officer considers a sign to have become unsightly or to have caused any safety hazard on Town 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 Town may assess a fee for the removal and/or storage of any sign and the clean-up of any affected municipal property. Any such sign not recovered within fourteen (14) days of its removal may be disposed of at the discretion of the Enforcement Officer.

34.3.16 The sign background shall not be fluorescent, day glow, luminous, or reflective.

34.4.0 SPECIFIC SIGN REGULATIONS

34.4.1 A-FRAME SIGNS (EXCLUDING REAL ESTATE SIGNS)



(A-Frame Sign)

- a) may be allowed in all Commercial, Industrial, and Public Service Districts;
- b) may remain on the property for the duration of the business;
- c) shall not exceed a dimension of 1.0 m² per side;

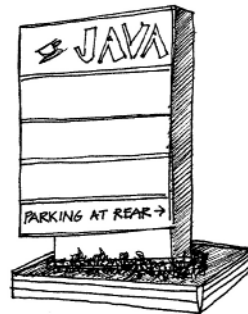
- d) shall be located wholly within private property and not on Town lands;
- e) shall be the following maximum number of A-Frame signs for each establishment containing a gross floor area of:
 - (i) less than 1000 m²,1;
 - (ii) 1000 m² to less than 2000 m², 2;
 - (iii) 2000 m² or greater,3;
- f) shall not be erected for a period exceeding the operating hours of the business.

34.4.2 BACKLIT SIGNS may be allowed in specified Commercial and Industrial Districts.

34.4.3 BANNERS AND NON-GOVERNMENT-ISSUED FLAGS

- a) are temporary signs and shall comply with the provisions of this Bylaw related to temporary signs;
- b) where a banner is used for identification purposes, it may be displayed for a maximum term of one (1) year (renewable);
- c) where a banner advertises a specific event, it shall be allowed to be displayed for a period not exceeding thirty (30) days and, upon expiry, shall be removed.

34.4.4 CHANGEABLE MESSAGE SIGNS may be allowed, and this method of communicating a message may be used on A-frame signs, freestanding signs, fascia signs, portable (limited term) signs, and projecting signs.



(Changeable Message Sign)

34.4.5 COMMUNITY IDENTIFICATION SIGNS



(Community Identification Sign)

- a) have a maximum sign area of 9.3 m²;
- b) have a maximum 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 (1) per street entrance into the community area.

34.4.6

FASCIA SIGNS

- a) The maximum area of sign coverage is twenty percent (20%) of the building face;



(Fascia Sign)

- b) The building face is defined by the lower and upper limits of the building wall;
- c) A fascia sign shall not extend above the eave line of any building elevation;
- d) Window signage shall be treated as fascia signs and incorporated into the maximum area of sign coverage.

34.4.7

FASCIA SIGNS BELOW THE FRONT WINDOWS of bays may be allowed in Commercial and Industrial Districts. The width of the sign shall not exceed the width of the window of the bay.



(Fascia Sign Below Front Window)

34.4.8

FENCE SIGNS



(Fence Sign)

- a) Each sign is securely attached to the fence;
- b) The maximum sign area shall be 1.11 m²;

- c) 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;
- d) Where the sign is attached to an entry feature of the fence, such as an archway:
 - (i) The top edge of the sign shall coincide with or be below the top edge of the entry feature; and
 - (ii) The sign shall have a minimum clearance of 2.44 m, measured from the ground to the bottom edge of the sign.

34.4.9

FREESTANDING SIGNS

- a) The maximum sign area shall be 9.3 m², and the maximum height shall be 6.1 m;
- b) The minimum separation distance between signs on the same lot shall be 15 m;



(Freestanding Sign)

- c) Notwithstanding Sections 34.2.2 and 34.3.2, one (1) freestanding sign per street frontage may be allowed for each shopping centre for the purpose of identifying the centre and the tenants collectively, subject to the following:
 - (i) The maximum sign area shall be 11.15 m² and the maximum height shall be 6.1 m, if its only purpose is to identify the shopping centre;
 - (ii) The maximum sign area shall be 14.86 m² and the maximum height shall be 6.1 m, if it is a multi-tenant sign located in a neighbourhood shopping centre;
 - (iii) The maximum sign area shall be 27.5 m² and the maximum height shall be 9.0 m, if it is a multi-tenant sign located in a regional shopping centre;
- d) Notwithstanding Section 34.4.9(c), more than one (1) freestanding sign may be allowed for each shopping centre, provided the maximum sign areas are not exceeded for each shopping centre type;
- e) The minimum setback to any portion of the sign shall be 750 mm from a property line.

34.4.10

HANGING SIGNS



(Hanging Sign)

- a) Each sign shall be spaced a minimum of 2 m from each other;

- b) The minimum clearance, measured from the ground to the bottom edge of the sign, shall be 2.44 m;
- c) The maximum vertical distance of the sign shall be 300 mm;
- d) The maximum sign area per side shall be 1.5 m².

34.4.11

INFLATABLE BALLOON SIGNS

- a) are considered temporary signs;
- b) are allowed, with Development Authority approval, for a maximum of seven (7) days within a six-month period or fourteen (14) days within a twelve-month period in the Commercial and Industrial Districts;
- c) The method of securing the balloon is by a series of tethers anchored or affixed to the ground or roof of building.

34.4.12

LAND USE CLASSIFICATION SIGNS

- a) A maximum sign area of 11.15 m²;
- b) A maximum height of 6.1 m;
- c) A minimum clearance of 1.2 m, measured from the ground to the bottom edge of the sign.

34.4.13

PORTABLE (LIMITED TERM) SIGNS

- a) Except as provided in Section 34.4.13(b), Portable (Limited Term) Signs may be allowed in all Industrial, Public Service, and Commercial Districts;
- b) Portable (Limited Term) Signs are prohibited within the Central Business District;
- c) The Development Authority may approve a development permit for a Portable (Limited Term) Sign for one (1) or more periods, of which the combined periods do not exceed thirty (30) days. The Development Authority will not approve any subsequent development permit for the same use for a minimum period of thirty (30) consecutive days;
- d) Notwithstanding Section 34.3.2, on lots containing more than five (5) establishments the maximum number of portable (limited term) signs shall be two (2);
- e) The maximum sign area on one (1) side for this type of sign shall be 4.46 m².



(Portable Sign)

PROJECTING SIGNS

- a) The maximum sign area per side shall be 2.23 m²;
- b) 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;
- c) The edge of the sign nearest the building shall not be located more than 300 mm from the building face;
- d) 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 Authority;
- e) The sign shall not project more than 2.0 m from the building face;

*(Projecting Sign)*

- f) The sign may not project over public lands unless the Development Authority grants permission to the owner to do so, in which event:
 - (i) The owner shall enter into a Licence of Occupation with the Town, in accordance with its Encroachment Policy; and
 - (ii) File with the Town, in a form satisfactory to the Town's Solicitors, a public liability and property damage policy issued by an insurance company in favour of the Town in an amount to be determined by the Town which shall:
 - A) Insure in respect of loss or damage to property or personal injury or death sustained by one or more persons;
 - B) Indemnify against liabilities, claims, actions, loss, damages, judgments, costs, and expenses which may accrue or be suffered by the Town or by any person by reason of the erection, installation, suspension, or alteration, and the maintenance and use of the sign;
 - C) Be maintained in force by the owner of the sign until the sign has been taken down and removed; and
 - D) Name the Town as co-insured.

ROOF SIGNS

- a) The maximum sign area shall be 7.5 m²;
- b) The maximum height shall be 1.0 m;
- c) No portions of the sign shall extend beyond the roof edges.

34.5.0

SIGNS PROHIBITED

34.5.1

For the purposes of this Bylaw, the following sign types are prohibited within the Town:

- a) Signs that interfere with traffic lines-of-sight;
- b) Continuous Sign Band signs;
- c) Animated signs;
- d) Flashing signs;
- e) Rotating signs;
- f) Home-Based Business signs in Residential Districts;
- g) Child Care Services signs in Residential Districts;
- h) Third Party Advertising signs.

34.6.0

SIGN REGULATION DEFINITIONS

For convenience, the following definitions that relate to signs are included in this section. Please refer to Section 35.0.0 for all other definitions.

- a) “**A-Frame sign**” (sandwich board) means an A-shaped sign which is set upon the ground and has no external supporting structure;
- b) “**Advertising sign**” means a sign which refers to the goods or services produced, offered for sale, or obtainable at the premises on which the sign is displayed;
- c) “**Animated sign**” means 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;
- d) “**Auxiliary sign**” means a sign of any type which is attached to the face, copy, backing, lighting, or supporting structure of any sign;
- e) “**Awning or Canopy sign**” means a sign attached to or constructed in or on the face of an awning or canopy but does not include an under-canopy sign;
- f) “**Back-lit sign**” means any sign type that is illuminated from the rear of the sign face;
- g) “**Balloon sign**” means an inflated, three dimensional device that is affixed or anchored to the ground or a structure;
- h) “**Banner**” means a sign of lightweight, flexible fabric or material mounted to a pole, structure or building and does not include national, provincial or municipal flags;
- i) “**Changeable Message sign**” means any sign type that has a changeable message whether the message is changed by electronic or other means;
- j) “**Community Identification sign**” means a sign which states the name of a community area and may contain a logo or symbol which is related to the community name;

- k) “**Construction Site sign**” means 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 items as labour, service, materials, or financing;
- l) “**Continuous Sign Band sign**” means 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;
- m) “**Directional sign**” means
 - (i) a sign which directs the public to or denotes the name of any thoroughfare, route, educational institution, public building, or historical site;
 - (ii) a sign which directs and regulates traffic;
 - (iii) a sign which denotes any public or transportation facility;
 - (iv) a sign located on the lot which gives direction to a private premises or its vehicular use area;
- n) “**Electric sign**” means a sign which utilizes an electrical source;
- o) “**Enforcement Officer**” means any person designated by Council or the Chief Administrative Officer to enforce the Sign Regulations;
- p) “**Fascia sign**” means a sign attached flush to, or marked, painted or inscribed on a vertical surface of a building, but does not include a billboard or a mural;
- q) “**Fence sign**” means a temporary or permanent sign attached to a fence;
- r) “**Flashing sign**” means a sign which contains an intermittent or flashing light source but does not include an automatic changeable copy sign;
- s) “**Freestanding sign**” means a sign that is supported independently of a building wall or structure but does not include a temporary sign;
- t) “**Freestanding Flush sign**” means a sign which is structurally freestanding and parallel to and flush with a wall;
- u) “**Hanging sign**” means a sign suspended from a structure which may include a canopy and an arch;
- v) “**Identification sign**” means a sign which identifies by name or symbol the occupant, the business, or the site on which the sign is placed;
- w) “**Illumination**” means the lighting of any sign by artificial means;
- x) “**Individual Letter sign**” means a sign that is made up of individual letters that are affixed to a surface which functions as the sign board;
- y) “**Inflatable sign**” means an inflated three-dimensional device which incorporates a sign and is anchored or affixed to a building or lot;
- z) “**Land Use Classification sign**” means a freestanding sign that shows the land uses, roads, parks, and other amenities in a new subdivision area;
- aa) “**Mural**” means a sign that is painted or sculpted onto a building wall and is considered artistic rather than advertising and does not contain any product advertising;

- bb) “**Multi-Tenant sign**” means a sign containing copy for two or more tenants or occupants located on the same lot or in the same building;
- cc) “**Owner**” means one or more of the following: the owner of the sign and any person who is described on the sign, whose name, address or telephone number appears on the sign, who created the sign, who installed the sign, who is in lawful control of a sign, or who is the subject of or otherwise benefits from the message of a sign; and for the purposes of this Bylaw there may be more than one owner of a sign;
- dd) “**Painted Wall sign**” means 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;
- ee) “**Portable (Limited Term) sign**” means 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, inflatable devices used as signs, and signs attached to or painted on vehicles parked and visible from a public right-of-way unless said vehicles are used in the normal day-to-day operation of a business;
- ff) “**Product Advertising**” means a logo, symbol, message, or a product facsimile placed upon any external sign, as defined in this Policy, where a specific product is advertised for sale;
- gg) “**Projecting sign**” means a sign which projects from a structure or a building face but does not include a canopy sign or an awning sign;
- hh) “**Reado-Graph sign**” means a sign on which the copy can be changed manually through the use of attachable letters, numerals, or pictorial panels;
- ii) “**Real Estate sign**” means a temporary sign advertising real estate that is for sale, lease, or rent;
- jj) “**Roof sign**” means a sign which projects above the top eaves or is erected upon or above a roof of a building to which the sign is attached;
- kk) “**Rotating sign**” means a sign or portion of a sign which moves in a revolving manner but does not include a clock;
- ll) “**Sign**” means a device, structure, or fixture intended for advertising or calling attention to any person, matter, object, or event;
- mm) “**Sign Area**” means the entire area of a sign, measured to the outer perimeter of the sign, but does not include the supports, where applicable;
- nn) “**Skid sign**” means a temporary sign constructed usually of wood of differing dimensions with two vertical and two horizontal supports set upon the ground with no external supporting structure displaying a commercial message for location or products for sale;
- oo) “**Street Frontage**” means the portion(s) of a lot that abuts a street or streets;
- pp) “**Structure**” means 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;

- qq) “**Temporary sign**” means a sign which is not in a permanently installed or affixed position, advertising a location, product, event, or activity on a limited time basis;
- rr) “**Third Party Advertising sign**” means 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 where the sign is displayed or posted;
- ss) “**Under-Canopy sign**” means a sign which is suspended beneath a canopy;
- tt) “**Unsightly sign**” means any permanent 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;
- uu) “**Window sign**” means a sign that is painted on, attached to, or installed inside a window for the purpose of being viewed from outside the premises.

Table 34.3.1 – PERMITTED AND DISCRETIONARY SIGNS IN ALL LAND USE DISTRICTS

	A-Frame	Fascia/Window	Freestanding	Changeable Message	Backlit	Exterior Vending	Banner/Flags	Inflatable Balloon	Portable (Limited Term)	Hanging	Projecting	Canopy/Awning	Roof	Identification	Third Party Advertising	Mural	Community Identification	Land Use Classification	Real Estate	Fence	Front lit
R-1	N	D	D	N	N	N	N	N	N	D	N	N	N	P, if <0.28m ² ; D, if >0.28m ²	N	N	P	P	P	D	P
R-2	N	D	D	N	N	N	N	N	N	D	N	N	N	P, if <0.28 m ² ; D, if >0.28 m ²	N	N	P	P	P	D	P
R-2X	N	D	D	N	N	N	N	N	N	D	N	P	D	P	N	D	P	P	P	D	P
R-3	N	D	D	N	N	N	N	N	N	D	N	P	D	P	N	D	P	P	P	D	P
R-M	N	D	D	N	N	N	N	N	N	D	N	P	D	P	N	D	P	P	P	D	P
C	P	P	P	P	D	P	DT	DT (max. 7 days/ semi-annually or max. 14 days/ annually)	DT	P	P	P	D	P	N	D	D	P	P	D	P
CB	P	P	P	P	D	P	DT	DT (max. 7 days/ semi-annually or max. 14 days/ annually)	N	P	P	P	P		N	D	D	P	P	D	P
C-SC	P	P	P	P	D	P	DT	DT (max. 7 days/ semi-annually or max. 14 days/ annually)	DT	P	P	P	P		N	D	D	P	P	D	P
C-HWY	P	P	P	P	P	P	DT	DT (max. 7 days/ semi-annually or max. 14 days/ annually)	DT	P	P	P	P		N	D	D	P	P	D	P
C-REC	P	P	P	P	P	P	DT	DT (max. 7 days/ semi-annually or max. 14 days/ annually)	DT	P	P	P	P		N	D	P	P	P	D	P
C-HMU	P	P	P	P	P	P	DT	DT (max. 7 days/ semi-annually or max. 14 days/ annually)	DT	P	P	P	D		N	D	D	P	P	D	P
C-R	P	P	P	P	P	P	DT	DT (max. 7 days/ semi-annually or max. 14 days/ annually)	DT	P	P	P	D		N	D	D	P	P	D	P
C-S	P	P	P	P	P	P	DT	DT (max. 7 days/ semi-annually or max. 14 days/ annually)	DT	P	P	P	P		N	D	D	P	P	D	P
M-BP	N	D	D	N	N	N	N	N	N	D	D	D	P		N	D	D	P	P	D	P
M-1	P	P	P	P	P	P	DT	DT (max. 7 days/ semi-annually or max. 14 days/ annually)	DT	P	P	P	P		N	D	D	P	P	D	P
GE	N	P	P	N	N	N	N	N	DT	P	N	N	N		N	D	D	P	P	D	P
UR	N	D	N	N	N	N	N	N	N	N	N	N	N		N	N	N	N	P	D	P
UR-R	N	D	N	N	N	N	N	N	N	N	N	N	N		N	N	N	N	P	D	P
PS	D	D	D	D	D	N	DT	N	DT	P	P	P	D		N	D	N	N	P	D	P

T=Temporary P=Permitted D=Discretionary N=No Signs Allowed