

**SIGN BYLAW**

**A BYLAW OF THE CITY OF VICTORIA**

The purposes of this Bylaw are to consolidate and update the regulations pertaining to the number, type, form, appearance and maintenance of signs.

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Under its statutory powers, including sections 8 (4) and 65 of the *Community Charter*, sections 551 and 908 of the *Local Government Act*, section 14 of the *Victoria City Act, 1919* and section 12 of the *Victoria City Act, 1922*, the Council of the Corporation of the City of Victoria, in an open meeting assembled, enacts the following provisions:

## **PART 1 – INTRODUCTION**

### **Title**

- 1 This bylaw may be cited as the “SIGN BYLAW.”

### **Definitions**

- 2 In this bylaw,

**“awning”**

means a canopy constructed of fire retardant fabric;

**“billboard”**

includes a bulletin-board, boarding, hoarding or other sign of a permanent or semipermanent kind used or intended to be used for the display of advertising material which is pasted, glued, fastened or otherwise affixed to the sign by means permitting its ready removal or replacement;

**“business”**

includes any profession, trade, occupation or calling;

**“canopy”**

means a structure which is a part of and projects from a building for the purpose of affording protection or shelter from the weather;

**“canopy sign”**

includes a sign attached to, forming part of or supported by a canopy but does not include a suspended sign;

**“combination sign”**

means a sign which combines the characteristics of two or more classes of signs whether or not those classes are defined in this bylaw;

**“development variance permit”**

means a permit authorized by section 922 of the *Local Government Act*;

**“display surface”**

means the area on any one face of a sign within the shortest continuous perimeter which will enclose within the area the whole of the parts of the sign used or intended to be used for display purposes;

**“eaves”**

means the lower edge projection of a roof overhanging a wall;

**“fascia sign”**

includes a wall sign and every sign attached to or painted, marked or inscribed on or placed against a fence, wall, window or other surface, whether forming part of a building or not, which

- (a) can be seen from a street;
- (b) has its exposed face on a plane approximately parallel to the plane of the wall, fence, window or other surface, and
- (c) which projects not more than 30 cm (0.98 ft) from the face of the wall, fence, window or other surface;

**“flashing sign”**

means an artificially illuminated sign

- (a) any part of which is intermittently illuminated while the sign is in operation, or
- (b) any illuminated part of which moves or is intended to move;

**“free-standing sign”**

means a sign which has its own supports that are independent of a building or other structure;

**“grade”**

means

- (a) the elevation of the highest point for the surface of the sidewalk or boulevard adjacent to any sign abutting or encroaching into a street, or
- (b) where a sign is not adjacent to a sidewalk or boulevard, the elevation of the highest point of the finished ground surface directly below a sign;

**“height”**

means the vertical distance from grade to the top of the sign;

**“illuminated sign”**

includes a sign which has a display surface that is illuminated wholly or partly by an incandescent bulb, neon tube or other electrically energized device or equipment;

**“lot”**

means

- (a) a single parcel of land, other than a strata lot, or
- (b) where a business is conducted on two or more contiguous parcels of land, the total area of those parcels;

**“mansard roof”**

means any portion of a roof which has a pitch of 30 degrees or less when measured against a vertical plane and which does not enclose an area of a building which is occupiable by a person;

**“moving sign”**

- (a) means a sign, or a portion of a sign, that moves as a function of its display, and
- (b) for greater certainty, but without limiting the generality of subparagraph (a), includes a sign that electronically displays moving visual images;

**"mural"**

means a painting that is applied directly to the wall of a building and that does not include any text or logo other than the name of the artist and is not otherwise a sign as defined in this bylaw;

**“non-conforming sign”**

means any sign which was lawfully erected with a permit prior to the adoption of this bylaw but does not conform to the provisions of this bylaw;

**“notice board”**

means a sign for which the display surface does not exceed 1.5 m<sup>2</sup> (16.15 sq ft);

**“outdoor market”**

means a business that, for a fee, permits individuals to use or occupy a space, table or booth outdoors on public property for the purpose of retail marketing of goods or services and for which purpose an agreement with the City authorizes that use of the public property;

**“portable sign”**

means a sign which is self-supporting, easily moved, and not permanently attached to the ground, a building or a vehicle;

**“projecting sign”**

means a sign which is wider than 30 cm (0.98 ft) and is attached to and projects from the wall of a building face by more than 30 cm (0.98 ft);

**“ratio requirement”**

means the total area of the permitted display surface of a sign based on the business' building frontage.

**“readograph sign”**

means a sign with copy that is automatically or manually changeable;

**“roof top sign”**

means a sign erected or kept wholly or partly above the line of the eaves of a roof, in the air space above a roof or if mounted on a parapet, and more than 1 m (3.28 ft) above the roof line;

**“sign”**

means a device, notice or medium, including structure and other components, that is

- (a) visible from any street or from any site other than the one on which it is located; and
- (b) used or is capable of being used to attract attention for advertising, identification or information purposes;

**“sign allowance”**

means a ratio requirement;

**“Sign Bylaw Administrator”**

means the person appointed by Council be the Sign Bylaw Administrator or a person duly authorized to carry out the powers and duties of the Sign Bylaw Administrator;

**“street”**

includes a public road, highway, bridge, viaduct, lane, sidewalk and any other way normally open to the use of the public, but does not include a private right of way on private property;

**“suspended sign”**

means a sign suspended from and entirely under any part of a building or canopy;

**“temporary sign”**

includes a notice, structure or device which is displayed or used, or intended to be displayed or used for fewer than sixty days;

**“third party sign”**

means a sign advertising anything other than a business, product or service being conducted or offered on the lot where the sign is located;

**“vehicular street”**

means that portion of a street used or intended to be used for motor vehicle traffic.

**PART 2 – SIGN ZONES****Sign Zones**

- 3 (1) The City is divided into the following Sign Zones:
  - (a) the Arterial Commercial Sign Zone, including the Blanshard Street Special Sign Zone, the Chinatown Special Sign Zone, and other neighbourhood shopping areas as identified on Schedule A;
  - (b) the Neighbourhood Commercial Sign Zone;
  - (c) the Old Town Sign Zone, including the Downtown Buffer Sign Zone;
  - (d) the General Residential Sign Zone;
  - (e) the Dockside Sign Zone; and
  - (f) the Bayside Sign Zone.

- (2) The geographical boundaries of each sign zone, except the Neighbourhood Commercial Sign Zone, are shown on Schedule A attached to this bylaw.
- (3) The Neighbourhood Commercial Sign Zone includes any lot with commercial zoning on the Zoning Regulation Bylaw Map and within the General Residential Sign Zone.

### **PART 3 - PERMITS**

#### **Sign Permit**

- 4 (1) A person shall not commence, cause the commencement of or allow the erection, construction, relocation or alteration of a sign unless the person has obtained a sign permit from the Sign Bylaw Administrator.
- (2) The Sign Bylaw Administrator shall issue a sign permit where the permit fee is paid and
  - (a) the sign and its erection, construction, relocation or alteration conform to the provisions of this bylaw, or
  - (b) the applicant has obtained a development variance permit for the sign and the work; or
  - (c) the sign was previously installed with a sign permit and an application to alter the face of the sign is made.
- (3) The alterations permitted under subsection (c) are restricted to changes in copy, colour and graphic design and do not permit any structural or dimensional changes to a sign.

#### **Development Variance Permit**

- 5 (1) When a proposed sign and the work related to it do not conform to the provisions of this bylaw, the applicant for a sign permit may apply for a development variance permit.
- (2) If a development variance permit is granted, the applicant shall apply to the Sign Bylaw Administrator for a sign permit.

#### **Permit Fee**

- 6 (1) All applicants for a sign permit shall pay a fee of \$100.00 for each sign authorized by the permit.
- (2) Where a person erects, constructs, relocates or alters a sign without a sign permit and subsequently applies for the permit, the person shall pay a fee of \$200.00 for each sign authorized by the permit.

## PART 4 - GENERAL PROVISIONS

### Application of Bylaw

7 This bylaw does not apply to:

- (a) a sign which cannot be seen from a street or other public place to which the public has a right of access;
- (b) a sign that is not a window sign, is displayed entirely within a building and relates exclusively to a business carried on in the building;
- (c) a sign erected by the City for municipal purposes on public or private lands owned and controlled by the City;
- (d) a sign which has a display surface not exceeding 0.558 m<sup>2</sup> (6 sq ft) and which advertises that the premises on which it is displayed are for sale or rent;
- (e) a sign on a bus shelter where the total area occupied by signs on the shelter does not exceed 2.25 m<sup>2</sup> (24.22 sq ft) per side for all sides of a sign which can be seen simultaneously;
- (f) temporary window signs;
- (g) a sign smaller than 0.185 m<sup>2</sup> (1.99 sq ft) in size;
- (h) a sign on a building in the Arterial Commercial Sign Zone where
  - (i) the display surface of the sign does not exceed 0.186 m<sup>2</sup> (2 sq ft);
  - (ii) the sign displays only the name and business of an occupant of the building;
  - (iii) the sign is the only sign displayed in respect of each business carried on in the building; and
  - (iv) the sign is the name of the building;
- (i) a sign on a building in the Neighbourhood Commercial Sign Zone where the sign satisfies the provisions in paragraph (h); and where the sign is a projecting sign, no part of the sign is less than 2.4 m (7.87 ft) from grade;
- (j) a sign on a building in the Old Town Sign Zone where the sign satisfies the provisions in paragraph (h);
- (k) a sign on a building in the General Residential Sign Zone where the sign satisfies the provisions in paragraph (h);

- (l) a sign permitted under section 102A of the Streets and Traffic Bylaw;
- (m) a sign that
  - (i) is located on public property while that property is being used for the operation of an outdoor market; and
  - (ii) advertises the outdoor market or its goods or services;
- (n) a clock, watch or apparatus that only displays the time, temperature or barometric pressure;
- (o) a mural; and
- (p) a sign which only indicates transportation-related information or only indicates direction.

### **Prohibited Signs**

- 8 (1) The following signs are prohibited in all sign zones:
  - (a) a third party sign;
  - (b) a moving sign; and
  - (c) a billboard.
- (2) The owner or occupier of a lot shall not erect, keep or allow the erection or keeping of a prohibited sign referred to in subsection (1) on the lot or the premises.

### **Sign Allowance**

- 9 (1) A sign allowance permitted under this bylaw shall be based on the business' building frontage on a street and where a building has frontage on more than one street the sign allowance is not transferable from one face of the building to another.
- (2) A sign allowance does not include building names.
- (3) No sign shall be installed or added on a building or property where the area of the proposed sign, when added to the aggregate area of all other signs lawfully displayed, exceeds the permitted maximum sign ratio indicated for each sign zone.

### **Construction Project Signs**

- 10 A person shall not display a sign on any fence, barrier, hoarding or similar structure erected in connection with the construction, alteration or demolition of a building or other structure unless the sign relates exclusively to the construction, alteration or demolition, occupation or intended occupation of the building or structure.

## Signs in Streets and Sandwich-Board Signs

- 11 (1) A person shall not display a sign in, on or over any street or other public place except as expressly permitted by this bylaw or the Streets and Traffic Bylaw.
- (2) In subsections (3) to (14), "sandwich-board sign" means a sign that consists of one or more boards that are displayed
  - (a) to advertise a business; and
  - (b) while being carried by an individual
    - (i) by hanging the board or boards over the individual's shoulders, or
    - (ii) by any other method.
- (3) Subject to the prohibition in subsection (11)(a), a person must not display or cause or allow the display of a sandwich-board sign on a street or a sidewalk, or in another public place unless that sign is permitted by a valid and subsisting sandwich-board sign permit issued by the Sign Bylaw Administrator.
- (4) A sandwich-board sign permit may be issued only in the name of the holder of a valid and subsisting business licence issued by the City.
- (5) The applicant for a sandwich-board sign permit must submit to the Sign Administrator:
  - (a) an annual fee of \$100.00, and
  - (b) proof of subsisting liability insurance for \$1 million that covers the activity that is allowed by the permit for the period during which the permit is valid and that names the City as an additional insured.
- (6) A sandwich-board sign permit is valid for a period of one year from the date of issuance of the permit.
- (7) A business may not hold more than one sandwich-board sign permit at one time.
- (8) A sandwich-board sign permit is valid for only one sandwich-board sign.
- (9) A sandwich-board sign permit may not be assigned or transferred.
- (10) An individual displaying a sandwich-board sign and the holder of a sandwich-board sign permit must not advertise or cause or allow the advertisement on the sandwich-board sign of a business other than that of the holder of the permit.
- (11) An individual displaying a sandwich-board sign must:
  - (a) comply with the Noise Bylaw,

- (b) continuously change locations and must not remain within 15 m (49.21 ft) of the same location for more than 5 minutes,
  - (c) not block a window or entranceway to a business, and
  - (d) not do that between 11:00 a.m. and 7:00 p.m. of the same day on any of the following streets or their abutting or adjacent sidewalks
    - (i) Government Street between Yates and Belleville Streets;
    - (ii) Belleville Street between Douglas and Oswego Streets.
- (12) The holder of a sandwich-board sign permit must ensure that the individual displaying a sandwich-board sign, for the purpose of advertising that permit holder's business, complies with the regulations set out in subsection (11).
- (13) Sections 102 of the Streets and Traffic Bylaw apply to the removal, detention, impounding, and sale of a sandwich-board sign that is unlawfully on a street or a sidewalk, or in any other public place.
- (14) The Sign Administrator or that person's delegate may suspend a sandwich-board sign permit for not longer than 6 weeks if the permit holder or a person displaying the sign for which the permit has been issued has been convicted of 3 or more offences under this section or under the Noise Bylaw in connection with the display of the sign.
- (15) If a sandwich-board sign permit is suspended under subsection (14),
- (a) the Sign Bylaw Administrator immediately must give written notice of the suspension and the reason for it to the permit holder by
    - (i) delivery of the notice to the permit holder, or
    - (ii) mailing the notice by registered mail to the permit holder's address shown on the application for the permit; and
  - (b) the permit holder may appeal the suspension to Council
    - (i) within 14 days of being notified of the suspension, and
    - (ii) by giving to the Corporate Administrator written notice of the appeal and the reasons for it.

### **Roof Top Signs**

- 12 (1) A person shall not erect a roof top sign unless it is:
- (a) limited to the words "hotel" or "motel" or to a business logo;
  - (b) a fascia sign; and
  - (c) attached to a structure located above the eaves of the roof.

### **Portable Signs**

- 13 (1) A person shall not place a portable sign on public property, except as permitted under section 102A of Bylaw No. 09-079, the Streets and Traffic Bylaw.
- (2) A portable sign located on private property shall be deemed to be a free-standing sign and the regulations applicable to free-standing signs apply.
- (3) Notwithstanding subsection (2), a business licensed under the Business Licence Bylaw may place 1 portable sign on private property owned or leased by the business without a sign permit provided that:
- (a) the sign complies with section 102A (9)(a), (c), (d), (e), 102A (10) and 102A (11) of Bylaw No. 09-079, the Streets and Traffic Bylaw, and
  - (b) the business does not have a portable sign permit issued under section 102A of Bylaw No. 09-079 the Streets and Traffic Bylaw.

### **Window Signs**

- 14 A window sign shall be regulated as a fascia sign.

### **Temporary Signs**

- 15 (1) The holder of a permit for a temporary sign shall remove the sign within 60 days of the date the sign permit was issued.
- (2) A temporary sign permit is not renewable.
- (3) A person shall not erect a temporary sign which has a display surface exceeding 3 m<sup>2</sup> (32.29 sq ft).

### **Fascia Signs**

- 16 (1) Except on private property, a person shall not erect an illuminated fascia sign at a height less than 2.4 m (7.87 ft).
- (2) A person shall not erect a fascia sign which projects above the parapet or eaves of the building or structure to which the sign is attached.
- (3) A person shall not erect a fascia sign which extends above the wall or fence to which it is parallel.

### **Free-standing Signs**

- 17 (1) Unless otherwise provided, a person shall not erect a free-standing sign which exceeds a height of 7.62 m (25 ft).
- (2) Where a free-standing sign is also a projecting sign extending over a street or other public place, the lowest part of the display surface of the sign shall not be less than 2.4 m (7.87 ft) above grade.

- (3) A person shall not erect more than one free-standing sign on the street frontage of a building.
- (4) If a person erects a free-standing sign on one street frontage of a building the person shall not erect an additional free-standing sign on an intersecting street frontage unless the signs are more than 7 m (22.97 ft) from the point of intersection of the streets.
- (5) A person shall not erect a free-standing sign closer than 3 m (9.84 ft) to a neighbouring residential property line, except a street boundary.
- (6) A person shall not erect a free-standing sign which extends or projects over or into the air space directly above a wall forming part of a building.
- (7) Despite section 9(1), where the frontage of a lot is greater than the frontage of a building on that lot:
  - (a) an additional sign allowance will be added to the ratio requirement for that lot for the purpose of a free-standing sign; and
  - (b) for the purpose of subsection (a), the additional sign allowance will be calculated based on the difference between the lot and building frontages, as if that difference were building frontage under the definition of "ratio requirement".

### **Projecting Signs**

- 18 (1) Unless otherwise provided, a person shall not erect a projecting sign any portion of which is nearer than 1 m (3.28 ft) to the vehicular portion of a street.
- (2) A person shall not erect a projecting sign which projects into or over a street for a distance of more than 1 m (3.28 ft) measured at right angles from the nearest boundary of the street.
- (3) A person shall not erect a projecting sign any part of which is less than 2.4 m (7.87 ft) above grade.
- (4) A person shall not erect a projecting sign which extends above or over the wall to which it is attached.
- (5) A person shall not erect a projecting sign which is supported in whole or in part by a canopy.
- (6) A projecting sign shall be placed and kept at right angles to the face of the building or structure to which it is attached or at right angles to the boundary of the lot on or from which it is displayed.
- (7) A person shall not erect a projecting sign which has a width of more than 0.4 m (1.31 ft) at its base.

### **Signs on Awnings**

- 19 A person shall not erect a sign on an awning unless:
- (1) the sign is the logo or name (or both) of the business occupying the building to which the awning is attached;
  - (2) the sign can be contained in one rectangle which does not occupy more than 15% of the display surface of each face of the awning when projected horizontally onto a vertical surface.

### **Canopy Signs**

- 20 (1) A person shall not erect any part of a canopy sign less than 2.43 m (7.97 ft) above grade.
- (2) A person shall not erect a canopy sign which extends above or over the wall to which the canopy is attached.
  - (3) The sign on the display surface on the front of a canopy shall be regulated as a fascia sign.
  - (4) A sign on a display surface on the side of a canopy shall be regulated as a projecting sign except that a canopy sign may project more than 1 m (3.28 ft) over a street notwithstanding section 18(2) to the contrary.

### **Suspended Signs**

- 21 (1) Where a suspended sign or its supports are over a street, all parts of the sign or its supports shall be at least 2.43 m (7.97 ft) above grade.
- (2) A person shall not erect a suspended sign which has a vertical dimension exceeding 0.30 m (0.98 ft).

### **Combination Signs**

- 22 The regulations for a class of sign which forms a part of a combination sign apply to that part.

### **Streamers, Balloons, Flags and Banners**

- 23 (1) Streamers, balloons, and flags are permitted in all Sign Zones if they do not display any writing or advertisement.
- (2) A banner is permitted in any sign zone provided
    - (a) the display surface of the banner does not exceed 3 m<sup>2</sup>; (32.29 sq ft); and
    - (b) the permit holder removes the banner within thirty (30) days of the date of sign installation.

### Visibility

- 24 A person shall not erect or keep a sign which is likely to block, obstruct or interfere in any way with a person's view of traffic, pedestrians, or traffic control devices.

### Responsibility

- 25 In the absence of evidence to the contrary, a person, business, operation, or establishment which is promoted by a sign and the owner of the premises on which the sign is located shall be deemed to be responsible for the sign.

### Ratio Requirement

- 26 Where signs are expressed to be subject to a ratio requirement, the total area of the display surfaces of all signs shall not exceed:

Ratio	Maximum total area allowed for each 0.3 m (0.98 ft) of business' building frontage
2 to 1	0.186 sq m (2 sq ft)
1 to 1	0.093 sq m (1 sq ft)
1/2 to 1	0.046 sq m (0.5 sq ft)
1/3 to 1	0.031 sq m (0.33 sq ft)
1/4 to 1	0.023 sq m (0.24 sq ft)

## PART 5 - CONSTRUCTION AND MAINTENANCE

### General

- 27 (1) The holder of a sign permit and the owner of the property on which a sign is located shall maintain the sign, including its supports and fastenings, in a safe and secure condition at all times.
- (2) Every sign shall be designed, erected, constructed and maintained to withstand the pressure of a wind having a velocity of 160 km/hour (99.41 mi/hour).
- (3) Every projecting sign or other sign requiring support other than by cables or guy wires alone shall be supported by a projecting cantilever system rather than by an open, exposed or "A" frame system.
- (4) All bracing systems shall be designed and constructed to transfer lateral forces to their foundations.

- (5) For signs on buildings, the loads shall be transmitted through the structural frame of the building to the ground in such manner as not to overstress any of the elements of the structural frame.
- (6) When required by the Sign Bylaw Administrator for the purpose of determining if the structure of a building will carry the additional loads and stresses imposed by the erection of a sign, the owner or agent of the building or site upon which a sign is to be erected shall provide complete drawings and specifications detailing the construction of the sign, its supporting framework, and other information with respect to the building on which the sign is proposed to be located.
- (7) A person shall not affix a sign to or keep a sign affixed to a fire escape and shall not erect, construct or keep a sign that obstructs, impedes or impairs the free and uninterrupted use and enjoyment of a fire escape, fire exit window, fire exit door or passage used or intended to be used in the event of fire, or a window or other aperture which admits light or provides ventilation.
- (8) Every sign shall be plainly marked with the name of its maker.
- (9) Every sign, including supports and fastenings, shall be kept clean and painted at all times.

## **Material**

- 28 (1) All combustible plastic material and fastenings used for or as part of a sign shall be of adequate strength and durability to withstand design loads prescribed in the British Columbia Building Code.
- (2) The Sign Bylaw Administrator may require that technical data from the manufacturer of the combustible plastic material or from an acceptable testing agency be submitted in detail sufficient to establish working stresses, maximum unsupported spans and other aspects of thicknesses and forms used.
- (3) Allowance shall be made for expansion and contraction of the combustible plastic material according to accepted data on the co-efficient of expansion of the material and any material with which it is employed.
- (4) For the purpose of determining the ignitability, surface burning characteristics or degree of combustibility of the combustible plastic material, the Sign Bylaw Administrator may require the submission of the results of fire tests of the material from an approved testing agency.
- (5) Where electrical signs are installed within a building, the requirements of the British Columbia Building Code apply to the display surface material, distribution and area of the display surface of the signs.
- (6) All pliable plastic display surface materials shall comply with the conditions specified in subsections (1) to (5) and when back-lighted shall have the following:
  - (a) waterproof seams and joints;

- (b) tension-adjusting sign face connections;
- (c) tear-resisting reinforcement with a tensile strength of 22.5 kg (49.6 lb) per 25 mm (0.98 in) of width capable of withstanding puncture from the impact of a 0.45 kg (0.99 lb), 25 mm (0.98 in) steel ball, dropped from a height of 3.0 m (9.84 ft) or with the equivalent tensile strength; and
- (d) proof of conformance with ULC S109-1979 "Standard for Flame Test of Flame-Resistant Fabrics and Films".

### **Anchorage**

29 A person who erects, places or keeps a sign shall ensure that:

- (a) it is attached to masonry, concrete or steel by means of metal anchors, bolts, or approved expansion screws of sufficient size and anchorage to safely support the load of the sign;
- (b) it is not fastened by nails, staples or screws to wooden blocks, plugs or nailing strips built into masonry or concrete;
- (c) bolts or lag screws used for a sign are not fastened to window frames or sills and that lag bolts in solid woodworks are not less than 12.7 mm (0.5 in) in diameter and penetrate the woodwork a minimum of 76 mm (2.99 in);
- (d) cables that are used for a sign and that are at least 12.7 mm (0.5 in) in diameter are provided with suitable sleeves and that two cable clips are provided and securely clamped to the sleeves for each cable;
- (e) supporting cables used for a sign are provided with turnbuckles and that side-guys are provided with at least a turnbuckle for one side of a sign;
- (f) turnbuckles used for a sign have a breaking strength equivalent to that of the cable to which they are attached; and
- (g) the anchor or support of a sign is not connected to or supported by an unbraced parapet wall unless the structural stability of the parapet is confirmed to be adequate by a professional structural engineer registered in British Columbia.

### **Corrosion**

30 All cables, turnbuckles, links, bolts and screws, and all devices which are used to support or which form a part of a sign shall be non-corrosive or be otherwise protected by galvanizing.

### **Inspection**

- 31 (1) On completion of the installation of a sign for which a sign permit has been issued, the permit holder shall immediately give to the Sign Bylaw Administrator the sign permit number and notice of the completion.

- (2) The Sign Bylaw Administrator shall issue a certificate of inspection to the permit holder if the sign complies with this bylaw.

## **PART 6 - ARTERIAL COMMERCIAL SIGN ZONE**

### **Permitted Signs**

- 32 (1) The signs permitted in the Arterial Commercial Sign Zone are those signs indicated as permitted in Schedule B.
- (2) A flashing sign is permitted in the Chinatown Special Sign Zone.

### **Regulations**

- 33 (1) The sign allowance permitted in the Arterial Commercial Sign Zone is a 1 to 1 ratio requirement.
- (2) A fascia sign shall not have a display surface exceeding 9 m<sup>2</sup> (96.88 sq ft).
- (3) A free-standing sign
  - (a) in the Arterial Commercial Sign Zone shall not have a height exceeding 7.62 m (25 ft);
  - (b) in the Blanshard Street Special Sign Zone shall not have a height exceeding 2.5 m (8.20 ft);
  - (c) in the Blanshard Street Special Sign Zone or the Chinatown Special Sign Zone shall not have a total display surface exceeding 7.43 m<sup>2</sup> (79.98 sq ft) for all sides of the sign which can be seen simultaneously.
- (4) A projecting sign in the Blanshard Street Special Sign Zone and the Chinatown Special Sign Zone shall not have a display surface exceeding 4.49 m<sup>2</sup> (48.33 sq ft).
- (5) In the Arterial Commercial Sign Zone, a readograph sign, which is not for a theatre, a cabaret or another place of entertainment where a regular change of entertainment events necessitates changes in the copy on the sign, may have up to a 1/3 to 1 ratio requirement.

## **PART 7 - NEIGHBOURHOOD COMMERCIAL SIGN ZONE**

### **Permitted Signs**

- 34 The signs permitted in the Neighbourhood Commercial Sign Zone are those signs indicated as permitted in Schedule B.

## Regulations

- 35 (1) The sign allowance permitted in the Neighbourhood Commercial Sign Zone is a 1 to 1 ratio requirement.
- (2) The regulations in section 33(2) apply to a fascia sign in the Neighbourhood Commercial Sign Zone.
- (3) A free-standing sign in the Neighbourhood Commercial Sign Zone shall not have a total display surface exceeding 2.8 m<sup>2</sup> (30.14 sq ft) for all sides of the sign which can be seen simultaneously.
- (4) The regulations in section 33(4) apply to a projecting sign in the Neighbourhood Commercial Sign Zone.
- (5) The regulations in section 33(5) apply to a readograph sign in the Neighbourhood Commercial Sign Zone.

## PART 8 - OLD TOWN SIGN ZONE

### Permitted Signs

- 36 The signs permitted in the Old Town Sign Zone are those signs indicated as permitted in Schedule B.

### Regulations

- 37 (1) The sign allowance permitted in the Old Town Sign Zone is a 1 to 1 ratio requirement.
- (2) A fascia sign in the Old Town Sign Zone
- (a) shall not have a total display area exceeding 4.5 m<sup>2</sup> (48.44 sq ft)
  - (b) shall not be higher than
    - (i) the lowest sill of the second storey of the building on which the sign is displayed or;
    - (ii) the bottom of the eave or cornice of the building on which the sign is displayed where the building has only one storey; and
  - (c) shall not obscure an architectural feature of a designated heritage building or a building on the City's heritage registry.
- (3) A free-standing sign in the Old Town Sign Zone
- (a) may have up to a 1/2 to 1 ratio requirement;

- (b) shall not have a display surface exceeding 1.9 m<sup>2</sup> (20.45 sq ft); and
- (c) shall not be higher than the lower of
  - (i) a height of 4.5 m (14.76 ft); and
  - (ii) the eaves of the building on which the sign is displayed.
- (4) A projecting sign in the Old Town Sign Zone may
  - (a) not have a display surface exceeding 1.9 m<sup>2</sup> (20.45 sq ft);
  - (b) not be higher than the lowest sill of the second floor of the building on which it is displayed or, where the building has only one storey, the bottom of the eave or cornice; and
  - (c) not obscure an architectural feature of a designated heritage building or a building on the City's heritage registry.
- (5) In the Old Town Sign Zone, a canopy sign may have up to a 1/2 to 1 ratio requirement.
- (6) In the Old Town Sign Zone, a suspended sign
  - (a) may have up to a 1/2 to 1 ratio requirement; and
  - (b) shall not have a display surface exceeding 0.55 m<sup>2</sup> (5.92 sq ft).

### **Prohibited Material and Illumination**

- 38 (1) The following materials and forms of illumination are prohibited in the Old Town Sign Zone
- (a) plastic, other than for individual channel letters and routed faces on a sign;
  - (b) sign panels with backlighting, other than opaque metal panels with routed lettering and other graphic elements;
  - (c) spotlights, floodlights, or other lighting fixtures, other than neon lights, unless the light is focused on the sign.
- (2) Despite subsection (1), a backlit plastic sign, all of which, other than the lettering and other graphic elements, is opaque, is permitted in the Downtown Buffer Sign Zone.

## **PART 9 - GENERAL RESIDENTIAL SIGN ZONE**

### **Permitted Signs**

- 39 The signs permitted in the General Residential Sign Zone are those signs indicated as permitted in Schedule B.

### **Regulations**

- 40 (1) The sign allowance permitted in the General Residential Sign Zone is a 1 to 1 ratio requirement.
- (2) A fascia sign, free-standing sign and projecting sign in the General Residential Sign Zone
- (a) may be displayed only on or from a multiple dwelling as defined in the Zoning Regulation Bylaw or from a school, library, church, art gallery, museum, club or similar institution or for a business that is permitted under the Zoning Regulation Bylaw;
- (b) shall not display information other than
- (i) the name, address or occupancy of the premises in the case of a multiple dwelling;
- (ii) information related to the occupancy of or activity in a school, library, church, art gallery, museum, club or similar institution;
- (iii) the name and address of the business where the business is permitted under the Zoning Regulation Bylaw
- (c) shall not have a display surface exceeding 2.8 m<sup>2</sup> (30.14 sq ft).
- (3) A free-standing sign in the General Residential Sign Zone shall not have a height exceeding 6 m (19.69 ft) nor a display surface exceeding 4.46 m<sup>2</sup> (48.0 sq ft).
- (4) The regulations in section 33(5) apply to a readograph sign in the General Residential Sign Zone.

## **PART 10 - DOCKSIDE SIGN ZONE**

### **Permitted Signs**

- 41 The signs permitted in the Dockside Sign Zone are those signs indicated as permitted in Schedule B.

### **Regulations**

- 42 The sign allowance permitted in the Dockside Sign Zone is a 1 to 1 ratio requirement.

### **Material and Illumination**

- 43 (1) Sign panels with backlighting are prohibited in the Dockside Sign Zone.
- (2) Signs in the Dockside Sign Zone must be made of
- (a) enamelled metal, painted metal or painted wood; and
  - (b) metal or wooden letters.

## **PART 11 - BAYSIDE SIGN ZONE**

### **Permitted Signs**

- 44 The signs permitted in the Bayside Sign Zone are those signs indicated as permitted in Schedule B.

### **Regulations**

- 45 (1) The sign allowance permitted in the Bayside Sign Zone is a 1 to 1 ratio requirement.
- (2) A canopy sign in the Bayside Sign Zone may have up to 1/2 to 1 ratio requirement.
- (3) A fascia sign in the Bayside Sign Zone
- (a) must not have a total display area exceeding 4.5 m<sup>2</sup> (48.44 sq ft); and
  - (b) must not be higher than
    - (i) the lowest sill of the second storey of the building on which the sign is displayed; or
    - (ii) the bottom of the eave or cornice of the building on which the sign is displayed where the building has only one storey.
- (4) A projecting sign in the Bayside Sign Zone
- (a) must not have a display surface exceeding 1.9 m<sup>2</sup> (20.45 sq ft); and
  - (b) must not be higher than
    - (i) the lowest sill of the second storey of the building on which the sign is displayed; or
    - (ii) the bottom of the eave or cornice of the building on which the sign is displayed where the building has only one storey.

- (5) A suspended sign in the Bayside Sign Zone
  - (a) may have up to a 1/2 to 1 ratio requirement; and
  - (b) must not have a display surface exceeding 0.55 m<sup>2</sup> (5.9 sq ft).
- (6) A window sign in the Bayside Sign Zone must not have a total display area exceeding 1 m<sup>2</sup> (10.76 sq ft).

### **Material and Illumination**

- 46 (1) The following materials and forms of illumination are prohibited in the Bayside Sign Zone:
  - (a) vinyl, or backlit plastic signs or sign boxes;
  - (b) boxed neon and continuous or intermittent prefabricated signs;
  - (c) homogeneous and continuous sign lighting or lighting bands; and
  - (d) sign panels with backlighting, other than opaque metal panels with routed lettering and other graphic elements.

## **PART 12 – ENFORCEMENT**

### **Offences**

- 47 (1) A person commits an offence and is subject to the penalties imposed by this bylaw, the Ticket Bylaw and the *Offence Act* if that person
  - (a) contravenes a provision of this bylaw,
  - (b) consents to, allows, or permits an act or thing to be done contrary to this bylaw, or
  - (c) neglects or refrains from doing anything required by a provision of this bylaw.
- (2) Each day that a contravention of a provision of this bylaw occurs or continues shall constitute a separate offence.

### **Penalties**

- 48 A person found guilty of an offence under this bylaw is subject to a fine of not less than \$100.00 for every day that the offence continues, to a maximum of \$2,000.00.

## Inspection

- 49 The Sign Bylaw Administrator or anyone appointed by the Sign Bylaw Administrator to do so may enter at all reasonable times on any property subject to this bylaw to ascertain whether this bylaw is being observed.

## PART 13 – OTHER PROVISIONS

### Measurements

- 50 Approximate imperial measurements are provided for convenience only. In the event of a conflict between a metric measurement and an imperial measurement provided in this bylaw, the metric measurement shall apply.

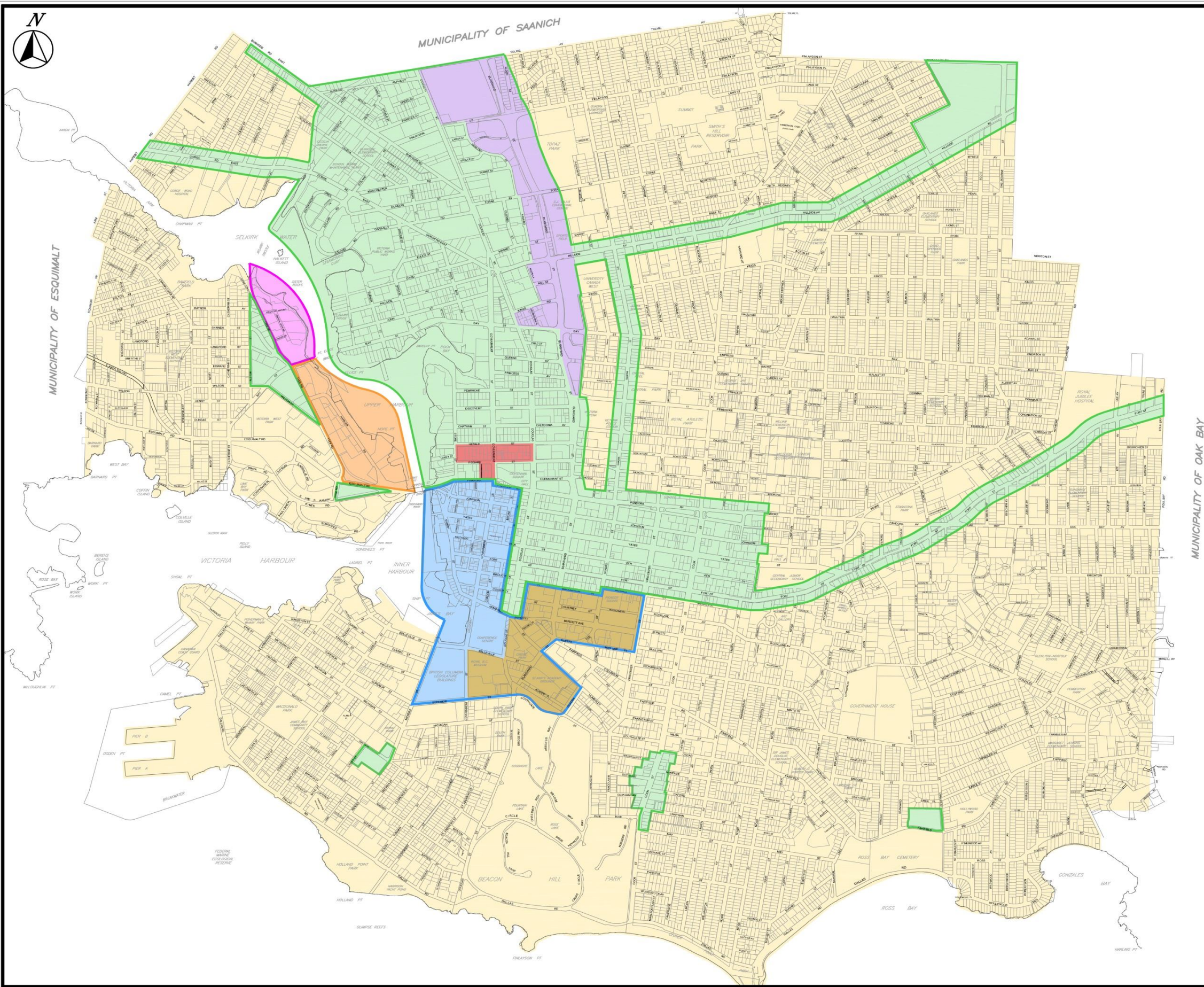
### Repeal

- 51 Bylaw No. 92-30, the Sign Bylaw, is repealed.

READ A FIRST TIME the	<b>18<sup>TH</sup></b>	day of	<b>December,</b>	2014
READ A SECOND TIME the	<b>18<sup>th</sup></b>	day of	<b>December,</b>	2014
READ A THIRD TIME the	<b>18<sup>th</sup></b>	day of	<b>December,</b>	2014
ADOPTED on the	<b>22<sup>nd</sup></b>	day of	<b>January,</b>	2015

**“ROBERT G. WOODLAND”**  
CORPORATE ADMINISTRATOR

**“LISA HELPS”**  
MAYOR



# Schedule A Sign Zone Map

- LEGEND**
- ARTERIAL COMMERCIAL SIGN ZONE
  - BLANSHARD STREET SPECIAL SIGN ZONE
  - CHINATOWN SPECIAL SIGN ZONE
  - OLD TOWN SIGN ZONE
  - DOWNTOWN BUFFER SIGN ZONE
  - GENERAL RESIDENTIAL SIGN ZONE  
Includes Neighbourhood Commercial Sign Zone (any lot with commercial zoning)
  - DOCKSIDE SIGN ZONE
  - BAYSIDE SIGN ZONE

LAST BYLAW AMENDMENT November 2014



## Schedule B

### Permitted Sign Types by Zone

Sign Type	Sign Zones								
	1	1a	1b	2	3	3a	4	5	6
canopy	x*	x	x	x	x	x			x
combination	x	x	x	x			x		
fascia	x	x	x	x	x	x	x	x	x
flashing			x						
free-standing	x	x	x	x	x	x	x		
notice board	x	x	x	x					
projecting	x	x	x	x	x	x	x	x	x
readograph	x	x	x	x			x		
roof top	x	x	x	x	x	x			
sign on an awning	x	x	x	x	x	x			
suspended	x	x	x	x	x	x		x	x
temporary (60 days maximum)	x	x	x	x	x	x			
banner (30 days maximum)	x	x	x	x	x	x	x	x	x
window (regulated as fascia)	x	x	x	x	x	x	x	x	x

\* An "x" indicates the corresponding sign type is permitted in the corresponding sign zone

Key: Sign Zones			
1	Arterial	3	Old Town
1a	Blanshard Street Special	3a	Downtown Buffer
1b	Chinatown Special	4	General Residential
2	Neighbourhood Commercial	5	Dockside
		6	Bayside