

**City of Kelowna
Regular Council Meeting
AGENDA**



Monday, March 20, 2017

10:00 am

Knox Mountain Meeting Room (#4A)

City Hall, 1435 Water Street

Pages

1. **Call to Order**
2. **Confirmation of Minutes** 2 - 4
Regular AM Meeting - March 13, 2017
3. **Reports**
 - 3.1 **Sign Bylaw Workshop** 45 m 5 - 71
To review policy shifts in the Draft Sign Bylaw prior to the bylaw being considered for readings.
4. **Resolution Closing the Meeting to the Public**

THAT this meeting be closed to the public pursuant to Section 90(g) of the Community Charter for Council to deal with matters relating to the following:) of the Community Charter for Council to deal with matters relating to the following:

 - Potential Litigation
5. **Adjourn to Closed Session**
6. **Reconvene to Open Session**
7. **Issues Arising from Correspondence & Community Concerns**
 - 7.1 **Mayor Basran, re: Issues Arising from Correspondence** 30 m
8. **Termination**



**City of Kelowna
Regular Council Meeting
Minutes**

Date: Monday, March 13, 2017
 Location: Knox Mountain Meeting Room (#4A)
 City Hall, 1435 Water Street

Members Present Deputy Mayor Mohini Singh*, Councillors Maxine DeHart, Ryan Donn, Gail Given, Tracy Gray, Charlie Hodge*, Brad Sieben and Luke Stack

Members Absent Mayor Colin Basran

Staff Present Deputy City Manager, Joe Creron; City Clerk, Stephen Fleming; Divisional Director, Infrastructure, Alan Newcombe*; Integrated Transportation Department Manager, Raphael Villarreal*; Long Range Policy Planning Manager, James Moore*; Director, Business & Entrepreneurial Development, Robert Fine*; Community Engagement Consultant, Kari O'Rourke*; Planner Specialist, Pat McCormick*; Parks & Buildings Planning Manager, Robert Parlane*; Cultural Services Manager, Sandra Kochan*; Legislative Coordinator (Confidential), Arlene McClelland

Guests: Alliance for Innovation Regional Director, Nijah Fudge
 Executive Director Kelowna, Nataley Nagy
 Consultant, Don Ferguson

(* denotes partial attendance)

1. Call to Order

Deputy Mayor Singh called the meeting to order at 9:02 a.m.

2. Confirmation of Minutes

Moved By Councillor Donn/Seconded By Councillor DeHart

R180/17/03/13 THAT the Minutes of the Regular AM Meeting of March 6, 2017 be confirmed as circulated

Carried

3. Reports

3.1 Forces Shaping the Future - Imagine Kelowna Council Workshop

Staff:

- Introduced the Workshop and Guest Speaker, Nijah Fudge, Alliance for Innovation

Nijah Fudge, West Regional Director, Alliance for Innovation

- Displayed a PowerPoint Presentation, re: Forces Shaping the Future and responded to questions from Council.

Councillor Hodge joined the meeting at 9:27 a.m.

Moved By Councillor Donn/Seconded By Councillor Given

R181/17/03/13 THAT Council receives, for information, the report from the Project Manager for Strategic Visioning Project dated March 13, 2017 with respect to Imagine Kelowna Council Workshop.

Carried

3.2 Public Art Program Update

Staff:

- Displayed a PowerPoint Presentation summarizing the Public Art Program.

Deputy Mayor Singh left the meeting at 10:48 a.m. with Deputy Mayor Stack now presiding.

Deputy Mayor Singh returned to the meeting at 10:50 a.m. and resumed the Chair.

Moved By Councillor Donn/Seconded By Councillor Hodge

R182/17/03/13 THAT this meeting be closed to the public pursuant to Section 90(2) (b) of the Community Charter for Council to deal with matters relating to the following:

- Negotiations with another level of Government (Province)

The meeting adjourned to a closed session at 11:19 a.m.

The meeting reconvened to an open session at 11:25 a.m.

3.2 Public Art Program Update (continued)

Council:

- Provided individual comments on the presentation.

Staff:

- Responded to questions from Council.

Moved By Councillor Hodge/Seconded By Councillor Donn

R183/17/03/13 THAT Council receives for information, the Report from the Planner Specialist dated March 7, 2017, on the City of Kelowna Public Art Program;

AND THAT Council endorse the Public Art Program as set out in the report of the Planner Specialist, dated March 7, 2017;

AND THAT Council directs staff to report back to an afternoon meeting of Council with the Public Art Program Work Plan for 2017-2018.

Carried**4. Resolution Closing the Meeting to the Public**Moved By Councillor Stack/Seconded By Councillor Hodge

R184/17/03/13 THAT this meeting be closed to the public pursuant to Section 90(1) (b) and (g) of the Community Charter for Council to deal with matters relating to the following:

- Position Appointment
- Potential Litigation
- Acquisition, Disposition or Expropriation of Land or Improvements

5. Adjourn to Closed Session

The meeting adjourned to a closed session at 11:42 a.m.

6. Reconvene to Open Session

The meeting reconvened to an open session at 12:37 a.m.

7. Issues Arising from Correspondence & Community Concerns

There were no issues arising.

8. Termination

The meeting was declared terminated at 12:37 p.m.

Deputy Mayor

/acm


City Clerk

Report to Council



Date: March 20, 2017
File: 1250-01
To: City Manager
From: Ryan Roycroft, Planner
Subject: Sign Bylaw Workshop

Recommendation:

THAT the Sign Bylaw Workshop report prepared by the Community Planning Department dated March 20, 2017 be received for information;

AND THAT Council direct Staff to bring the new Sign Bylaw to an afternoon Council meeting for consideration.

Purpose:

To review policy shifts in the Draft Sign Bylaw prior to the bylaw being considered for readings.

Background:

The new Sign Bylaw is prepared and ready for Council review and for reading consideration. Because there is no formal public hearing associated with the Sign Bylaw, Staff have prepared a briefing on key changes to the Bylaw that represent reasonably significant departures from previous policy. Key changes relate to digital signage and free standing sign heights.

A number of other changes have been made, largely to administrative and procedural matters. These amendments have been made in consultation with the Bylaw Enforcement and the Development Services Departments, the groups charged with implementing and enforcing the bylaw.

Animated and Digital Signs:

The current Sign Bylaw is unclear on the regulations regarding digital and animated signs. For the past 18 months, the City has been considering Digital Animated signs through the Council Development Permit process. Generally, digital signs in commercial buildings have not been supported, while digital signs on public service buildings such as churches or schools have been supported.

Staff are unable to see any public good, nor aesthetic value in allowing digital animated signs on commercial buildings. While new technologies allow sign lighting levels to be better controlled, there does not appear to be any benefit to residents of the city in expanding the deployment of these signs and it would not add to the visual character of the community.

The Official Community Plan currently gives some guidance on signs in the City.

Comprehensive Development Permit Guidelines

17.0 Signs

- 17.1 Integrate signage that contributes to the overall quality and unique character of a development (e.g. coordinate proportion, materials, and colour);
- 17.2 Do not compromise the scale and visual qualities of a building with the size and number of signs;
- 17.3 Locate, size, and format signs such that they can be easily read by pedestrians.
- 17.4 Where signage is proposed for buildings with historical character or heritage significance (i.e. Listed on the Heritage Register, with Heritage Designation and/or located in the Abbott Street and Marshall Street Heritage Conservation Areas) that signage should use design inspiration from historical influences (e.g. non-illuminated and non-animated.)

Revitalization Development Permit Areas (Downtown Considerations)

7.0 Signage

- 7.1 Design signage that is high quality, imaginative, and innovative;
- 7.2 Design signage with consideration of the size of any individual sign as part of the overall scheme of building signage and the appearance of the building's façade. Scale and architectural expression should not be compromised by size and number of signs;
- 7.3 Box signs are strongly discouraged;
- 7.4 Incorporate concise messaging and simple graphics into signage. Corporate and store logos are appropriate only if they form part of an overall sign design, and are suitably scaled to the façade composition;
- 7.5 Light lettering on a dark background is preferred over dark lettering on a light background and consideration should be given to those with visual impairment;
- 7.6 Minimize signage lighting (i.e., incorporate indirect front-lit signs wherever possible);
- 7.7 Counter-balance illuminated signs with natural materials and appropriate framing.

City Official Community Plan guidelines do not generally support digital animated signs in commercial, industrial or multi-family areas, especially downtown. The OCP emphasizes simple signage, unlit where possible, be installed as unobtrusively as possible.

Survey Responses:

The City conducted a survey on signage as part of the bylaw review process. The engagement indicated that 66% of respondents supported the notion of restricting digital signs to cultural, recreational and institutional areas. Only 13% of respondents felt digital signs were appropriate in local shopping areas. Respondents also indicated that they felt digital billboards were the most intrusive form of signage, with only 20% of respondents not considering them intrusive.

The engagement survey does not indicate a strong interest on the part of respondents for expanding digital signage coverage in the community.

Based on City policy and public comment, there does not appear to be any compelling reason to expand digital animated signage to commercial zones with this iteration of the bylaw. If Council opts to restrict digital signage at this time, as per the draft bylaw, the regulations can always be reconsidered if the OCP and public acceptance evolve. However, if Council opts to expand digital signage now, grandfathering protections will mean that the signage will not easily be removed if the decision is later reversed.

Sign Height

A common comment regarding the Harvey Ave corridor in Kelowna, and to a lesser extent other commercial corridors, relates to the number of free standing signs and sign clutter. The draft bylaw reduces the maximum size and height of free standing signs in commercial areas from 8.0 in height to 5.0 m in height.

The 8.0 m in height is already slightly lower than what is allowed in other Okanagan Valley communities.

Penticton – 9.0 m

Vernon – 9.0 m

West Kelowna – 9.0 m

The draft bylaw takes a stronger stand on signage size, placing Kelowna firmly in the category of leader in reducing signage size in the region. A 5.0m high sign is the size of a 1 ½ storey home and well visible from city streets.

Staff are recommending taking this route for a number of reasons. The OCP identifies a goal that Kelowna continue to develop a distinct style and feeling of its own. Traditionally, communities look at their neighbours to determine maximum sign sizes, leading to a fairly homogeneous level of signage across regions. By substantially reducing free standing sign sizes, Kelowna may set itself apart and begin to distinguish itself stylistically.

Sign size may also be varied by Council. Where an applicant requests a very large sign, Council will have an opportunity to review and determine if it appropriate.

Sandwich Board Signs

The current Sign Bylaw completely prohibits all Sandwich Board signs in the city, on private and public property. This has been cited by a number of groups consulted as excessive. It has also proven to be difficult to enforce. Further, the City does allow merchants on Bernard Avenue who enter into patio agreements to display sandwich board signs, notwithstanding the Bylaw, which is a source of frustration for other merchants.

Staff are recommending that the bylaw allow sandwich board signs to be located on private property, outside of the path of pedestrian travel. No signs would be permitted on public property.

Other Changes:

- All text in bylaw has been rewritten for internal consistency
- Restructured bylaw to read like the Zoning Bylaw
- Increased flexibility through menu-type options – “3 of the following kinds of signs”
- Increased allowances for Fascia Signs
- Clarified permit requirements for signage to improve usability
- Allowance of signs above a canopy
- Changed the way signs are measured to encourage channel letter signs over box signs
- Clarified the relationship between sign permits and Development Permits
- Increased use of imagery in bylaw
- Worked closely with Building and Bylaw Enforcement to enhance enforceability of the bylaw

Future Changes:

In the long-term, based on additional public engagement and paradigm changes in community expectations, staff may recommend additional amendments to continue to differentiate Kelowna from other communities.

Staff believe that as the city continues to evolve, free standing pylon signs may eventually be phased out entirely outside of Service Commercial and Industrial areas. Committing to this vision would starkly differentiate Kelowna from other cities in the valley and improve the character and quality of the built environment. In time, staff expect that Kelowna would see patterns of development similar to other cities where free standing signs are banned and where buildings are built closer to roadways to act as advertising, rather than signs.

Staff may also explore further reductions in lit fascia signs, especially in areas where there is already an established pattern of signage. This would apply to signs above the second floor.

As well, as Urban Center Plans continue, staff may recommend signage bylaw updates to require that signage be more contextual to identified neighbourhoods. Where the Urban Center Plans identify different characteristics or expectations in an area, the Sign Bylaw can be updated accordingly.

Considerations not applicable to this report:

Internal Circulation:

Legal/Statutory Authority:

Legal/Statutory Procedural Requirements:

Existing Policy:

Financial/Budgetary Considerations:

Personnel Implications:

External Agency/Public Comments:

Communications Comments:

Alternate Recommendation:

Submitted by:

Ryan Roycroft, Planner

Approved for inclusion:



Ryan Smith, Community Planning Manager

Attachments:

Sign Bylaw Survey

Draft Sign Bylaw

SUMMARY:

The Sign Bylaw sets the rules and regulations for both public and private property within City limits. It governs where signs may be placed, the size, number, type and appearance of the signs permitted and prohibits certain types of signs. The Bylaw also outlines when a permit is required for a sign and the information required on the permit application.

The Bylaw is intended to ensure that signage in Kelowna is developed and installed in a sensitive fashion that contributes to a high quality built environment.

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CITY OF KELOWNA

BYLAW NO. _____

City of Kelowna Sign Bylaw

A bylaw to regulate the number, size, type, form, appearance and location of signs in the City of Kelowna.

The Municipal Council of the City of Kelowna, in open meeting assembled, enacts as follows:

1. General Administration

1.1. Title

1.1.1. This Bylaw may be cited as the 'Sign Bylaw No. _____.'

1.2. Interpretation

1.2.1. Any enactment referred to herein is a reference to an enactment of British Columbia and regulations thereto, as amended, revised, consolidated or replaced from time to time, and any bylaw referred to herein is a reference to an enactment of the **Council** of the City of Kelowna, as amended, revised, consolidated or replaced from time to time.

1.2.2. The headings given to the sections and paragraphs in this Bylaw are for convenience of reference only. They do not form part of this Bylaw and will not be used in the interpretation of this Bylaw.

1.2.3. If any section, paragraph or phrase of this Bylaw is for any reason held to be invalid by a decision of a Court of competent jurisdiction, such decision will not affect the validity of the remaining portions of this Bylaw.

1.3. Definitions

1.3.1. Any term or phrase that is not defined in this Bylaw but that is defined in the City of Kelowna **Zoning Bylaw** shall have the same meaning as defined in the **Zoning Bylaw**.

1.4. Related Definitions

'**Abut or Abutting**' means immediately contiguous to, or physically touching, and when used with respect to **lots** or sites means two that share a common property line.

'**Agricultural and Garden Stands**' means those accessory buildings and structures for retailing agricultural products on a farm.

'**Awning**' means a retractable or non-retractable covering of non-rigid materials such as canvas or similar fabric projecting from the exterior wall of the building.

'**Building Frontage**' means the measurement of the length of a building wall which directly faces a street.

'**Building Inspector**' means the persons appointed by **City Council** to administer and enforce the provisions of the City of Kelowna Building Regulation Bylaw and the City of Kelowna Plumbing Regulation Bylaw of the day.

'**Bylaw Enforcement Officer**' means the officers or employees appointed by **Council** as such.

'**Canopy**' means a non-retractable hood, cover, or marquee which projects from the wall of a building. It does not include an **awning**, projecting roof, roof eaves, or enclosed structure.

'**Changeable Copy**' (automatic or manual) means a **sign** on which **copy** can be changed manually through use of attached letters and numerals.

'**City**' means the City of Kelowna.

'**Comprehensive Sign Plan**' means plans and drawings that specify the location, size, materials, colour, lighting and designs of all existing and proposed signs on a site or development in relation to buildings, access, and landscaping.

'**Copy**' means the wording of a **sign** in permanent or removable letter form, including symbols, **logos** and other things comprising the visual message.

'**Council**' means the Municipal Council of the City of Kelowna.

'**Director of Community Planning and Strategic Investment**' means the person appointed as such by **Council** and includes his or her lawful designate.

'**Frontage**' means the length of a **lot** line which immediately adjoins a street other than a lane or walkway.

'**Height**' means, with respect to a **sign**, the maximum vertical distance between the normal grade around the **sign** (exclusive of any berm or embankment) and the highest point of the **sign**.

'**Hoarding**' means any temporary wall and related structures which form a continuous **site** enclosure, which is erected for the purpose of **site** protection, including, but not limited to, any temporary structure required as a result of safety requirements imposed by provincial or federal legislation to cover sidewalks, scaffolding, and fencing.

'**Logo**' means a symbolic representation not including any words, names or numbers unless part of a registered trademark, which is used exclusively to simplify advertising of a product, business, service, or activity, and which contains no additional identification, information or message.

'Lot' means a parcel of land, including crown land, which is legally defined either by registered plan or description.

'LUX' means a measurement for the amount of light coming from a digital display screen and striking the human eye at a given distance. One LUX is perceived brightness of the light from one candle striking the human eye at one metre away.

'Nit' means a measurement equivalent to the power emitted by a digital display screen in a particular direction, as perceived by the human eye, per square metre.

'Owner' means the registered owner of an estate in fee simple or strata title, or his agent authorized in writing, and includes:

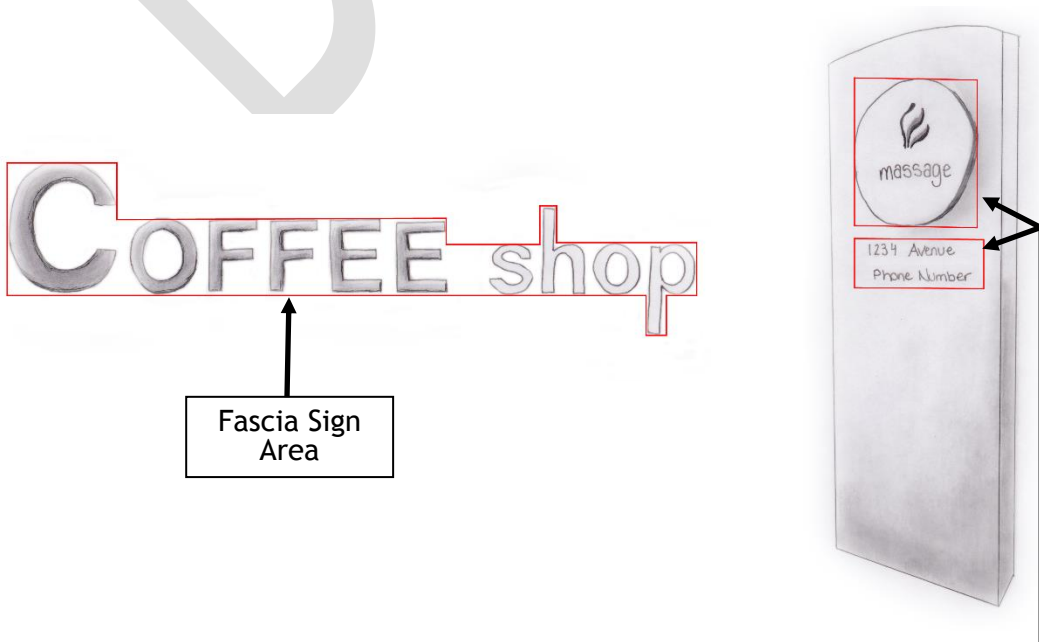
- (a) the tenant for life under a registered life estate; and
- (b) the registered holder of the last registered agreement for sale.

'Residential Sales Centre' means a permanent or temporary building or structure used for a limited period of time for the purpose of marketing residential land or buildings.

'Roof Line' means the horizontal line made by the intersection of the wall of the building with the roof of the building or the top of the edge of the parapet. In the case of a building with a pitched roof, the roof line shall be at the eave level.

'Sign' means any visual medium, including its structure and other component parts, or banner, illuminated or non-illuminated, which is visible from any public street or adjacent property or any lettering, words, pictures or symbols which identify, describe, illustrate, advertise or draw attention to a product, place, activity, business, service, or institution. Without limiting the generality of the foregoing, signs include banners, letters, illustrations, figures, neon tubing, placards, painted messages, but not flags, window displays of merchandise or signs painted on or attached to a motor vehicle unless the vehicle is parked on a regular basis to act as a sign.

'Sign area' means the total area within the outer edge of the frame or border of a sign. Where a sign has no frame, border or background, the area of the sign shall be the area contained within the shortest line surrounding the whole group of letters, figures or symbols of such sign. In the case of a multi-faced sign, only one side of the sign shall be counted.



'Zone' means the zones identified and defined in City of Kelowna **Zoning Bylaw**.

'Zoning Bylaw' means City of Kelowna Zoning Bylaw of the day.

1.5. Administration of Bylaw

1.5.1. The **Director of Community Planning and Strategic Investment, Building Inspectors, Bylaw Enforcement Officers** and their delegates are hereby empowered to:

- (a) administer this Bylaw, which includes the issuance of **sign** permits where the proposed **sign** conforms to this Bylaw and all other applicable bylaws of the **City**;
- (b) keep records of any application received, permits and orders issued, and inspections made;
- (c) order the correction of any work that is being or has been improperly done under a permit, or that is done in contravention of the terms of a **Free-Standing Sign Area** permit or of this Bylaw or any other bylaw of the **City**;
- (d) order the cessation of work that is proceeding in contravention of this Bylaw or any permit issued pursuant to this Bylaw;
- (e) revoke a permit where there is a violation of any term or condition of the permit or a contravention of this Bylaw or any other bylaw of the **City**;
- (f) order the removal of a **sign** for which there is no valid and subsisting permit or that does not conform to this Bylaw or any other bylaw of the **City**; and
- (g) order the painting, repair, alteration or removal of any **sign** that has become dilapidated or is abandoned, or that constitutes, in the opinion of the **Building Inspector**, a hazard to public safety or property.

2. SIGNS

2.1. Permit Required

- 2.1.1. No person shall construct, place, erect, display, alter, repair, or re-locate a **sign** requiring a permit without a valid **sign** permit issued pursuant to this Bylaw.
- 2.1.2. A permit expires if the authorized **sign** development is not substantially commenced within one (1) year of the date of issuance.
- 2.1.3. Notwithstanding a permit being issued to a third party, the **owner** and occupier of the **lot** where a **sign** is located are jointly and severally responsible to complete all work in accordance with the permit and public safety, and to maintain the **sign** in a safe condition free from defects.

2.2. Sign Application Information

- 2.2.1. Every application for a permit must be made on an approved form and shall be accompanied by the appropriate application fee as outlined in the City of Kelowna Development Application Fees Bylaw of the day.
- 2.2.2. The applicant shall provide sufficient information to identify the site and any applicable improvements thereon including:
 - (a) the completed application form signed by the property **owner** and, if different, the person responsible for erecting the **sign**;
 - (b) drawings that describe the dimensions, area, materials, finishes, colours, size of lettering, wording and graphics, method of illumination, and mounting or erection details;
 - (c) drawings or photos that show the dimensions and location of all existing and proposed **signs** on the building façade or on a site relative to grade, vehicle areas, and **lot** lines; and
 - (d) any other information required by the **Building Inspector** in order to determine compliance with this Bylaw.
- 2.2.3. The **Building Inspector** may require, as a condition of the issuance of any **sign** permit, that all drawings and specifications, or any part thereof, be prepared and sealed by a professional engineer registered in British Columbia.
- 2.2.4. The **Building Inspector** may require that a professional engineer registered in British Columbia supervise the work authorized by such permit, or any part thereof, as specified by the **Building Inspector**, until it is completed.

2.3. Signs on Public Property

- 2.3.1. No **sign** is permitted on or over any curb, sidewalk, post, pole, hydrant, boulevard median, bridge, tree or other surface located on public property or across any street or public thoroughfare except for Special Events Signs, Projecting Signs, Awning Signs, Canopy Signs, Fascia Signs, Free-Standing Signs, and Suspended Signs or as otherwise permitted by this Bylaw, in conformance with this Bylaw or any other bylaw of the **City**.

- 2.3.2. Whenever any **sign**, except an Awning or Fascia Sign, is installed or erected either wholly or partly over public property, the **owner** shall obtain and at all times maintain in full force and effect a policy of liability insurance covering bodily injury and/or property damage for claims arising out of the ownership of such **sign** in the amount of \$2,000,000.00 for so long as the **sign** or any portion thereof remains over public property.
- 2.3.3. In addition to the maintenance of the insurance required by Section 2.3.2, every **owner** of a **sign** that is installed or erected over public property shall enter into an agreement with the **City** in the form satisfactory to the **Building Inspector** to indemnify against and to save the **City** harmless from any and all liability resulting from injury to person or damage to the property which results from the presence, collapse or failure of the **sign**.

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3. GENERAL REGULATIONS

3.1. Signs Permitted in All Zones without Permits

- 3.1.1. The following forms of signage are permitted on all properties in the **City** without any **sign** permit, provided they comply with all regulations in this Bylaw:
- (a) Official Signs or **signs** required to be maintained or posted by law or governmental order, rule or regulation, and traffic control signs pursuant to the Motor Vehicle Act or other Provincial legislation;
 - (b) **signs** not visible from a public roadway, sidewalk, park or any adjacent or **abutting** properties;
 - (c) **signs** located no closer than 0.9 m to the inside face of a window;
 - (d) on-site **signs**, with a **sign area** not exceeding 1.0 m², and with a vertical dimension of the **sign**, exclusive of any supporting structure, of less than 1.0 m, for the direction of control of traffic, pedestrians or parking;
 - (e) temporary seasonal decorations provided that they are erected no longer than 45 consecutive days in one (1) calendar year;
 - (f) Banner Signs for special events only may be displayed immediately prior to and during the special event, provided the **sign area** does not exceed 5.0 m² and the Banner Sign is displayed for no more than 14 consecutive days and for no more than 28 days in one (1) calendar year per event.

3.2. Prohibitions

- 3.2.1. No person shall construct, place, erect, display, alter, repair or re-locate a **sign** not requiring a permit except in conformance with this Bylaw.
- 3.2.2. No off-site **signs** are permitted except for directional signs and agricultural product signs, real estate signs, and project signs, in conformance with the provisions of this Bylaw.
- 3.2.3. No **sign** shall be erected, operated, used or maintained and no **sign** permit shall be issued for a **sign** that:
- (a) due to its position, shape, colour, format or illumination obstructs the view of, or may be confused with, an official traffic sign, signal or device, or may create a hazard to the safe and efficient movement of vehicular or pedestrian traffic;
 - (b) displays lights resembling the flashing, intermittent or scintillating motion of lights usually associated with danger or those used by police, fire, ambulance and other emergency vehicles;
 - (c) obstructs the use of a fire escape, fire exit, door, flue, air intake, exhaust, window, or interferes with any electrical or telephone wires or associated supports, but shall not include a window sign permitted by this Bylaw. Notwithstanding, **signs** shall not be located such that they interfere with any opening required for ventilation or natural light;
 - (d) projects over or rests upon any part of a public right-of-way, walkway or public sidewalk, except a Fascia Sign, public transit shelter sign or Canopy Sign unless otherwise permitted in this Bylaw;

- (e) is attached to or painted upon a tree, fence, or utility pole;
- (f) is a roof **sign**;
- (g) is a third party **sign**, including billboards, except a **sign** giving general warning or direction to the public and **signs** located on **City** facilities, public transit buses and public transit shelters as approved in accordance with applicable municipal advertising contracts and/or agreements;
- (h) is attached to or located on any parked vehicle, trailer or container not normally used in the daily activity of the business and that is visible from the road so as to act as a **sign** for the advertisement of products, or to direct people to a business or activity;
- (i) emits sound or odour, or discharges any gas, liquid or solid;
- (j) moves or assumes any motion constituting a non-stationary or non-fixed condition including rotating **signs**, swinging **signs** and trivision **signs**. **Signs** having moving parts, whether caused by mechanical apparatus, electrical pulsation or other motive power are also prohibited; or
- (k) projects **sign copy** onto a building or any other surface from or by a source external to the **sign** or **sign copy**.

3.3. Sign Lighting

- 3.3.1. The illumination for any permanent **sign** shall not create a direct glare upon the surrounding site, street or lane.
- 3.3.2. A **sign** located on or at the rear or side of any building shall not be illuminated if the **lot abuts** any residential or agricultural **zone**.
- 3.3.3. Backlighting of **signs** is not permitted in agricultural and residential **zones**.

3.4. Comprehensive Sign Plan

- 3.4.1. A **comprehensive sign plan** shall be submitted as part of an application for an Urban Design Development Permit to consider multiple **signs** associated with a development project.
- 3.4.2. A **comprehensive sign plan** shall be considered by **Council** as part of an Urban Design Development Permit, and may allow signage numbers, areas and types to exceed those otherwise permitted by this Bylaw, where:
 - (a) the proposed **signs** are designed to be fully compatible with the existing or proposed buildings to which they are accessory;
 - (b) the proposed **signs** are suitable for the building, the **lot**, and the **zone** in which they are located; and
 - (c) there would be a greater degree of visual harmony than through the application of the specific **sign** and specific **zone sign** regulations.

3.5. Abandoned and Dilapidated Signs

- 3.5.1. Every **sign** permit issued for the erection, display, modification or restoration of a first party **sign** expires where the business, product, activity or service to which the **sign**

relates ceases to operate or is no longer available at the premises where the **sign** is located. Any such **sign** shall be removed within 60 days of termination of such business or service.

- 3.5.2. No person being the **owner** or lessee of a **lot** upon which a **sign** is located shall permit, suffer or allow such **sign**, its faces, supports, electrical system or anchor-age to become dilapidated or unsafe.
- 3.5.3. The **Building Inspector** may require the removal or repair of any **sign** or its supporting structure which, in his or her opinion, is or has become dilapidated, unsightly or unsafe, or is in such a state of disrepair as to constitute a hazard, or which has been erected or maintained contrary to the provisions of this Bylaw.

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4. AGRICULTURAL ZONE

Applicable **zones**: A1 and all related subzones

4.1. Signs Requiring a Permit

- (a) Fascia Sign
- (b) Free-Standing Signs

4.2. Signs not Requiring a Permit

- (a) Agricultural Product Sign
- (b) Contractor Sign
- (c) Directional Sign
- (d) Home Based Business
- (e) Identification Sign
- (f) Real Estate Sign
- (g) Special Event Sign

4.3. Signage Regulations

- (a) Maximum sizes of permanent **signs**:
 - a. Fascia Sign: Maximum **sign area** of 0.3 m² per lineal metre of **building frontage**
 - b. Free-Standing Sign:
 - i. Maximum **sign area** of 3 m²
 - ii. Maximum **height** of 2.5 m
 - c. Identification Sign: Maximum **sign area** of 0.15 m²
- (b) Maximum number of permanent **signs**:
 - a. One (1) Fascia Sign
 - b. One (1) Free-Standing Sign
 - c. One (1) Home Based Business Sign per business
 - d. One (1) Identification Sign per business
 - e. One (1) Menu Box per food primary business
 - f. Two (2) Agricultural Product Signs
 - g. Two (2) Directional Signs per **lot**
- (c) Maximum number of temporary **signs**:
 - a. One (1) Special Event Sign
 - b. One (1) of the following per business:
 - i. Contractor Sign
 - ii. Project Sign
 - iii. Real Estate Sign per acre to a Maximum of 3

5. LOWER DENSITY RESIDENTIAL ZONES

Applicable **zones:** RR1, RR2, RR3, RU1, RU2, RU3, RU4, RU5, RU6, RU7, RH1, RH2, and all related subzones

5.1. Signs Requiring a Permit

None

5.2. Signs not Requiring a Permit

- (a) Contractor Sign
- (b) Home Based Business Sign
- (c) Identification Sign
- (d) Project Sign
- (e) Real Estate Sign

5.3. Signage Regulations

- (a) Maximum sizes of permanent **signs:**
 - a. Identification Sign: Maximum **sign area** of 0.15 m²
- (b) Maximum number of permanent **signs:**
 - a. One (1) Home Based Business Sign per business
 - b. One (1) Identification Sign per business
- (c) Maximum number of temporary **signs:**
 - a. One (1) of the following per business:
 - i. Contractor Sign
 - ii. Project Sign
 - iii. Real Estate Sign per acre to a Maximum of 3

6. HIGHER DENSITY RESIDENTIAL ZONES

Applicable **zones**: RM1, RM2, RM3, RM4, RM5, RM6, RM7, RH3, CD 22 Areas C, D, E, F, G, H, CD24 Sub Area B, and all related subzones

6.1. Signs Requiring a Permit

- (a) Awning Sign (RM6 only)
- (b) Canopy Sign (RM6 only)
- (c) Directory Sign (RM6 only)
- (d) Entrance Feature Sign – 1 per **street entrance**
- (e) Fascia Sign (RM6 only)
- (f) Identification Sign – 1 per building

6.2. Signs not Requiring a Permit

- (a) Contractor Sign
- (b) Directional Sign
- (c) Home Based Business Sign
- (d) Project Sign
- (e) Real Estate Sign
- (f) Special Event Sign

6.3. Signage Regulations

- (a) Maximum sizes of permanent **signs**:
 - a. Fascia Sign: Maximum **sign area** of 0.3 m² per lineal metre of **building frontage**
 - b. Free-Standing Sign:
 - i. Maximum **sign area** of 3 m²
 - ii. Maximum **height** of 2.5 m
 - iii.
- (b) Maximum number of permanent **signs**:
 - a. Up to three (3) **signs** per business from the following:
 - i. Awning, Canopy, Fascia Signs
 - b. One (1) Free-Standing Sign
 - c. One (1) Home Based Business Sign per business or residence
 - d. One (1) Identification Sign per business or residence
 - e. One (1) Entry Feature Sign per street entrance
 - f. Two (2) Directory Signs per building
 - g. Two (2) Directional Signs per **lot**
- (c) Maximum number of temporary **signs**:
 - a. One (1) of the following per business or residence:
 - i. Contractor Sign
 - ii. Project Sign
 - iii. Real Estate Sign

6.4. Zone Specific Regulations

- (a) Businesses in the RM6 **zone** may have up to one (1) **sign** per business, from the following options:
 - i. Awning, Canopy or Fascia Sign
 - ii. Directory Sign
 - iii. Wall Sign
 - iv. Window Sign

7. LOCAL COMMERCIAL ZONES

Applicable **zones**: C1, C2, C5, and all related subzones

7.1. Signs Requiring a Permit

- (a) Awning Sign
- (b) Canopy Sign
- (c) Directory Sign
- (d) Entrance Feature Sign
- (e) Fascia Sign
- (f) Free-Standing Signs
- (g) Identification Sign
- (h) Menu Box Sign
- (i) Portable Sign
- (j) Projecting Sign
- (k) Wall Sign

7.2. Signs not Requiring a Permit

- (a) Agricultural Product Sign
- (b) Contractor Sign
- (c) Home Based Business Sign
- (d) Project Sign
- (e) Real Estate Sign
- (f) Sandwich Board Sign
- (g) Special Event Sign

7.3. Signage Regulations

- (a) Maximum number of permanent **signs**:
 - a. Up to three (3) **signs** per business from the following:
 - i. Awning, Canopy, Fascia Signs
 - ii. Wall Sign
 - iii. Window Sign
 - b. One (1) Free-Standing Sign
 - c. One (1) Home Based Business Sign per business
 - d. One (1) Identification Sign per business
 - e. One (1) Menu Box per food primary business
 - f. Two (2) Directory Signs per building
 - g. Two (2) Directional Signs per lot
- (b) Maximum number of temporary **signs**:
 - a. One (1) of the following per business:
 - i. Portable Sign
 - ii. Sandwich Board Sign
 - b. One (1) of the following per business:
 - i. Contractor Sign
 - ii. Project Sign
 - iii. Real Estate Sign
- (c) Maximum sizes of permanent **signs**:
 - a. Fascia Sign: Maximum **sign area** of 0.3 m² per lineal metre of **building frontage**
 - b. Free-Standing Sign:
 - i. Maximum **sign area** of 3 m²
 - ii. Maximum **height** of 2.5 m
 - c. Identification Sign: Maximum **sign area** of 0.15 m²

8. URBAN COMMERCIAL ZONES

Applicable **zones**: C₃, C₄, C₇, C₉, CD 22 Areas A and B, and all related subzones

8.1. Signs Requiring a Permit

- (a) Awning Sign
- (b) Canopy Sign
- (c) Directory Sign
- (d) Entrance Feature Sign
- (e) Fascia Sign
- (f) Free-Standing Signs
- (g) Identification Sign
- (h) Menu Box Sign
- (i) Portable Sign
- (j) Projecting Sign
- (k) Wall Sign

8.2. Signs not Requiring a Permit

- (a) Agricultural Product Sign
- (b) Banner Sign (C₇ zone only)
- (c) Contractor Sign
- (d) Home Based Business Sign
- (e) Project Sign
- (f) Real Estate Sign
- (g) Sandwich Board Sign
- (h) Special Event Sign

8.3. Signage Regulations for Properties Adjacent to Highway 97 / Harvey Avenue

- (a) Maximum number of permanent **signs**:
 - a. Up to three (3) **signs** per business from the following:
 - i. Awning, Canopy, non-internally lit Fascia Signs
 - ii. Wall Sign
 - iii. Window Sign
 - iv. Directory Sign
 - b. One (1) Free-Standing Sign per **lot frontage**
 - c. One (1) Home Based Business Sign per business
 - d. One (1) Internally lit **Fascia Sign**
 - e. One (1) Identification Sign per business
 - f. Two (2) Directional Signs per **lot**
 - g. Two (2) Entrance Feature Signs per **street entrance** to a maximum of four (4) per **lot**
- (b) Maximum number of temporary **signs**:
 - a. Two (2) of the following per business:
 - i. Banner Sign
 - ii. Portable Sign
 - iii. Sandwich Board Sign
 - b. One (1) of the following per business:
 - i. Contractor Sign
 - ii. Project Sign
 - iii. Real Estate Sign
- (c) Maximum sizes of permanent **signs**:
 - a. Fascia Sign: Maximum **sign area** of 0.3 m² per lineal metre of **building frontage**
 - b. Free-Standing Sign:
 - i. Maximum **sign area** of 10.0 m²
 - ii. Maximum **height** of 5.0 m

- c. Identification Sign: Maximum **sign area** of 0.15 m²

8.4. Signage Regulations Properties not Adjacent to Highway 97 / Harvey Avenue

(d) Maximum number of permanent **signs**:

- a. Up to three (3) **signs** per business from the following:
 - i. Awning, Canopy, non-internally lit Fascia Signs
 - ii. Wall Sign
 - iii. Window Sign
 - iv. Directory Sign
- b. One (1) Free-Standing Sign
- c. One (1) Home Based Business Sign per business
- d. One (1) internally lit Fascia Sign
- e. One (1) Identification Sign per business
- f. Two (2) Directional Signs per **lot**
- g. Two (2) Entrance Feature Signs per **street entrance** to a maximum of four (4) per subdivision

(e) Maximum number of temporary **signs**:

- a. Two (2) of the following per business:
 - i. Banner Sign
 - ii. Portable Sign
 - iii. Sandwich Board Sign
- b. One (1) of the following per business:
 - i. Contractor Sign
 - ii. Project Sign
 - iii. Real Estate Sign

(f) Maximum sizes of permanent **signs**:

- d. Fascia Sign: Maximum **sign area** of 0.3 m² per lineal metre of **building frontage**
- e. Free-Standing Sign:
 - i. Maximum **sign area** of 3.0 m²
 - ii. Maximum **height** of 2.5 m
- f. Identification Sign: Maximum **sign area** of 0.15 m²

9. MAJOR COMMERCIAL ZONES

Applicable **zones**: C6, C8, CD 24 Sub Area A, and all related subzones

9.1. Signs Requiring a Permit

- (a) Awning Sign
- (b) Canopy Sign
- (c) Directory Sign
- (d) Entrance Feature Sign
- (e) Fascia Sign
- (f) Free-Standing Signs
- (g) Identification Sign
- (h) Menu Box Sign
- (i) Portable Sign
- (j) Projecting Sign
- (k) Wall Sign

9.2. Signs not Requiring a Permit

- (a) Agricultural Product Sign
- (b) Contractor Sign
- (c) Home Based Business Sign
- (d) Project Sign
- (e) Real Estate Sign
- (f) Sandwich Board Sign
- (g) Special Event Sign

9.3. Signage Regulations

- (a) Maximum number of permanent **signs**:
 - a. Up to three (3) **signs** per business from the following:
 - i. Awning, Canopy, non-internally lit Fascia Signs
 - ii. Wall Sign
 - iii. Window Sign
 - iv. Directory Sign
 - b. One (1) Free-Standing Sign
 - c. One (1) internally lit Fascia Sign
 - d. One (1) Home Based Business Sign per business
 - e. One (1) Identification Sign per business
 - f. One (1) Menu Box per food primary business
 - g. Two (2) Directional Signs per **lot**
 - h. Two (2) Entrance Feature Signs per **street entrance** to a maximum of four (4) per project
- (b) Maximum number of temporary **signs**:
 - a. One (1) of the following per business:
 - i. Portable Sign
 - ii. Sandwich Board Sign
 - b. One (1) of the following per business:
 - i. Contractor Sign
 - ii. Project Sign
 - iii. Real Estate Sign
- (c) Maximum sizes of permanent **signs**:
 - g. Fascia Sign: Maximum **sign area** of 0.3 m² per lineal metre of **building frontage**
 - h. Free-Standing Sign:
 - i. Maximum **sign area** of 14.0 m²
 - ii. Maximum **height** of 7.0 m

- i. Identification Sign: Maximum **sign area** of 0.15 m²

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10. INDUSTRIAL AND SERVICE COMMERCIAL ZONES

Applicable **zones**: C10, I1, I2, I3, I4, I5, I6, CD12, CD15, and all related subzones

10.1. Signs Requiring a Permit	10.2. Signs not Requiring a Permit
(a) Awning Sign	(a) Agricultural Product Sign
(b) Canopy Sign	(b) Contractor Sign
(c) Directory Sign	(c) Project Sign
(d) Entrance Feature Sign	(d) Real Estate Sign
(e) Fascia Sign	(e) Sandwich Board Sign
(f) Free-Standing Signs	(f) Special Event Sign
(g) Identification Sign	
(h) Menu Box Sign	
(i) Portable Sign	
(j) Projecting Sign	
(k) Wall Sign	

10.3. Signage Regulations

- (a) Maximum number of permanent **signs**:
 - a. Up to four (4) **signs** per business from the following:
 - i. Awning, Canopy, Fascia Signs
 - ii. Wall Sign
 - iii. Window Sign
 - iv. Directory Sign
 - b. One (1) Free-Standing Sign
 - c. One (1) Identification Sign per business
 - d. One (1) Menu Box per food primary business
 - e. Two (2) Directory Signs per building
 - f. Two (2) Directional Signs per **lot**
 - g. Two (2) Entrance Feature Signs per **street entrance** to a maximum of four (4) per project
- (b) Maximum number of temporary **signs**:
 - a. One (1) of the following per business:
 - i. Banner Sign
 - ii. Portable Sign
 - iii. Sandwich Board Sign
 - b. One (1) of the following per business:
 - i. Contractor Sign
 - ii. Project Sign
 - iii. Real Estate Sign
- (a) Maximum sizes of permanent **signs**:
 - a. Fascia Sign: Maximum **sign area** of 0.3 m² per lineal metre of **building frontage**
 - b. Free-Standing Sign:
 - i. Maximum **sign area** of 14.0 m²
 - ii. Maximum **height** of 7.0 m
 - c. Identification Sign: Maximum **sign area** of 0.15 m²

11. PUBLIC AND INSTITUTIONAL ZONES

Applicable **zones**: P1, P2, P3, P4, P5, P8, W1, W2, HD1, HD2, CD22 Sub-Area I, and all related subzones

11.1. Signs Requiring a Permit

- (a) Awning Sign
- (b) Canopy Sign
- (c) Directory Sign
- (d) Entrance Feature Sign
- (e) Electronic Message Centre Sign
(publicly owned properties only)
- (f) Fascia Sign
- (g) Free-Standing Signs
- (h) Identification Sign
- (i) Menu Box Sign
- (j) Portable Sign
- (k) Projecting Sign
- (l) Wall Sign

11.2. Signs not Requiring a Permit

- (a) Agricultural Product Sign
- (b) Banner Sign
- (c) Contractor Sign
- (d) Project Sign
- (e) Real Estate Sign
- (f) Sandwich Board Sign
- (g) Special Event Sign

11.3. Signage Regulations

- (a) Maximum number of permanent **signs**:
 - a. One (1) Awning Sign per **awning**
 - b. One (1) Canopy Sign per **canopy**
 - c. One (1) Free-Standing Sign
 - d. One (1) Identification Sign per business
 - e. One (1) internally lit Fascia Sign
 - f. Non-internally lit Fascia Signs
 - g. One (1) Electronic Message Centre
 - h. Two (2) Directory Signs per building
 - i. Two (2) Directional Signs per **lot**
- (b) Maximum number of temporary **signs**:
 - a. One (1) of the following per business:
 - i. Banner Sign
 - ii. Portable Sign
 - iii. Sandwich Board Sign
 - b. One (1) of the following per business:
 - i. Contractor Sign
 - ii. Project Sign
 - iii. Real Estate Sign
- (c) Maximum sizes of permanent **signs**:
 - a. Fascia Sign: Maximum **sign area** of 0.3 m² per lineal metre of **building frontage**
 - b. Free-Standing Sign:
 - i. Maximum **sign area** of 14 m²
 - ii. Maximum **height** of 4.5 m
 - c. Identification Sign: Maximum **sign area** of 0.15 m²

12. SIGNS NOT REQUIRING A PERMIT

12.1. Agricultural Product Sign

12.1.1. 'Agricultural Product Sign' means a **sign** that advertises agricultural products for sale at **agricultural and garden stands** or directly from a farm, but does not contain any other advertising.

12.1.2. Regulations:

- (a) Shall be a portable or sandwich board **sign**;
- (b) Shall not be lit;
- (c) Must be removed within 30 days of the end of the growing season of the advertised farm product; and
- (d) Shall not contain any advertising other than the agricultural products for sale.

12.1.3. Unless otherwise indicated in Section 4 through 11, the maximum dimensions of the **sign** are:

- (a) **Sign area**:
 - a. Where the **lot** is less than 5.0 ha, the maximum **sign area** is 1.0 m².
 - b. Where the **lot** is greater than 5.0 ha, the maximum **sign area** is 3.0 m².

12.2. Banner Sign

12.2.1. 'Banner Sign' means a **sign** of non-rigid material, such as cloth, canvas, or vinyl, mounted to a pole, structure, or building.

12.2.2. Regulations:

- (a) Shall not be placed on public roadways or sidewalks unless in a permitted enclosed patio;
- (b) The maximum **sign area** is 2.0 m²; and
- (c) The maximum **height** is 3.0 m.



12.3. Contractor Sign

12.3.1. 'Contractor Sign' means a **sign** erected for the duration of construction by the contractor listing the project name and firms involved in the construction.

12.3.2. Regulations:

- (a) Shall be a Free-Standing, Fascia or Hoarding Sign;
- (b) Shall not be erected more than five (5) days prior to the start of construction for which a valid Building Permit has been issued; and
- (c) The display of **signs** shall be limited to the duration of the construction, sales, or demolition project or one (1) year following the issuance of a Building Permit for the project.



12.3.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

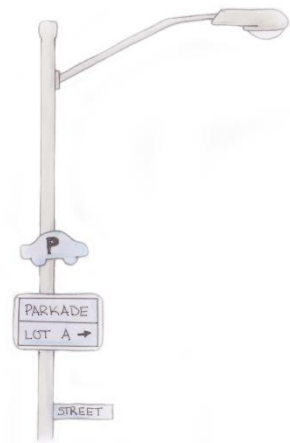
- (a) **Sign area:**
 - a. In an agricultural or residential **zone**, the maximum **sign area** is 2.0 m².
 - b. In a non-agricultural or non-residential **zone**, the maximum **sign area** is 3.5 m².
- (b) **Height:**
 - a. In an agricultural or residential **zone**, the maximum **height** is 2.5 m.
 - b. In a non-agricultural or non-residential **zone**, the maximum **height** is 3.5 m.

12.4. Directional Sign

12.4.1. 'Directional Sign' means any **sign** that gives direction or instruction to pedestrian, bicycle, and vehicular traffic, or indicates the direction or route from the **sign** to a business, place or event.

12.4.2. Regulations:

- (a) Shall only permitted off-site for directing traffic to:
 - a. A **residential sales centre**;
 - b. A property for sale; or
 - c. **Agricultural and garden stands**;
- (b) Written permission shall be obtained from the land **owner** upon which the **signs** are to be located;
- (c) Shall not be lit;
- (d) May contain the name and **logo** of the business,



- but shall not contain advertising **copy**;
- (e) **Signs** directing traffic to a **residential sales centre** shall only be located on **lots abutting** road intersections leading to the sales centre; and
 - (f) **Signs** must be removed within 14 days of the project or property no longer being marketed.

12.5. Directory Sign

12.5.1. 'Directory Sign' means a **sign** consisting of the name and location of businesses located on the same **lot** on which the **sign** is erected.

12.5.2. Regulations:

- (a) Shall be a Fascia or Wall Sign; and
- (b) Shall not be internally lit.

12.5.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

- (a) **Sign area**:
 - a. The maximum **sign area** is 2.0 m².



12.6. Home Based Business Sign

12.6.1. 'Home Based Business Sign' means a **sign** that identifies a business secondary to the residential use of a dwelling unit or accessory building.

12.6.2. Regulations:

- (a) Shall be a Fascia or Free-Standing Sign; and
- (b) May be externally illuminated by one (1) fixture of non-fluorescent light.

12.6.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

- (a) **Sign area**:
 - a. The maximum **sign area** is 0.5 m².
 - b. Except if the **sign** advertises a Bed and Breakfast, the maximum **sign area** is 2.0 m².
- (b) **Height**:
 - a. The maximum **height** is 1.0 m.



12.7. Identification Sign

12.7.1. 'Identification Sign' means a **sign** that is limited to the name, address or number of a building, institution, or person, or a description of an activity in the building or institution or the occupation of the person.

12.7.2. Regulations:

- (a) Shall be a Fascia Sign; and
- (b) **Copy** shall be limited to the name, address, **owner** or number of a building, institution, or person, or a description of an activity in the building or institution or the occupation of the person.



12.7.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
 - a. In a residential **zone**, the maximum **sign area** is 0.15 m².
 - b. In a non-residential or mixed use **zone**, the maximum **sign area** is 0.50 m².

12.8. Official Sign

12.8.1. 'Official Sign' means a **sign** required by, or erected pursuant to the provisions of federal, provincial, or local government legislation, regulation, or bylaw.

12.9. Project Sign

12.9.1. 'Project Sign' means a **sign** erected on a development, subdivision or construction site, or on the road leading to a **residential sales centre** for a development, subdivision or construction site, that names and describes the project and provides marketing information relating to the project, which may include project name, **logo**, contact information and/or office hours. This **sign** may also list the names of the consultants



involved on the development team.

12.9.2. Regulations:

The following regulations do not apply to banners installed by or at the behest of the **City**:

- (a) Display of **signs** shall not commence before the Development Permit application is submitted, or the subdivision has received issuance of a Preliminary Layout Review letter;
- (b) The display shall be limited to a period of three (3) years after the Development Permit is issued or three (3) years after the subdivision is approved;
- (c) Should the project not continue to actively proceed for a period of one (1) year or more, the **signs** shall be removed;
- (d) Banner Signs shall be permitted to be mounted on ornamental street lighting standards leading to the **residential sales centre**, or to temporary flag poles installed in the road right of way with permission from the appropriate **City** agency;
- (e) Banner Signs on lamp standards shall be located within 500 m of the **residential sales centre**;
- (f) Permission to mount banner **signs** on lamp standards shall be obtained from the **owner** of the lamp standard;
- (g) Banner Signs on lamp standards may contain the corporate **copy** of the developer and the project name; and
- (h) Banner Signs on lamp standards may remain in place for the duration of the project, but shall be removed within 14 days of the project no longer being marketed.

12.9.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
 - a. The maximum combined **sign area** of all Project Signs associated with a project, excepting **signs** attached to **hoarding** or to lamp standards, is 9.0 m².
 - b. The maximum **sign area** for Banner Signs attached to lamp standards is 2.8 m².
 - c. There is no maximum area for **signs** attached to construction **hoarding** as long as the **signs** do not extend beyond the limits of the **hoarding**.
- (b) **Height:**
 - a. The maximum **height** is 4.5 m.

12.10. Real Estate Sign

12.10.1. 'Real Estate Sign' means a **sign** indicating that the property on which it is located is for sale or rent along with the name of the agent, contact, or **owner** offering the property.

12.10.2. Regulations:

- (a) Display of such **signs** shall be limited to a period not to exceed the duration of the construction, sales, or demolition project or one (1) year following the issuance of a Building Permit for the project.



12.10.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

(a) **Sign area:**

- a. In a residential or agricultural **zone**, the combined maximum **sign area** is 1.5 m².
- b. In a non-residential or non-agricultural **zone**, the combined maximum **sign area** is 3.0 m².

12.11. Sandwich Board Sign

12.11.1. 'Sandwich Board Sign' means a framed **sign** consisting of two (2) faces, hinged together at one end that is self-supported, easily moved, and not affixed to a building, base structure, or the ground.

12.11.2. Regulations:

- (a) Shall only be displayed during posted business hours for the associated business premise;
- (b) Shall only be placed on the property of the business or organization advertised; and
- (c) Shall not be placed on public roadways or sidewalks unless in a permitted enclosed patio.



12.11.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
 - a. The maximum **sign area** is 0.6 m² per side.

12.12. Special Event Sign

12.12.1. 'Special Event Sign' means a **sign** that promotes, identifies or directs to a community service or event, which is endorsed by the **City** or which is organized by a service club, religious organization, school, non-profit or health and welfare organization.

12.12.2. Regulations:

- (a) Shall advertise sporting events, community causes, charitable fund raising campaigns, and non-profit arts and cultural events;
- (b) A maximum of four (4) **signs** shall be permitted per event or campaign;
- (c) May be placed on private property, **City** property, or on a municipal right of way only with the permission of the property **owner** or the **City**;



- (d) Shall not be erected more than 30 days per calendar year;
- (e) Shall not be displayed longer than seven (7) consecutive days;
- (f) Shall be removed within four (4) days of the end of the event or campaign; and
- (g) May be placed on the public right of way only if specifically permitted, in writing, by the City Engineer. Such **signs** shall be placed so as not to obstruct, hinder or in any way interfere with the use by drivers of motor vehicles and pedestrians on **abutting** streets or walkways.

12.13. Window Sign

12.13.1. 'Window Sign' means any **sign** painted on, attached to, or installed inside a window, including a window in a door, intended to be viewed by persons passing by outside the premises. Window Signs do not include window displays or merchandise displayed through a window.

12.13.2. Regulations:

- (a) Window area includes all contiguous panes of glass, including panes of glass that would be contiguous if not separated by mullions, but does not include contiguous panes of glass on a doorway;
- (b) One (1) neon **sign**, advertising a specific brand of beverage, in one (1) window of a major eating and drinking establishment is permitted; and
- (c) "Closing out" **signs** are not limited in **sign area** and shall not be displayed longer than 60 consecutive days.

12.13.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
 - a. The maximum **sign area** is the lesser of 0.3 m² per metre of **frontage** occupied by the business advertised or 25% of the total window area.

13. SIGNS REQUIRING A PERMIT

13.1. Awning Sign

13.1.1. 'Awning Sign' means a **sign** painted, stenciled or attached on the fabric surface of a shelter supported entirely from an exterior building wall.

13.1.2. Regulations:

- (a) Shall not extend vertically or horizontally beyond the limits of the **awning**;
- (b) Shall conform to the Building Bylaw;
- (c) Shall be painted or affixed flat to the exterior of the **awning**;
- (d) Shall be limited to a **logo**, name or principal product line of the business occupying the building to which it is attached; and
- (e) Where an **awning** projects over public property, the **awning** must have been issued a valid and subsisting Building Permit and comply with the City of Kelowna Building Bylaw and all other relevant bylaws and policies prior to the issuance of a Sign Permit.



13.1.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
 - a. The maximum **sign area** is the lesser of 40% of the **awning** face or 1.0 m² per lineal meter of **awning**.

13.2. Canopy Sign

13.2.1. 'Canopy Sign' means a **sign** attached to, constructed as part of, or installed upon or above the face of a building **canopy**, and shall not include an Awning Sign.

13.2.2. Regulations:

- (a) Shall attach to the end of the **canopy**;
- (b) Shall not extend beyond the horizontal limits of the **canopy**;
- (c) Shall conform with the Building Bylaw; and
- (d) Where a **canopy** projects over public property, the **canopy** must have been issued a valid and subsisting Building Permit and comply with the City of Kelowna Building Bylaw and all other



relevant bylaws and policies prior to the issuance of a Sign Permit.

13.2.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

(a) **Sign area:**

- a. The maximum **sign area** is the lesser of 40% of the **canopy** face or 1.0 m² per lineal meter of **canopy**.

13.3. Electronic Message Centre

13.3.1. 'Electronic Message Centre (EMC)' means a **sign** that uses computer generated messages involving letters, words, numbers, graphics, animation, video or dynamic text using electronic screens, projection, television, computer video monitors, liquid crystal displays (LCD), light emitting diode (LED) displays, or any other similar electronic, computer generated or digital technology.

13.3.2. Regulations:

- (a) **Copy** shall remain in place for a minimum of 6.0 seconds before switching to the next **copy**;
- (b) The maximum transition time between each digital **copy** is 0.25 seconds;
- (c) **Copy** shall not be shown on the digital display using full motion video or otherwise give the appearance of animation of movement, and the transition between each digital **copy** shall not be displayed using any visible effects, including, but not limited to, action, motion, fading in and out, dissolving, blinking, intermittent, or flashing light or the illusion of such effects;
- (d) **Copy** shall not be shown in a manner that requires the **copy** to be viewed or read over a series of sequential **copy** messages on a single digital display, or sequences on multiple digital displays;
- (e) All Electronic Message Centres shall be equipped with an ambient light sensor;
- (f) The digital display shall not increase the light levels adjacent to the digital display by more than 3.0 **LUX** above the ambient light level;
- (g) While the **sign** is in operation, the light output for the digital display shall be set in accordance with the following maximum luminance levels when measured from the **sign** face at its maximum brightness:
- a. From sunrise to sunset, 7500 **Nits** in all **zones**;
 - b. From sunset to sunrise:
 - i. 500 **Nits** in industrial **zones**; and
 - ii. 300 **Nits** in commercial and public and institutional **zones**; and

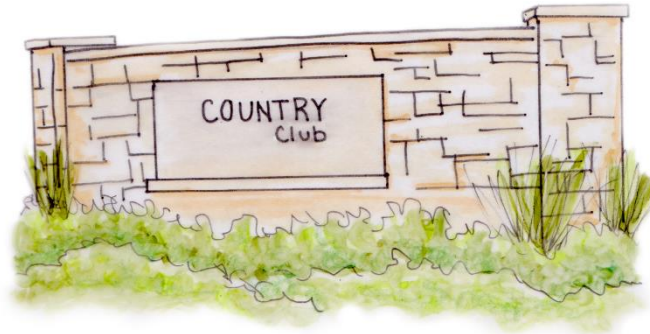


If any component on the **sign** fails or malfunctions, the **sign** shall be programmed to automatically turn off.

- 13.3.3. Unless expressly permitted as a form of signage in a **zone**, Electronic Message Centres or other forms of digital or electronic signage are prohibited in all **zones**.

13.4. Entrance Feature Sign

- 13.4.1. 'Entrance Feature Sign' means a **sign** that displays the name of a residential neighbourhood, manufactured home park, commercial or industrial subdivision and that is located at the primary entrance to the subdivision, and may include associated



landscaping.

13.4.2. Regulations:

- (a) Shall not be permitted over utility right-of-ways or easements;
- (b) **Copy** shall be limited to the name of the neighbourhood or subdivision;
- (c) Shall not be backlit; and
- (d) Applicant must identify proposed ownership of each **sign** and arrangements for future maintenance and upkeep.

- 13.4.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
 - a. The maximum **sign area** is 10.0 m².
- (b) **Height:**
 - a. The maximum **height** is 4.0 m.

13.5. Fascia Sign

- 13.5.1. 'Fascia Sign' means a flat **sign**, illuminated or non-illuminated, that runs parallel to the facade of a building to which it is attached.

13.5.2. Regulations:

- (a) Shall not project above **roof line** or more than 0.4 m from the wall face;
- (b) Shall have a minimum vertical clearance of 2.5 m;

- (c) May be located more than 1.0 m above the second storey provided that the **sign** consists of only a **logo**, the name of a building, street address, or particular tenant; and
- (d) When in the form of individual letters, symbols or **logos** shall be directly attached to the building face.



13.5.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

(a) **Sign area:**

- a. The maximum **sign area** is 1.0 m² per lineal metre of **building frontage** to a maximum of 20% of the wall surface to which it is attached.

13.6. Free-Standing Sign

13.6.1. 'Free-Standing Sign' means a **sign** that is supported by columns, structures or supports that are placed or anchored in the ground, and that does not require the support of a building or other structure.

13.6.2. Regulations:

- (a) Shall not be located closer than 1.5 m to a **lot** line or within 30.0 m of another Free-Standing Sign;



- (b) Shall maintain a minimum clearance of 4.4 m when projecting over a vehicular traffic area such as a parking lot aisle or driveway;
- (c) Shall not obscure a pedestrian's or driver's line of vision from a street, access road or sidewalk to oncoming traffic. The line of vision shall be measured a distance of 8.0 m back along both **abutting** and intersecting streets along the **abutting lot** lines of the **lot** from the point of intersection of the streets. In the case of an access road, the 8.0 m shall be measured back along the edge of the access road from the point of intersection with the street; and
- (d) If requiring power, shall be connected to an underground electrical source. All light fixtures, switches and wiring shall be weatherproofed unless a permanent rigid sealed structure is provided that ensures that the electrical installation is kept dry at all times. All wiring and conduits shall be placed within building walls, located underground or somehow concealed from view.

13.7. Menu Box

13.7.1. 'Menu Box' means a wall mounted or drive-thru display box containing only the menu of an eating and drinking establishment.

13.7.2. Regulations

- (a) Shall be in the form of a Fascia Sign;
- (b) Except a drive-thru menu board **sign** may be a Free-Standing Sign; and
- (c) Drive-thru menu boards must be directed only to persons using the drive-thru.

13.7.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

- (a) **Sign area:**
 - a. The maximum **sign area** is 0.6 m².
 - b. Where the Menu Box is for a drive-thru restaurant, the maximum **sign area** is 4.5 m².
- (b) **Height:**
 - a. The maximum **height** is 2.0 m.



13.8. Portable Sign

13.8.1. 'Portable Sign' means a **sign** mounted on a frame, stand or other similar structure that can be easily moved and that uses manual changeable **copy**.

13.8.2. Regulations:

- (a) Shall not obscure the line of vision from a street, access road or sidewalk to incoming traffic; and
- (b) Shall not be displayed for more than 90 days in a calendar year.

13.9. Projecting Sign

13.9.1. 'Projecting Sign' means any self-supporting **sign** that is attached to or projects more than 0.4 m from the face of structure or building wall.

13.9.2. Regulations:

- (a) Shall have two (2) **sign** faces;
- (b) Shall not project above the top of the vertical face of the **roof line** or parapet to which it is attached, except a cantilever support may extend a maximum of 0.3 m above the **roof line**;
- (c) Shall have no more than 0.6 m in space between the **sign** and the supporting wall;
- (d) May be lit by wall mounted directional lighting;
- (e) Shall not project more than 1.5 m from the building face to which it is attached or within 0.6 m of any curb line; and
- (f) A professional engineer registered in British Columbia shall prepare and seal the structural design of the **sign's** foundation, column, or frames that project over public property.



13.9.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

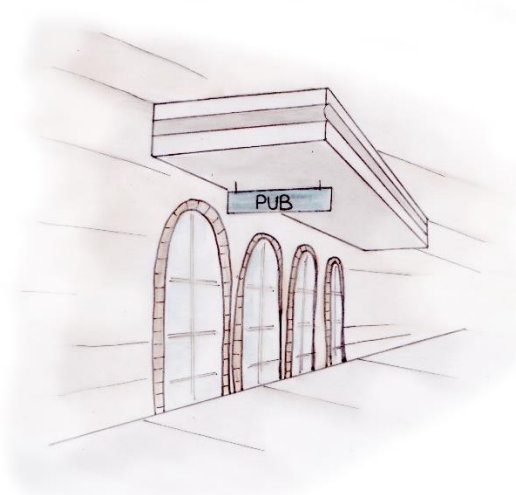
- (a) **Sign area:**
 - a. The maximum **sign area** is 0.6 m² in area per side.
- (b) **Height:**
 - a. The minimum vertical clearance is 2.5 m.
 - b. The maximum **height** above grade is 7.5 m

13.10. Suspended Sign

13.10.1. 'Suspended Sign' means a **sign** attached to the underside of a **canopy** or an **awning**.

13.10.2. Regulations:

- (a) Shall not extend vertically or horizontally beyond the limits of the **canopy** or **awning**; and
- (b) Shall be limited to the **logo**, name, or principal product lines



of the business occupying the building to which it is attached.

13.10.3. Unless otherwise stated in Section 4 through 11, the maximum dimensions of the **sign** are:

(c) **Sign area:**

a. The maximum **sign area** is 0.5 m² per side.

(d) **Height:**

a. The minimum vertical clearance is 2.5 m.

13.11. Wall Sign

13.11.1. 'Wall Sign' means a **sign** attached to any wall other than the supporting exterior wall of a principal building or structure on a property, including retaining walls, free-standing walls or walls enclosing the perimeter of a property.

14. ENFORCEMENT AND OFFENCES

14.1. General

14.1.1. The **Director of Community Planning and Strategic Investment, Building Inspectors and Bylaw Enforcement Officers** are authorized to enforce the provisions of this Bylaw.

14.2. Right of Entry

14.2.1. The **Director of Community Planning and Strategic Investment, Building Inspectors and Bylaw Enforcement Officers** shall have the right of entry and may enter onto any land at all reasonable hours in order to ascertain whether the provisions of this Bylaw have been carried out.

14.2.2. No person shall interfere with or obstruct the entry of any authorized **City** representative onto any land to which entry is made or attempted pursuant to the provisions of this Bylaw.

14.3. Offence

14.3.1. Every person who violates a provision of this Bylaw commits an offence and is liable on summary conviction to a penalty not exceeding Ten Thousand Dollars (\$10,000.00) and the costs of prosecution.

14.3.2. Each day a violation of the provisions of this Bylaw exists or is permitted to exist shall constitute a separate offence.

15. REPEAL AND EFFECTIVE DATE

15.1. Repeal

City of Kelowna Sign Bylaw No. 5561-84 together with all amendments is hereby repealed.

15.2. Effective Date

This Bylaw comes into force and takes effect on the date of adoption.

Read a first, second and third time by the Municipal Council this __ day of _____, 2017.

Adopted by the Municipal Council of the City of Kelowna this __ day of _____, 2017.

Mayor

City Clerk



Sign Bylaw Workshop



Sign Bylaw

- ▶ Completely new bylaw
- ▶ Restructured for ease of use
- ▶ Easier for administration enforcement
- ▶ Closer ties to DP Process

Major Changes

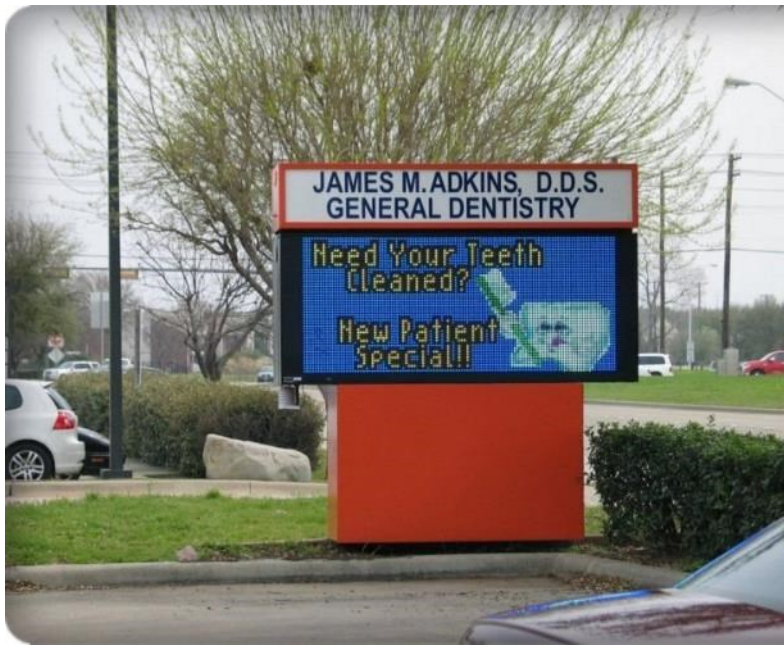
- ▶ Complete prohibition of digital / animated signs in Commercial/Industrial areas
 - ▶ Only in public service/institutional zones
- ▶ Significant reduction to height and number of free standing signs
 - ▶ Commensurate increase in fascia signs & monument signs
- ▶ Goal is to begin differentiating signage practices in Kelowna from other communities

Digital Signs

- ▶ Electronic / Animated / Digital signs growing in popularity
- ▶ Prices coming down, expected to be more and more used
- ▶ Prohibiting the signs before they get popular is an opportunity to differentiate Kelowna

Digital Signage







Digital Signs at Night in an Okanagan Community

Digital Signs

- ▶ Key differentiator from other communities (Vernon, West Kelowna) that allow
- ▶ If banned now, can be allowed later
 - ▶ But if allowed now, will be protected by grandfathering
- ▶ No compelling reason not to ban digital signs

Freestanding Signs

- ▶ Currently maximum of 8 m high along highway corridors
- ▶ Staff recommending reducing to 5 m, to wean industry off of free standing signs
- ▶ Long view – get rid of them
- ▶ Huge opportunity for differentiation

Free Standing Signs

- ▶ Big free standing highway signs contribute to the “Anytown, USA” feel
- ▶ Large chain signs identical in every city in North America
- ▶ Some cities have banned them completely though



Chain stores (Wendy's and Starbucks) without common sign



8 freestanding signs visible







Free Standing Signs

- ▶ Staff propose significant reduction to free standing sign size
- ▶ Down from 2 storeys (8 m) to 1 ½ storeys (5 m)
- ▶ Long run to continue moving bylaw towards prohibition
- ▶ Generational change has to start sometime

Other Key Issues

- ▶ Sandwich boards
- ▶ Increased fascia (on building) signs
- ▶ Closer ties to DP Process
- ▶ Enforcement / Implementation



Questions?

For more information, visit kelowna.ca.



City of
Kelowna

Sign Bylaw Engagement Report

December 2016



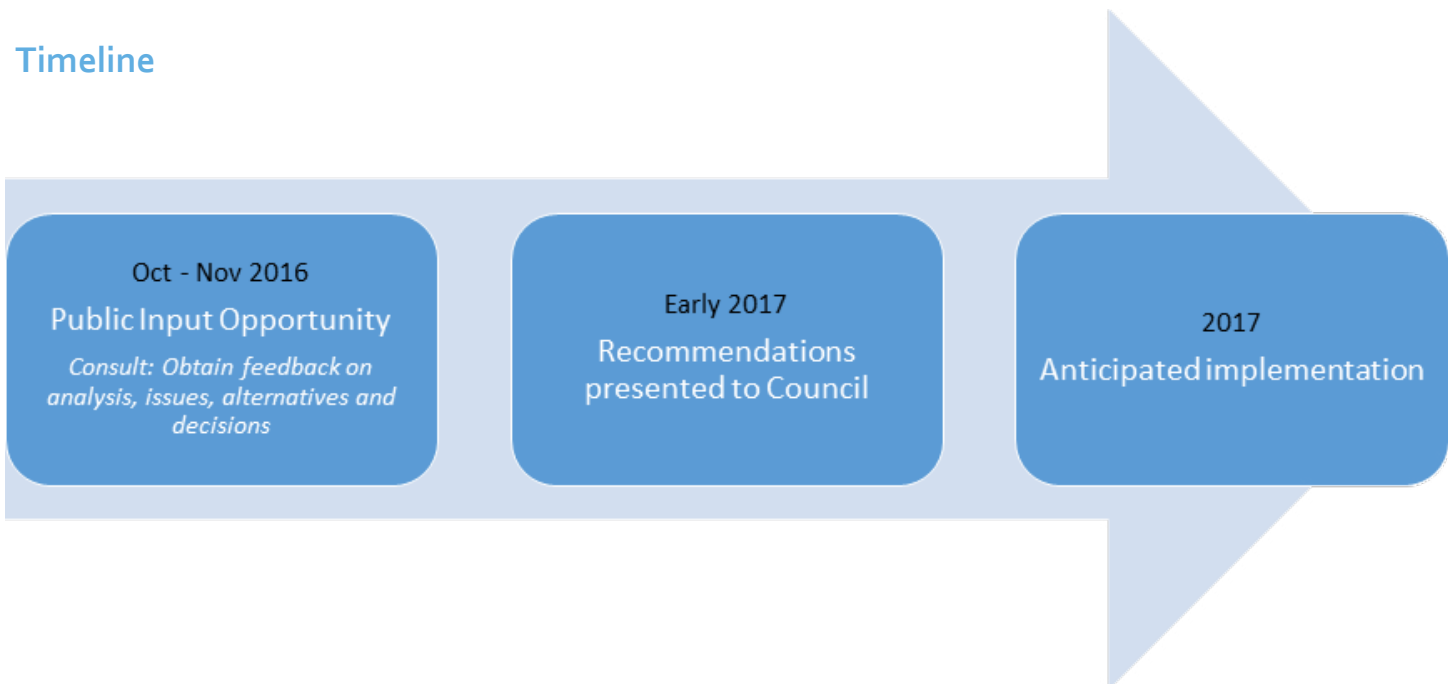
Process

Residents and businesses were invited to share their thoughts on signage in Kelowna from October 14 to November 13 through an online survey, social media channels and the Get Involved web platform.

The online survey provided links to the current Sign Bylaw, as well as examples of common forms of signage. Input opportunities were promoted through the City’s news bulletins, the website, social media channels, the City’s Get Involved website and City in Action newspaper ads.



Timeline



"I think businesses need to be free to express and market themselves, at least as far as their storefronts go. Putting restrictions on small businesses creative marketing abilities can hinder their success significantly."
 – Facebook comment

Online survey and social media comments

An open, online survey was made available from October 14 to November 13, 2016 and promoted through the City’s news bulletins, the website, social media channels, the City’s Get Involved website and City in Action newspaper ads.

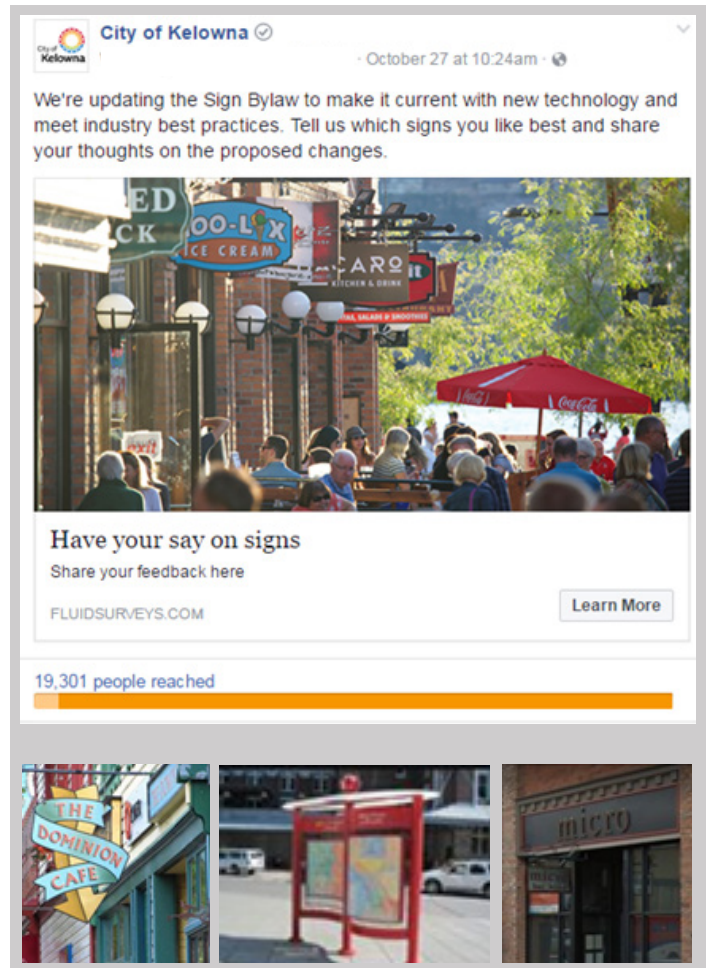
Over the course of the month, 598 survey responses were received.

Results from open surveys such as this are a collection of opinions and perceptions from interested or potentially affected residents, and not a statistically valid random sample of all Kelowna residents. This report contains results from the open survey. Due to the opt-in and open method, results are qualitative in nature and cannot be said to represent views of all Kelowna citizens.

The primary objectives of the engagement were to:

- ▶ Inform residents of the current bylaw and proposed updates
- ▶ Obtain input from residents regarding the proposed sign bylaw updates, including electronic signs, size and height of standalone signs, sandwich boards and temporary signage

In addition to the survey responses, residents were asked to share photos of signs they like through Get Involved and on Facebook. As a result, 19 photos and 77 Facebook comments were submitted.



"[...] Safety, identification and way finding is fine, but advertising is too much and makes Kelowna look cheap and tacky."
- Survey comment

What we heard

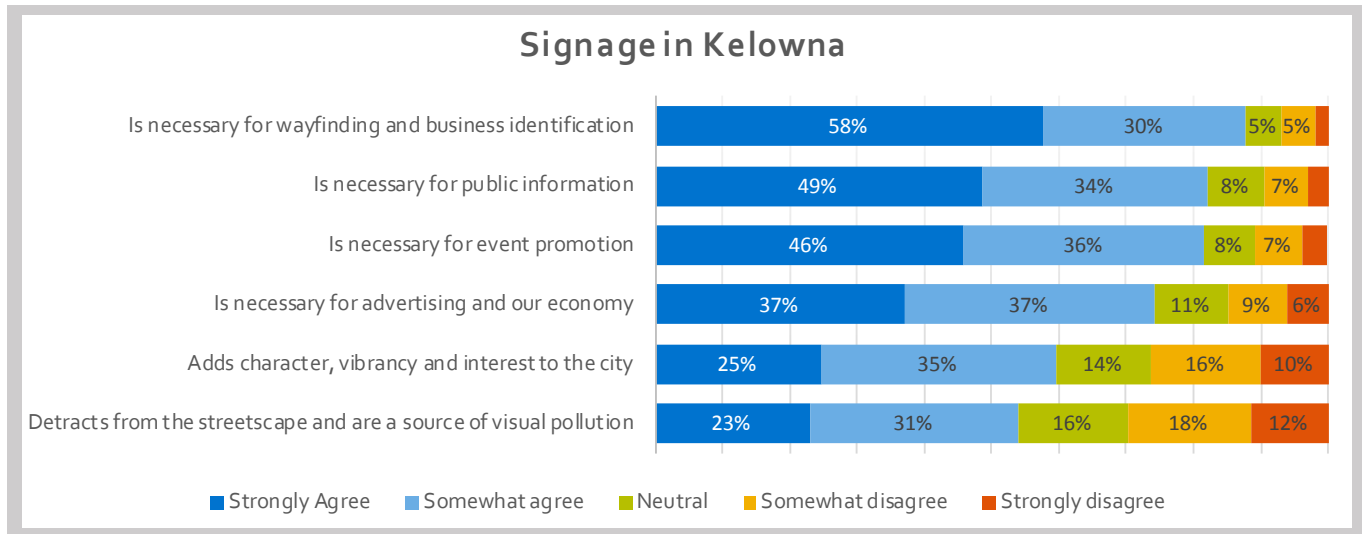
In order to inform the parameters for the Sign Bylaw update, the engagement was designed to gather input primarily on electronic signs, size and height of standalone signs, sandwich boards and temporary signage.

This report provides a summary of the comments received through the online survey, social media channels and the Get Involved site.

General thoughts on signage in Kelowna

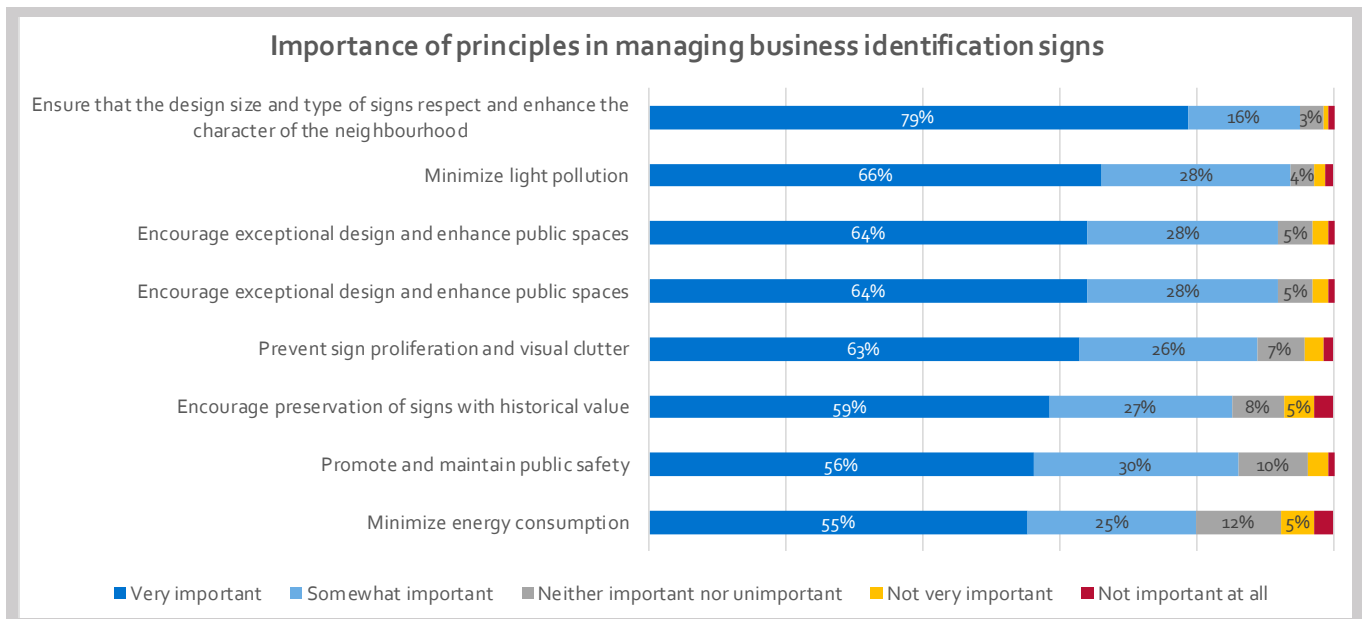
Survey respondents were asked to rank their level of agreement regarding their feelings on the purpose of signage. As per the chart below, the highest level of agreement was that signs are necessary for wayfinding and business identification, followed closely by the purpose of conveying public information and promoting events.

"Newer areas of the city should be able to be more creative and use lighting and colour. Areas where shops rely on driving customers should not have such strict height restrictions." – Facebook comment



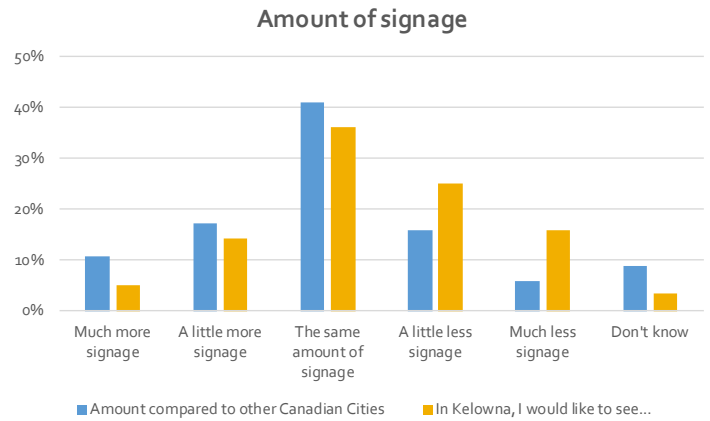
Regarding the current sign bylaw, 22 per cent of respondents said that it isn't restrictive enough, while 16 per cent believe it's too restrictive. More than 40 per cent said they either didn't know or had no opinion and the remaining 20 per cent said the current regulations are appropriate. The online survey provided links to the current Sign Bylaw, as well as examples of common forms of signage.

Ensuring the design, size and type of signs respect and enhance the character of the neighbourhood was ranked by survey respondents as the most important principle, while minimizing energy consumption was ranked as the least important.



Amount of signage

Residents were asked for their opinion on the amount of signage in Kelowna compared to other cities in Canada and whether or not they would like to see more or less signage. More than 40 per cent said they think Kelowna has the same amount of signage as other cities and 36 per cent said they would like to continue to see the same amount of signage in the city.



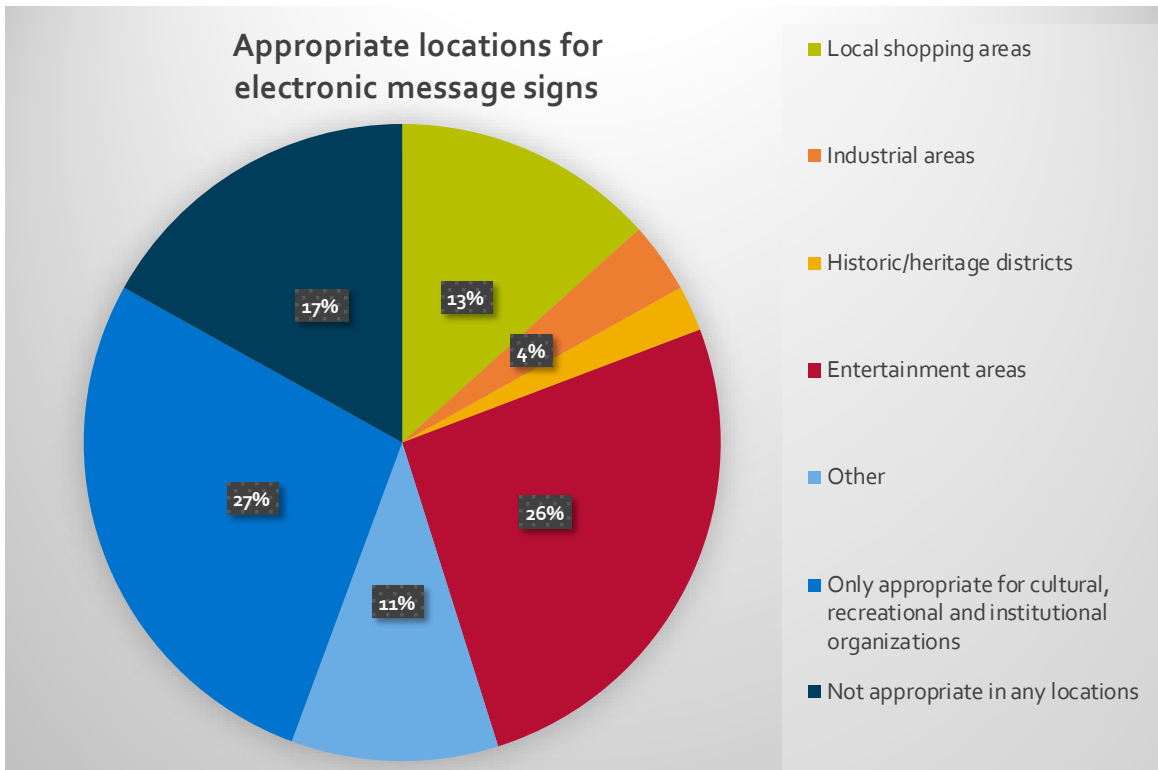
Electronic Signage

Electronic message signs (text only) are already allowed in the Bylaw, but one of the proposed updates includes making them only permitted by cultural recreational and institutional organizations. The majority of respondents agree with the proposed change, with 36 per cent saying they strongly agree and 30 per cent saying they somewhat agree. Just over one quarter of respondents somewhat or strongly disagreed.

Responses in the “other” category included parking lots, sports arenas, away from residential areas and all of the above.

Respondents were asked where else electronic message signs would be appropriate in the City. Most respondents said they were only appropriate for cultural, recreational and institutional organizations or in entertainment areas, such as the Cultural District, Orchard Plaza and McCurdy Corner.

When asked about proposed regulations around brightness, location, and hours of operations, 79 per cent strongly or somewhat agreed and less than 12 per cent disagreed. Other considerations mentioned in the comments included moving to low-light mode earlier during the winter months, avoiding electronic billboards, and limiting the number of electronic signage in an area.



"Flashing electric signs should not be allowed on any street. They are a distraction for drivers."
 – Survey Comment

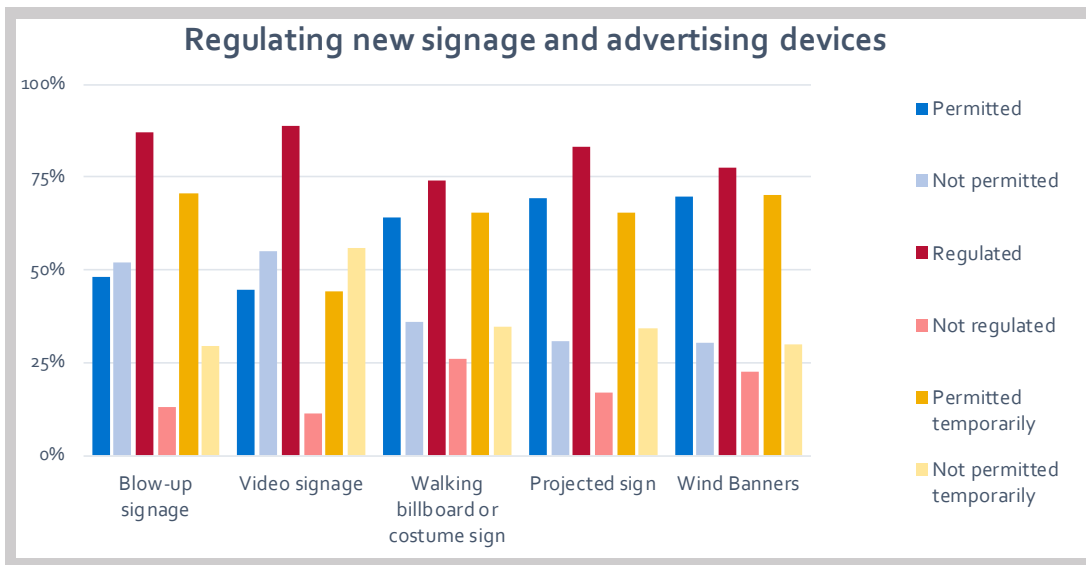
Opinions on third-party advertising signs, new trends and technology

Residents were asked for their thoughts on whether or not a variety of new signage and advertising devices should be permitted, regulated or permitted temporarily. The types of signage included blow-up signage, video signage, walking billboard or costume signage, projected signs and wind banners. The majority of respondents believe these signage types should be regulated and more than half said blow-up signage and video signage should not be permitted. The opinion results are charted below.

are signs that are not associated with specific business locations and direct attention to products and services not sold or provided on the site where the sign is located.

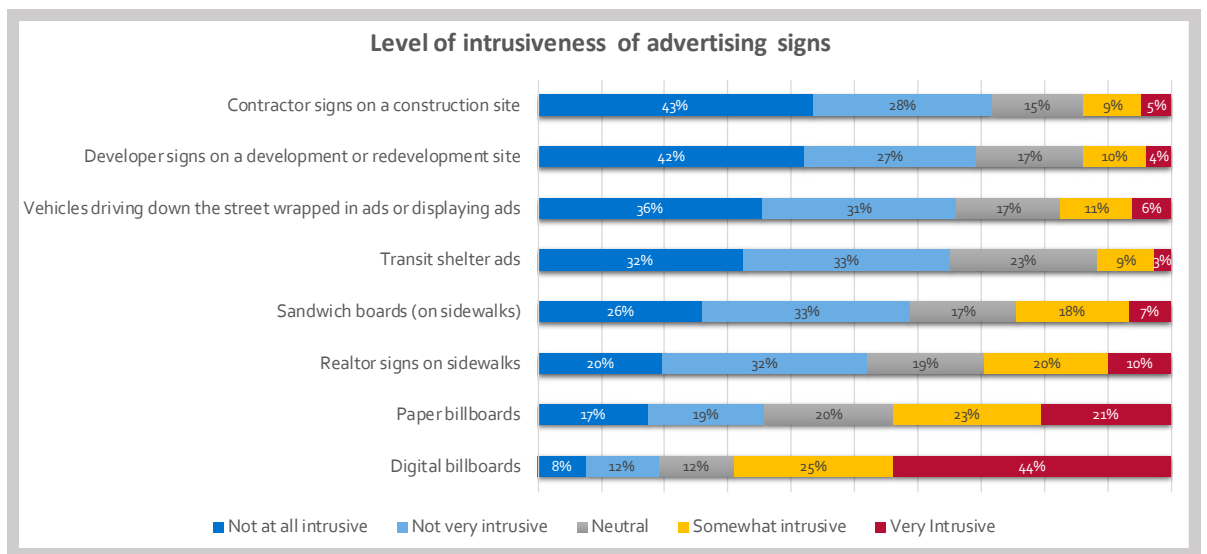
Digital billboards were rated somewhat to very intrusive by 69 per cent of respondents. Paper billboards came in as slightly less intrusive, with only 44 per cent of respondents saying they felt they were somewhat to very intrusive. Respondents indicated the least intrusive types of advertising were transit shelter ads, vehicles driving down the street wrapped in ads, contractor signs and developer signs.

Survey respondents were also asked to identify the intrusiveness of third-party advertising signs, which



"Most types of signs are good as long as it's regulated and the city does not take in the look of Las Vegas and maintains cultural and historical appeal." – Survey comment

"There is no need for massive illuminated billboards. When driving past these at night time it's incredibly distracting and unnecessary." – Survey comment



Survey respondent demographics

Over half of respondents identified as being under the age of 40. Survey respondents were able to self-identify in one or more categories with the majority indicating they had a general interest in the sign bylaw.

Survey feedback

More than 86 per cent of survey respondents agreed that the information presented was clear and understandable and felt they had the opportunity to share their views. Furthermore, the majority of respondents also said they understood how their input would be used, felt their input would make a difference, that participating was a valuable experience and that they learned something new.

Respondent Interests

