

5.4 Institutional (PA-1, PA-2, PA-3, PA-4 Zone)

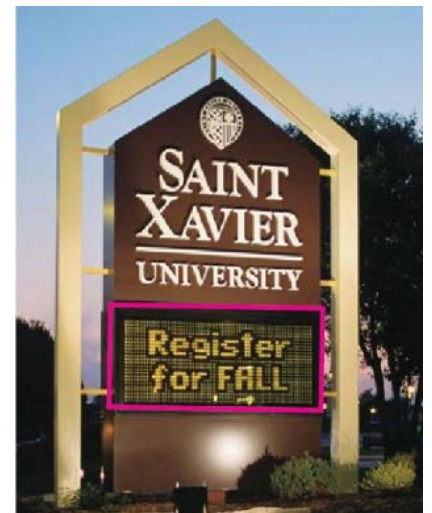
Institutional properties such as schools, community centres and churches often host community activities and events. Electronic message boards allow these organizations to communicate information in a timely fashion. As these properties often have large areas available for landscaping, monument style signage can be accompanied by improved landscaping enhancing the overall look of the streetscape.

5.4.1 Fascia Sign

- a. *Sign area* shall not exceed 20% of the *area* of the *building face* to a maximum of 9.0 m² (96.9 sq. ft.).

5.4.2 Freestanding Sign

- a. The *sign area* shall not exceed 3.0 m² (32.3 sq. ft.) and the *height* shall not exceed 2.0 m (6.56 ft.).
- b. Only one *freestanding sign* is permitted per *parcel*.
- c. All *freestanding signs* shall be located in a landscaped area, which shall be a minimum of 5.0 m² (53.8 sq. ft.) in area.
- d. *Freestanding signs* should be *monument signs*. No *sign* shall be supported by a single pole.
- e. *Signs* shall be coordinated with the building architecture and site landscaping. The use of natural materials is encouraged.
- f. No *sign* shall be located within 3.0 m (9.8 ft.) of an adjoining property line or within 2.0 m (6.6 ft.) of the property line adjacent to a street.
- g. *Freestanding signs* may incorporate an *electronic message board* provided:
 - i. the *electronic message board* can be no more than 40% of the *sign area*;
 - ii. the *electronic message board* must only be used to advertise uses, events and activities occurring on the property or the time and temperature;
 - iii. each message must remain static for a minimum of 10 seconds;
 - iv. the *sign* must not use scrolling, fading, flashing or animated display;
 - v. the *electronic message board* must be a monochromatic display and must include automatic dimming features to reduce light intensity in lower ambient light conditions.



Electronic message board (shown in pink) can comprise up to 40% of the sign area.