

- (j) A real estate or property management sign on private property in a district other than a residential district provided that the total sign area does not exceed 6.0 m²;
- (k) Signs placed on a premises for the guidance, warning or restraint of persons;
- (l) Window signs, unless otherwise stated in this section;
- (m) ¹A-Board signs located within the boundaries of Sites in the I1, I2, C1, C1A, and the Riverlands Districts provide that:
 - (i) Such Signs do not display Third-party Advertising;
 - (ii) In the I1 and I2 Districts such Signs may not be placed on any portion of a Site which abuts an arterial road; and
 - (iii) Provided these Signs meet the requirements in Section 3.4(1).
- (n) ²Election Signs only during the following time frames:
 - (i) between nomination day of an election year and the date of the election, in the case of an election under the Local Authorities Election Act;
 - (ii) between the date the election is officially called and the date of the election, in the case of elections for Federal and Provincial public office;provided that the signs comply with section 3.4 (12).
- (o) ³Directional signs when located within the boundaries of a site with an area less than 1.4m².
- (p) Construction signs provided they conform to the following requirements:
 - (i) there shall not be more than a total of four construction signs per site;
 - (ii) in residential subdivisions, the total area of all four construction signs shall not exceed 6.4 m²; and

¹ 3357/Q-2016

² 3357/M-2017

³ 3357/F-2009, Correction 39

(10) Projecting Signs

- (a) ¹No projecting sign shall be erected so that the bottom thereof is less than 2.8 m above the sidewalk; provided however, where traffic lights may be obscured in the opinion of the Development Officer, the minimum requirement for the bottom of the projecting sign may be increased to a height of 3.6 m or more above the sidewalk.
- (b) All projecting signs shall maintain the required clearance from overhead power and service lines as required forth under The *Electrical Protection Act*.
- (c) The maximum area of a projecting sign shall be 4.5 m².
- (d) The nearest edge of a projecting sign shall not be set off more than 0.3 m from the building face.

(11) ²Wall Signs

- (a) Wall signs shall be securely fastened to walls and shall not be entirely supported by an unbraced parapet wall.
 - (i) The maximum horizontal dimension of a wall sign shall be 6.1 m.

(12) ³Election Signs

- (a) Election signs may be placed on private or public property (with the approval of the owner/public authority).
 - (i) Election signs are permitted on municipal property only as designated by the City Council.
 - (ii) Election signs must be located at least 3.0 m from the back of sidewalk or if there is no sidewalk, the back of curb.
 - (iii) Election signs on public property may not exceed 3.0 m² in size nor 3.6 m in height.
 - (iv) ⁴Only one Election Sign per candidate, per designated sign location approved by Council resolution, is permitted.
 - (v) If a candidate fails to remove his or her election signs within 48 hours after the voting stations close on election day, the Designated Officers may remove them and the candidate shall be liable for the cost of removal.

¹ 3357/W-2015

² Correction 29

³ Correction 29

⁴ 3357/M-2017

- (vi) When an election sign interferes with work being carried out by City work crews or contractors doing work on behalf of The City, the crews may remove and dispose of such signs.
- (vii) Designated Officers employed by The City may remove any election signs which have been erected, affixed, posted or placed on any City property in contravention of this bylaw.
- (viii) A candidate whose name appears on an election sign which is in contravention of this bylaw shall be guilty of an offence under this bylaw.

(13) Offensive Signage

- (a) No sign shall be erected which promotes intolerance, hatred or ridicule of any race, religion or other segment of society.
- (b) No billboard, wall sign, or painted wall sign, including supergraphics or portable sign shall be allowed to advertise adult entertainment or services which feature nudity.

(14) ¹Dynamic Sign Regulations

- (a) A Dynamic Sign may display Public Service Announcements, but shall not include Third Party Advertising or Sponsor Recognition except when it is located on a Site in a PS district which is over 17.0 hectares;
- (b) Messages shall be displayed for a minimum time period of 3 seconds;
- (c) A Dynamic Sign must have an adjustable brightness level and the level of brightness of a Dynamic Sign shall be to the reasonable satisfaction of the Development Officer; and
- (d) Dynamic Signs shall meet the following regulations which may be varied by the Development Authority:
 - (i) not be located within 30.0m radius of a residential District;
 - (ii) when the Site of a proposed Dynamic Sign is adjacent to a residential District notification will be sent by the City to property owners within a 100.0m radius of the proposed Site;
 - (iii) be limited to one Dynamic Sign per Building or Site, with the exception of PS Sites over 17ha which will be limited to two Dynamic Signs provided that one of the Dynamic Signs must be a Fascia Sign and the other Dynamic Sign must be a portion of a

¹ 3357/F-2009, 3357/G-2016

Free Standing Sign, and further provided that the two Dynamic Signs must be at least 50.0m apart;

- (iv) not be located on a Site within a 50.0m radius of the Boundary of a Site containing an existing Dynamic Sign; and
- (v) comprise not more than 25% of the total freestanding or fascia sign area.

(15) ¹Recreation Sponsorship Signage Regulations

- (a) Recreation Sponsorship Signage may be placed on sports field fencing around sports fields. Recreation Sponsorship Signage is also permitted on accessory buildings or structures such as, but not limited to, dugouts, bleachers, media towers and storage sheds;
- (b) To ensure that the proposed signage does not have adverse impacts in relation to the overall amenity of the site, all signage must be produced/manufactured by a sign company;
- (c) All signage placed on field fencing must be non-illuminated and the total signage shall not cover more than 50% of the linear circumference of the fence, must not cover gates or access points and must not extend past the side edges of the fence or above or below the fence and any proposed sign shall not exceed a maximum of 1.2 m by 1.8 m per sign;
- (d) All signage shall be securely fastened to the fence and it is the Applicant's responsibility to ensure the fence is structurally sound enough to support the proposed signage in all weather and anticipated use conditions;
- (e) All signage placed on accessory buildings or structures must be non-illuminated and the total signage shall not cover more than 10% of the building face or side to which it is attached, must not extend past the edges of the building or structure and any proposed individual sign shall not exceed a maximum of 1.2 m by 1.8 m;
- (f) Signage in the form of stickers (adhesive attachment) is not permitted; and
- (g) The sign(s) shall be designed and placed so that structural support elements appear as an integral part of the overall sign design ensuring that no guide wires, no angle iron bracing or similar support structure elements are visible from a public street or other public right-of-way.

¹ 3357/A-2017