

Part 6 Mixed Use Centres Sign District

Projecting Sign

See 6.13

Suspended Sign

See 6.15

Facade Sign

See 6.9

Awning Sign

See 6.5



Sandwich Board Sign

See 4.15

Window Sign

See 4.16

Figure 6.1: Example of Signs in the Mixed Use Centres Sign District

6.1 Application

The Mixed Use Centres Sign District includes all lands in the City that are designated Urban Centre, Neighbourhood Centre, or Institutional Complex in the Official Community Plan, and all lands subject to the City Centre Neighbourhood Plan or UDistrict Neighbourhood Plan in the Official Community Plan.

6.2 Permitted Signs

Signs listed in Part 4 and Part 6 of this bylaw and that comply with this bylaw are permitted in the Municipal Sign District.

6.3 Sign Design

In the Mixed Use Centres Sign District, signs are encouraged to be directly integrated into building facades and architecturally consistent with associated buildings.

6.4 Sign Materials

Signs permitted under Part 6 must be composed of contemporary, durable materials, including but not limited to:

- (a) aluminum;
- (b) aluminum composite material;
- (c) fabric;
- (d) finished concrete;
- (e) polycarbonate; and
- (f) treated wood.

Signs permitted under Part 6 may not be predominately composed of temporary, unfinished materials, including but not limited to:

- (a) coroplast;
- (b) particleboard; and
- (c) untreated wood or plywood.

6.5 Awning Signs

An awning sign is permitted, that:

- (a) is located on the first storey of a building;
- (b) has a sign area no greater than 1.0 m² per linear metre of the length of the awning, provided that the combined sign area of all signs on the building face is no greater than 1.0 m² per linear metre of the length of the building face;
- (c) has a copy area no greater than 50% of the exterior surface area of the awning;
- (d) has a clearance of at least 2.5 m;
- (e) does not extend above any roofline, balustrade, guardrail, or windowsill immediately above the sign; and
- (f) is not backlit or internally illuminated.

6.6 Canopy Signs

A canopy sign is permitted, that:

- (a) is located on the first storey of a building;
- (b) has a sign area no greater than 1.0 m² per linear metre of the length of the canopy, provided that the combined sign area of all signs on the building face is no greater than 1.0 m² per linear metre of the length of the building face;
- (c) has a copy area no greater than 50% of the sign area, where the sign has a frame, border, or background;
- (d) has a clearance of at least 2.5 m;
- (e) does not project further than 0.3 m from the side of the canopy;
- (f) does not extend above any roofline, balustrade, guardrail, or windowsill immediately above the sign; and
- (g) if backlit or internally illuminated, has an opaque background, such that only the copy of the sign is illuminated.

6.7 Drive Through Menu Board Signs

A drive through menu board sign is permitted, that:

- (a) is limited to 2 signs per drive through aisle;
- (b) is located at the entrance to or side of and facing a drive through aisle;
- (c) has a sign area no greater than 3.0 m² per face; and
- (d) is no more than 2.0 m in height.

6.8 Electronic Message Board Signs

An electronic message board sign is permitted, that:

- (a) is a canopy sign, facade sign, freestanding sign, or marquee sign;
- (b) is limited to 1 sign for each premises;
- (c) in the case of a canopy sign or marquee sign:
 - (i) is located on the first storey of the building;
 - (ii) has a sign area no greater than 1.0 m² per linear metre of the length of the canopy or marquee, to a maximum of 5.0 m², provided that the combined sign area of all signs on the building face is no greater than 1.0 m² per linear metre of the length of the building face;
 - (iii) does not project further than 1.0 m above the canopy or 0.3 m from the side of the canopy or marquee;
 - (iv) has a clearance of at least 2.5 m; and
 - (v) does not extend above any roofline, balustrade, guardrail, or windowsill immediately above the sign;
- (d) in the case of a facade sign:

- (i) has a sign area no greater than 1.0 m² per linear metre of the length of the building face, to a maximum of 5.0 m², provided that the combined sign area of all signs on the building face is no greater than 1.0 m² per linear metre of the length of the building face;
 - (ii) does not project further than 0.3 m from the building face;
 - (iii) has a clearance of at least 2.5 m; and
 - (iv) does not extend above any roofline, balustrade, guardrail, or windowsill immediately above the sign;
- (e) in the case of a freestanding sign:
 - (i) is a monument sign;
 - (ii) is at least 50.0 m from any other freestanding sign on the same lot;
 - (iii) has a sign area no greater than 3.0 m² per face; and
 - (iv) is no more than 3.0 m in height, with a base no more than 1.0 m in height;
- (f) is at least 15.0 m from a traffic control signal;
- (g) is at least 30.0 m from a dwelling unit facing the copy of the sign;
- (h) is deactivated when the business being advertised is not open for business, or otherwise between the hours of 10:00 pm and 7:00 am, where the sign is within 60.0 m of a dwelling unit facing the copy area of the sign;
- (i) does not change copy more frequently than once per 10 seconds;
- (j) does not include special effects or transitions, including but not limited to scrolling, flashing, animation, or moving text and pictures;
- (k) is equipped with an ambient light sensor that automatically adjusts the luminance of the sign;
- (l) does not increase the level of ambient light on an adjacent highway or lot by more than 3.0 lux; and
- (m) defaults to a black screen, if the sign malfunctions.

6.9 Facade Signs

A facade sign is permitted, that:

- (a) has a sign area no greater than 1.0 m² per linear metre of the length of the building face, provided that the combined sign area of all signs on the building face is no greater than 1.0 m² per linear metre of the length of the building face;
- (b) has a copy area no greater than 50% of the sign area, where the sign has a frame, border, or background;
- (c) has a clearance of at least 2.5 m, where the sign projects further than 15.0 cm from the building face;
- (d) does not project further than 30.0 cm from the building face;
- (e) does not extend above any roofline, balustrade, guardrail, or windowsill immediately above the sign; and
- (f) if backlit or internally illuminated, has an opaque background, such that only the copy of the sign is illuminated.

6.10 Freestanding Signs

A freestanding sign is permitted, that:

- (a) is a monument sign;
- (b) is limited to 1 sign on each frontage of a lot, except that where the length of a frontage is greater than 50.0 m, an additional sign may be permitted on that frontage, for each additional 50.0 m of frontage or portion thereof;
- (c) is not within 50.0 m of another freestanding sign on the same lot;
- (d) has a sign area no greater than 3.0 m² per face;
- (e) has a copy area no greater than 50% of the sign area per face;
- (f) is no more than 3.0 m in height, with a base no more than 1.0 m in height; and
- (g) if backlit or internally illuminated, has an opaque background, such that only the copy of the sign is illuminated.

6.11 Marquee Signs

A marquee sign is permitted, that:

- (a) is located on the first storey of a building;
- (b) has a sign area no greater than 1.0 m² per linear metre of the length of the marquee, provided that the combined sign area of all signs on the building face is no greater than 1.0 m² per linear metre of the length of the building face;
- (c) has a copy area no greater than 50% of the sign area, where the sign has a frame, border, or background;
- (d) has a clearance of at least 2.5 m;
- (e) does not project further than 0.3 m from the side of the marquee; and
- (f) does not extend above any roofline, balustrade, guardrail, or windowsill immediately above the sign.

6.12 Mural Signs

A mural sign is permitted, that:

- (a) is limited to 1 sign on each building face of a premises;
- (b) is consistent with the City's Public Art Policy and Program;
- (c) is applied at the same time as the mural, using the same method of application and type and quality of materials as the mural;
- (d) is removed with the mural, if the mural is removed;
- (e) has a sign area no greater than 10% of the total area of the mural; and
- (f) is not backlit or internally illuminated.

6.13 Projecting Signs

A projecting sign is permitted, that:

- (a) is limited to 1 sign on each building face of a premises;
- (b) is perpendicular to the building face, except that on a corner lot, the sign may be on an angle at the corner of the building;
- (c) has copy on 2 faces;
- (d) has a sign area no greater than 7.5 m² per face, provided that the combined sign area of all signs on the building face is no greater than 1.0 m² per linear metre of the length of the building face;
- (e) has a copy area no greater than 50% of the sign area per face;
- (f) has a clearance of at least 2.5 m;
- (g) has a distance no greater than 0.3 m between the sign and building face; and
- (h) does not project further than 1.5 m from the building face;
- (i) does not extend above any roofline, balustrade, guardrail, or windowsill immediately above the sign; and
- (j) if backlit or internally illuminated, has an opaque background, such that only the copy of the sign is illuminated.

6.14 Service Station Canopy Signs

A service station canopy sign is permitted, that:

- (a) is limited to 1 sign per side of a service station canopy;
- (b) has a vertical dimension no greater than 2.0 m and horizontal dimension no greater than 20% of the length of the side of the service station canopy;
- (c) has no copy other than the name and logo of the service station; and
- (d) does not project further than 0.6 m from the limits of the service station canopy.

6.15 Suspended Signs

A suspended sign is permitted, that:

- (a) is limited to 1 sign on each building face of a premises;
- (b) is perpendicular to the building face, except that on a corner lot, the sign may be on an angle at the corner of the building;
- (c) has copy on 2 faces;
- (d) has a sign area no greater than 0.5 m² per face, provided that the combined sign area of all signs on the building face is no greater than 1.0 m² per linear metre of the length of the building face;
- (e) has a clearance of at least 2.5 m;
- (f) has a distance no greater than 0.3 m between the sign and building face;
- (g) does not project further than 1.5 m from the building face;
- (h) does not extend beyond the edges of the awning, canopy, or similar feature under which the sign is suspended; and
- (i) if backlit or internally illuminated, has an opaque background, such that only the copy of the sign is illuminated.