

Part 3 General Regulations

3.1 General Prohibitions

Except as otherwise provided in this bylaw, a sign must not:

- (a) obstruct or interfere with the visibility of a traffic control device, or the visibility from one highway to another;
- (b) obstruct or interfere with the entrance, exit, fire escape, natural lighting, air intake, or ventilation of a building;
- (c) emit sound or noise;
- (d) obstruct or interfere with the flow of pedestrian or vehicle traffic;
- (e) swing, move, or rotate; or
- (f) display flashing, blinking, or intermittent lights or illumination.

3.2 Signs Incorporating Multiple Sign Types

In the case of a sign that incorporates more than one sign type, the regulations for each particular sign type must be applied to the portion of the sign to which they pertain.

3.3 Signs on Highways

No sign may be located on or over a highway, except where a highway use permit is issued pursuant to the [*Street and Traffic Bylaw*](#).

3.4 Third Party Advertising

Except as otherwise provided in this bylaw, a sign may not contain third party advertising.

3.5 Illuminated Signs

Except as otherwise provided in this bylaw, a sign may be illuminated, provided that the sign:

- (a) is not illuminated from below; and
- (b) is equipped with a shield directing light downward, if the sign is externally illuminated.

3.6 Changeable Copy

Except as otherwise provided in this bylaw, a sign may contain changeable copy, provided that:

- (a) the copy area of the changeable copy is no greater than 75% of the sign area; and
- (b) each instance of copy change is conducted manually, not automatically.

3.7 Electronic Copy

Except as otherwise provided in this bylaw, a sign may not contain electronic copy.

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