

Proposed Sign Regulation Amendments

Section 1.0 Sign Definitions			
Definition	Current Provision	Proposed Change	Rationale
Area Identification Sign	“means a sign which identifies an urban centre or industrial area by means of a name, identifying symbol or logo, but which does not include any advertising of companies, products or services. Refer to Figure F 1.1(a).”	Replace the definition with: “means a sign which identifies an urban centre, industrial area or business park, by means of name, identifying symbol or logo, but which does not include any advertising of companies, products or services. Refer to Figure F1.1(a).”	Add the term “business park” to the list of areas to be identified with an Area Identification Sign.
Laser Protected Sign	“ laser protected sign means a device utilizing laser technology or intense beams of light for the purpose of projecting a static and/or animated message or display onto another surface.”	Amend definition title to: “ laser projected sign ...”	To fix a typo made while drafting the new Bylaw No. 9990, The Zoning Bylaw, 2024 (Bylaw) by changing the sign definition from “protected” to “projected”.
Off-Site Products or Services	None	Add a definition for “ off-site products or services ”, to be defined as: “means any product or service not produced, sold, or stored on the subject site.”	To provide clarity in the Bylaw. The term off-site products and services is used throughout the regulations, however no definition currently exists.
Portable Sign	“means a portable, freestanding sign mounted on a wide based frame with a single sign face area of not less than 1.9 square metres or greater than 6 square metres which can be readily moved or transported to various locations. Refer to Figure F 1.1(d).”	Replace the definition with: “means a portable, freestanding sign mounted on a wide based frame with a single sign face area of not less than 1.0 square metres or greater than 6.0 metres which can be readily moved or transported to various locations. Refer to Figure F.1(d).	The current definition for portable sign permits the portable sign to be between 1.9 m ² and 6.0 m ² . A consideration for portable sign sizes between 1.0 m ² and 6.0m ² is warranted. This broadening of the portable sign size is to address the usage of small portable signs that have become common in recent years in an effort to differentiate between portable signs and small ground signs.
Roof Sign	“means a sign which is entirely upon and above the roof or parapet of a building.”	Replace the definition with: “means a sign which is entirely upon or above the roof or parapet of a building.”	The current definition for roof sign indicates that the sign is entirely upon <i>and</i> above the roof or parapet of a building. A change is required to indicate that the sign is located entirely upon <i>or</i> above the roof or parapet of a building.

Definition	Current Provision	Proposed Change	Rationale
Secondary Freestanding Signs	“means a freestanding sign which is subordinate in terms of height and sign face area to a site’s primary freestanding sign and which is used primarily to advertise sales, tenants, special offers, and incorporates at least 65% changeable copy per sign face.”	Replace the definition with: “means a freestanding sign which is subordinate in terms of height and sign face area to a site’s primary freestanding sign.”	The current definition for secondary freestanding sign and the freestanding sign regulations in signage groups 3 and 4 requires that secondary freestanding signs incorporate at least 65% changeable copy per sign face. This clause is outdated and limits the potential for modern sign designs.
Small Ground Sign	“means a temporary sign with less than 1.9 square metres of single sign face area, not including portable signs, which can be readily picked up and moved by an individual. These signs are typically folding sandwich boards, and pedestrian oriented. Refer to Figure F 1.1(g).”	Replace the definition with: “means a temporary sign with less than 1.0 square metres of single sign face area, not including portable signs, which can be readily picked up and moved by an individual. These signs are typically folding sandwich boards and are pedestrian oriented. Refer to Figure F1.1(g).”	The current definition for small ground signs permits the sign to be 1.99 m ² in size with no height restriction. Given the broad definition of a small ground sign, a change is required to reduce the size and implement a height restriction, further differentiating between small ground signs and portable signs. The intention of a small ground sign is that it be temporary, portable, and pedestrian oriented. The current size permits a sign that goes beyond this intention.

Section 3.0 – Sign Groups			
Section	Current Provision	Proposed Change	Rationale
3.1.3(1)(d)	None	Add a new clause to 3.1.3(1): “(d) More than one freestanding sign may be provided on dwelling group sites, provided that a minimum 50-metre spacing requirement is maintained between freestanding signs, measured linearly along the property line.”	In instances where there are multiple residential buildings on one site in a dwelling group, consideration to allow for one freestanding sign per site entrance is warranted to increase wayfinding at each entrance. Currently, the regulations only permit one freestanding sign per site.
3.1.3(2)(g)	Small shrubs must be provided surrounding the base of the sign.	Remove clause 3.1.3(2)(g)	The City currently requires that small shrubs are to be provided surrounding the base of freestanding signs. This regulation is in addition to the required landscaping requirements of the Bylaw and is redundant.

Section	Current Provision	Proposed Change	Rationale
3.1.3(4)(d)	For non-residential buildings (except homestays, short-term rental properties, day care or day programs, preschools, custodial care facilities and home based businesses) and multiple-unit residential buildings, the maximum sign face area of wall signs must not exceed 1.2 square metres.	Replace clause 3.1.3(4)(d) with: “For non-residential buildings (except homestays, short-term rental properties, day care or day programs, preschools, custodial care facilities, and home based businesses) and multiple-unit residential buildings, the maximum sign face area of wall signs must not exceed 2.0 square metres.”	Current size allowance for signs located in residential zoning districts is 1.2 m ² due to the zoning districts close proximity to residentially zoned sites; however, the regulation is limiting and results in development appeals. Consideration is needed around increasing the size of permitted wall signs while being sensitive to adjacent residential development.
3.2.3(1)(e)	None	Add a new clause to 3.2.3(1): “(e) More than one freestanding sign may be provided on dwelling group sites, provided that a minimum 50 metre spacing requirement is maintained between freestanding signs, measured linearly along the property line.”	In instances where there are multiple residential buildings on one site in a dwelling group, consideration to allow for one freestanding sign per site entrance is warranted to increase wayfinding at each entrance. Currently, the regulations only permit one freestanding sign per site.
3.2.3(3)(g)	Small shrubs must be provided surrounding the base of the sign.	Remove clause 3.2.3(3)(g)	The City currently requires that small shrubs are to be provided surrounding the base of freestanding signs. This regulation is in addition to the required landscaping requirements of the Bylaw and is redundant.
3.2.3(5)(c)	The face area of any wall sign per CRU must not exceed 2 square metres in size.	Replace clause 3.2.3(5)(c) with: “The face area of any wall sign per CRU must not exceed 3.0 square metres in size.”	Current size allowance for signs located in the B1B zoning District is 2 m ² due to the zoning districts close proximity to residentially zoned sites; however, the regulation is limiting and results in development appeals. Consideration is needed around increasing the size of permitted wall signs while being sensitive to adjacent residential development.
3.3.3(3)(a)	The maximum number of secondary freestanding signs per site is subject to a spacing requirement of 20 metres from any other secondary freestanding sign on-site.	Replace clause 3.3.3(3)(a) with: “The maximum number of secondary freestanding signs per site is subject to a spacing requirement of 20 metres from any other freestanding sign on-site, measured linearly along the property line.”	A required separation distance exists between primary-to-primary freestanding signs (90 metres) and between secondary-to-secondary freestanding signs (20 metres), but no separation distance exists between primary to secondary signs. Consideration for a separation distance between freestanding primary and secondary signs is warranted. Clarity of wording is also required around how the separation distances are measured.

Section	Current Provision	Proposed Change	Rationale
3.3.3(3)(e)	Secondary freestanding signs are to be used primarily to advertise sales, tenants and special offers, and must incorporate no less than 65% changeable copy.	Remove clause 3.3.3(3)(e)	The current definition for secondary freestanding sign and the freestanding sign regulations in signage groups 3 and 4 requires that secondary freestanding signs incorporate at least 65% changeable copy per sign face. This clause is outdated and limits the potential for modern sign designs.
3.4.3(1)(e)	One primary freestanding sign is permitted for a stand-alone use on a shopping mall site subject to a spacing requirement of 50 metres from any other primary freestanding sign on-site measured linearly along the property line.	Replace clause 3.4.3(1)(e) with: “One primary freestanding sign is permitted for a stand-alone use on a shopping mall site subject to a spacing requirement of 20 metres from another other secondary freestanding sign and 50 metres from any primary freestanding sign on-site measured linearly along the property line.”	A required separation distance exists between primary-to-primary freestanding signs (90 metres) and between secondary-to-secondary freestanding signs (20 metres), but no separation distance exists between primary to secondary signs. Consideration for a separation distance between freestanding primary and secondary signs is warranted. Clarity of wording is also required around how the separation distances are measured.
3.4.3(2)(a)	The maximum number of secondary freestanding signs per site is subject to a spacing requirement of 20 metres from any other secondary freestanding sign on-site.	Replace clause 3.4.3(2)(a) with: “The maximum number of secondary freestanding signs per site is subject to a spacing requirement of 20 metres from any other secondary freestanding sign and 50 metres from any primary freestanding sign on-site measured linearly along the property line.”	A required separation distance exists between primary-to-primary freestanding signs (90 metres) and between secondary-to-secondary freestanding signs (20 metres), but no separation distance exists between primary to secondary signs. Consideration for a separation distance between freestanding primary and secondary signs is warranted. Clarity of wording is also required around how the separation distances are measured.
3.4.3(2)(e)	Secondary freestanding signs are to be used primarily to advertise sales, tenants and special offers, and must incorporate no less than 65% changeable copy.	Remove 3.4.3(2)(e)	The current definition for secondary freestanding sign and the freestanding sign regulations in signage groups 3 and 4 requires that secondary freestanding signs incorporate at least 65% changeable copy per sign face. This clause is outdated and limits the potential for modern sign designs.

Section	Current Provision		Proposed Change		Rationale
3.5.2			Replace table with:		To fix a typo made while drafting the new Bylaw by replacing “characteristics permitted” to “characteristics prohibited”.
	Sign Types Permitted	Characteristics Permitted	Sign Types Permitted	Characteristics Prohibited	
	Unrestricted	Flashing	Unrestricted	Flashing	
3.5.3	None		Add a new subsection between existing subsections 3.5.3(1) and 3.5.3(2): “(2) Wall, Banner and Awning Signs (a) Except as provided in subsection (b), wall, banner, and awning signs are unrestricted except for the general provisions which apply to all signs. (b) No more than one electronic message centre is permitted per building face.”		In signage groups 4 and 5, wall, banner and awning signs are unrestricted. However, in signage group 4, Section 3.4.3.4 indicates they are unrestricted, except for the general provisions which apply to all signs. This same provision should be added to signage group 5.
3.5.3(7)	(7) Restrictions – DCD5 and DCD6 Districts (a) Notwithstanding the provisions of section 3.5.2, third party advertising, roof signs, portable signs, and billboards are not permitted in the DCD5 and DCD6 Districts.		Replace clause (7) with: (7) Restrictions – DCD5, DCD6, and DCD 7 Districts Notwithstanding the provisions of section 3.5.2, third party advertising, roof signs, portable signs, and billboards are not permitted in the DCD5, DCD6, and DCD7 Districts.		Add reference to Direct Control District (DCD) 7 to signage group 5.
3.5.3(8)(a)	No more than one electronic message centre is permitted per building face		Remove clause 3.5.3(8)(a)		This is covered in the new subsection 3.5.3(2)

Section	Current Provision	Proposed Change	Rationale
4.1(1)(a)	all permanent signs in Signage Group No. 1, 2 and 3;	Replace clause 4.1(1)(a) with: “all permanent signs in Signage Groups 1-5;”	Signage groups 4 and 5 are exempt from requiring sign permits for wall, banner and awning signs. Currently there is no ability to ensure that all wall, banner and awning signs meet the current zoning, as well as the applicable general provisions of the Bylaw.
4.4(1)(c)	Directional signage providing on-site directions for the convenience and safety of persons using the site;	Replace clause 4.4(1)(c) with: “Directional signage below 3.0 m ² in sign face area, 2.1 metres in height or 113 kg in weight, providing on-site directions for the convenience and safety of persons using the site.”	A lack of alignment exists between directional signs and freestanding signs when it comes to size, when engineered plans are required, and when a permit is required. Directional signage is currently exempt from requiring permits; however, in cases where engineered drawings should be required, the sign will be considered a freestanding sign and will be subject to a permit.
4.4(1)(d)	Small ground signs of less than 1.9 square metres of single sign face area, such as folding sandwich boards, sidewalk signage and other small signs which are not permanent are pedestrian oriented, rest on the ground and can be readily moved by an individual;	Replace clause 4.4(1)(d) with: “Small ground signs of less than 1.0 square metres of single sign face area such as folding sandwich boards, sidewalk signage, and other small signs which are not permanent, are pedestrian oriented, rest on the ground, and can be readily moved by an individual.”	Given the broad definition of a small ground sign, a change is required to reduce the size and implement a height restriction, further differentiating between small ground signs and portable signs.
4.4(1)(f)	None	Add a new clause 4.4(1)(f): “Changing a panel on an existing freestanding sign provided the size of the panel does not change, and does not change the face area from what was originally permitted.”	Currently there is no provision indicating that a permit is not required to change an existing panel on an approved sign, and this has been identified as a gap in the Bylaw.

Section 6.0 – Billboard Regulations			
Section	Current Provision	Proposed Change	Rationale
6.2(1)	No billboard may be located within 200 metres of another billboard facing the same oncoming traffic. Refer to Figure F 6.2(1).	Replace clause 6.2(1) with: “No billboard or electronic message centre may be located within 200 metres of another billboard or electronic message centre, facing the same oncoming traffic. Refer to Figure F 6.2(1).”	There are two types of digital signs under the signage regulations: 1) Electronic Message Centres (EMC) – which allow for animation. 2) Digital Billboards – which requires static images for a duration of six seconds per image. The City currently requires a 200 metre separation distance between billboards (including digital billboards); however, even though the visual impact of the signs types in terms of size and height can be similar, there is no separation distance between EMC’s and no separation distance between EMC’s and billboards (including digital billboards). Consideration is needed for separation distances between all EMC’s and billboards (including digital billboards). This has been identified as a gap in the regulations.
6.7(7)	None	Add a new clause to subsection 6.7: “(7) the transitions between digital advertisements must be instantaneous with no transition effects so as to avoid driver distraction.”	Currently there is no provision for transition time between digital ads for billboards and information used on date and time digital signs. The regulations require a minimum of 6 seconds per advertisement or per the digital portion of the sign face; however, to decrease distraction to drivers the transition should be instantaneous.

Section 7.0 Portable Sign Regulations			
Section	Current Provision	Proposed Change	Rationale
7.6	None	Add a new section 7.6 - Lighting: “(1) No portable sign shall include solar or any other light to illuminate the sign.”	Portable signs are currently permitted in all signage groups and are not permitted to include solar or any other light to illuminate the sign; however, this regulation is not explicitly stated leading to enforcement action for unpermitted lights on portable signs.

Section 8.0 Electronic Message Centre Regulations			
Section	Current Provision	Proposed Change	Rationale
8.2(3)	None	<p>Add a new clause to subsection 8.2:</p> <p>“(3) No electronic message centre or billboard may be located or billboard may be located within 200 metres of another electronic billboard, facing the same oncoming traffic. Refer to Figure F 6.2(1).”</p>	<p>There are two types of digital signs under the signage regulations:</p> <p>1) Electronic Message Centres (EMC) – which allow for animation.</p> <p>2) Digital Billboards – which requires static images for a duration of six seconds per image.</p> <p>The City currently requires a 200 m separation distance between billboards (including digital billboards); however, even though the visual impact of the signs types in terms of size and height can be similar, there is no separation distance between EMC’s and no separation distance between EMC’s and billboards (including digital billboards). Consideration is needed for separation distances between all EMC’s and billboards (including digital billboards).</p> <p>This has been identified as a gap in the regulations.</p>

Section 9.0 General Provisions			
Section	Current Provision	Proposed Change	Rationale
9.1(b)	None	<p>Add a new clause to 9.1:</p> <p>“(b) If any component of the sign fails or is malfunctioning in such a way that it impacts the image quality of the display, the sign shall be turned off until the display is operating as intended.”</p>	<p>The current wording related to disrepair of signs is vague and only refers to sign structures being maintained in a proper state of repair. Consideration is needed to expand the regulation to include direction on what is considered disrepair, including when a digital sign should be turned off due to malfunction.</p>
9.3	<p>Electrical and Construction Standards</p> <p>Electrical and construction standards for all permanent signs are contained in Bylaw No. 9455, The Building Bylaw, 2017.</p>	<p>Replace section 9.3 with:</p> <p>Electrical and Construction Standards</p> <p>Electrical and construction standards for all permanent signs are contained in Bylaw No. 9958, The Building Bylaw, 2024.</p>	<p>Update the electrical and construction reference to Bylaw No. 9958, The Building Bylaw, 2024.</p>