

ZONING BYLAW RENEWAL INITIATIVE

DISCUSSION PAPER

10 SIGNS

Edmonton

October 2020 | edmonton.ca/ZoningBylawRenewal

These papers were created in 2020 to support Phase 1 of engagement. The content of these documents is subject to change as the draft Zoning Bylaw continues to be refined.



HOW TO USE THE DISCUSSION PAPERS

The discussion papers provide an entry point into the world of zoning by breaking it out into understandable parts and allowing Edmontonians to select topics that interest them. They explore various aspects of zoning and the new Zoning Bylaw, and provide the preliminary thinking and direction for the approach it may take. Please refer to the [Overview and Philosophy of the New Zoning Bylaw](#) for more information.

These papers are a **first attempt** at exploring potential directions for new zoning regulations. All Edmontonians – from developers to residents – are encouraged to explore the topics that interest them and provide feedback through the [Engaged Edmonton](#) platform. Information gathered through the discussion paper conversation will be used to help inform how the new Zoning Bylaw will be written.

TOPICS



PHILOSOPHY OF THE NEW ZONING BYLAW



1 NODES & CORRIDORS



7 DIRECT CONTROL ZONES



2 RESIDENTIAL ZONES



8 NOTIFICATIONS & VARIANCES



3 COMMERCIAL & INDUSTRIAL ZONES



9 OVERLAYS



4 AGRICULTURE & RURAL ZONES



10 SIGNS



5 OPEN SPACE & CIVIC SERVICES ZONES



11 CLIMATE RESILIENCE & ENERGY TRANSITION



6 SPECIAL AREA ZONES



12 ECONOMY



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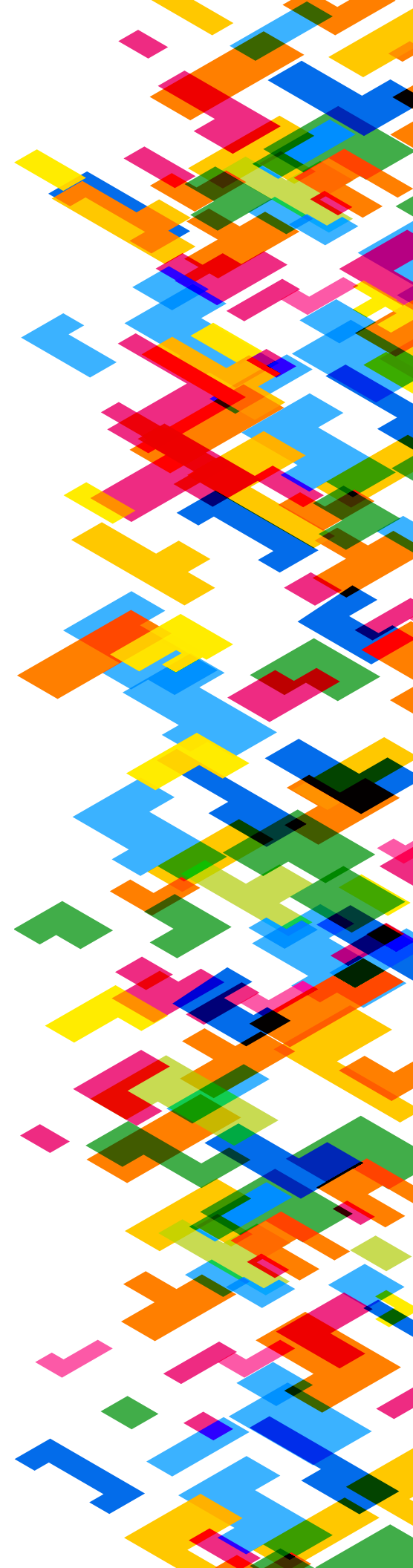
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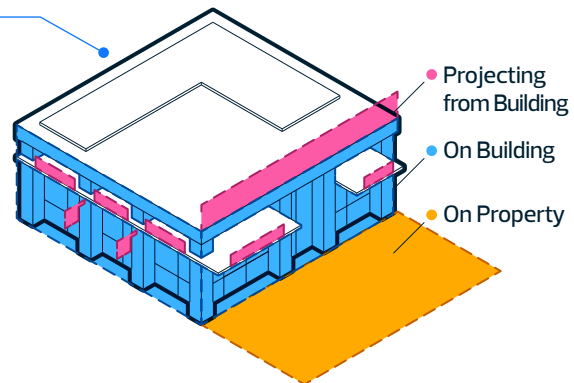


CONVERSATION STARTER

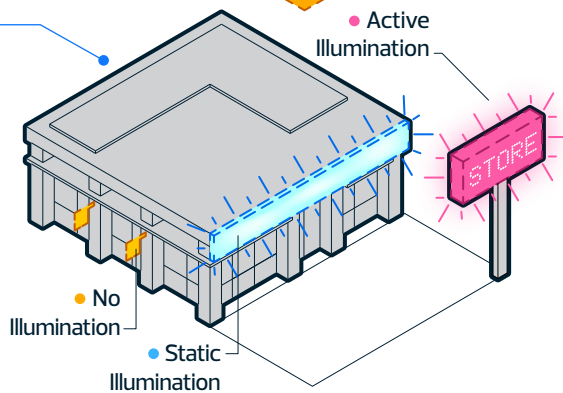
How can the new Zoning Bylaw incorporate **applicable signs regulations**?

This paper shows that the new Zoning Bylaw can incorporate them by

1 Simplifying existing overlapping sign types, definitions, and regulations into **three main categories based on location or placement**



2 Applying additional regulations based on **three main categories of sign illumination**



3 Integrating Sign Regulations into **each new land-use zone**

This will aid the users by providing all applicable development regulations precisely where they need them.

4 Aligning with upcoming **Sign Design Guidelines**

Principles

- + Quality
- + Visual
- + Integrated
- + Safe

Next Steps

Stakeholder engagement with the sign industry and community will provide key users with an opportunity to comment on the proposed approach to sign regulations. This feedback will be used to further refine this approach. This work will be informed by the development of the Sign Design Guidelines.

Please provide us feedback at engaged.edmonton.ca

INTRODUCTION

Signs play a **critical role in the way our environments are experienced**. They provide direction, wayfinding, information and guidance. Signs are everywhere in our urban environment. They directly impact our sense of **space, place and orientation**.

It is not commonly known that signs are regulated by the Zoning Bylaw. Signs in Edmonton have historically been considered a minor part of larger building projects. Sometimes their integration into a development may appear as afterthoughts. The current way signs are regulated has resulted in unintended consequences such as a lack of integration of signs with development, minimal development standards and a confusing regulatory approach.

In recent years, many cities in North America have developed comprehensive sign policies or re-written their bylaws to address sign related concerns, including:

Changing technologies – digital signs are now a major part of the sign industry and a major source of revenue for sign companies and landowners. Digital and electronic sign technology is quickly changing and digital copy can be displayed in new ways that differ significantly from traditional sign forms, presenting new regulatory challenges.

Environmental and Human Health – there is growing concern with how digital and electronic signs contribute to urban light pollution, which has been associated with adverse effects on people's health, disruption of ecosystems, and interruptions to the natural cycles of wildlife.

Public Realm – there is increasing concern with visual clutter and the proliferation of unsolicited advertising in cities. Signage also has a major impact on the built form of new and existing buildings. It can either complement the design and appearance, or adversely affect the architectural integrity for which it was intended. More cities are paying attention to how signs can contribute

positively to the development and maintenance of a high quality public realm. Signs can also affect the reputation and branding of cities.

Signs are an important contributor to how residents and visitors experience the urban environment. The way Edmonton's regulations are currently written have resulted in inconsistency in their interpretation resulting in unintended outcomes, including a high rate of digital sign permit decisions being overturned at the Subdivision and Development Appeal Board.

Through the Zoning Bylaw Renewal Initiative, sign regulations will be reviewed and a new approach to regulating permanent signs on private property will be developed. Temporary signs will also be aligned to this proposed approach. This will primarily be done by simplifying the sign regulations in order to ensure consistency and efficiency in the permitting process as well as mitigating undesired outcomes. It is important that an approach be developed that considers the needs of all users of the Zoning Bylaw, including applicants, the sign industry and City staff.

Aligning with the Philosophy of the New Zoning Bylaw Renewal, the proposed sign approach puts a greater emphasis on the use of graphics to illustrate sign development concepts. This work will be informed by the Sign Design Guidelines which are currently under development by the City's Urban Design Unit. A draft of these guidelines are scheduled to be available for review by the general public in the Fall of 2020. Together, these guidelines and new regulations will improve service delivery by being written to increase clarity around desired signage outcomes and be practical in its implementation from a regulatory perspective.

SIGN REGULATIONS IN ZONING BYLAW 12800

To achieve a **safe and attractive public realm** in Edmonton, the development of signs on private and public property, need to comply with the regulations in the Zoning Bylaw. Sign regulations prescribe development guidance such as the **type, size, illumination and location of signs**. These regulations are currently contained within multiple locations in the bylaw including Section 59 and within 11 sign schedules which are grouped by similar land use categories. Regulations are also contained in Direct Control zone provisions, Overlays, and Area Structure and Redevelopment Plans.

Sign regulations were first introduced in Edmonton through the 1923 Sign Bylaw. Over time, sign regulations were incorporated into the Zoning Bylaw and reviewed and updated to adapt to new sign technologies. The most recent major additions to sign regulation was for digital signs in 2011. These regulations were then further refined in 2018 as part of the Digital Sign Review project to clarify and simplify definitions. A major update was also undertaken for temporary sign regulations in 2013. This update aligned regulations with sign industry practices and assisted in managing sign proliferation in the city.

Most permanent and temporary signs in the city require a development permit and permanent signs may require a building permit to ensure that a proposed sign is appropriately sited and constructed safely. Permits are needed whenever a new sign is constructed, or when a sign is replaced, for example in the case of a new business opening. Some types of signs, such as house address numbers, do not require a sign permit.

Within the Zoning Bylaw, sign regulations are applied based on sign type and on or off premise sign status. On-premises signs identify or advertise a business, activity, product or service located on site where the sign is displayed. Off-premises signs direct attention to a business, activity, product or service which is not located on the same site of the sign. Current major sign types include:

- + fascia signs which are affixed to a building
- + freestanding signs which are supported independently of a building, which may include billboards
- + projecting signs which extend from a building
- + roof signs which are located on a building's roof, and typically include billboards
- + temporary – relocatable signs which may be valid up to one year in duration, at which point they are required to be removed or permit renewed.

The table below outlines the number of permanent and temporary sign permits issued over recent years.

Table 1. Number of permanent and temporary sign permits issued over recent years.

Year	Permanent Sign Development Permits Issued	Temporary Sign Development Permits Issued
2019	761	2,617
2018	854	3,074

ISSUES WITH SIGN REGULATIONS

Organization of Regulations

Multiple sign schedules exist and are applicable to different zones which contain regulations for multiple defined sign types. Sign regulations are also contained within various policy documents and zoning tools such as Direct Control zones, Overlays and statutory plans (geographic plans). An example of this includes Place La Rue West Neighbourhood Area Structure Plan which contains very specific sign regulations for a portion of that neighbourhood. The organization of these sign regulations, in addition to numerous sign definitions often create confusion for Zoning Bylaw users. It also creates a need for a complex understanding of the Zoning Bylaw by development officers, which can create delays in the permitting process.

Complexity and Interpretation

Sign regulations are complex, difficult to enforce and can create uncertainty for stakeholders. This uncertainty is illustrated by recent trends noted in sign permit decisions appealed to the Subdivision and Development Appeal Board. As part of the Digital Sign Review project completed in 2018, an analysis of refused digital signs was undertaken. It was found that of the 30 appeals for refused permits between 2013 and 2017, the Board overturned the Development Officer's

decision 87% of the time. This is due in large part to the different criteria used by the Subdivision and Development Appeal Board to render decisions. For example, when reviewing permits, Development Officers may be guided by land use studies and other similar plans. An example of this being the Calgary Trail Land Use Study which discourages the use of portable signs and free-standing billboards. This consideration may not be applicable by the Subdivision and Development Appeal Board as it is not a statutory plan. More information on this analysis can be found in Attachment 2 of [City Council Report 5345](#), Digital Sign Regulations and Signage Policy.

A review of all sign permits appealed to the Subdivision and Development Appeal Board in 2019 found that the Board overturned the Development Officer's refusal decision 76% of the time. Specifically for digital sign appeals, refusal decisions were found to be overturned by the Board 69% of the time.

The Zoning Bylaw Renewal Initiative provides additional opportunity to continue the work of simplifying sign regulations which will improve usability and certainty. The proposed approach aims to develop sign regulations which will help mitigate potential impacts signs may have on surrounding properties, such as light pollution. Highlights of this proposed approach are discussed further in this paper.



CITY PLAN INTENTIONS AND DIRECTIONS

The Draft City Plan provides the policies and directions for Edmonton to grow to a population of 2 million people. The Draft City Plan focuses on **the development of high quality built form and public realm**. Appropriate integration of signs on buildings and sites play a pivotal role in achieving a high standard of **urban design and a vibrant local economy**.

The following Draft City Plan intentions relate to signs within the city.

- + **1.3.1** – Support and celebrate the distinct communities that contribute to Edmonton, its quality of life and unique sense of place.
- + **1.3.1.4** – Encourage urban design and wayfinding excellence at major city entrances.
- + **1.3.1.5** – Encourage high quality urban design that celebrates the unique physical pattern of the city’s systems, networks and places.
- + **2.1.1.3** – Design public spaces that are easy to navigate and explore for Edmontonians and visitors.
- + **3.2.1** – Ensure that development and public infrastructure is designed to support a vibrant local economy and competitive business environment.
- + **6.2.2.2** – Encourage a high standard of design for public and private development with an emphasis at nodes, corridors and city entrances

MUNICIPAL BEST PRACTICES

A review of sign regulations in other North American cities and research from previous Zoning Bylaw text amendment projects was undertaken to gain **a more fulsome understanding of current practices** within the Canadian and American context. Regulations and design guidelines were reviewed from the following cities:

Table 2. Cities Reviewed to Identify Sign Regulations Best Practices

British Columbia	Alberta	Ontario	United States
Vancouver	Calgary	Mississauga	Buffalo, NY
Surrey	High River	Ottawa	Nashville, TN
Victoria	Red Deer	Toronto	

Regulatory Framework

A jurisdictional scan indicated that it is a common approach to regulate signs separately from the municipality’s Zoning Bylaw, within an independent Sign bylaw. Sign bylaws are used in Toronto, Vancouver, Surrey, Victoria, Mississauga, Ottawa and Toronto. A primary consideration of creating a separate bylaw for sign regulations would be whether the bylaw would be subject to the jurisdiction of the Subdivision and Development Appeal Board.

Within the context of Alberta, the Municipal Government Act outlines the authority for municipalities, including planning and development regulations. Section 640.4 of the Municipal Government Act provides authority for cities to regulate signage:

- (m) the construction, placement or use of billboards, signboards or other advertising devices of any kind, and if they are permitted at all, governing their height, size and character;
- (n) the removal, repair or renovation of billboards, signboards or other advertising devices of any kind;

It is common among major cities in Alberta to incorporate regulations for permanent signage into their zoning bylaws. This includes Calgary, Red Deer and the current state in Edmonton.

A bylaw regulating temporary signs on public streets is also used in the City of Calgary. Similarly, Edmonton refers to Traffic Bylaw 5590 to regulate signage on the road right-of way.

Document Format and Layout

Generally, in the cities reviewed, regulations for signs are descriptive rather than visual. Sign bylaws reviewed from Ontario only featured text and maps to describe varying sign types and permitted locations. This method of relying on text to display regulations is not very accessible and less user-friendly for readers.

Conversely, Buffalo’s GreenCode uses graphics, as seen in Fig 1, to convey sign types and regulations. This method of communicating sign regulations is more user-friendly and provides easier understanding of the content.

Fig 1. Use of imagery to explain sign regulations, Buffalo’s GreenCode



Description

A roof sign is a sign mounted on, and wholly supported by, the roof of a building.

Dimensions

(A)	Area (max)	Refer to Table 9C
(B)	Width (max)	75% of roof level width
(C)	Height (max, including supports)	
	N-1D, N-1C, N-1S, D-M, D-E, D-S, D-C, D-IL, D-IH	15'
	All other zones where permitted	7.5'

Specific Standards

1. A maximum of one roof sign is permitted per building. A roof sign may be installed only on a flat roof.
2. If a roof sign is erected on a building, a skyline sign is prohibited.
3. Roof signs must be safely and securely attached to the roof structure and must not interfere with any roof access points.

Sign Regulation

In some cities, like Red Deer and Toronto, Sign districts are used to modify sign regulations in different contexts throughout the city. Common districts include Downtown and Residential Proximity types. These districts contain additional regulations to limit negative impacts of signs in residential areas. For example, in Red Deer, certain types of digital signs are prohibited within 100.0 metres of a site located in or adjacent to a Residential District.

Mitigation of Negative Impacts Associated with Signage

Cities employ several methods to mitigate the impacts that signs may have on surrounding areas, mainly in regards to the brightness of digital signage. Some common themes include:

Night time Illumination Restrictions in Residential Areas

To reduce light spill over onto nearby residential areas, some cities, including Toronto, regulate the hours of illumination for signs that are located within residential areas. Digital signs must be de-energized after a certain time, commonly between the hours of 11p.m. and 7a.m.

Minimizing Distraction to Drivers

Several cities require signs to be placed a minimum distance from an intersection and driveways and property lines, to ensure adequate sightlines are maintained. Additionally, regulations are in place for signage located near intersections which require that their appearance be distinct from traffic lights and other traffic control signs and devices.

Minimizing Proliferation of Signs

Common strategies employed by cities to control the prevalence of signs include maximum sign sizes and separation distances between specific sign types. For example, Calgary requires a minimum distance of 30 metres between freestanding signs. Similarly, Edmonton also maintains minimum distances between signs. Permanent freestanding signs are required to be 45 metres from the next closest freestanding sign.

In Toronto, on larger commercial parcels of land, two freestanding signs may be located on the same site, given that there is a minimum separation distance of 100 metres.

Regulations for maximum sign sizes were also present in the cities reviewed. Maximum sizes vary by sign type. Generally, the maximum size is applied to the content area of the sign.

GENERAL APPROACH TO SIGN REGULATION

Given that sign technologies are rapidly changing in capability and design, an updated approach to sign regulation will allow for **flexible regulations to adapt to existing and future sign products.**

A thorough review of the current approach to permanent sign regulation, and refinement of temporary signage will be included within the new Zoning Bylaw, as signs are considered a type of development. Locating sign regulations within the Zoning Bylaw, rather than creating a separate Sign bylaw for regulations, will increase user friendliness as all relevant development regulations applicable to a property are contained within one document. Signs will be a defined use within the new Zoning Bylaw.

Through the Zoning Bylaw Renewal Initiative, the City seeks to simplify and update the current approach to the way that signs are regulated. Some of the anticipated outcomes from this sign regulation review and rewrite includes the following:

- + clearer definition of terms;
- + defining outcomes which the Zoning Bylaw regulations should achieve;
- + allow for the reasonable identification and marketing of businesses and community events;
- + require signage to respond to, protect and / or enhance the character, scale, architectural quality and appearance of a building, site and / or setting (eg. streetscape, plazas, parks and open spaces); and
- + minimize adverse impacts on adjacent properties.

The outcomes above, in addition to the Sign Design Guidelines, discussed further in this paper, will inform the simplification and drafting of new sign regulations.

Proposed Approach to Regulating Permanent Signs

A simplified approach to regulate permanent signs will introduce a shift away from the current distinction of signs based on sign type (fascia, roof, etc.), towards the impact that the sign has on surrounding areas (sign location, brightness, etc.).

The proposed approach will eliminate the existing 11 sign schedules and will relocate the applicable sign regulations into matrices embedded into each of the new land use zones; this will make it easier for all bylaw users to find the applicable sign regulations for the zone. Existing sign types will be reduced to three, based on where the sign is located, in relation to a building or on a property. [Table 3](#) provides an overview of proposed sign equivalencies.

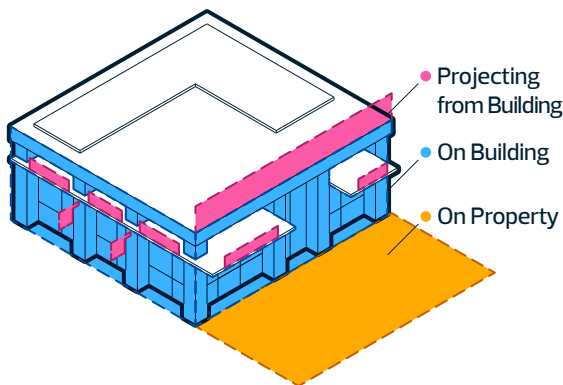
Table 3. Proposed Sign Equivalencies

Proposed Sign Location Type	Existing Sign Type or Definition
On building	<ul style="list-style-type: none"> + Fascia Signs + Identification Signs + Illuminated Signs + On-Premises Advertising + Volumetric Signs + Window Signs
Projecting from a building	<ul style="list-style-type: none"> + Identification Signs + Illuminated Signs + On-Premises Advertising + Projecting Signs + Roof Signs + Volumetric Signs
On property	<ul style="list-style-type: none"> + Directional Signs + Freestanding Signs + Identification Signs + Illuminated Signs + Off-Premises Advertising + On-Premises Advertising + Temporary Signs

In order to make the sign regulations more user friendly, clear and enforceable, Edmonton’s new sign regulations are proposed to feature graphics that will describe the placement of signs on private property, as well as explanatory images for regulations.

The current approach, based on sign types, can be easily translated to this new proposed approach

Fig 2. Illustration of Proposed Sign Locations



Projecting from Building

This location would include signs projecting from any face of a building which would include current projecting signs and roof signs.

On Building

This location would include signs affixed to the building which could accommodate fascia signs, identification signs and window signs.

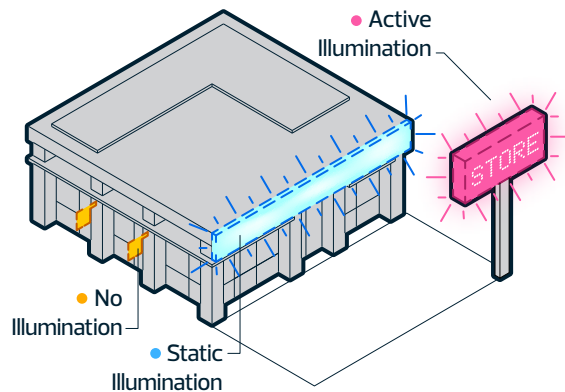
On Property

This location category includes any area on a property which is not on a building. Current sign types which would be located in this area include freestanding signs and frontage signs, in addition to signs on fences. Temporary signs would generally be included within this sign location type.

based on sign placement. Fig 2 below highlights the three new proposed sign locations.

Once the location of the sign has been determined, additional regulations would then apply based on the level of sign illumination. Three sign categories are proposed, with increasing intensities of brightness, as illustrated in Fig 3.

Fig 3. Illustration of Proposed Sign Illumination Type



No Illumination

These signs display message content without the use of light and typically include A-frame signs, temporary signs, projecting signs and fascia signs.

Static Illumination

These signs are lit from within, or above, the sign medium and generally have lower impacts on surrounding lands. This type includes channel letters, illuminated fascia and freestanding signs.

Active Illumination

This type includes signs that may feature moving images or animations, typically illuminated by light emitting diodes. This type includes signs with higher impacts to surrounding areas, including digital signs and architectural illumination which consist of LEDs running the length of the building’s side.

Aligning with the goals of the Zoning Bylaw Renewal Initiative, simplifying existing regulations will provide several benefits to Zoning Bylaw users. Developing a new approach to sign regulation, with **an emphasis on impacts to surrounding properties**, will result in clear regulations that are user-friendly for all audiences, and easier to implement.

Integration of Sign Regulations into Land Use Zones

To increase ease of user navigation in the new Zoning Bylaw, applicable sign regulations will be contained in a matrix embedded into each new land use zone, rather than in separate sections throughout the new Zoning Bylaw. This will aid the user by providing all applicable development regulations in one section. This will save time in reviewing applications and assist applicants in determining the feasibility of their project. The regulations matrix will also be proposed to be incorporated into new Direct Control zones to ease interpretation of development regulations. [Appendix 1](#) illustrates what sample sign regulations embedded into each zone may look like.

Sign Design Guidelines

The City's Urban Design Unit is currently developing Sign Design Guidelines. It is anticipated that the draft Sign Design Guidelines will be available for public feedback in the Fall of 2020.

The development of the Sign Design Guidelines have taken implementation into consideration during the drafting stage.

These guidelines provide overarching design principles which will inform the development of sign regulations in the new Zoning Bylaw, including:

Quality

Signs and any supporting structures should be well designed, colourful, interesting, made of high quality materials, and be as maintenance free as possible to ensure their longevity and to positively contribute to the surrounding built or natural environments where they are located.

Integrated

Signs should complement the scale and architectural design or heritage of a building/site and also consider the built form of the surrounding area and acknowledge the wider city context.

Visual

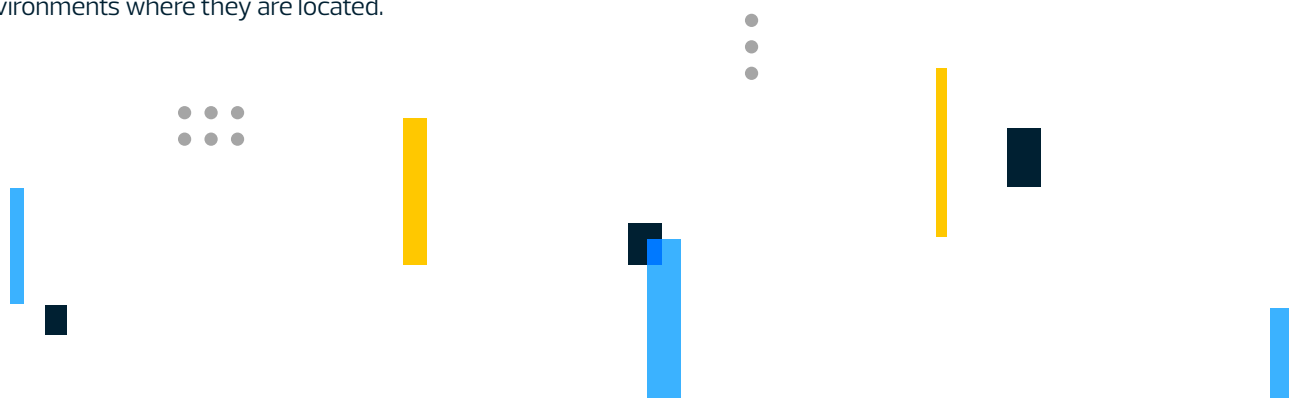
Signs should get to the point clearly, less is more, meaning that the number, design and location of new signs supports the aesthetic coherence of buildings and streetscapes, and assists in avoiding visual clutter. Legibility and readability of a sign is important when communicating with all audiences, regardless of varying abilities.

Safe

Well designed signs should not negatively impact road users' safety by causing distractions, creating confusion and obscuring sightlines for drivers, cyclists and pedestrians alike.

Proposed Approach to Regulating Temporary Signs

The proposed approach to temporary signs is anticipated to remain similar to current processes. Recent work was undertaken in 2016 to improve the permitting process around signs. A key outcome of this work was the development of a [map-based database](#) to plot and record temporary sign permit details, status of available sign locations and enforcement actions. This technology solution will be retained through the Zoning Bylaw Renewal Initiative. Current temporary sign types and locations will be aligned with the proposed direction for permanent signs, outlined above.



NEXT STEPS

Sign regulation in Edmonton is a complex topic with many variables to consider. This discussion paper highlights the first attempt to provide a **more streamlined and simplified sign regulation approach**. Through upcoming engagement with industry and community stakeholders, this approach will be further refined.

Stakeholders will have the opportunity to provide input throughout this project to ensure that the proposed regulation approach, and future sign regulations, will be practical and enforceable. **Feedback received will be incorporated into the drafting of the sign regulations in the next phase of the Zoning Bylaw Renewal.**

Administration will also continue development of the **Sign Design Guidelines** that will be used to inform the actual drafting of the sign regulations in the next phase of the Zoning Bylaw Renewal. Opportunities to provide feedback on the Sign Design Guidelines will occur in the Fall of 2020.



GET INVOLVED!

- Submit your feedback about this discussion paper at engaged.edmonton.ca
- Visit edmonton.ca/zoningbylawrenewal
- For all other ideas and feedback regarding Zoning Bylaw Renewal Initiative, please use the [General Feedback Form](#)
- Subscribe to our [newsletter](#)
- Contact us at zoningbylawrenewal@edmonton.ca



Appendix 1 | Sample Sign Regulations within a Zone

The following section illustrates a potential method of displaying hypothetical permanent sign regulations within a new low-scale residential zone. Regulations in these matrices are for illustrative purposes only.

Proposed Low-scale Residential Zone

Sign Regulations

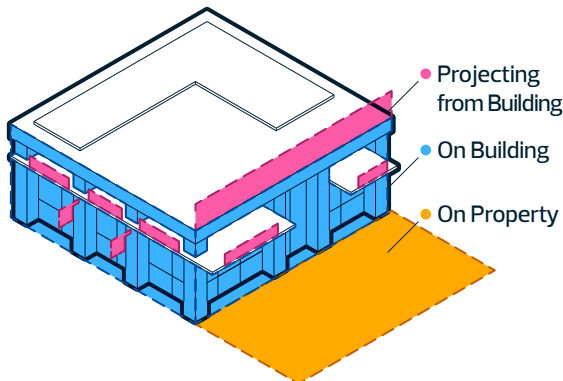
The appearance of signs within neighbourhoods should be minimized, to enable the local residential context to remain dominant and reduce visual clutter.

Step 1

Use Table 1 to determine if your proposed sign type and level of illumination are permitted within the Low-scale Residential Zone.

Sign Types

There are 3 sign types, based on their location



1. On Building Sign

Media which is permanently affixed to a building, or media located within a building for the purpose of being viewed from outside of the building.

Some examples include: fascia signs, identification signs and window signs.

2. Projecting from a Building Sign

Media which projects more than 0.40 m from any face of a building.

Some examples include: projecting signs and roof signs

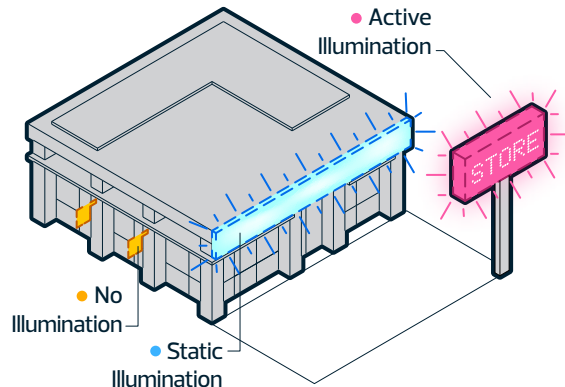
3. On Property Sign

Media which is located on a lot, not affixed to a building.

Some examples include: freestanding signs and frontage signs, in addition to signs on fences or walls

Level of Illumination

There are 3 levels of illumination



A. No Illumination

These signs typically include A-frame signs, temporary signs, monument signs, projecting signs and fascia signs.

B. Static Illumination

These signs are internally or externally lit and generally have lower impacts on surrounding lands. This category typically includes channel letters, and illuminated fascia and freestanding signs.

C. Active Illumination

This category includes signs with higher impacts to surrounding areas, including digital signs and architectural illumination.

Table 1 Permanent Signs Permitted within the Low-scale Residential Zone			
	A. No Illumination	B. Static Illumination	C. Active Illumination
1. On-building	Permitted	Permitted	Not Permitted
2. Projecting from a building	Permitted	Not Permitted	Not Permitted
3. On-ground	Not Permitted	Not Permitted	Not Permitted

Step 2

If your proposed sign is permitted in the Low-scale Neighbourhood Zone, use Table 2 to determine the maximum number of signs permitted on the lot. The total is dependent on your proposed activity within the zone.

Table 2 Number of Signs Permitted in the Low-scale Residential Zone		
	A. Residential Use (Home-Based Business)	B. Indoor Sales and Service Use
1. On-building	1 sign	2 signs
2. Projecting from a building	Not Permitted	1 sign
3. On-ground	Not Permitted	Not Permitted

Step 3

Read the regulations for your proposed sign location. Regulations are categorized by the proposed sign's level of illumination.

- + **Non-Illuminated Sign Regulations:** See Table 3
- + **Illuminated Sign Regulations:** See Table 4

Table 3 Non-Illuminated Permanent Signs Development Regulations			
	Use	a. On building	b. Projecting from a building
1. Sign Area, maximum	Residential Use: Minor Home-Based Business	10.0 cm x 30.5 cm	N/A
	Residential Use: Major Home-Based Business	20 cm x 30.5 cm	N/A
	Indoor Sales and Service Use	May cover up to 50% of the face of the wall where it is displayed	
2. Sign Orientation		Signs located on, or projecting from a building must face a road.	
3. Minimum Vertical Clearance above grade/ pedestrian passageway		2.4 m	
4. Projection from building, maximum		0.40 m Signs shall not extend beyond the horizontal limits of the wall	2.0 m. Signs shall not project above building roofline
5. Sign Design			Structural support elements are designed or concealed so as to appear as an integral part of the overall Sign design and such that no angle iron bracing, guide wires or similar support elements are visible from a public roadway or other public right-of-way

Table 4: Static Illumination Permanent Signs Development Regulations		
	Use	a. On building
1. Sign Area, maximum	Residential Use: Minor Home-Based Business	10.0 cm x 30.5 cm
	Residential Use: Major Home-Based Business	20 cm x 30.5 cm
	Indoor Sales and Service Use	May cover up to 50% of the face of the wall where it is displayed
2. Sign Orientation		Signs located on a building must face a road.
3. Minimum Vertical Clearance above grade/ pedestrian passageway		2.4 m
4. Projection from building, maximum		0.40 m Signs shall not extend beyond the horizontal limits of the wall
5. Maximum illumination		The intensity of exposed bulbs on a Sign shall not exceed 1100 lumens.

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