

SCHEDULE 'A' – Draft Sign Bylaw (July 2017 Updates)
TA15-0013

Draft Sign Bylaw				
No.	Section	Existing Text	Proposed Text	Rationale
1	Section 3 – SIGNS NOT REQUIRING A PERMIT	<p>3.1 Agricultural Product Sign</p> <p>3.1.2 Regulations (a) Shall be a portable or sandwich board sign;</p>	<p>3.1 Agricultural Product Sign</p> <p>3.1.2 Regulations (a) Shall be a free-standing or sandwich board sign;</p>	Updated due to proposed regulation changes for portable signs.
2	Section 3 – SIGNS NOT REQUIRING A PERMIT	None.	<p>3.7 Marketing Sign</p> <p>3.7.1 'Marketing Sign' means any temporary sign that promotes the future tenant of the existing building on which the sign is erected.</p> <p>3.7.2 Regulations: (a) Shall be a Fascia Sign; and (b) Copy shall be limited to the future tenant's name and logo, and a description of the future activity in the building. (c) The display of signs shall be limited to 90 days.</p> <p>3.7.3 Unless otherwise stated in Sections 5 through 12, the maximum sign area is 4.0 m².</p>	New sign definition.
3	Section 3 – SIGNS NOT REQUIRING A PERMIT	<p>3.9 Project Sign</p> <p>3.9.1 'Project Sign' means a sign erected on a development, subdivision or site, or on the road leading to a 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.</p>	<p>3.9 Project Sign</p> <p>3.9.1 'Project Sign' means a sign erected on a development, subdivision or construction site, or on the same parcel as 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.</p>	Clarifying language.

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4	Section 3 – SIGNS NOT REQUIRING A PERMIT	None.	<p>3.10 Real Estate Sign – Residential</p> <p>3.10.1 'Real Estate Sign – Residential' means a temporary sign for the purpose of advertising that the residential property on which it is located is for sale, lease or rent and may include the name of the agent, contact, or owner offering the property.</p> <p>3.10.2 Regulations:</p> <p>(a) Shall only be displayed during the required advertising period and shall be removed within 30 days of contract completion.</p> <p>(b) Where a residential property is being advertised for sale, lease or rent for more than six (6) months, all Real Estate Signs – Residential on the property must be replaced semi-annually.</p> <p>3.10.3 Unless otherwise stated in Sections 5 through 12, the maximum sign area is 1.5 m².</p>	New sign definition.
5	Section 3 – SIGNS NOT REQUIRING A PERMIT	<p>3.11 Sandwich Board Sign</p> <p>3.11.3 Unless otherwise stated in Sections 5 through 12, the maximum sign area is 0.6 m².</p>	<p>3.11 Sandwich Board Sign</p> <p>3.11.3 Unless otherwise stated in Sections 5 through 12, the maximum sign area is 0.7 m².</p>	Update sign area to match the <i>Bernard Street Sidewalk Program</i> .
6	Section 4 – SIGNS REQUIRING A PERMIT	<p>4.8 Menu Box</p> <p>4.8.3 Unless otherwise stated in Sections 5 through 12, the maximum dimensions of the sign are:</p> <p>(a) Sign Area:</p> <p>a. The maximum sign area is 0.6 m².</p>	<p>4.8 Menu Box</p> <p>4.8.3 Unless otherwise stated in Sections 5 through 12, the maximum dimensions of the sign are:</p> <p>(a) Sign Area:</p> <p>a. The maximum sign area is 0.7 m².</p>	Update sign area to match the <i>Bernard Street Sidewalk Program</i> .
7	Section 4 – SIGNS REQUIRING A PERMIT	None.	<p>4.9 Portable Sign</p> <p>4.9.1 '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.</p> <p>4.9.2 Regulations:</p>	New sign definition to limit portable signs to government properties only.

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			<p>(a) Shall only be located on parcels owned by the municipal, provincial or federal government.</p> <p>(b) Shall be placed on a lot so that it does not obscure the line of vision from a street, access road or sidewalk to incoming traffic. The line of vision shall be measured a distance of 8.0 m back along both abutting and intersecting streets along the abutting property lines of the lot from the point of intersection of the streets. In the case of the access road the 8.0 m shall be measured back along the edge of the access road from the point of intersection of street;</p> <p>(c) Shall not be placed at any specific location on a property for more than 30 days in a calendar year;</p> <p>(d) Shall not be placed on a property for more than 90 days in a calendar year.</p>	
8	Section 4 – SIGNS REQUIRING A PERMIT	None.	<p>4.11 Real Estate Sign – Commercial</p> <p>4.11.1 'Real Estate Sign – Commercial' means a sign indicating that the commercial, industrial, public or institutional property or building on which it is located is for sale, lease or rent along with the name of the agent, contact, or owner offering the property or building.</p> <p>4.11.2 Regulations:</p> <p>(a) Are not permitted in residential zones.</p> <p>(b) Shall only be displayed during the required advertising period and shall be removed within 30 days of contract completion.</p> <p>(c) Signs must be relocated to another location of the property every ninety (90) days.</p> <p>(d) Where a property is being advertised for sale or lease for more than six (6) months, all Real Estate Signs – Commercial on the property must be replaced semi-annually.</p> <p>(e) Where a building or unit is being</p>	New sign definition.

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			<p>advertised for lease or rent, the Real Estate Sign – Commercial must be placed on the building where the space is being leased or rented.</p> <p>4.11.3 Unless otherwise stated in Sections 5 through 12, the maximum sign area is 1.5 m².</p>	
9	<p>Section 4 – SIGNS REQUIRING A PERMIT</p>	<p>4.13 Wall Sign</p> <p>4.13.1 '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.</p>	<p>4.13 Wall Sign</p> <p>4.13.1 '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.</p> <p>4.13.2 Regulations: (a) Shall not project above roof line; and (b) 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</p> <p>4.13.3 Unless otherwise stated in Sections 5 through 12, 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.</p>	<p>Adding additional regulations to the Wall Sign use (similar to Fascia Sign).</p>
10	<p>Sections 5 through 12 – Zone Regulations</p>			<p>No regulation changes. Simply correcting the text and lists to ensure consistency with the rest of the Bylaw, and within the regulations of each zone.</p>