
SECTION 1

TITLE

**THE CORPORATION OF THE CITY OF NEW WESTMINSTER
BYLAW NO. 6625, 2000**

A BYLAW TO REGULATE SIGNS

The CITY COUNCIL of the Corporation of the City of New Westminster ENACTS AS FOLLOWS:

This Bylaw may be cited for all purposes as Sign Bylaw No. 6625, 2000.

Statement of Legislative Intent

These regulations balance the need to protect the public safety and welfare, the need for a well maintained and attractive community, and the need for adequate identification, communication, and advertising for the businesses located in New Westminster. This Bylaw has the following specific objectives:

1. To ensure that signs are designed, constructed, installed, and maintained so that public safety and traffic safety are not compromised;
2. To preserve and enhance the character of New Westminster's neighbourhoods and the City's aesthetic environment; and
3. To allow for adequate and effective signs in all zones, while preventing signs from dominating the appearance of any area.

SECTION 2

INTERPRETATION

In this Bylaw,

“advertising sign” means any sign which advertises or identifies a business, profession, event or activity conducted within the premise or on the parcel on which the sign is located, or which advertises or identifies goods, products, or services for sale or otherwise obtainable within the premise or on the parcel on which the sign is located;

“animated sign” means any sign which includes action or motion or colour changes of all or any part of the sign;

“awning” means a movable or temporary hood or cover which projects from the wall of a building;

“awning sign” means any sign painted or affixed flat to the surface of an awning which does not extend vertically or horizontally beyond the limits of the awning;

“banner” means any sign composed of non-rigid material such as paper, cloth, canvas, plastic or similar material;

“billboard sign” means any third party sign of a permanent or semi-permanent nature which advertises goods, products, services or facilities, or directs persons to a different location from where the sign is located, through display materials easy to remove or replace;

“business directory” means a sign or group of signs which indicate a business or businesses located on one property and is freestanding or attached to the building;

“bus shelter” means a structure intended to shelter bus patrons and situated on land which adjoins a bus stop in ordinary use by buses operated by a public transit authority;

“canopy” means a permanent hood, cover or shelter, other than a projecting roof, which projects from the wall of the building.

“canopy sign” means a sign attached to, forming part of or supported by a canopy but does not include an under canopy sign;

“changeable copy sign” means any sign on which copy can be changed manually through the use of attachable letters, numbers and pictorial panels or automatically by electronic switching of lamps or illuminated tubes;

“City” means the Corporation of the City of New Westminster;

“clearance” means the vertical distance between the lowest limit of the sign and the average grade immediately below;

“Contractor Authorization Form” means a form provided by the B.C. Electrical Safety Branch that:

- i.** indicates the status of the electrical work completed on a project;
- ii.** identifies the company completing the work;
- iii.** is signed by the company’s authorized agent; and

iv. includes the company's registration number.

“copy area” means the sign area which displays the message, figures or symbols communicating a message on the sign;

“Council” means the Council of the City of New Westminster;

“courtesy bus bench” means any bench situated on land which adjoins a bus stop in ordinary use by buses operated by a public transit authority;

“curb line” means the line at the face of the curb nearest the sign or in the absence of a curb, the edge of the road pavement closest to the sign;

“development sign” means any sign which indicates the nature of construction or demolition proposed or in progress on a particular premise or parcel;

“directional sign” means any sign which communicates information regarding pedestrian or vehicular movement on the premise or parcel on which the sign is located;

“fascia sign” means any flat sign affixed or painted parallel to the face or wall of a building which does not extend beyond the horizontal width of the building nor extend above the roof line of the building to which it is attached, can be seen from the street, and does not project out from the wall more than 0.3 meters (1 foot);

“flashing sign” means any sign which contains an intermittent or flashing light source or which includes the illusion of intermittent or flashing light by means of animation or an externally mounted light source, but does not include an automatic changeable copy sign indicating time, temperature, date or electronically controlled messages;

“freestanding sign” means any sign, except a billboard, supported independently from a building or other structure and permanently fixed to the ground;

“frontage” means the length of the property line of any one building, premise or parcel parallel to or fronting each street or highway that the building, premise or parcel borders;

“grade” means the elevation of the surface of the sidewalk, boulevard or finished ground surface directly below the sign;

“height” means the vertical distance from the average grade directly below the sign to the highest point of the sign;

“highway” includes a street, road, land and sidewalk, bridge, viaduct and any other way open to public use but does not include a right-of-way on private property;

“home based business sign” means any sign which indicates that a customary home business permitted by the New Westminster Zoning Bylaw is conducted within the premises or parcel on which the sign is located;

“identification sign” means any sign which is limited to the name, logo, address and number of a building, institution or person and to the activity carried on in the building or institution or the occupation of the person;

“illuminated sign” means any sign illuminated either directly from a source of light incorporated in or connected with the sign, or indirectly from an artificial source;

“information plaque” means a sign that conveys a message about a building, site, historical event or object of interest;

“logo” means a symbol representing a person, product or trade name;

“mural” means a painting that is applied to the wall of a building and does not project more than 5 cm (2 inches) from the face of the building;

“obsolete sign” means any sign or framework which advertises or publicizes a business or undertaking that no longer exists at that premise on which the sign is located, or pertains to a product which is no longer being marketed on the premise;

“owner” means a person registered in the records of the Land Title Office as the owner of land or of a charge on land, whether entitled to it in his own right or in a representative capacity or otherwise and includes ‘registered owner’;

“parapet” means an extension of a vertical wall upwards above the roof line, including a mansard type structure;

“parcel” means a lot, block, or other area in which land is held or into which land is subdivided;

“portable sign” means any sign not permanently attached to the ground or to a building or set upon or supported by a vehicle as defined by the Motor Vehicle

Act, as amended, and used to advertise a product, event, building, or other facility, but does not include a sandwich board sign;

“projecting sign” means a sign other than an awning, a canopy or a fascia sign which is attached to and projects from a structure or building face or wall by more than 0.3 meters;

“realty sign” means any sign indicating that the building, premises or the parcel on which the sign is located is for sale, rent or lease;

“roof sign” means any sign other than a fascia, projecting, or canopy sign erected upon, against or directly above a roof or on top of or above a parapet of a building;

“rotating sign” means any sign or portion of a sign which revolves or partly revolves;

“sandwich board sign” means any one or two or multi-faced non-illuminated sign which is not permanently attached to the ground or to a building and directs attention to a business, commodity, service or entertainment offered on the premises or parcel on which the sign is located;

“sign” means any structure, device or visual display which communicates information or attracts the attention of persons for any purpose;

“sign area” means the total area within the outer edge of the frame or border of a sign and includes all sign faces in the area computation;

“sign face” means the entire area of a sign on which the sign copy could be placed;

“third party sign” means any sign which displays advertising content directing attention to a business, commodity, service, or entertainment which is conducted, sold, or offered elsewhere than on the premises or the parcel on which the sign is located;

“transit sign” means any sign painted or affixed to a bus shelter or a courtesy bus bench;

“under awning sign” means any sign suspended from an awning and located directly below and under the awning;

“under canopy sign” means any sign suspended from a canopy and located directly below and under the canopy;

“window sign” means any sign either painted or attached to or installed inside a window or glazed area of a door for the purpose of viewing from outside the premise, but does not include the merchandise located in the window; and

“zoning district” means a district created by the Corporation of the City of New Westminster Zoning Bylaw.

SECTION 3 **ADMINISTRATION**

- 3.1** Every person proposing to construct, erect, place, alter, rebuild, reconstruct, move, demolish or remove a sign shall obtain a sign permit from the City.
- 3.2** Every application for a sign permit shall be submitted to the Director of Planning and shall:
- a.** be made on an approved form for such an application;
 - b.** be signed by the sign’s owner or the owner’s agent;
 - c.** be accompanied by the sign permit fee as prescribed in Section 8 of this Bylaw;
 - d.** provide all the information requested on the application form attached as Appendix “A” to and forming part of this Bylaw;
 - e.** upon request, be accompanied by three sets of scalable drawings specifying:
 - i.** the dimensions and weight of the sign and, where applicable, the dimensions and the colour or colours of the wall surface, and the height of the building to which it is attached;
 - ii.** the dimensions and weight of the supporting members of the sign;
 - iii.** the maximum and minimum height and clearance of the sign;
 - iv.** the proposed location of the sign in relation to the boundaries of the parcel upon which it is to be located;

- v. the off-street parking areas, parking lot aisles and driveways;
 - vi. the dimensions and areas of any proposed landscaped areas, if applicable, to the sign type;
 - vii. the description of the advertising copy or wording to be displayed, including the style, size, colours of all the letters, logos or similar copy of the sign;
 - viii. for an illuminated sign, information on the technical means by which the illumination is to be accomplished; and
 - ix. the type of construction of the sign, the material(s) and the colours to be used;
- f. upon request, for all signs located or projecting onto City property, include:
- i. a letter of assurance from a B.C. Professional Engineer stating that the sign and support design are in accordance with the requirements of the British Columbia Building Code; and
 - ii. a standard indemnification agreement signed by the property owner or their authorized representative indemnifying the City for any claims, actions, or damages arising from the location or projection of the sign onto City property.

3.3 The Director of Planning may refer sign applications to the Engineering Department for consideration on safety and compliance with the City's Building Bylaw and the British Columbia Building Code.

3.4 No sign permit shall be issued for applications that involve electrical power connection unless a copy of the Contractor Authorization Form is forwarded to the Planning Department.

3.5 Issuance of a sign permit under this Bylaw does not in any way relieve the applicant from complying with this or any other bylaw.

3.6 Where

- a. a fully completed application has been made for a sign permit and has been received by the City;

- a. official notices issued by the Government of Canada, the Government of British Columbia, a Court or the City;
 - b. traffic control devices referred to in the Motor Vehicle Act;
 - c. signs on or over City streets installed or authorized by the City Engineer (e.g., for the control of traffic, pedestrian movement, and parking, or for street names and direction);
 - d. signs for a patriotic, religious, charitable or civic use, campaign or event or street decorations approved, installed or authorized by City Council and not displayed for more than thirty (30) days;
 - e. signs which are located in the interior of buildings and are not visible from the street or highway;
 - f. political or election signs for federal, provincial, and municipal elections, provided that:
 - i. the signs are not erected prior to the official announcement of an election and are removed within fourteen (14) days after the election; and
 - ii. the sign area of each sign does not exceed 3.0 square meters (32.3 square feet).
 - g. identification signs smaller than 0.05 square meters (0.5 square feet) indicating or identifying the building, institution, occupation or person and the activity conducted on a property, provided that there is not more than one sign per property.
 - h. heritage designation plaques.
- 4.3** If any portion of this Bylaw is for any reason held to be invalid by the decision of any Court of competent jurisdiction, the invalid portion shall be severed and the severance shall not affect the validity of the remainder.
- 4.4** The zoning districts described in the City of New Westminster Zoning Bylaw, 1940 are hereby included by reference in this Bylaw with different regulations being prescribed herein for signs in different zoning districts.

4.5 All dimensions and measurements in this Bylaw are expressed in the Standard International Units (Metric) system. Equivalents in the Imperial System are included for convenience only and do not form part of this Bylaw.

SECTION 5 **ENFORCEMENT**

5.1 Unless excluded in Section 4.2, no person shall erect, construct, enlarge, alter or reconstruct any sign without first obtaining preliminary approval to do so from the Director of Planning.

5.2 The Director of Planning is hereby authorized to enter at all reasonable times on any property that is subject to regulation under this Bylaw to ascertain whether the signage complies with the regulations and provisions of this Bylaw. Any person employed from time to time by the City as the Assistant Director of Planning, a Planner, a Planning Assistant, Planning Technician or a Bylaw Inspector is hereby designated to act in the Director of Planning's place, for this purpose.

5.3 Every person who:

- a.** violates any of the provisions of this Bylaw;
- b.** causes or permits any act or thing to be done in contravention or violation of any of the provisions of this Bylaw;
- c.** neglects or omits to do anything required by this Bylaw;
- d.** erects, places, alters, maintains, demolishes or removes a sign, signboard, advertisement, advertising device or structure or any class of them in a manner prohibited by or contrary to any of the provisions in this Bylaw;
- e.** fails to comply with an order, direction or notice given under this Bylaw;
or
- f.** prevents, obstructs or attempts to prevent or obstruct the entry of a person authorized under Section 5.2

commits an offense against this Bylaw and shall be liable to summary conviction to a fine of not more than Two Thousand Dollars (\$2000.00) for

- c. be carefully and properly designed so as to complement the type, size, finish, and design of the sign to be supported and so as to contribute to the attractiveness of the street.

6.10 Any obsolete sign or framework shall be removed by the owner of the property on which the sign exists within 30 days of becoming obsolete or within 7 days of being so notified by the Director of Planning. Signs deemed to be historic by the Director of Planning may be permitted to remain.

6.11 Signs Prohibited in Every Zoning District

The following signs are prohibited in every zoning district:

- a. **billboards;**
- b. **flashing or oscillating signs or signs with moving lights or rotating beacons;**
- c. **signs emitting audible sound, odour or visible matter;**
- d. **paper, cardboard, cloth, canvas, plastic or similar non-rigid material signs,** tacked, posted or otherwise affixed to the walls of any structure, tree, pole, hydrant, bridge, fence or any other surface;
- e. **animated signs;**
- f. **portable signs;**
- g. **roof signs;**
- h. **rotating signs;**
- i. **signs having the shape and colour of a traffic control device** referred to in the Motor Vehicle Act;
- j. **signs creating a potential hazard** to the safe, efficient movement of vehicular or pedestrian traffic; and
- k. **third party signs,** except transit signs and third party signs on municipally or provincially owned property.

6.12 Purpose or Category of Signs Permitted

The following purposes or categories of signs shall be permitted in all zoning districts, provided that they comply with the provisions of this Bylaw:

- a. **flags or emblems** of political, civic, philanthropic, educational or religious organizations;
- b. **information, memorial, and historical plaques and cornerstones** provided that:
 - i. the maximum sign area shall not exceed 1.5 square meters (16.2 square feet);
 - ii. not more than 20% of the sign area shall be used to identify or advertise any sponsoring organization; and
 - iii. they are not backlit;
- c. **directional signs** in a parking lot or parking area to direct the public, as **fascia or freestanding signs**, provided that:
 - i. not more than two signs shall be permitted per entrance or exit of each parking area; and
 - ii. the sign area of each sign shall not exceed 0.5 square meters (5.4 square feet);
- d. **identification signs** indicating or identifying the building, institution, occupation or person and the activity conducted in the building or premise, as **fascia, under awning, under canopy or freestanding signs**, provided that:
 - i. not more than two signs shall be permitted for each building or premise on the parcel; and
 - ii. the sign area of each sign shall not exceed 0.6 square meters (6.5 square feet);
- e. **realty signs** advertising the sale, lease or rental of the building, premise or parcel on which the sign is located, as **fascia, freestanding or window signs**, provided that:

- h. warning, safety, or ‘no trespassing’ signs, as fascia or freestanding signs, provided that:**
 - i.** not more than four signs shall be permitted for each building, premise or parcel to which the signs pertain;
 - ii.** the sign area of each sign shall not exceed 0.5 square meters (5.4 square feet); and
 - iii.** the signs shall not be illuminated.

6.13 Physical Form of Signs Permitted

The following physical form of signs shall be permitted in the zoning districts specified in Section 7, Specific Regulations:

- a. awning signs, provided that:**
 - i.** the building or premise is not provided with a canopy;
 - ii.** the sign area shall be limited by the vertical and horizontal dimensions of the awning but shall not exceed the ratio of 1.0 square meter (10.8 square feet) to 1.0 meter (3.3 feet) of linear building wall to which the sign is affixed, up to a maximum sign area of 14.0 square meters (150.7 square feet);
 - iii.** an awning sign shall be permitted on the front and side faces of the awning, but shall not extend vertically or horizontally beyond the limits of the awning, except where more than one sign is permitted, the signs may be extended horizontally along each street frontage to meet at the corner of the awning common to both signs;
 - iv.** the vertical dimension of an awning sign shall not exceed 1.0 meters (3.3 feet);
- b. canopy signs, provided that:**
 - i.** the building or premise is not provided with an awning sign nor a fascia sign;
 - ii.** the sign area shall be limited by the horizontal length of the canopy frontage but shall not exceed the ratio of 1.0 square meter (10.8

square feet) to 1.0 meter (3.3 feet) of linear canopy frontage to which the sign is affixed, up to a maximum sign area of 14.0 square meters (150.7 square feet);

- iii. a canopy sign shall be permitted on the front and side faces of the canopy but shall not project more than 0.5 meters (1.6 feet) beyond the apron or face of the canopy and shall not project to less than 0.6 meters (2 feet) horizontally from the curb line;
 - iv. the vertical dimension of a canopy sign shall not exceed 1.0 meter (3.3 feet), except for theaters and cinemas, in which case the maximum vertical dimension shall not exceed 2.0 meters (6.6 feet);
 - v. a sign which is attached to a canopy shall not extend above the highest elevation of the canopy by more than 1.0 meter (3.3 feet) nor extend below the lower portion of the canopy apron or face; and
 - vi. a sign shall not extend horizontally beyond the limits of the canopy except where more than one sign is permitted, the signs may be extended horizontally along each street frontage to meet at the corner of the canopy common to both signs. Where the canopy has more than one face, the sign may be extended horizontally around the perimeter of the canopy;
- c. **changeable copy signs**, including **directory signs, time, date and temperature indicators and clocks** that are located on the exterior or outside face of a building or premise as **freestanding, canopy or fascia signs** or part thereof, provided that:
- i. the changeable copy area shall not exceed 80% of the sign face area, except in the case of theaters and other entertainment and recreational establishments where the changeable copy may occupy the whole sign face area; and
 - ii. the changeable copy on a directory sign shall not have more than 0.6 square meters (6.5 square feet) of area apportioned to any one premise or activity listing;
- d. **under awning signs and under canopy signs**, provided that
- i. the awning or canopy to which the sign is affixed shall extend over an entrance to the building or premise;

- ii. the sign area of each sign shall not exceed 1.0 square metres (10.8 square feet);
 - iii. the vertical dimension of the sign shall not exceed 0.5 meters (1.6 feet);
 - iv. the sign shall be erected perpendicular to the wall to which the awning or canopy is attached and shall not extend horizontally beyond the front or side limits of the awning or canopy to which it is affixed; and
 - v. the distance between the top of the under awning or under the canopy sign and the lower portion of the awning or canopy to which it is affixed shall not exceed 5 centimeters (2 inches);
- e. **fascia signs**, provided that:
 - i. the building or premise is not provided with a canopy sign;
 - ii. the sign area shall not exceed the ratio of 1.0 square meter (10.8 square feet) to 1.0 meter (3.3 feet) of linear building wall to which the sign is affixed, up to a maximum sign area of 14.0 square meters (150.7 square feet);
 - iii. the sign shall not project more than 0.3 meters (1.0 foot) horizontally from the building face to which it is attached, except for a fascia sign that contains changeable copy, where the maximum projection from the building face may be not more than 0.5 meters (1.6 feet), and shall not extend above the sills of any windows above the sign;
 - iv. a fascia sign shall not extend horizontally beyond the limits of the building face to which it is attached, except where more than one sign is permitted, the signs may be extended horizontally along each street frontage to meet at the corner of the building common to both signs; and
 - v. the minimum clearance of a fascia sign shall be 2.7 meters (9.0 feet), except where a fascia sign is located entirely within a landscaped area, in which case the minimum clearance of the lowest portion of the sign to the grade may be 1.0 meters (3.3 feet);
- f. **freestanding signs**, provided that:

- i. the building or premise is not provided with a projecting sign;
 - ii. the maximum height of any freestanding sign shall be the lesser of the height of the principal building located on the same parcel as the sign or 9.0 meters (29.5 feet);
 - iii. the minimum clearance of any freestanding sign located within a landscaped area shall be 1.0 meter (3.3 feet), except where a freestanding sign projects over an off-street parking area, parking aisle or driveway, where the minimum clearance shall be 4.5 meters (14.8 feet);
 - iv. a landscaped planter area shall be provided at the base of each freestanding sign, which shall consist of 0.2 square meters (2.2 square feet) of landscaping for every 0.1 square meters (1.1 square feet) of sign area; plus 0.4 square meters (4.3 square feet) of landscaping for every 0.3 meters (1 foot) of height above 3.0 meters (9.8 feet);
 - v. a freestanding sign shall be located entirely within a parcel and no part of the sign shall project or extend beyond the parcel to which the sign pertains; and
 - vi. a freestanding sign shall not be located within 1.5 meters (4.9 feet) of any building or structure;
- g. sandwich board signs, provided that:**
- i. the building or premise is not provided with a projecting sign;
 - ii. the sandwich board total sign area shall not exceed 1.5 square meters (16.2 square feet);
 - iii. any dimension of the sign shall not exceed 1.2 meters (3.9 feet);
 - iv. the sign shall not be located in any required parking area nor landscaping area;
 - v. the sign shall be located entirely on or within the property or parcel in front of the building or premise to which the sign pertains;

- vi. the sign shall not be a nuisance nor interfere with normal pedestrian traffic;
 - vii. the sign shall only be displayed during the business hours of the premises;
 - viii. the sign shall not be illuminated; and
 - ix. every sandwich board sign shall be constructed and painted to a high standard of design and finish;
- h. projecting signs, provided that:**
- i. the total sign area of any projecting sign shall not exceed 2.8 square meters (30.1 square feet)
 - ii. the sign shall be attached to the building or premise to which it pertains and shall not extend above the parapet or the roof line of the building to which the sign is attached;
 - iii. the sign shall be located perpendicular to the face of the building to which the sign is attached, except when the sign is located at the intersecting frontages of a corner site, in which case the sign may be placed at equal angles to the two frontages;
 - iv. the sign shall not be mounted more than 0.3 meters (1.0 foot) from the exterior face of a building;
 - v. the maximum projection of the sign from the exterior wall of the building shall not exceed 1.5 meters (5.0 feet) nor shall project to less than 0.6 meters (2.0 feet) horizontally from the curb line;
 - vi. the minimum clearance of a projecting sign over a walking area shall be 2.7 meters (9.0 feet);
 - vii. two or more projecting signs on any building must be of compatible material and design with the other(s); and
 - viii. the sign shall be made of opaque materials and shall not be backlit
- i. window signs, provided that the total sign area shall not exceed 20% of the window areas and the glazed areas of the door that parallel the street**

frontages of the building or the premise. Decorative borders not containing words or logos may be excluded from the size calculation;

j. banners, provided that:

- i.** the maximum width of a banner shall be 0.6 meters (2 feet) and the maximum length shall be 2 meters (6.6 feet);
- ii.** the banner shall be located perpendicular to the face of the building to which the banner is attached, except when the banner is located at the intersecting frontages of a corner sign in which case the banner may be placed at equal angles to the two frontages;
- iii.** banners shall not be mounted more than 0.3 meters (1.0 foot) from the exterior face of the building or pole to which it is attached;
- iv.** a maximum of two banners shall be allowed per pole;
- v.** banners attached to any building shall be located not less than 8 meters (26.2 feet) apart;
- vi.** poles containing a banner or banners shall be located not less than 8 meters (26.2 feet) apart;
- vii.** the minimum clearance of any banner shall be 2.7 meters (9.0 feet) above grade; and
- viii.** not more than 25% of the banner area shall be used for any words or letters for advertising purposes;

k. mural signs provided that:

- i.** not more than 10% of the mural area is used for advertising; and
- ii.** all murals comply with the requirements of the City Mural Review Policy attached as Appendix “B” to and forming part of this Bylaw;

l. business directory signs provided that signs shall not exceed 0.2 square meters per each business located on the property.

7.1 Signs Permitted in all Residential Zoning Districts

The following signs shall be permitted in all Residential Zoning Districts, provided that all signs comply with the General Regulations contained in Section 6 of this Bylaw:

- a. fascia, freestanding or window signs as home based business signs,** identifying a home based business, including bed and breakfast and day care, that is conducted in the building premises or on the parcel on which the sign is located, provided that:
 - i.** the sign area shall not exceed 0.2 square meters (2.2 square feet);
 - ii.** the sign is the only home based business sign located on the parcel or affixed to the building where the activity is conducted; and
 - iii.** the home based business sign shall not be illuminated.
- b. fascia, freestanding or window signs as realty signs,** provided that the sign area of each sign shall not exceed 1.0 square meter (10.8 square feet);
- c. fascia, freestanding or window signs as identification signs for any existing church or synagogue,** provided that
 - i.** the maximum sign area shall not exceed 5 square meters (53.8 square feet); and
 - ii.** not more than one sign shall be permitted for each street frontage.

7.2 Signs Permitted in Commercial, Service and Service Station, Parking, Limited Agricultural and Light Industrial Zoning Districts

The following signs shall be permitted in AG-1, AG-2, M-1, P-8, P-9 and all Commercial Zoning Districts, excluding the properties zoned C-4 or C-8 fronting on Columbia Street between Fourth Street and Eight Street, provided that all signs comply with the General Regulations contained in Section 6 of this Bylaw:

- a. awning or canopy signs as advertising signs,** provided that:

- h. banners;**
- i. business directory signs;**
- j. projecting signs;**
- k. murals.**

7.3 Signs Permitted in the Columbia Street Historic Area

The following signs shall be permitted in the C-4 and C-8 Zoning Districts for properties fronting on Columbia Street between Fourth Street and Eighth Street, provided that all signs are designed according to Section 5 of the ‘Columbia Street H.A.R.P. Guidelines’ attached as Appendix “C” to and forming part of this Bylaw:

- a. awning or canopy signs as advertising signs, provided that:**
 - i.** not more than one sign for each building entrance shall be permitted for each street frontage of the building, premise or parcel;
 - ii.** where more than one sign is permitted on the same parcel, building or premise, the proposed signs shall be consistent and compatible in design;
 - iii.** the vertical dimension of the signs shall not exceed 30 centimeters (12 inches);
 - iv.** one logo or identifying symbol may be provided on the sloping portion of the awnings;
 - v.** the total area of signage including logo shall not exceed 10% of the total awning area;
 - vi.** all signs shall have a heritage motif;
- b. fascia signs as advertising signs, provided that:**
 - i.** not more than one sign shall be permitted for each street frontage of the building, premise or parcel;

- ii. where more than one sign is permitted on the same parcel, building or premise, the proposed signs shall be consistent and compatible in design;
 - iii. the signs are located between the first and second floor or on the bulkhead;
 - iv. the vertical dimension of the signs shall not exceed 0.6 meters (2.0 feet) or exceed in length 90% of the width of the building; and
 - v. the signs shall have a heritage motif;
- c. **projecting signs**, provided that:
 - i. the signs shall have a heritage motif;
- d. **window signs as advertising signs** for each building or premise, provided that
 - i. the total sign area shall not exceed 20% of the window areas or glazed areas of the doors that parallel the street frontage of the building. Signs with heritage character painted or etched on glass shall be excluded from the calculation of the allowed sign area; and
 - ii. the sign shall have a heritage motif;
- e. **banners**;
- f. **sandwich board signs** provided that not more than one sign shall be permitted for each street frontage of the parcel, building or premise;
- g. **fascia or window signs as realty signs** provided that the sign area of each sign shall not exceed 3.0 square meters (32.2 square feet);
- h. **murals**.

7.4 Signs Permitted in the Heavy, Special and Limited Industrial Districts

The following signs shall be permitted in the M-2, M-3 and M-4 Zoning Districts, provided that all signs comply with the General Regulations contained in Section 6 of this Bylaw:

- a. **awning or canopy signs as advertising signs**, provided that

- i. not more than one sign for each building entrance shall be permitted for each street frontage of the parcel, building or premise; and
 - ii. where more than one sign is permitted on the same building, premise or street frontage, the proposed signs shall be consistent and compatible in design with the existing signs;
- b. **fascia signs as advertising signs**, provided that
 - i. not more than one sign shall be permitted for each street frontage of the parcel, building or premise; and
 - ii. where more than one sign is permitted on the same building, premise or street frontage, the proposed signs shall be consistent and compatible in design with the existing signs;
- c. **freestanding signs as advertising signs**, provided that
 - i. not more than one sign shall be permitted for each street frontage of the parcel, building or premise; and
 - ii. one additional freestanding sign shall be permitted for any street frontage of a premise or parcel that exceeds 50 meters (164 feet), provided that no freestanding signs shall be located less than 25 meters (982 feet) apart and the maximum number of signs on one parcel shall not exceed four;
- d. **fascia, freestanding or window signs as realty signs** provided that the sign area of each sign shall not exceed 3.0 square meters (32.3 square feet);
- e. **murals**

7.5 Signs Permitted in the Public and Institutional Districts

In addition to those signs permitted in the M-2, M-3 and M-4 Zoning Districts, the following signs shall be permitted in the P-1, P-2, and P-3 Zoning Districts, provided that all signs comply with the General Regulations contained in Section 6 of this Bylaw:

- a. **changeable copy signs as canopy, fascia, or freestanding signs** for each street frontage of the parcel, building or premise, provided that:

- i. the maximum number of changeable copy signs on one parcel, building or premise shall not exceed two;
- ii. the maximum sign area for any church or synagogue shall not exceed 5 square meters (53.8 square feet).

7.6 Signs Permitted in the Residential Care, Group Care and Corrections Districts

The following signs shall be permitted in the P-4, P-5, P-6 and P-7 Zoning Districts, provided that all signs comply with the General Regulations contained in Section 6 of this Bylaw:

- a. **fascia signs as advertising signs**, provided that
 - i. not more than one sign shall be permitted for each street frontage of the parcel, building or premise; and
 - ii. where more than one sign is permitted on the same building, premise or street frontage, the proposed signs shall be consistent and compatible in design with the existing signs;
- b. **freestanding signs as advertising signs**, provided that
 - i. not more than one sign shall be permitted for each street frontage of the parcel, building or premise; and
 - ii. one additional freestanding sign shall be permitted for any street frontage of the premise or parcel that exceeds 50 meters (164 feet), provided that no freestanding signs shall be located less than 25 meters (82 feet) apart and the maximum number of signs on a parcel shall not exceed four.

SECTION 8

SIGN PERMIT FEES

8.1 Application Fee

Every application for a sign permit shall be accompanied by a non-refundable fee of Fifty Dollars (\$50.00). If the application is approved, this fee shall be applied to the sign permit fee as prescribed in Section 8.2.

8.2 Additional Fees

The sign permit Fees described in Section 8.1 provide for one field inspection. Where additional inspections are required to complete the final installation, the fee charged for each additional inspection shall be:

Fee per hour	\$50.00 per hour
Minimum charge	\$50.00

9. Repeal

Sign Bylaw No. 5750, 1988 is repealed in its entirety.

GIVEN THREE READINGS this 24th day of July, 2000.

ADOPTED and the Seal of the Corporation of the City of New Westminster affixed this
28th day of August, 2000.

MAYOR

CITY CLERK

APPENDIX A

SIGN PERMIT APPLICATION FORM



SIGN PERMIT APPLICATION

Permit Number

Contractor	
Address	
City	Postal Code
Phone	Business License #
Job Address	
Business Name	
Business Contact Person	
Phone	Business License #
Sign Owner	<input type="checkbox"/> Building Owner <input type="checkbox"/> Tenant
Zoning District	

Type of Sign	Dimensions
<input type="checkbox"/> Awning <input type="checkbox"/> Canopy <input type="checkbox"/> Under Canopy/Awning <input type="checkbox"/> Fascia <input type="checkbox"/> Free Standing <input type="checkbox"/> Projecting <input type="checkbox"/> Sandwich Board <input type="checkbox"/> Changeable Copy <input type="checkbox"/> Window Sign <input type="checkbox"/> Face Change Only <input type="checkbox"/> Electrical <input type="checkbox"/> Other (specify)	
Sign Type 1 – Total Area	
Sign Type 2 – Total Area	
Total Signage Area	
Manufactured By	
Installation Insured By	

Location and Sketch of Sign		
Front	Plot	Side

Any misrepresentation in the above particulars renders the permit issued hereon invalid and subject to cancellation. The issue of a permit on receipt of this application does not relieve the owner from the responsibility of complying with all other Bylaws relating to the premises.

Applicant's Signature	Print Name of Applicant	Application Date
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For Office Use Only			
	Date	Inspector	Permit Fee \$
Received			Permit Fee Receipt
Preliminary Approval			
Received CAF			
Inspection			
Final Approval			
			<i>Upon receipt of "Final Approval" this application shall be considered a valid Sign Permit.</i>

APPENDIX B

MURAL REVIEW POLICY

Mural Review Policy

Murals should meet the following criteria:

1. Professional Art: done by a qualified artist with a portfolio of related work. The mural should be signed and dated.
2. Design Review stages:
 - a) portfolio review by staff and/or Director of Planning;
 - b) review and approval of sketch concept by staff and/or Director of Planning;
 - c) review of final design by Director of Planning.Note: further review by the Mural Sub-Committee, Design Review Panel or Consultative Design Committee may be requested. Consultation with the local business association representative is recommended.
3. Design Guidelines:
 - a) Colour: consistent with the building. On historic buildings heritage colours are encouraged. On non-heritage buildings, classic colours are encouraged.
 - b) Material: durable, graffiti resistant and weather resistant materials.
 - c) Workmanship: any support/attachments must be approved by a professional structural engineer (e.g. wind loads); work on site not done by the artist must be supervised and approved by the artist.
 - d) Theme: themes that celebrate New Westminster's history, natural setting, or promote tourism are encouraged.
 - e) Design: the mural should be consistent with the building style (e.g. heritage style on heritage building) and not obscure window openings.
4. The identification of the sponsor(s) should be limited (i.e. no more than 10% of the mural surface). Other related text may be included up to a total of 25% of the mural area if this is consistent with the artist's approved concept. If there is a community notice component that can be used to promote community events (e.g. May Day, Hyack Parade, Fraserfest), consideration may be given to increasing the area for text if this is consistent with the artist's approved concept. Any increase in the area of text requires the approval of the Director of Planning.

APPENDIX C

COLUMBIA STREET H.A.R.P. SIGN DESIGN GUIDELINES

SECTION 5: SIGNS

Signs are one of the most important visual elements of a commercial district. Signs should be colourful, visible, decorative, and legible. Their individuality should delight the viewer and promote a sophisticated image for businesses in the area. At night, their illumination should reflect the liveliness of the streetscape.

While the varied needs of advertisers must be respected, there should be a unified visual style to suit the overall streetscape. Stringent regulation reduces the competition over signs. Building owners and tenants should hire professionals to design and execute signs, making sure they conform to a more traditional style and appearance. In addition, signs must conform to the Sign By-law of the City of New Westminster.

5.1 SIGN MATERIALS

Materials should be durable enough to last for years of continuous use. The materials should be well-crafted and appropriately designed in order to convey a good business image.

The following materials are acceptable:

1. Wood: either flat panels, preferably with a wooden border; carved or sandblasted panels; or three dimensional wooden letters.
2. Paint: either used on a sign board, or used directly on a building façade or glass.
3. Tile: either mosaic signs or cut and routed tile.
4. Metal: used for sign hangers, or as three dimensional cast letters.
5. Baked Enamel on Metal: used for flat fixed or projecting signs.
6. Neon: cold cathode tubing (not fluorescent tubing); most appropriate for window signs, but may be used for outdoor signs. Acceptable as lettering or outlining.
7. Incandescent Lighting: may be used for direct illumination, for outlining, or directly in signs.
8. Stone: appropriate for fascia signs, with etched or raised letter.

The following materials are unacceptable:

1. Plastic: any type, either flat, painted or vacuum-formed.
2. Fluorescent Backlit Panels: not acceptable in any application.
3. Exposed Fluorescent Tubing: should never be seen on the face of a building, unless it is an integral part of an early lighting scheme, such as theatre marquees.
4. Backlit Translucent Awnings: should always be opaque, with signs painted on the front and illuminated from above.

These restrictions apply to all types of signs. Signs should always be opaque and directly lit rather than translucent and backlit. This rule should be strenuously followed.

5.2 TYPES AND SIZES OF SIGNS

Signs should be directly related to the building or the businesses within. The following types and sizes of signs are acceptable:

1. *Fascia Signs*: are affixed or painted parallel to the face of the building. The most common location is in the area between the first and second floors, but they may be erected in other locations, such as on storefront bulkheads. Fascia signs should be wooden, or should be painted directly on the building surface. The ends of a wooden fascia sign may be either blunt cut or have decorative ends. They should be mounted flush to the surface, and not interfere with moldings, glass or building ornamentation. Lettering may be routed, incised, applied flat (painted), cut-out or carved. Fascia signs should not exceed 0.6 metres (2.0 feet) in height, or exceed in length 90% of the width of the building. They should not exceed the ratio of 1.0 square meter (10.8 square feet) to 1.0 metre of (3.3 feet) of lineal building wall to which the sign is affixed, up to a maximum sign area of 14.0 square metres (150.7 square feet).
2. *Projecting Signs*: are fixed at ninety degrees to the face of the building. They must not extend above the roofline, and should be approximately lined up with architectural features. They should not be located at the end of the building or interfere with the adjacent buildings. The recommended material is wood, either painted, or carved and painted, hung from a wrought iron or decorative sign standard. These signs should not be hung lower than 2.7 metres (9.0 feet); a clearance of 3.0 metres (9 feet 10 inches) is preferred. These signs should not be mounted more than 0.3 metres (1.0 foot) from the exterior face of the building. The maximum projection of the sign from the exterior wall should not exceed 3.0 metres (10 feet), and should not extend beyond a point 0.6 metres (2.0 feet) inside the curb line. The area of the sign should not exceed 2.8 square metres (30.1 square feet).
3. *Under-Awning and Under Canopy Signs*: should be no less than 2.7 metres (9 feet 0 inches) above grade, and not exceed 1.0 square metre (10.8 square feet) in area. They should have a maximum vertical dimension of 0.5 metres (1.6 feet), and not exceed the width of the awning or canopy under which they are hung. In addition, they should not be securely attached with an appropriate metal hanger.
4. *Window Signs*: are painted, gold-leafed, or otherwise affixed to a window or door, and identify the business within. Fineline borders on glass areas are encouraged. Lettering should have a drop shadow outline, or be painted in more than one colour to provide an illusion of depth. Window signs should occupy no more than 20% of the glazed area. They should be simple, traditional, and centred.
5. *Painted Awning Signs*: restricted to painted signs on opaque fabric awnings. Painted lettering would be permitted on the front or side valance. No lettering should be allowed on the slope of the awning, although a logo or identifying symbol may be used, providing that it is carefully drawn and painted. The valance should be no more than 30 cm (12 inches) high; lettering should be no more than 25 cm (10 inches) high. Total painted awning signs, including any logo, should not exceed 10% of the total awning area.

6. *Painted Wall Signs*: can be effective and decorative elements on blank side walls. Ample historic precedents exist for the appearance of these signs. If using lettering alone, use drop shadows or shadow outlines to give the letters depth. Another way to delineate letters is to paint a darker colour over the body colour of the façade, leaving the letters unpainted, so as to throw the sign into negative relief. Lettering can also be painted on a background swag or ribbon. These signs should conform to the sizes listed above for fascia signs.
7. *Name Signs*: a building name or date used for overall identification. These features contribute a sense of history and add to the overall character of the streetscape. These are particularly appropriate on cornices, and three dimensional letters may be used. The typeface should match the period and style of the building.

The following types of signs are unacceptable:

1. Awning Signs (attached to or on the face of an awning, except for painted or under-awning signs)
2. Flashing Signs
3. Animated Signs
4. Rotating Signs
5. Signs on Satellite Dishes
6. Roof Signs

Banner signs are not allowed under the current sign by-law, but are often used in revitalized historic districts. Their use here will require an amendment to the C-4 zoning schedule, which may be undertaken in the near future.

5.3 SHAPES OF SIGNS

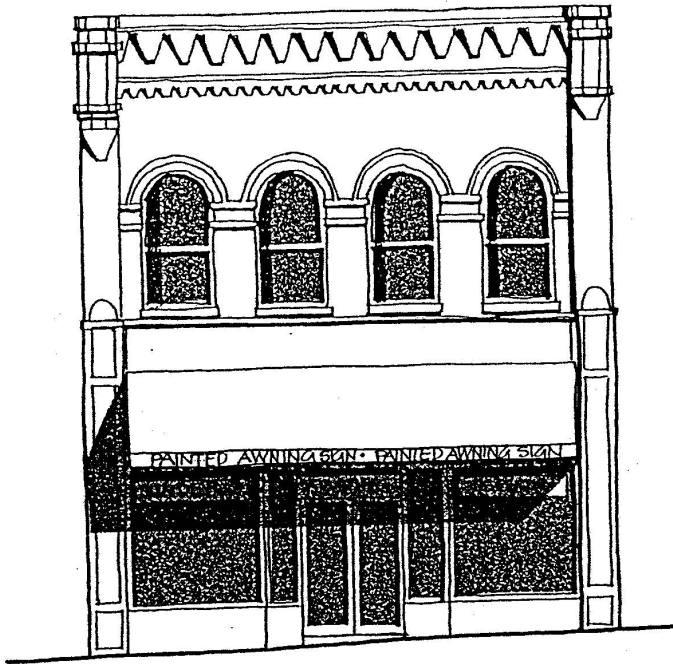
Sign shapes should be derived from and complement each individual building. There are logical areas to place signs, such as fascias, that help determine the appropriate shape. The most pleasing shapes are rectangular, circular and oval. Board signs should have a painted decorative border, or wood trim border, to avoid the look of cut-out plywood.

Projecting or fascia signs may be in a shield or plaque shape, or may take the form of a sculptural cut-out for business identification, known as an effigy sign, an example would be a boot effigy representing a shoe store.

Merchants are encourage to display imaginative signs, and are directed to historical precedent for inspiration.

5.4 TYPEFACE AND COLOUR

Sign typefaces should be of a serif type of traditional appearance. A drop shadow or a shadow outline should be added to lettering to increase visual depth. Letters should appear to be equally spaced. Any sign should have a maximum of three typefaces, all from related type families, or use only one typeface, which may be varied in line weight, size or mixed upper and lower case. Letters on wooden signs may be either applied flat (painted), raised or incised.



Types and placement of appropriate signs



Colour should highlight the sign, and blend in with the overall colour scheme of the building. Signs should have no more than three colours, with one being black, gold or antique white; fluorescent colours should not be used.

5.5 METHOD OF ATTACHMENT

The condition of the structure should be investigated prior to erecting a sign, to avoid physical damage to the building. Original materials on historic buildings should not be damaged by sign attachments. Expansion bolts should be anchored into mortar so as not to harm brick, stone or terra cotta.

Sign fastenings should be inconspicuous unless they form an integral part of the sign design.

5.6 ILLUMINATION OF SIGNS

Historically, signs were illuminated by incandescent lights shining on the sign face; this is a pleasing and functional lighting solution. The following lighting types are acceptable:

1. Spot lighting: is the easiest lighting solution for outside signs. Strong focus lights may be used to illuminate from above, below or to the side, or a row of concealed lights may be used to wash a sign with light. Lights used to illuminate a sign should be shielded from the viewer's eyes to avoid glare. The light source should be white, not coloured.
2. Neon Tubing: not to be confused with fluorescent tubing, this may be used for lettering or outlining.

Fluorescent lights should not be used in sign or awning illumination; the only exception should be when it was an integral part of an historic application, such as early theatre marquees.

5.7 SATELLITE DISH ANTENNAS

Satellite dish antennas are inherently obtrusive within an historic area. The following guidelines should be used to minimize their impact on the character of the HARP area:

- *Colour* _____
The dish antennas should be painted to match the surrounding environment, or in a neutral, muted colour. No advertising or lettering should appear on the dish. Dishes of polished metal or those with reflective surfaces are unacceptable.
- *Size* _____
Dish antennas should not exceed 3.3 metres (11 feet) in diameter.
- *Location* _____
Dish antennas should be placed on the least visible part of the property. The antennas, connecting cables and writing should not be visible from primary street facades. If this is unavoidable, they should be fully screened.

These are general guidelines only, and each satellite dish treatment should be judged on its own merits.