

Bylaw No. 8770, The Zoning Bylaw

The size, location and type of signs are regulated by Bylaw No. 8770, The Zoning Bylaw. Generally, under the provisions of the Zoning Bylaw, billboards are permitted only on private property, in specified commercial and industrial areas and typically are used to advertise off-site products or services.

From a planning perspective, billboards may block access to scenic vistas, may contribute to light pollution, and do not enhance the urban environment by providing distracting messaging. Digital billboards, which are increasingly the more common form of billboard signage, have a far greater visual reach with digital images that could change as often as every six seconds.

The regulations contained in the Zoning Bylaw ensure that signs are located in appropriate locations, and maintain a separation distance from each other in order to minimize the impact to the urban environment and distraction to motorists. Allowing billboards in the public ROW would significantly increase the number of potential locations where billboards could be located in the city which contributes to visual clutter in the urban environment and generally would not enhance community aesthetics.

The current regulations endeavor to ensure a balance between providing for business opportunity and maintaining desired community aesthetics and limit driver distraction.