

### 5.3 General Commercial and Industrial Areas (C-1A, C-2, C-2A, C-3, C-4, MU-1, MU-2, MU-3, MU-4, MU-5, I-1, I-2, CD-8, CD-1F Zone)

Many commercial and industrial areas are located at entrances to the city or key corridors through the city. These areas generate the first impressions of a community and are a significant part of our day to day experiences as we move through the city. Improving the attractiveness of signage and the overall appearance of commercial streets can contribute to enhancing the image of the region.

The following *signs* may be erected on any *parcel* or *business premise* provided that a sign permit is first obtained and all other provisions of this bylaw are satisfied.

#### 5.3.1 Fascia Signs

- a. The combined *sign area* of all *fascia signs* plus all *canopy signs*, *awning signs*, and *projecting signs* shall not exceed 20% of the area of the *building face* for a *business premise* to a maximum of 9.0 m<sup>2</sup> (96.9 sq. ft.).
- b. For theatre uses, the *sign area* may be increased to twice the maximum *sign area* otherwise allowed with respect to one *building face* on the building in which the theatre is located.
- c. For commercial buildings with a floor area greater than 1,858 m<sup>2</sup> (20,000 sq. ft.) the combined maximum *sign area* of all *fascia signs* plus all *canopy* or *awning signs* and *projecting signs* shall not exceed 10% of the area of the *building face* for a *business premise* to a maximum of 30.0 m<sup>2</sup> (322.9 sq. ft.).
- d. Illumination of *signs* with a *sign area* greater than 9.0 m<sup>2</sup> shall use *indirect lighting* techniques.
- e. For multi-residential buildings, one *fascia sign* with a *sign area* not exceeding 1.5 m<sup>2</sup> (16.1 sq. ft.) is permitted.



Each business premise under an awning is allowed one sign.

#### 5.3.2 Canopy or Awning Signs

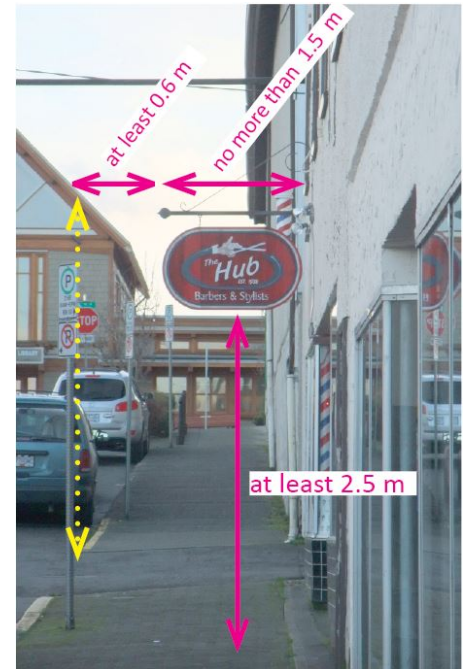
- a. The combined *sign area* of all *canopy signs* or *awning signs* plus all *fascia signs*, and *projecting signs* shall not exceed 20% of the area of the *building face* or *business premise* to a maximum of 9.0 m<sup>2</sup> (96.9 sq. ft.).
- b. For commercial buildings with a floor area greater than 1,858 m<sup>2</sup> (20,000 sq. ft.) the maximum *sign area* of all *canopy* or *awning signs* plus all *fascia signs* and *projecting signs*, shall not exceed 10% of the area of the *building face* for a *business premise* to a maximum of 30.0 m<sup>2</sup> (323.0 sq. ft.).
- c. *Awning signs* shall be an integral part of the *awning* and not an attachment or addition.
- d. Where more than one *business premise* fronts a street under a single *awning*, there shall be not more than one *awning sign* for each business.
- e. An *awning sign* or *canopy sign* shall not project within 0.6 m (2 ft.) of any curb line, or extend above the *roofline* of a building.

### 5.3.3 Hanging Sign

- One 0.2 m<sup>2</sup> (2.2 sq. ft.) *hanging sign* shall be permitted at each separate *business premise* entrance, and shall not project beyond the front edge of the *canopy* or *awning*.
- A minimum *clearance* of 2.5 m (8.2 ft.) is required between the lowest portion of the *hanging sign* and the sidewalk below.
- Hanging signs* shall not be *illuminated*.

### 5.3.4 Projecting Signs

- The *sign area* shall not exceed 2.5 m<sup>2</sup> (26.9 sq. ft.) for each side of the *sign*.
- Only one *projecting sign* is permitted per *business premise* or *parcel*.
- A minimum *clearance* of 2.5 m (8.2 ft.) is required between the lowest portion of the *projecting sign* and the sidewalk below.
- A *projecting sign* shall not project more than 1.5 m (4.92 ft.) from the *building face* to which it is attached or within 0.6 m (2 ft.) of any curb line, or more than 2.0 m above the *roofline* of a building.
- The combined area of a *projecting sign* plus all other *canopy signs* or *awning signs* and *fascia signs* shall not exceed 20% of the area of the *building face* or *business premise* to a maximum of 9.0 m<sup>2</sup> (96.9 sq. ft.).



Projecting Sign Requirements

- For commercial buildings with a floor area greater than 1,858 m<sup>2</sup> (20,000 sq. ft.) the maximum *sign area* of all *projecting signs* plus all *canopy* or *awning signs* and all *fascia signs*, shall not exceed 10% of the area of the *building face* for a *business premise* to a maximum of 30.0 m<sup>2</sup> (323 sq. ft.).

### 5.3.5 Freestanding Signs

For parcels with a **commercial** or **industrial use**, *freestanding signs*, must comply with the following:

#### Number of Signs

- Only one *freestanding sign* is permitted per *parcel*, except that:
  - for a *parcel* with a site area exceeding 2.0 ha (4.94 acres), two *freestanding signs* are permitted;
  - where there are two or more vehicular entrances, a maximum of two *freestanding signs* are permitted provided the *signs* are located a minimum 50.0 m apart;
  - for a *parcel* with more than one street frontage, one *freestanding sign* is allowed per *frontage* to a maximum of two *freestanding signs* per *parcel*.
- Notwithstanding the above, in the case where separate *parcels*, all of which are zoned for commercial or industrial use, share access from a *City* street or highway, only one *freestanding sign* is permitted to a maximum of one per access, rather than one per *parcel*, despite being separate parcels with separate *frontages*.

## Location

- a. *Freestanding signs* are permitted only on *parcels* with a minimum *frontage* of 30.0 m (98.4 ft.).
- b. All *freestanding signs* shall be located in a landscaped area, which shall be a minimum of 5.0 m<sup>2</sup> (53.8 ft.) in area.
- c. No *sign* shall be located within 3.0 m (9.8 ft.) of an adjoining property line or within 2.0 m (6.56 ft.) of the property line facing a street and no *sign* shall be located within a *sight triangle*.

## Design

- a. No *sign* shall be supported by a single pole.
- b. *Signs* shall be coordinated with the building character and site landscaping.
- c. The use of natural materials is encouraged.

## Size

- a. For a *parcel less than 3,000 m<sup>2</sup>* (0.74 acres):
  - i. *Sign area* shall not exceed 3.0 m<sup>2</sup> (32 sq. ft.), or if the *sign* is more than one sided the *sign area* shall not exceed 6.0 m<sup>2</sup> (64.5 sq. ft.).
  - ii. The *sign* shall not exceed 2.5 m (8.2 ft.) in *height*.
- b. For a *parcel 3,000 m<sup>2</sup> or larger but less than 2.0 ha* (4.94 acres):
  - i. *Sign area* shall not exceed 4.0 m<sup>2</sup> (43.1 sq. ft.), or if the *sign* is more than one sided the *sign area* shall not exceed 8.0 m<sup>2</sup> (86.1 sq. ft.).
  - ii. The *sign* shall not exceed 3.5 m (11.48 ft.) in *height*.
- c. For a parcel **exceeding 2.0 ha.** (4.94 acres):
  - i. *Sign area* shall not exceed 7.0 m<sup>2</sup> (75.3 sq. ft.), or 14.0 m<sup>2</sup> (150.7 sq. ft.) if the *sign* is more than one sided.
  - ii. The *sign* shall not exceed 6.0 m (19.7 ft.) in *height*.



This...



Instead of this...



New freestanding signs mounted on a single pole are not allowed.

## For parcels that have primarily multi-family or institutional uses:

- a. For institutional uses, the *sign area* shall not exceed 3.0 m<sup>2</sup> (32.3 sq. ft.), or 6.0 m<sup>2</sup> (64.5 sq. ft.) if the *sign* is more than one sided, and the *height* shall not exceed 2.0 m (6.56 ft.).
- b. For multi-residential uses, the *sign area* shall not exceed 1.5 m<sup>2</sup> (16.1 sq. ft.) and the *height* shall not exceed 2.0 m (6.6 ft.).
- c. Only one *freestanding sign* is permitted.
- d. *Freestanding signs* should incorporate natural materials and shall be coordinated with the building architecture and landscape design.

- e. All *freestanding signs* shall be located in a landscaped area, which shall be a minimum of 5.0 m<sup>2</sup> (53.8 sq. ft.) in area.
- f. No *sign* shall be located within 3.0 m (9.8 ft.) of an adjoining property line or within 2.0 m (6.56 ft.) of the property line facing a street and no *sign* shall be located within a *sight triangle*.

**5.3.6 Portable Signs** – (See Part 3 for a list of prohibited sign types)

- a. The *sign area* shall not exceed 0.6 m<sup>2</sup> (6.5 sq. ft.) per face and *height* shall not exceed 1.0 m (3.3 ft.).
- b. Only one *portable sign* is permitted per *parcel*.
- c. *Signs* shall be located entirely on the same *parcel* as the *business premise* which it is advertising. *Portable signs* are not permitted on the City boulevard, sidewalk or within street right-of-ways.