
PART 8 SIGNS

8.1 Intent

8.1.1 There are two main goals of this section. Firstly, it is meant to assist in preserving and enhancing the aesthetic qualities of the unique setting and natural environment that distinguishes the Town as a significant tourist and recreation destination within the region. The preservation of the visual environment from excessive and obtrusive signs is a matter of critical importance to the Town because of its economic reliance on the resort and tourism industry.

However, the importance of exterior signage to those businesses operating within the Town is duly recognized. Therefore the sign regulations shall strive to allow local businesses to advertise their presence to local citizens and tourists in a manner that balances the requirement to advertise with the overall aesthetics of the Town.

8.2 Sign Definitions

8.2.1 In this Bylaw:

A-Board – means a self-supporting A-shaped local advertising sign which is set upon the ground and has no external supporting structure.

Alteration – means a structural modification of a sign but does not include routine maintenance, painting or change in face, copy or lettering.

Awning Sign – means a local advertising sign inscribed on or affixed flat upon the covering material of an awning.

Band Sign – see “Fascia Sign”.

Billboard – means a sign to which advertising copy is pasted, glued, painted or otherwise fastened to permit its periodic replacement and includes poster panels and painted structures. A billboard displays non-local advertising.

Banner Sign – a sign with characters, letters, or illustrations applied to a flexible material intended to be hung or suspended without a rigid enclosing framework.

Blade Sign – See “Projecting Sign”.

Board Sign – flat boards which are typically painted or made of a material including but not limited to wood, metal or vinyl and is attached to the side of the building, most commonly next to the entry.

Building Façade – means that portion of any exterior elevation of a building extending from grade to the top of the parapet wall or eave line and the entire width of the building elevation.

Canopy – means any permanently fixed structure other than an awning, which is roofed solid and projects from the face of the building for the purpose of affording protection or shelter from the weather.

Canopy Sign – means a local advertising sign attached to and forming part of the face of a canopy or a sign suspended and supported under a canopy.

Changeable Copy, Automatic – means copy on a sign that changes automatically and may include an electric message centre, or an electronic time and temperature unit.

Changeable Copy, Manual – means copy on a sign that can be changed manually through the use of attachable letters, numbers, or pictorial panels and includes but is not limited to chalkboards and dry erase boards.

Cooperative Advertising – means sign copy that advertises products or services available within the business located on the property containing the sign.

Construction Sign – means a temporary sign erected by an individual or a firm to advertise a redevelopment, new development or subdivision.

Contractor Sign – means a temporary sign erected by an individual or a firm on a premises undergoing construction, for which the sign is advertising such items as labour, services, materials, or financing.

Copy – means the message of the advertising sign including letters, symbols, and pictures.

Directional Sign – means a sign which indicates the distance and/or direction to a place of business or other premises indicated on the sign. Directional signs shall only be erected by the Municipality or other regulating body.

Drive- through Signage – means signage located in a drive-through area for the purpose of directing traffic through the parking lot or drive-through, taking orders at restaurants, or menu boards listing the items for purchase.

Fascia Sign – means a local advertising sign attached to, marked or inscribed on and parallel to the face of a building but does not include a billboard, wall, or board sign.

Freestanding Sign – means a sign that is supported by a foundation extending below the frost line independent of a building, wall or structure and does not include a portable sign.

Fringe – that portion of an awning that hangs vertically from the front of the awning.

Identification Sign – means a sign which contains no advertising but is limited to the name, address, and number of a building, institution, or person.

Local Advertising – means sign copy which advertises the business on the property where the sign is located.

Neighbourhood Identification Sign – means a sign which states the name of a community area and may contain a logo, symbol or map which is related to the community name.

Painted Wall Mural – means a scene or picture painted directly upon an exterior wall surface or another surface which is mounted or fixed to an exterior wall surface of a building. [Bylaw 1593/2012]

Painted Wall Sign – means a sign which is painted directly upon the exterior of a wall surface, or which may be mounted or fixed to an exterior wall surface that is decorative in nature and only displays local advertising. [Bylaw 1593/2012]

Portable Sign – means any sign, that can be carried or transported from one site to another, including but not limited to changeable copy signs, balloons and inflatable devices used as signs, banners, 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. A portable sign does not include an A-Board sign.

Post Sign– means a sign which is hung from a decorative post, typically made of metal or wood, designed to be decorative in nature and displays local advertising only.

Projecting Sign (Blade Sign) – means a sign which projects from a structure or building face but does not include a canopy sign or awning sign.

Public and quasi-public use – means a use of land or a building for purposes of public administration and service and shall also include a building for the purpose of assembly, instruction, culture, recreation or other community activity.

Roof Sign – means a sign or portion of a sign which is erected upon or above a roof or parapet of a building.

Sign – means any device used to identify or advertise a place of business or a product, whether words or numbers are used or not.

Sign Area – means the entire surface area on a single side of a sign on which advertising could or is intended to be placed.

[Bylaw 1593/2012]

Window Sign – means a sign which is painted on, attached to, or installed behind a window for the purpose of being viewed from outside the premises.

8.3 Signs Not Requiring a Sign Permit

8.3.1 The following signs shall not require a sign permit but must comply with the regulations of this bylaw:

- (a) signs authorized and/or erected by the Town of Sylvan Lake on any streets, sidewalks, or other public property;
- (b) signs, notices, placards or bulletins required to be displayed:
 - (i) by or on behalf of federal, provincial or municipal governments;
 - (ii) pursuant to the provisions of federal, provincial or municipal legislation; and
 - (iii) on behalf of a department, a commission, a board, a committee or an official of the federal, provincial or municipal government.
- (c) election signs provided they are placed in accordance with the Election Signs Bylaw as amended;
- (d) signage associated with an event to be held on Municipal property, in which a valid special event permit or a rental agreement has been issued by the Town, provided the signage type and location has been approved by the Development Authority;
- (e) holiday signs and decorations provided they are erected no longer than the season or holiday they depict and in any case no longer than 60 days in a year;
- (f) street numbers or letters displayed on premises where together the total sign area is less than 1.2 m² (12.9 ft²);
- (g) a board sign which is attached to a residential dwelling unit or its accessory building and states no more than the name of the building or the name of the persons occupying the building or both, provided that the total sign area does not exceed 0.3 m² (3.2 ft²);
- (h) a board sign which is attached to a building other than a residential dwelling unit and states no more than:
 - (i) the name or address of the building;
 - (ii) the name of the person or institution occupying the building; and
 - (iii) the activities carried on in the building including hours of operation and rates charged provided the total sign area does not exceed 0.3 m² (3.2 ft²) in area.
- (i) temporary real estate signs provided that:

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- (i) they are located entirely on the property that they are advertising;
 - (ii) the total area of a sign does not exceed 1.0 m² (10.7 ft²) in a residential district or 3.0 m² (32 ft²) in any other district; and
 - (iii) only one sign per street frontage is erected.
 - (j) open house or show home signs provided that:
 - (i) the signs do not exceed a size of 1.4 m² (15.07 ft²) or 0.61 m (2 ft) x 0.92 m (3 ft) if A-Board style;
 - (ii) open house signs may be placed adjacent to residential districts where the sale is taking place for a 48 hour period prior to the event and while the open house event is taking place; and
 - (iii) show home signs may be placed in the front yard or adjacent to the street where the show home is located and at the entrance to the subdivision where the show home is located. A maximum of 5 show home signs shall be permitted in any neighbourhood.
 - (k) garage sale signs provided that:
 - (i) there are no more than 3 signs per garage sale event;
 - (ii) all signs are self-supporting. Signs shall not be placed on municipal poles, mailboxes, or any other freestanding structure;
 - (iii) the signs do not exceed a size of 0.37 m² (2ft x 2ft);
 - (iv) Each sign contains the address where the sale is taking place and the date(s) of the sale;
 - (v) the signs are posted no earlier than 72 hours prior to the event; and
 - (vi) the signs are removed no later than 24 hours following the garage sale event.
 - (l) contractor signs, provided that:
 - (i) there shall not be more than a total of four contractor signs per site;
 - (ii) in residential subdivisions, the total area of all four contractor signs shall not exceed 6.4 m² (68.9 ft²) with no individual contractor sign exceeding 3.0 m² (32.3 ft²);
 - (iii) in commercial and industrial subdivisions, the total area of all four contractor signs shall not exceed 25 m² (269 ft²) with no individual sign exceeding 12 m² (129 ft²);
 - (iv) they are located only on private property;
 - (v) they are erected no earlier than three months before the date of intended construction and removed within three months following completion of construction; and;
 - (vi) they are only supported by being attached to a construction fence or on a non-transportable base (e.g. signs on the side of a trailer would not be permitted).
 - (m) Bed and Breakfast Signs provided that:
 - (i) they are located entirely on private property;

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- (ii) a maximum of 2 signs shall be allowed per Bed and Breakfast subject to the following regulations:

 - (1) permitted sign types include: board, post, and window.
 - (2) no two signs on a single site may be the same type.
 - (3) no board sign shall exceed an area of 0.6 m² (6.5 ft²) or extend more than 1.8 m (5.9 ft) above grade;
 - (4) window signs shall conform to regulations in 3.1 (n) below;
 - (5) no sign shall be internally lit;
 - (6) notwithstanding section 8.3.1 (m) post signs shall require a permit and shall conform to the Post Sign regulations as listed in 8.15.

 - (n) window signs provided that:

 - (i) they are only erected on properties containing approved commercial and industrial uses, bed and breakfasts, tourist homes and home occupations;
 - (ii) they are applied directly to the glass surface or placed behind the glass;
 - (iii) the maximum area of a window that may contain signage shall be 50% of the area of the window;
 - (iv) they do not incorporate any type of flashing or intermittent light; and
 - (v) in the Waterfront Direct Control district;
 - (1) the maximum area of a window that may contain signage shall be one third of the height of the glass pane by 90% of the glass pane width; and
 - (2) they are not internally lit.

 - (o) cooperative advertising signs provided that:

 - (i) they are only located on sites in commercial and industrial districts;
 - (ii) a business may not also display cooperative advertising signs at the same time a portable sign is also displayed;
 - (iii) no more than 3 signs are erected per business;
 - (iv) they do not exceed 1.0 m² (10.8 ft²) in area;
 - (v) they are located a minimum of 3.0 m (10 ft) of any access/egress to/from a property; and
 - (vi) they are located 1.5m (4.9ft) from all property lines adjoining a road.

 - (p) copy inserts being changed in existing fascia signs. This applies to existing fascia signage where no structural components are being modified or added (this includes illumination) and the size and location of the sign remains the same;

 - (q) drive-through signage, as they shall be considered to be accessory to the

use of the development. All locations for drive-through signage shall be approved by the Development Authority prior to the placement of the signs.

8.3.2 All signage exceeding the requirements listed above shall require a permit and be at the discretion of the Development Authority.

8.4 Applying for a Sign Permit

8.4.1 Except as provided for in section 8.3, no person shall:

- (a)** place, erect or use any sign; or
- (b)** replace a sign with another sign;

without first obtaining from the Development Authority a sign permit in the form approved by the Development Authority.

8.4.2 An application for a sign permit shall be accompanied by the following:

- (a)** name and address of the applicant;
- (b)** name and address of the lawful owner of the sign (if different from the applicant);
- (c)** location of the sign, including: legal and civic address; elevation drawing or site plan of the property showing: distance to front and side property lines; approaches or driveway locations; distances from existing building(s); and distances from existing signs;
- (d)** amount of projection from the face of the building or above the building roof or parapet wall, if applicable;
- (e)** height of sign above ground level;
- (f)** height of a freestanding sign and a drawing showing the sign's foundation detail;
- (g)** amount of projection over public property;
- (h)** detailed illustration of the sign including:
 - (i)** overall dimensions of the sign and the copy face(s);
 - (ii)** design of the sign copy, including lettering and colours;
 - (iii)** manner of illuminating the sign in any form of animated or intermittent lights; and
 - (iv)** type of construction and finish to be utilized;
- (i)** such additional information as the Development Authority deems necessary; and
- (j)** application fee.

8.4.3 An application for a sign permit shall not be considered complete and final and received for processing by the Town until the Development Officer determines

that all the requirements of section 8.4.2 have been completed.

8.4.4 The Development Officer shall issue a sign permit if the application complies with the provisions of this Bylaw.

8.4.5 The Development Officer may:

- (a) at their discretion, approve a sign permit application up to a maximum of 10% exceeding the limits of this Bylaw; or
- (b) refer said application to the Municipal Planning Commission for its consideration.

8.4.6 The Municipal Planning Commission may approve a sign permit application exceeding the limits of this bylaw provided the applicant has demonstrated to the satisfaction of the Municipal Planning Commission that the purpose of the sign cannot be achieved by adhering to the applicable sign regulations.

8.5 General Provisions

8.5.1 The general regulations of section 8.5 apply to all signs erected in the Town. Where a discrepancy between these regulations and regulations pertaining to specific sign types is identified, the latter shall prevail.

8.5.2 A sign shall not conflict with the general character of the surrounding streetscape or the architecture of nearby buildings.

8.5.3 No approval shall be granted for a sign which will overhang a street, sidewalk or other Town property until the applicant enters into an encroachment agreement with the Town.

8.5.4 Where a sign projects over public property, a minimum clearance of 2.5 m (8.2 ft) above ground level shall be maintained.

8.5.5 A larger clearance of 4.6 m (15 ft) shall be maintained where a sign is located or projects into or over a driveway or other area of vehicle movement.

8.5.6 No person shall erect, construct or maintain a sign or sign structure so as to create a hazard for pedestrian or vehicular traffic.

8.5.7 A sign shall not obstruct the view of or be liable to be confused with any authorized traffic sign, signal or device or otherwise pose a potential hazard to traffic.

8.5.8 A sign shall not display lights which may be mistaken for the flashing lights customarily associated with danger or those used by police, fire, ambulance or other emergency vehicles.

8.5.9 The owner of a sign shall be responsible for maintaining their sign in a proper state of repair and shall:

- (a) keep it properly painted at all times;
- (b) ensure that all structural members and guy
- (c) wires are properly attached to the sign and building and meet proper safety standards;
- (d) clean all sign surfaces as it becomes necessary; and
- (e) ensure that interior supports and lighting are concealed from public view at all times.

8.5.10 With the exception of billboard signs or freestanding signs used solely by community organizations, the subject matter of all signs shall relate to the use or ownership of the property on which the sign is located.

8.5.11 Any event to be held on Municipal property, in which a valid special event permit or a rental agreement has been issued by the Town, shall be permitted to have signage associated with the event located on Municipal property.

8.5.12 Where a discrepancy between these regulations and the Town of Sylvan Lake Pattern Book occur, the latter shall prevail.

8.5.13 Where a sign no longer fulfils its function under the terms of this Bylaw, the Designated Officer may resolve to order the removal of the sign and the lawful owner of the sign, or where applicable the registered property owner, shall upon resolution:

- (a) remove the sign and all related structural components within 30 days, or a reasonable time frame established by the Designated Officer, from the date of receipt of such notice;
- (b) restore the immediate area around the sign to the satisfaction of the Town; and
- (c) bear all costs related to such removal and restoration.

8.6 Changeable Copy

8.6.1 Subject to the provisions of this part, manual changeable copy as part of a sign application shall be permitted:

- (a) on signs related to public or quasi-public uses; and
- (b) on all properties containing approved commercial uses with the exception of Home Occupations:



8.6.2 Subject to the provisions of this part, automatic changeable copy as part of a sign application shall be permitted on signs related to public or quasi-public uses.

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- 8.6.3 Notwithstanding sections 8.6.1 and 8.6.2, changeable copy displaying only time and temperature and/or gas prices shall be allowed on signs in all commercial and industrial districts.
- 8.6.4 Only one sign per business shall contain changeable copy.
- 8.6.5 Changeable copy may form up to 50% of the copy area of a sign, excluding portable signs which may contain up to 100% changeable copy.
- 8.6.6 Changeable copy signs shall:
- (a) be restricted to local and cooperative advertising only with the exception of not-for-profit organizations and community sponsored events; and
 - (b) incorporate covering(s) that will protect the changeable copy and associated supports from elements such as rain, snow and wind in order to prevent deterioration of the sign copy and accumulation of dust and dirt within the copy's supporting elements.

8.7 A-Board Signs

- 8.7.1 Subject to the provisions of this part, A-board signs shall be permitted on all properties containing approved commercial uses with the exception of:
- (a) Home Occupations.
- 8.7.2 A-board signs shall not be permitted on a site that also contains a portable sign.
- 8.7.3 Only one sign per business per street frontage shall be displayed.
- 8.7.4 For businesses with zero front setbacks, one sign may be placed on Town property adjacent the front property boundary provided that:
- (a) the sign is placed wholly within 1.0 m (3 ft) of the curb; and
 - (b) the sign shall be placed as close as practical to any parking meter, street tree, garbage bin, or other piece of street furniture where available in front of the business in order to maintain the maximum area possible for pedestrian passage.
- 8.7.5 A-Board signs shall:
- (a) be on display only during those hours that the business is open;
 - (b) only display local and cooperative advertising;
 - (c) be of a size not exceeding 0.61 m (2 ft) wide by 0.92 m (3 ft) high;
 - (d) be of a painted finish, be neat and clean, and be maintained in such condition; and
 - (e) not use fluorescent, 'day-glo', luminous or reflective lettering or backgrounds.



8.8 Awning and Canopy Signs

8.8.1 Subject to the provisions of this part, awning and canopy signs shall be permitted on all properties containing approved commercial or industrial uses with the exception of:

- (a) Home Occupations.

8.8.2 Awnings shall:

- (a) only display local advertising;
- (b) be constructed of durable, colour-fast material and relate to the architectural design of the building to which they are attached; and
- (c) be tightly stretched over a rigid frame in order to minimize the accumulation of dirt through sagging, and also to improve their neat appearance.



8.8.3 No person shall erect an awning, canopy or under awning/canopy sign unless such sign:

- (a) is at a clearance of not less than 2.5 m (8.2 ft) from the grade of the sidewalk;
- (b) does not project from the building to a point greater than 0.6 m (2 ft) from the face of the curb.

8.8.4 Awning sign copy may be located on a fringe, provided that the fringe is a maximum 0.25 m (0.8 ft) in height and spans the full body width of the awning.

8.8.5 Awning and canopy sign copy, excluding under awning/canopy signs, shall be restricted to 33% of the surface area of the awning and fringe in recognition that their primary purpose is to provide shelter from the sun, rain and snow.

8.8.6 Awning and canopy signs shall not be internally lit.

8.8.7 Under awning/canopy signs are permitted provided they:

- (a) are oriented perpendicular to the building;
- (b) do not extend beyond the awning or canopy;
- (c) maintain a vertical clearance from the ground of 2.5 m (8.2 ft); and
- (d) are not internally lit.

8.9 Billboard Signs

8.9.1 Subject to the provisions of this part, Billboard signs shall be permitted in:
(a) industrial districts.

8.9.2 The maximum dimensions of a billboard shall be 3.1 m (10 ft) high by 6.10 m (20 ft) long.



8.9.3 The maximum height above grade of a billboard shall be 4.5 m (14.76 ft).

8.9.4 Illumination of billboards shall be restricted to gooseneck type lighting that directs light downward toward the sign.

8.10 Board Signs

8.10.1 Subject to the provisions of this part and section 8.3.1 (g) and (h), board signs shall be permitted on all properties.

8.10.2 The materials and colour scheme of board signs shall be chosen to complement rather than conflict with the architecture and colour scheme of the building façade.

8.10.3 Board signs shall:
(a) only display local advertising;
(b) be located next to an entry;
(c) not extend more than 1.8 m (6 ft) above grade; and
(d) shall not be internally lit.



8.10.4 The maximum area of a board sign shall be:
(a) 0.3 m² (3.2 ft²) when identifying a private residence or home occupation; and
(b) 0.6 m² (6.5 ft²) for all other purposes.

8.11 Fascia Signs

8.11.1 Subject to the provisions of this part, fascia signs shall be permitted on all properties containing approved commercial, industrial, and public and quasi-public uses with the exception of:
(a) Home Occupations.

8.11.2 Fascia signs shall only display local advertising.

8.11.3 The materials and colour scheme of fascia signs shall be chosen to complement rather than conflict with the architecture and colour scheme of the building façade.



8.11.4 Fascia signs shall not be located above any portion of a street or project over public property unless there is a minimum clearance from grade of 2.5 m (8.2 ft) and a maximum projection of 0.3 m (1 ft).



8.11.5 No fascia sign shall be higher than the eave line of the building.

[Bylaw 1576/2011]

8.11.6 A fascia sign shall not cover more than 20% of the visible area of the façade of each wall of the building on which it is located.

8.11.7 Fascia signs shall not obscure significant architectural elements of a building including but not limited to windows, doorways, sills, moldings, and cornices.

8.11.8 All fascia signs shall be separated from adjacent fascia signs by a minimum of 0.6 m (2 ft).

8.11.9 In addition to 8.11.1 – 8, fascia signs located in the Waterfront Direct Control district *and the Lakeshore Direct Control district* shall:

(a) *be no higher than the second floor windows, or the equivalent height in the case of a sign attached to a windowless wall, on a 2 storey or higher building unless otherwise approved by the Development Authority; and*



(b) not be internally lit. Instead, gooseneck lighting where the light shines downward onto the sign shall be used.

[Bylaw 1576/2011]

8.12 Freestanding Signs

8.12.1 Subject to the provisions of this part, freestanding signs shall be permitted in all commercial, industrial, residential, public facility, urban reserve, recreation facility and direct control districts, with the exception of the following:

- (a) Waterfront Direct Control District (WDC);
- (b) Lakeshore Direct Control District (LDC);
- (c) 50th Street Direct Control District (DC-50).

8.12.2 For freestanding signs in commercial, industrial, public facility, and direct control districts where the purpose is to identify a single tenant:

- (a) only one sign shall be permitted on a single parcel;



- (b) the maximum height shall be 7.5 m (24.6 ft); and
- (c) the maximum sign area shall be 9 m² (97 ft²) per face with a maximum of two faces per sign.

8.12.3 For freestanding signs in commercial and industrial districts where the purpose is to identify multiple tenants on a single parcel:

- (a) only one freestanding sign per street frontage shall be permitted;
- (b) the maximum height shall be 9.1 m (30 ft); and
- (c) the maximum area shall be 15 m² (160 ft²) per face with a maximum of two faces per sign.



8.12.4 Notwithstanding sections 8.12.2 & 3, for freestanding signs located in Neighbourhood Commercial Districts (CN):

- (a) only one sign shall be permitted on a single parcel;
- (b) the maximum height shall be 5.5 m (18 ft);
- (c) the maximum area shall be 5 m² (54 ft²) per face with a maximum of two faces per sign;
- (d) backlighting shall be restricted to the illumination of individual letters, symbols and borderlines contained on a sign face, with the remainder of the sign area being opaque such that no light is emitted; and
- (e) automatic changeable copy is prohibited, except to display time and temperature or gas prices.

8.12.5 In residential districts:

- (a) a maximum of one freestanding sign per street frontage shall be permitted on sites containing 10 or more residential units;
- (b) the maximum height shall be 3.0 m (10 ft);
- (c) the maximum area shall be 3.7 m² (40 ft²) per face with a maximum of two faces per sign;
- (d) sign copy shall be restricted to the name and address of the building; and
- (e) signs may not be internally lit. External lighting shall be directed so that it only lights the surface area of the sign.

8.12.6 Notwithstanding 8.12.1 freestanding construction signs shall be permitted on all properties, subject to the provisions contained in herein. Freestanding construction signs shall be permitted to be erected for a period of time prior to redevelopment of a site, new construction, or development of a new subdivision until a time specified in the development permit that reflects the date when the project is expected to be substantially complete:

- (a) A maximum of one sign per street frontage shall be permitted
- (b) Sign(s) shall be located entirely on private property;
- (c) Sign(s) shall be self-supporting freestanding signs constructed using durable, weather resistant material;

- (d) The maximum height shall be 3.6 m (12 ft);
- (e) The maximum copy area of each sign shall be 5.5 m² (60ft²);
- (f) Construction signs shall only display the name of the developer(s), name of development, symbols, or a map of the development;
- (g) The use of fluorescent, 'day-glo', reflective or luminous lettering or backgrounds shall not be permitted; and
- (h) signs may not be internally lit. External lighting shall be directed so that it only lights the surface area of the sign.

- 8.12.7 All supports of freestanding signs shall be placed upon private property unless otherwise stated.
- 8.12.8 No part of a freestanding sign shall project over the property line.
- 8.12.9 Freestanding signs shall not be placed so as to interfere with vehicle parking, traffic circulation, or traffic sightlines and visibility.
- 8.12.10 The colour scheme and architectural detail of a freestanding sign shall relate to the onsite building(s).
- 8.12.11 A minimum distance separation of 50 m (164 ft) shall be maintained between freestanding signs. However;
- (a) distance requirements between freestanding signs shall not apply to entrance or exit signs used for the purpose of directing traffic provided:
 - (i) Those signs do not display any advertising message, excluding a logo; and
 - (ii) The sign area does not exceed 1.4 m² (15 ft²).
- 8.12.12 A maximum of one freestanding sign per street frontage shall be permitted on a site.

8.13 Neighbourhood Identification Signs

8.13.1 A neighbourhood identification sign may be erected by a developer at the entrances to a subdivision, subject to the developer entering into a Development Agreement to the satisfaction of the Town and dealing with the precise location, number, size, design and character of the sign and making provision for the perpetual maintenance and care of the sign.

- 8.13.2 Neighbourhood identification signs shall:
- (a) be for neighbourhood identification purposes only;
 - (b) display no advertising; and
 - (c) be constructed of maintenance free material wherever possible.



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- 8.13.3 A neighbourhood identification sign shall not:
- (a) encroach upon utility rights-of-way; or
 - (b) affect traffic safety.

8.14 Painted Wall Murals

- 8.14.1 Subject to the provisions of this part, painted wall murals shall be considered discretionary on all properties containing approved commercial, industrial, and public and quasi-public uses, with the exception of home occupations.
- 8.14.2 Painted Wall Murals shall not display any form of advertising.
- 8.14.3 Painted Wall Murals shall only be located on side or rear walls which are visible to the community. This may include walls along pedestrian walkways, leading into alleys or parking areas, or those viewed from a street or roadway.
- 8.14.4 Painted Wall Murals shall be decorative or artistic in nature, displaying a scene or picture, to the satisfaction of the Development Authority.
- 8.14.5 The Development Authority shall have regard to the subject matter and imagery of the mural, ensuring that it enhances the area in which it is being placed and is appropriate for the location in which it is being proposed.
- 8.14.6 The Development Officer or Development Authority may refer the proposed mural application to an additional committee or professional for third party review and recommendation prior to making a decision on the application.
- 8.14.7 Additional information may be requested by the Development Authority, Development Officer, or third party review including but not limited to:
- (a) the grade and quality of paint and finishing coats to be used for the mural production;
 - (b) previous examples of the artists work;
 - (c) the expected life of the mural and a plan outlining how it will be maintained for that time period.
- [Bylaw 1593/2012]

8.15 Painted Wall Signs

- 8.15.1 Subject to the provisions of this part, painted wall signs shall be considered discretionary on all properties containing approved commercial, industrial, and public and quasi-public uses, with the exception of home occupations.
- 8.15.2 Painted Wall Signs shall:
- (a) be decorative in nature;
 - (b) only contain local advertising, and may include the name, logo, or slogan for

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- the business on which it is located;
 - (c) only be permitted to have 20% or less of the area of the sign containing advertising in the form of written copy;
 - (d) be located on a side or rear facing wall only.



- 8.15.3 The Development Authority shall have regard to the subject matter and imagery of the sign, ensuring that it enhances the area in which it is being placed and is appropriate for the location in which it is being proposed.
- 8.15.4 The Development Officer or Development Authority may refer the proposed sign application to an additional committee or professional for third party review and recommendation prior to making a decision on the application.
- 8.15.5 The Development Authority may require that the sign be periodically repainted, or if it no longer fulfills its original purpose, the Development Authority may require that the sign be refinished to its satisfaction. [Bylaw 1593/2012]

8.16 Portable Signs

- 8.16.1 Subject to the provisions of this part, portable signs shall be permitted in all commercial, industrial, public facility and direct control districts with the exception of the following:

- (a) Waterfront Direct Control District (WDC);
- (b) Lakeshore Direct Control District (LCD); and
- (c) properties containing approved Home Occupations.



- 8.16.2 Notwithstanding section 8.14.1, banners signs shall be permitted in all commercial, industrial, public facility and direct control districts.
- 8.16.3 Intent:
 - (a) Portable signs are intended for temporary on site advertising relating to the commercial activities of the landowner or tenants. Portable signs may only contain local and cooperative advertising with the exception those that have been issued a valid special event permit or rental agreement by the Town; and
 - (b) On sites containing multiple tenants, the portable sign owner or licensee, not the Town will determine which tenant(s) shall have the benefit of the portable sign;
- 8.16.4 All portable signs shall be required to display a permit sticker in a conspicuous location that contains the:

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- (a)** permit number;
 - (b)** date the permit was issued;
 - (c)** civic address identifying the permitted location of the sign; and
 - (d)** permitted dimensions of the sign.
 - 8.16.5 The maximum length of a permit for a portable sign shall be 60 days. The maximum duration of display per business for each portable sign shall be 60 days twice a year provided, however, that no portable sign shall remain at one location for more than 60 consecutive days at a time. A business shall remain free of portable signs for a minimum of 30 days before a further permit for such site can be issued. No permit may be applied for more than 30 days in advance of the date of placement.
 - 8.16.6 The maximum length of a permit for inflatable or banner signs shall be 14 consecutive days or a maximum of 14 days over an entire 365 day (1 year) period. The applicant shall indicate on the sign application those dates that the inflatable or banner sign shall be erected.
 - 8.16.7 A portable sign shall be placed wholly on the property to which the sign applies.
 - 8.16.8 No portable sign shall be placed on any Town owned property, except those that have been issued a valid special event permit or rental agreement by the Town and all locations and signage types related to said event have been approved by the Development Authority.
 - 8.16.9 A portable sign may be allowed in a setback area as established by this bylaw.
 - 8.16.10 No portable sign shall be located closer than 50 m (164 ft) to any other portable sign.
 - 8.16.11 No portable sign shall be located on a site which contains an A-board sign.
 - 8.16.12 Portable Signs shall adhere to the following:
 - (a)** The sign area shall not exceed 3.3 m² (36 ft²) per face, with a maximum of two faces per sign permitted;
 - (b)** No portable sign shall exceed 2.0 m (6.56 ft) in height from grade;
 - (c)** No portable sign shall be illuminated or employ any flashing or sequential lights or any mechanical or electronic device to produce or simulate motion;
 - (d)** A portable sign shall not interfere with pedestrian and/or vehicular traffic;
 - (e)** No portable sign shall be located within 3.0 m (9.8 ft) of any access/egress to/from a property or within 10.0 m (33 ft) of any intersection;
 - (f)** A portable sign must be stabilized but shall not use unsightly or potentially hazardous methods. The means by which stability is to be provided shall be included as part of the permit application. An inflatable sign may, however, use guy wires;
 - (g)** A portable sign in use shall at all times be maintained in good condition and, specifically, shall contain lettering and signage which is secure and complete.

Any damaged or missing signage must be repaired within 48 hours of knowledge of same coming to the attention of the permit holder; and

8.16.13 Notwithstanding 8.14.12 (b), in addition to the regulations pertaining to portable signs, inflatable signs shall not exceed the maximum free standing sign height allowable for the district, measured from grade to the top of the inflatable sign.

8.16.14 In addition to the regulations pertaining to portable signs, banner signs shall:

- (a) only be attached to a permanent structure located on the site;
- (b) not exceed 10% of the gross area of the face of the structure to which it is attached;
- (c) not obscure any significant architectural features or windows of the structure to which it is attached; and
- (d) be maintained in good condition and promptly removed if damaged.



8.17 Post Signs

8.17.1 Subject to the provisions of this part, post signs shall be permitted in all commercial, industrial, public facility, recreation facility and direct control districts.

8.17.2 Only one sign per business per street frontage shall be displayed.

8.17.3 Post signs shall only display local advertising.

8.17.4 Post signs shall:

- (a) be located in a landscaped front or side yard;
- (b) have a maximum post height of 2 m (6.56 ft) and the horizontal arm shall not exceed 1.67 m (5.5 ft) in height;
- (c) have a maximum copy area of 0.5 m² (5.4 ft²);
- (d) be of a decorative nature, having materials and a colour scheme that complement the architecture and colour scheme of the building façade;
- (e) not be internally lit;
- (f) be permanently affixed to the ground



8.18 Projecting/Blade Signs

8.18.1 Subject to the provisions of this part, projecting signs shall be permitted in all commercial, industrial, public facility, and recreational facility districts.

8.18.2 Projecting and blade signs shall only display local advertising.



- 8.18.3 No part of a projecting sign shall be less than 2.5 m (8.2 ft) above finished grade. The top of a projecting sign may be no more 3.6 m (12 ft) above grade. However, a projecting sign may not project above the eave line of a building.
- 8.18.4 The near edge of a projecting sign shall be no more than 0.3 m (1 ft) from the wall of the building to which the sign is attached.
- 8.18.5 The maximum area of a projecting sign in the W-DC district shall be 0.6 m² (6 ft²).
- 8.18.6 The maximum area of a projecting sign in any other district shall be 0.83 m² (9 ft²).
- 8.18.7 Only one projecting sign per street frontage per business may be erected.
- 8.18.8 Backlighting or the incorporation of flashing or intermittent lighting with projecting signs is prohibited. Instead, gooseneck style lighting angled down onto the sign face may be used.

8.19 Roof Signs

- 8.19.1 Subject to the provisions of this part, roof signs shall be permitted in all industrial districts.
- 8.19.2 Roof signs shall only be allowed provided the Town is satisfied that the purpose of the sign cannot be achieved by another type of sign.
- 8.19.3 Roof Signs shall:
- (a) limit copy to local advertising only;
 - (b) have a maximum area of 9 m² (97 ft²), exclusive of support mechanisms, provided the support mechanisms do not contain any copy;
 - (c) not exceed the maximum height allowable for buildings within the district;
 - (d) utilize structural support elements that are designed in a manner such that they are concealed from view; and
 - (e) only utilize lighting that is directed downward onto the sign and does not incorporate any form of intermittent or flashing lights.



[Bylaw 1593/2012]